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BONUS
TRANSCRIPT

INFOTAINMENT

JACKPOT

BEN SETTLE



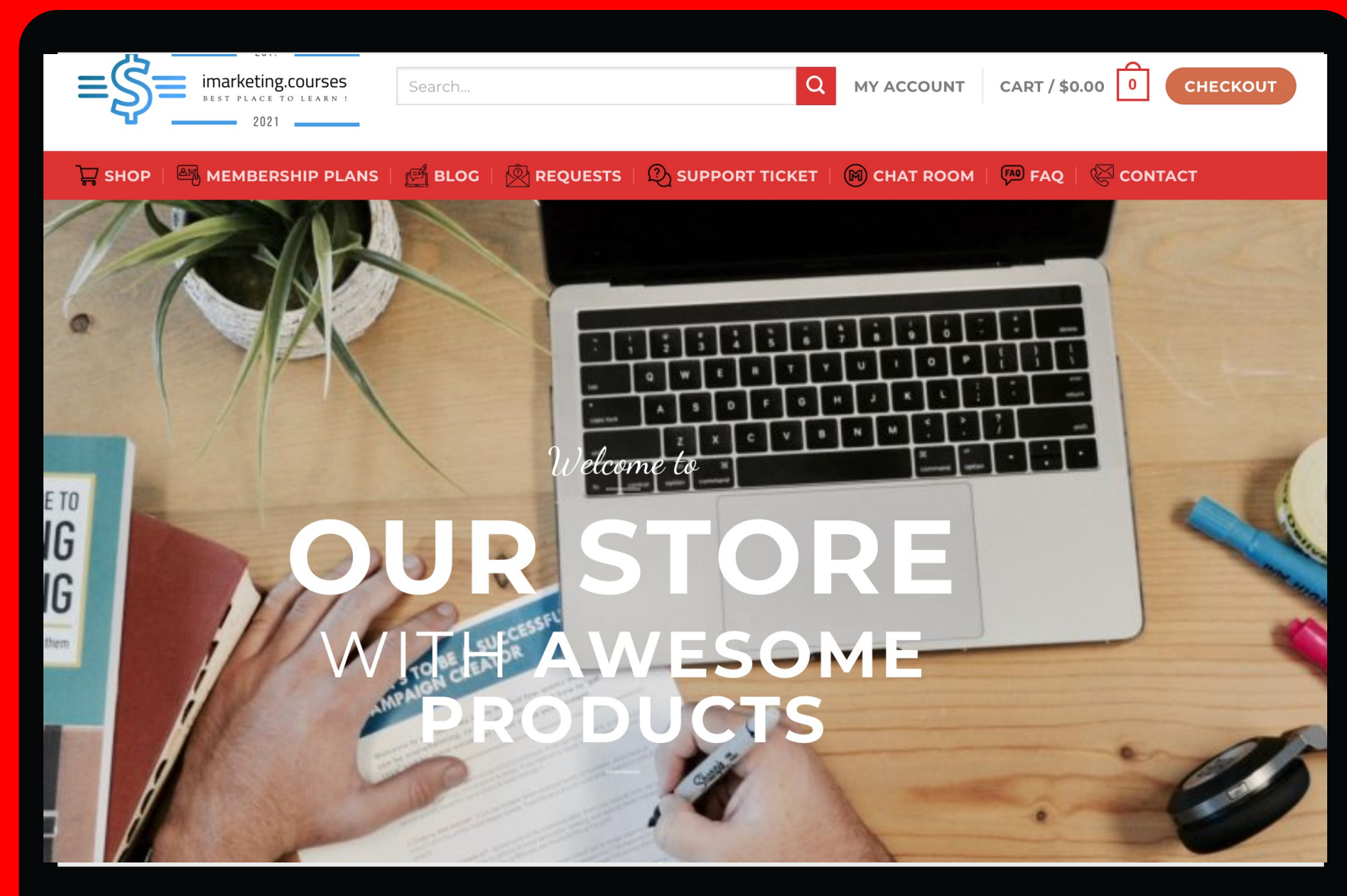
"LET'S JUST GO DOWN AND ENTERTAIN THE HELL OUT OF THEM."

JOHNNY CARSON

1

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INFOTAINMENT JACKPOT!

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“Ed, I don’t even know how I see my own role [in The Tonight Show]. Let’s just go down and entertain the hell out of them.”

— Johnny Carson

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“Everything that guy just said is bullshit...Thank you.”

— Vinny Gambini
My Cousin Vinny

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First Edition, June 2019

Published by Settle, LLC (the “Publisher”).

Dedicated to the great Matt Furey — who I've learned much from about this subject, and without whose teachings I'd probably be toiling away licking corporate boots for a living...

ABOUT YOUR OBNOXIOUS HOST & STORYTELLER

“Allow myself to introduce... myself.”

— Austin Powers

Austin Powers: International Man Of Mystery

Since 2002 Ben Settle has written ads, created email campaigns, and cooked up strategies for clients & his own business that’ve collectively earned tens of millions in new business in competitive, “cut throat” markets such as:

- Golf
- Weight loss
- Business opportunity
- Self-defense
- Home business
- Dating
- Prostate problems
- Internet marketing

Ben has also taught methods he’s pioneered to **prestigious direct marketing companies** — like **Agora Financial... AWAI...** professional radio producers at **Entercom** (one of the largest radio broadcasting companies in the US)... **Brian Kurtz’s Titans Masterclass... Real Dose’s** (one of the world’s biggest supplement companies) **Health Profits Summit... Clayton Makepeace’s private mastermind...** seminars & events people paid up to \$10k just for a seat... and the annual **Oceans 4 Mastermind** — where 7-, 8-, and 9-figure businesses paid him and his partners to put their emails and marketing on the “hot seat” — transforming their sales overnight. In addition, Ben publishes the “**Email Players**” newsletter read by hundreds of people in over 30 countries — including by **A-list copywriters, publishers at prestigious direct marketing companies like Agora Financial, and New York Times best-selling authors...**

www.BenSettle.com

GOLF CLAPS FOR BEN SETTLE

“Look, you don’t have to stop [clapping]. This is America —
you have the right to worship!”

— Johnny Carson
The Tonight Show

“Good copy intoxicates me. Yours is high proof. I’m enjoying it.”

— **Gary Bencivenga**

(Universally acknowledged as the world’s greatest living
copywriter)

www.MarketingBullets.com

“I think Ben is the light heavyweight champion of email copywriting.

I ass-lo think we’d make Mayweather money in a unification title bout!”

— **Matt Furey**

www.MattFurey.com

Zen Master Of The Internet®

President of The Psycho-Cybernetics Foundation

**“...I get great advice and at least one chuckle... or a slap on the
forehead ‘duh’... every time I read your emails!”**

— **Carline Anglade-Cole**

A-list copywriter who has written for Oprah and writes the world’s
most prestigious (and competitive) alternative health direct
marketing companies

www.CarlineCole.com

“I’ve been reading your stuff for about a month. I love it. You are saying, in very arresting ways, things I’ve been trying to teach marketers and copywriters for 30 years. Keep up the good work!”

— **Mark Ford aka Michael Masterson**
Cofounder of AWAI

“The business is so big now. Prob 4x the revenue since when we first met... and had you in! Claim credit, as it did correlate!”

— **Joseph Schriefer, Agora Financial Copy Chief)**
www.AgoraFinancial.com

“I wake up to READ YOUR WORDS. I learn from you and study exactly how you combine words + feelings together. Like no other. YOU go DEEP and HARD.”

— **Lori Haller**
(“A-List” designer who has worked on projects for Oprah Winfrey and the world’s most prestigious direct marketing companies)
www.ShadowOakStudio.com

“I love your emails. Your e-mail style is stunningly effective.”

— **Bob Bly**
The man McGraw-Hill calls America’s top copywriter
www.Bly.com

“I’ve been a big admirer of Ben’s writing for a long time, and he’s the only copywriter I’ve ever hired and been satisfied with”

— **Ken McCarthy**
One of the “founding fathers” of internet marketing
www.KenMcCarthy.com

“...you have some of the best hooks. You really know how to work the hook and the angles.”

— Brian Clark

www.CopyBlogger.com

“Of all the people I follow there’s so much stuff that comes into my inbox from various copywriters and direct marketers and creatives, your stuff is as good as it gets.”

— Brian Kurtz, Former Executive VP of Boardroom Inc.

Named Marketer of the Year by Target Marketing magazine

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— David Garfinkel

The World’s Greatest Copywriting Coach

www.FastEffectiveCopy.com

“Ben Settle is my email marketing mentor.”

— Tom Woods

Senior fellow of the Mises Institute &

New York Times Bestselling Author

www.TomWoods.com

“Ben writes some of the most compelling subject lines I’ve ever seen, and implements a very unique style in his blog. Honestly, I can’t help but look when I get an email, or see a new post from him in my Google Reader.”

— Dr. Glenn Livingston

www.GlennLivingston.com

“The only copywriter I endorse (no affiliate) is @BenSettle.”

— Mike Cernovich

Author of Gorilla Mindset

www.DangerAndPlay.com

“There are very few copywriters whose copy I not only read but save so I can study it... and Ben is on that short list. In fact, he’s so good... he kinda pisses me off.”

— Ray Edwards

www.RayEdwards.com

“You’re damn brilliant, dude...I really DO admire your work, my friend!”

— Brian Keith Voiles

A-list copywriter for prestigious clients such as Jay Abraham, Ted Nicholas, Dr. Stephen R. Covey, Robert Allen, and Gary Halbert.

www.AdvertisingMagicCopywriting.com

“We finally got to meet in person and you delivered a killer talk. Your emails are one of the very few I read and study. And your laid back style... is just perfect!”

— Ryan Lee

www.RyanLee.com

“I’m so busy but there’s some guys like Ben Settle w/incredible daily emails that I always read.”

— Russell Brunson

www.RussellBrunson.com

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“Ben’s emails are perfect examples of how to sell with email and how to create a persona that draws people to you like controversy to Donald Trump”

— David Deutsch

A-List Copywriter

www.DavidLDeutsch.com

“Ben is the dude to study if you want to write powerful emails that make a bunch of money.”

— Doberman Dan Gallapoo

www.DobermanDan.com

“I start my day with reading from the Holy Bible and Ben Settle’s email, not necessarily in that order.”

— Richard Armstrong

A-List Copywriter for everyone from Rush Limbaugh to Newsweek to the ASCPA.

www.FreeSampleBook.com

DRAMATIS PERSONAE

“These are rich, interesting characters.”

— Ed

Shaun Of The Dead

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Warm Up Act

YOUR BAPTIZEMENT INTO THE WORLD OF OLD MAN INFOTAINMENT

“...I have come to realize that entertainment is not easily dismissed...Without it, lives can be dull. Singing a song, playing sports — anything that entertains, that takes people away from their own problems, is good.”

— Stan Lee

Once upon a time, I thought it'd be fun, and possibly profitable, to apply to do a TEDx talk in Roseburg, OR (“The Burple”). The topic of my talk?

“Why Infotainment Is The Future Of Persuasive Communication”

My application was received, processed, and... denied on arrival.

But, that makes the concept no less valuable. In my humble (but accurate) opinion, the fact the masses still aren't hip to this concept yet, especially the masses of business owners... means those who are, have an opportunity to use infotainment to double and even triple (or more) their business and sales rapidly, and in a way where customers not only buy more readily and eagerly, but also in greater abundance than most people can possibly imagine.

But what exactly is infotainment, you ask?

It's just what it sounds like:

It's when you combine information with entertainment — specifically, in your marketing, your advertising, your selling, your content, your customer service, your public speaking, your interviews, and any and all other business endeavors, where you are communicating with another human being, or hordes of human beings. But, when I say “entertainment” I am not talking about the silly, pointless, and dumbed-down kind of entertainment like you see in virtually all prime time TV advertising, during the Super Bowl, or anything churned out by big ad agencies. I'm talking about using entertainment intelligently and with a purpose. A purpose not just to merely entertain, but to do as Mel Gibson once said he does with all his blockbuster movies: Entertain, educate, and then ultimately elevate someone's thinking. Most businesses have the education part down, and ignore the entertainment part — which is what first gets peoples' attention so you can educate them on what you sell. (The elevate part is a whole other ball of wax, just as important, but way beyond the scope of this book.)

More:

As the great Matt Furey once wrote in one of his excellent newsletters...

**“We pay our entertainers
FAR, FAR MORE than our educators.”**

Like it or not, think it fair or not, believe it or not, it's true. And, if you need proof of this, simply look around. Do the vast majority of kids prefer reading text books for school or watching TV? Do adults prefer going to plays or going to blockbuster movies? Do all those people with a Bible on their coffee tables spend more time reading that or their favorite magazine, novel, or gossip-

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rag from the grocery store checkout line? The evidence of this is everywhere, and you need only ignore what people say they prefer and...

Look At What They Are Spending Their Time And Money On.

Bottom line:

Businesses routinely lose out on tens of thousands, hundreds of thousands, and even millions in sales each year because they think education is more important than entertainment when it comes to selling. They think having the “best” product or service is more important than an enjoyable buying experience. And, they consider themselves “above” utilizing entertainment to capture the minds (and dollars) of their entertainment-addicted customers who would, for example, be far more likely to respond to a mock zombie apocalypse preparedness and readiness campaign than the typical boring and “serious” checklist of things to do during a natural disaster. (As the CDC discovered — to the tune of getting so much website traffic, so quickly, it melted their server — more on this later in this book.) Don’t worry if you’re the stuffy type or sell to people too “sophisticated” to respond to such marketing. Infotainment takes many forms — including “safe” forms even the most uptight business owner can feel comfortable using to the most uptight customers. And no matter which form you use, it can let you take even the most boring, mundane, and dry aspects of your product or service... and make it fun, exciting, and so irresistible...

People Look Forward To Buying From You!

This is when your sales presentations, emails, ad copy, social media posts,

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direct mail, informational content, videos, podcasts, public talks, interviews, advertisements, and even your customer service go from being something people are at best bored by, and at worst emotionally (if not physically) backing away from... to being something they can't get enough of, demand more of, and cheerfully buy abundantly of.

This is why infotaining “news analysis” programs often get more rabid viewers than hard news programs... why infotaining politicians like Donald Trump and Alexandria Ocasio-Cortez (at the time of this writing, at least) get the lion's share of media and public attention whether they “deserve” it or not... and, why I believe — regardless of your business, experience, or marketing savviness now — after you read this book you, too, will know it, and be able to apply this mysterious skill to your business to potentially (and possibly very quickly)...

Make Millions With It!

Does that sound like hype?

I understand — but, if you suspend your skepticism for the short time it takes you to read this book, I think you will see an entire new world opening up for you and your business you didn't even know was possible.

Now, let's get down to the nitty-gritty:

Like a dramatic play or script... this book is divided into three “acts”. The first act gives you the foundation of infotainment: Including a talk I gave to \$400 million per year Agora Financial's copywriters and editors about what infotainment is, and 21 different ways to use it in your business. Then, after that,

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I cover a couple more extremely profitable ways to use infotainment I have used, perfected, and so far profited from to the tune of hundreds of thousands in sales after I gave that talk. Then the second act is made up of selected teachings from my \$97/month print newsletter “Email Players” with many additional ways to apply infotainment to your business. And finally, the third act contains 24 “real-life” examples and exhibits you can model, adapt, and use as inspiration for your own infotainment endeavors.

All right, enough of this clacking.

Every day you aren’t using this amazing concept of infotainment in your life, is a day you aren’t making more money, more sales, and more profits in your business, while giving your customers and leads a thrilling and satisfying experience they can’t get enough of at the same time.

With that said, turn the page, and let’s change that, fast...

Act One

21 WAYS TO TRIPLE YOUR BUSINESS BY "INFOTAINING" THE HELL OUT OF PEOPLE

Edited Transcript Of Ben Settle's Presentation at Agora Financial in Baltimore, MD

"You can do serious stuff, you can even do stuff that's damn depressing, but overall it has to be entertaining, or people will go away and stop reading it."

— Peter David
Wizard Magazine

[BEGIN TRANSCRIPT]

BEN SETTLE: A few years ago I sent an email out to my list and I said, "What do you guys think is, what I call the king of selling on the internet, or the king of selling online?" And I got a lot of varying answers back from people. Some answers were kind of lame, and some were pretty insightful. But they were all wrong.

Probably the most common things people thought was the most important thing for selling online was teaching. Some people said value, some people said content, and some people said copywriting. None of those are the most important things you can learn for selling online. I mean they're all important; you should do them all, but they're not the king. In fact, very few people do what I'm about to explain here today.

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It's not teaching, because teachers don't make jack shit. They really don't. As the great Matt Furey pointed out once, in this society, teachers don't make anything. So if you're out there teaching and thinking, "Oh, I'm going to teach this; market all this stuff and get money" ... you are in for a rude awakening. Some people can get away with it. But most people can't. It's not value, either. Because people are pumping out value all the time, and they don't get a high return on investment, if any at all. In most cases because they don't know how to sell. Same with content. They think, "If I just put lots of content out there, I'll attract all these customers!" and all that. It helps, but it's not really the most important thing. Copywriting, which I'm sure there's a big bias in this room for, is not it, either. I'm biased toward it myself; I'm first and foremost a copywriter. It's important, but it's not the king of selling online. It's like a jack, or ten of hearts in the deck — but it's not king.

Now I'm going to give you some examples of what I think is the most important thing before I give you the big reveal here. Many years ago, back when I was in my teen years, I used to collect comicbooks. And I could have went down to the store to collect comicbooks, or to buy my comics every month. It would have been cheaper than the way I did it; I actually bought mine through mail order. Which is kind of strange, because it was more expensive, I had to pay for shipping, and it took about two weeks longer for me to get everything. Why would I do that when I could just go down to the store to get my comic books right away without paying shipping?

Well, every month my comics would come via UPS, and I'd sit there like this nerdy little geeky guy, looking out the peephole of the door, waiting for that UPS man to get there and drop it off and get the hell out of there, so I could grab my box. And I'd watch his truck roar away, open the door, grab the box, and I would rip that box open. But I would not grab my comicbooks first. What I would grab first was this little crappy 5 x 8 catalog, made of newsprint, black

and white, zero production values whatsoever. There was nothing special about the design; in fact, it was very ugly ... And I would read that first. To me that was the most interesting thing to read. And there were a lot of other customers I am guessing who had the same experience.

And the reason why is because it was selling the next month's comic book issues, so it was all editorial, but it was very interesting, because the editor of the rag had a personality that was completely blunt, and he'd tell people not to buy sometimes. Turns out that can be a clever way to make more sales in your business. For example, Marvel Comics would send him their little synopsis of what's going to be in the next month's books for all their various titles. And sometimes he would say, "Well, you know, this story actually sounds like crap, I don't know if I would buy this if I were you." He would be brutally honest. Sometimes he'd say, "Yeah, this art looks great; this writer's a good writer; this sounds like a good story." Sometimes he'd be like, "Oh great a 7th Punisher title you have to read to get the full story of the other six just so Marvel can squeeze money out of the fans to appease the stockholders." Or, "This sounds ridiculous; I don't think you should even get this issue." So it was very entertaining. You would laugh reading this thing because he was so brutally honest and witty about it all.

Fast forward to another few years, there was this show on ESPN ... I don't remember the title of it, I don't remember who this host was, I heard about in the great Matt Furey's email course. But he would talk about sports, obviously, his whole show, it was a sports show. But he would not talk about sports. He would build the relationship with his guests and his audience first and foremost. In other words... he would have these guests on every time, sports stars and that sort of thing ... He would just get to know them. He would talk to them like Charlie Rose would, or Larry King, or something like that. Just get to know them one-on-one. There was rarely any sports analysis, rarely anything about sports, it

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was just these guys would tell him their stories, talking about their lives, and they would laugh and have a good time. And the producers of this show got really mad at this guy, and they said, “You need to start talking more about sports.” And he was like, “I’m not going to talk about sports; this is what works.” He had the highest rated show, easily. He just blew everyone away apparently in his time slot. And they said, “No, you either start talking about sports, or we’re going to fire you.” He said, “No I’m not going to do it.”

So he kept doing what he was doing, and he got fired. Then he went to another station, and he started his own show and did the exact same thing; and that show beat out ESPN’s time slot, which was talking about sports and was giving actual real content, and whatever you would call value. And it would beat that up.

Now, I’m trying to build up to something here. And that is, it’s not about teaching, it’s not about value, it’s not about content. It’s not even about copywriting. If you guys have ever heard of Paul Hartunian, he teaches publicity; how to get publicity. And I love his stuff. He was talking about how we are in a celebrity-obsessed culture. We’re no longer in a culture where people respect experts. You can be an expert and nobody cares. That status may even hurt your sales. People listen to experts, but they buy from leaders and entertainers, especially people positioned as both. Not knowing this and applying this to your business is like stealing sales from yourself.

In fact, his example was ... Who’s that actress? I think her name is Jenny McCarthy ... And she wrote a book about the link between autism and vaccines, or something like that. She got on Oprah and sold millions of books. And Hartunian’s a for-real medical doctor; he’s like, “She’s totally wrong.” Real doctors don’t apparently agree with her. Now I don’t have a dog in this fight, whatever that really means, I’m just saying this is what they were saying. And it

was an interesting thing, because nobody's listening to the real experts, but they're listening to this celebrity who has no training whatsoever in medicine, because it's a very celebrity-obsessed culture. People want that entertainment first and foremost. Which is why if you make yourself a celebrity — which you can, via what we're about to talk about today — you can say almost anything and get away with it, even if you have no clue what you're talking about. I am not saying to do that... I am saying that is the power it gives you for cutting through skepticism.

Paul Hartunian made a lot of examples about this sort of thing. But the point is, what I think, and I've tested this all through multiple markets and niches ... what is really the king of selling on the internet is infotainment. That is, when you mix information with entertainment. So yeah, you're doing the teaching, you're giving value, you're giving content, but you're merging it with entertainment so it's inherently interesting, so that people don't get bored consuming it.

I know people who will send emails out ... They're not really competitors, we're all kind of colleagues in that world ... And they insist on sending just hard, straight information out. In my niche, they would actually give, "Here's how to write a subject line for an email," when I'm sitting there talking nothing about email half the time at all, nattering on about something else that's entertaining, but still related, with a point and lesson.

Like today, I gave no value at all today in the email I sent out, and I got two sales already. Two subscriptions to my \$97/month newsletter. I didn't give any value; I gave no content. All I did was talk about this letter I have on my site from a copyright attorney. I have this tab at the top of my site that says, "Swipe File," and people click on it thinking I am going to give them a free swipe file, and instead they see a letter from my attorney about how it's illegal to plagiarize,

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and making an example of some chump who ripped one of my emails off word-for-word once. Then I give a little commentary about how you should sac-up and write your own stuff, and don't copy and paste and be a loser. Some people get very angry about that, and some people think it's funny or whatever. But the point is, today's email had zero content, and I've gotten sales from it.

And that's the norm. In fact, the more hard teaching I do, the less sales I've gotten. And I've noticed this across multiple markets I've sold in: the golf market; people in the prostate problem niche, the weight loss market; the self defense market. Just all these different markets have always been the same.

So, what is infotainment, besides merging information with entertainment? There's a show called 60 Minutes. I'm sure a lot of you guys have heard of 60 Minutes; it's been around for a very long time. Back in 2009, the founder of that show died. His name was Don Hewitt, I think. Back when it first came out, it was something that everybody watched. It was like they're just now catching on to how good that show was. The format was at least. And cable news shows like Fox News and MSNBC and CNN ... None of these are really just hard news networks. They're entertainment first and foremost. That is their strategy, entertain then inform. They know without entertaining you first, you won't listen to the other information because they lost your attention. So they're trying to entertain you, even if it doesn't seem like it's entertainment. But 60 Minutes was the first "news" show to do this, I believe.

There's this guy named Alan Alda ... He was the guy who played Hawkeye in the show Mash. You guys have ever seen that show? Well he was good friends with Don Hewitt. And they asked Alan Alda, "Why do you think 60 Minutes was so popular? Why was it such a hit?" And he said, "It's because they gave you a hotdog that nourished you like broccoli." Which is basically what Fox News and CNN and all them do that, all those shows. They give you just a little bit of news

and analysis, some content, but mostly it's entertainment, via arguing and controversy and creating enemies and disguised gossip and all these other things they do. And that's what their secret was. It was infotainment.

That's what it is. It's when you take whatever you're doing, and you're giving them a hotdog. It looks tasty, it looks fun, it looks great; and oh man, I want to eat that hotdog. But it's still going to give them a little bit of nourishment. They're still going to walk away thinking, "That was not a waste of my time; it was fun to consume that information; I'm glad I did it. How can I get more?" And then they're more likely to buy because of that.

So what I'm going to go through now is 21 ways to do this. I've not seen anyone really systematize infotainment before, which is why I forced myself to do it, because I wanted to use it for my own business. Now there are a lot of ways to do this. There's way more than 21, but if you guys just start using these 21 ways, and mix them and match them and embed them through the various things you're working on ... some of these you'll have no interest in using ... some you'll latch onto and say, "Yeah, I like doing that; that's really cool."

But I'm going to go through all 21 of them, and you just start working them into all of your copy and editorial and customer service communication, and every other way your business touches your customer's life, even your editorial. I'll go through some examples of editorial throughout this, but copywriting, editorials, if you're doing blogs. I mean, I don't know all the formats you guys use, but any format ... online, offline, whatever ... it will work for all that.

So, infotainment secret number one. This is probably not going to blow anyone's mind, this first one. And that is using your personality. Joe mentioned that if you read one of my emails it's full of personality ... You know it's my personality. Like it, love it, hate it, want to kill me; it really doesn't matter, it's my personality. And that comes first and foremost through. People know exactly who

they're buying from, they know exactly who they're hearing from, and they know exactly what to expect. And that's how you gain a really good following. Especially if you can be polarizing.

My favorite example of how personality can grow businesses or just generate lots of money is from a specific comicbook ... and I might use a lot of comicbook analogies through here. I hope that's not a bad thing for you guys. But Spider-Man, right? Now I'm a big fan of the guy who created Spider-Man; his name is Stan Lee. He created a lot of these superhero characters back in the 60's. He was talking about how he didn't really care about Spider-Man when he was writing those first issues, because he wrote the first 100 issues. He cared more about the Peter Parker side. He understood it was the relationship with his readers that mattered most. Just as it is in business — the relationship comes first. And using your personality is mandatory to create that relationship. Thus, Stan asked, "How can I give this poor teenager more problems?" "How can I make his life more miserable?" "How can I give him more challenges?" Because, that's what people are really reading. Everybody's like, "Yeah, I'm reading it for Spider-Man!" But really, they want to see if Peter Parker's going to get laid by Mary Jane or something. Is he going to get the girl? Is he going to get through this test he's got to take, or whatever? Whatever the problems are. He would just start, "Is Aunt May going to die?" You know Aunt May, she's this old lady, and she's been around for 40 years, and she's in her 70's when it started out. I'm surprised they haven't killed her off yet, but whatever.

It's personality. They want Peter Parker's personality. And that's a multi-billion-dollar franchise. If it was just Spider-Man fighting crime or whatever, it wouldn't be as interesting. In fact, I think the highest ... I don't know if it was the highest grossing Spider-Man movie, but it was definitely one of them ... was Spider-Man 2, which came out in 2004, because it was mostly a Peter Parker movie. I mean yeah, you get to see Spider-Man, but you see what this poor guy's

going through, and you can't help but relate. It's more a Peter Parker movie than a Spider-Man movie, and that's why it's often regarded as the single best comicbook movie ever made by many of the hardcore fans.

So use your personality in all of your marketing. Talk about what's pissing you off; talk about what you're mad at; talk about what's got you worried, what's got you up at night. In fact, you want to get in sync with the people you're selling to or writing to. If it's editorial, show them that you have the same problems that they have, speaking like you'd be speaking to them one-on-one. And you do that through personality.

Okay, the next thing I want to talk to you about is storytelling. Storytelling is inherently entertaining. And people who think "their" customers would never respond to infotainment can simply tell stories if it makes them feel safe. Stories have been used for thousands of years. That was entertainment a thousand years ago. There was no TV or movies or anything like that; they told stories. The thing I like about storytelling the most is that it really is the way we're hardwired to be persuaded. By stories. We are literally hardwired for it, neurologically. It's like the great founding father of internet marketing Ken McCarthy said in his copywriting course: Stories are the chief means by which human being communicate and process information. That's why all most well-known ancient religious texts are in story format, because you can remember them better. Have you guys every taken a memory training course? I did in my last year of college because I wanted to be lazy, and it worked. I would study for like 10 minutes, and I got all A's. 400-level classes, nearly all A's. Prior I was a solid C student for my whole life. Where was this in high school? Could have got all A's easy. But memory trainers will have you memorize cold, boring facts by putting them in a story format. And you just remember. Your brain remembers, it absorbs it, it likes it. It fits right into the way we think, and the way we make decisions. It crawls right into our psychology, and our brains love it.

I'll give you one of my favorite examples — Robert Kiyosaki, the *Rich Dad Poor Dad* author. That book is pure infotainment — lessons all taught via stories and parables about his so-called rich dad and so-called poor dad, and what they taught him, or what he learned from them, or the mistakes he made or avoided because of them. And it's all story format. His books are going strong. And I think those are a really good example, if you ever want to see good storytelling in action for making things persuasive read *Rich Dad, Poor Dad*.

The third one: using unusual language. I've found even fire-breathing grammar and spelling Nazis who obnoxiously tell you about every typo will buy if you do this right. And it is straight from the school of Matt Furey — an ingenious marketer. I keep mentioning him. And will continue to do so. I'm not saying you gotta swear; I'm not saying you gotta cuss or anything like that. You can, I mean if you can get away with it of course, once in a while. Judiciously using a swear word every now and then can make it more entertaining and fun. General Patton purposely did it. But only sparingly, when he had to get attention. He said it saved lives because it got attention back then. Nowadays it's lost its impact because everyone is a potty mouth on social media. Plus, you guys are constrained by certain rules, and I get that, but unusual language works like crazy, even clean language.

So, Mark Twain, famous writer, he says, "I never gave a damn about anyone who can only spell a word one way." And people consider him one of the best writers in history. And it's true. Every now and then, think about misspelling a word, on purpose. I'm not saying make it rife with typos, but I'm saying you can purposely misspell words every now and then, in an almost cartoonish way so it's obvious you did it on purpose. Don't overdo it, but once or twice, if you're mocking somebody or making fun of something, a concept. For example, I'll use the word expert, with "ex-spurt." I mean it's stupid, but it adds a little cartoonish nature to things, makes an otherwise boring word fun. I use

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can I change that for what I'm doing?" And people find that entertaining. They still find it valuable; they still find it useful. But it's presented in a very fun way.

Now this one's pretty obvious for entertainment: be funny. I'm not saying you gotta make dumb jokes; I'm not saying you gotta sit there and make knock-knock jokes and all that, although those can work sometimes if you do them right. You guys all know Dan Kennedy, who he is? Okay. He actually wrote a whole book about this, *Make 'Em Laugh & Take Their Money*, or something like that. And he said people buy, and buy more readily when they're in good humor. And I agree with that completely. I've seen that in my own marketing; I've seen it when I used to do client work. When you can just make them smile quite frankly ... You don't have to make them laugh, just make them smile. Matt Furey says at the very least go for the smile in emails. It's great advice. If you're writing about more serious topics, like say cancer, you want to modulate all this, of course. There's nothing funny about cancer. Or diabetes. Or any serious health condition. But you can tell stories, use personality, and do a lot of what we're talking about here still. I did it all the time in the prostate niche, talking about prostate supplements that'll turn you into a girl, for example. Or how I'd like to take a peak at Bigfoot's prostate, probably it is very healthy...

You know how many people just want to smile during the day because they have shitty lives? I mean they really do. They want to smile. They're looking for somebody to go up to them and say, "Make me feel good, because I feel like crap." What is it, like 25% of women are on antidepressants? I mean, there's something going on here. You might as well milk a little money from the misery here, is all I'm saying, by being funny. And you're doing them a favor. Everybody likes to laugh, so it's good. Entertainers get paid the most for a reason.

Some find this a bit spooky, but I'm a big fan of mocking in marketing. Mocking experts, mocking trolls, mocking haters and self-loathing slanderers. If you get hate mail, you can mock that person back via an email or social media post or in a podcast, and it can sometimes get even people who are your worst haters to change their minds and buy from you. This goes back to the old Biblical prophets who were not above mocking people; Elijah who's mocking 600 priests of this false god Ba'al. He's like, "What's wrong, is he taking a shit?" "Where's your god at?" "Is he sleeping?" "Is he passed out drunk?" If you look at the Hebrew that's what he's saying. The King James doesn't do it justice. "Is he out taking a crap?" "Where is he? Where's your god?" But that kind of mockery is what won people over to his side. It's always been that way. Mockery will make you money when done right.

So if you can find some kind of enemy or some kind of person attacking you or attacking your company, attacking your philosophy of doing things, feel free to mock away. Just make sure you can make a really good case, of course. You want to have an airtight case if you're going to do it. But people find it fun; they find it entertaining and infotaining. Because it is information, it is content. It's basically pro wrestling.

Next one: be witty. Not everybody's naturally witty. That's just the way it is. A lot of people just aren't witty at all. Some people have the witty gift, and some people don't, but you can hijack wit, and you can borrow it for your own purposes. But I like to look at extreme ... like strong, right-wing blogs, or strong left-wing blogs ... If you want to read that stuff. Usually the bloggers, the more out-there they are, the more wittier they are. But even better than that is if you look at the commenters. One of my favorite blogs is VoxDay.blogspot.com. He's a witty guy, but even more witty are some of the people who comment on his articles. These people come up with the funniest lines I've ever heard. Lots of

rhetoric which is persuasive. And you can just take them and use them for whatever you're doing. Especially here.

There's a big political element to what you guys sell and do. Look at some of the more popular blogs in the political area, and look at the comments and just see if you can't borrow and play with some things they say about whatever topic they're writing about. Don't plagiarize, but be inspired by it. They got some good stuff. Because these are people writing off the cuff. They're not really thinking about writing; they're not even writers, they're just communicating. Which is what we all should be doing. Just kind of loosening up and being good communicators, and not worrying about being good "writers", necessarily. Be a good communicator. And that's what these guys do in these blog posts, or letters to the editor. If you read magazines and that sort of thing in your market, the letters of the editor are often written in that way, as are the comments sections if they are online publications. If you're going to "swipe" do it there, not the ads, necessarily. That's why I like going to the blogs, or forums. Go to forums, or if you're on social media, look at the Facebook groups, if you're in those. Whatever your market's in, if you just kind of be a fly on the wall ... Kind of observe the more flamboyant personalities that are commenting. You will find that they are very witty people usually, and you can borrow what they're doing and use it for whatever you're selling, by adapting to your personality and vernacular.

Next is unpredictability. This can make even blatant sales pitches fun and interesting for people to read. You guys all know who Eugene Schwartz is? Copywriter? His book Breakthrough Advertising, he talks about this. About unpredictability is great; being predictable will kill your sales, just like being boring will. Because predictable is boring. You'll see people in the email world, for example, they'll start every subject line with the same words, "New lesson from XYZ." Every day it's the same thing; there's no change up, it's boring.

And when they do find something that works, they overuse it to the point of it becoming predictable and boring and not as effective, if it's even effective at all. I'll use another comicbook analogy. There was this show called Smallville on for like 10 years. It wasn't that great of a show, it was about a young Clark Kent before he becomes Superman. They would have these episodes where he would be exposed to Red Kryptonite. And in the show ... This wasn't the same in the comics ... But in the show they would make him almost like a drug addict. He would lose all inhibitions, and he would do crazy stuff and get violent and he was very unpredictable. And those shows were really highly rated, from what I remember, because he went from being this predictable, mild-mannered kid, always trying to do what's right, to this unpredictable sociopath practically, who would hurt people without even caring, totally out of character for him, and unpredictable. And it was fun to see that. It was a nice change of pace.

But it also comes with a little bit of a warning here. Being unpredictable, sometimes people become predictably unpredictable. They do something like that with the Red Kryptonite thing. If they did that every week and every show, it would get boring really fast. So my whole point is, being unpredictable means constantly being unpredictable. The comedian Dante Nero talks about how men can do better with women on his podcast. He likes to use the term "consistently inconsistent" when it comes to attracting women and keeping them attracted, and it's the same with attracting customers and keeping their attention long term. If something works, keep using it by all means, but do different spins on it, at the very least. Don't ever fall into a rut, because a lot of people are good at being unpredictable at first, and then they just lose it and they get lazy, and they just keep doing the same thing, and then it's predictable and boring and they lose all that interest they built up by being unpredictable in the first place.

Number eight: cartoons. Right now, a few months ago actually, I was invited to write articles for this site called thepropervillains.com. Now the

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propervillains.com is pure infotainment. I talked to the guy who's running the site, it's basically male self improvement. It shows guys how to be better guys. How to do better with the opposite sex, how to make more money, how to invest, how to dress; everything that guys need to learn. It's male self improvement. But there's so much of that out there, they decided to couch it in this whole idea of a villain persona. So they call themselves the proper villains. And the whole terminology is this: They have you wanting to be a villain basically, which is very entertaining, because it's the exact opposite of what you would think.

My point is, it's based on a cartoon caricature of a villain. That's the voice I'm writing my articles in for that site [**Begin shameless plug — I have since turned my articles for that site into a book called “Persuasion Secrets Of The World's Most Charismatic & Influential Villains” at www.VillainsBook.com, it's an example of content that is pure infotainment — end of shameless plug**]; that's the voice everyone else writes their articles in. And instead of just saying, “Here's how to be charismatic,” it's, “Here's how the best villains throughout history have wielded all this influence and power.” So it's a whole different thing but it's also all the same. It's no different than saying, “Here's how to dress better.” But they say, “How Lex Luthor dressed to command attention and obedience” is more fun, more interesting, and more infotaining.

I'm not saying you gotta be villains or anything, and if you just copy the idea thinking that's what to do you've missed the entire point here. I'm just saying a cartoon caricature-type of persona can be very entertaining and provide information at the same time. It's a hotdog that nourishes you like broccoli.

Number nine: pop culture analogies. I don't know if you guys are writing emails and articles ... Whatever you write, I insist that you guys try a Fifty Shades title; Fifty Shades of whatever. It can be anything. Fifty Shades of Investing, Fifty Shades of ... If there's an investor's name, it's even better. Why?

Because those Fifty Shades books, they're in people's minds still. Like them or hate them, whether you like them or not, it really doesn't matter, everyone should do a Fifty Shades-themed type editorial or even a sales article. Just test to see what happens. You just never know what's going to happen when you let your mind go crazy and weird like this.

George Costanza's another one. I think everyone should do a George Costanza-themed article or sales letter or email or piece of content. He's inherently entertaining. There are all these Seinfeld episodes of all these things he's done. For example, you could do the one where he did everything the opposite, and everything went right for him. He goes up to the girl in the café and says, "I'm an unemployed, bald, short guy," or whatever he said, "And I have no prospects, and I live at home with my mom." And she's like, "Ooh, tell me more," you know. He's doing the opposite of what everybody would think. The whole thing, he went up to the owner of the Yankees and said, "I think your team sucks, and all your decisions suck." "Hire this man!", you know. Everything went right for him as he did the opposite. You could easily do an article or something like that, especially if it's in the investing, financial thing. You could use that analogy. People love reading that. Then you can go into your lesson, it's fine. But you start with that infotaining part.

Another example of this would be ... This was for a sales letter I wrote in the self-defense niche, but it could be applied to anything. There's this guy, Captain Chris Pizzo, he was the number one self-defense guy for a long time. He had this product that showed you how to fight like inner city cops.

So I thought, okay, I have to tell some kind of story here to make it entertaining and infotaining. Again, this is the philosophy by which I write all my ads. And I thought of the weakest cop I could think of ... Barney Fife, right, from Andy Griffith. I told this story, it was more like a parable, about how this really

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skinny Barney Fife-like cop got caught in a riot of five or six people. It was a real quick story. What did he do? How did he get out of this? Well, within five minutes he had everybody on the ground, hands on their heads, obeying his every command, and he didn't even draw his gun. That was the story. And then it was like, well how do you do that? And then I segued into, "Well this is how inner city cops fight. They know things that regular people don't." And I have a product that shows you how to do it.

But it started with that pop culture analogy of Barney Fife. You could even call that a cartoon caricature if you want. But it started with that entertainment; with that story, with the pop culture, with the cartoon caricature. It's all ingrained in it, and he said it sold out the day they launched it. It sold out and they all went home early because it was such a big hit compared to their old version of that letter.

All right, moving onto the next one. Number ten, historical analogies. Which I like using these a lot. Let's say you're writing from the point of view of someone who's brand new, the audience doesn't know them. And let's say they have no credibility. I don't think you guys will ever run into this at Agora, but if you did, historical analogies give you built-in gravitas. You're not talking about your experiences, you're talking about a historical analogy.

For example, I was teaching a lesson about headlines, sales letter headlines ... and I told the story about the book of Judges in the Bible. There was this wandering priest Levite guy during a time of mass apathy in Israel. And basically his concubine that he was traveling with got attacked pretty bad, and they took her and raped and killed her. Actually I think they raped her to death. It was really brutal. The priest discovered nobody cared and wondered if there was a way to get justice.

So what he did was he cut her body up into 12 parts and sent a different body part to each of the heads of the twelve tribes of Israel. And the whole point was, that got attention. There was a war after that and justice was served. That's impact right there. That's what a headline should do. That's the kind of impact that you got. That was the lesson I told. Now it didn't teach anyone how to write headlines. I didn't give them a how-to lesson, I just told them an example of what kind of impact getting attentions has, which is the headline's job. It is inherently valuable, but it's not hard teaching. But it's entertaining; it was telling a story. And it was a historical story, so it has this built-in credibility to whatever you're talking about.

In the financial industry, look back through history at financial anomalies, what have happened, real-life stories. Do you all know who Ken McCarthy is by any chance? You guys know him? He's the founding father of internet marketing, or certainly one of them. There was a time back in the early 90's, where you could fit the number of people who thought you could even sell on the internet around a table like this. I mean literally, like four or five people, and they were all considered the village idiots of Silicon Valley, and he was one of them. Obviously, he's the one laughing now, because he was right about all that.

He's got this book called The System Club Letters, which I highly recommend if you've never read it. A very good book. You can get it on Amazon or on his site. It's a collection of short articles he's written to his inner circle of his best customers, and then he put them into a book.

He starts one out telling this story about this guy who worked at a stock firm, or something like that. And he did some research, and he went to his bosses and said, "Look, something's gonna happen in this country here financially; let's jump on this." And his bosses said, "Okay." But they went in with one foot, and they didn't invest a lot of money. But they ended up making a ton of money

anyway. It was like one of those stock war stories, and this guy was like a hero. This guy spent the next year trying to find another such opportunity, because he was getting a piece of the action.

He went for a year and he couldn't find anything new, and then some offhand remark one of his friends said, "What about that thing that happened last year you did?" And it had been a year, and he's like, "Okay, let me see..." And he looked at it again, and he saw the same conditions that allowed them to profit the first time were about to happen in Hong Kong, I believe that's where he said it was. And so this time, with hindsight, he went in and he negotiated a bigger cut of the action from his bosses, and his cut ... Because it worked again ... his cut was like \$75 million dollars in a day. Just his. The company made \$500 million.

Anyway, it was a war story. It was a historical story, it really happened. And I don't even remember what the chapter was about. But I'm still remembering that story, and I'm thinking, "Ken, well what happened? What did he do? How did that work???" So you could do that all day long, if you just find real-life stories of really good things that have happened that your readers can benefit from. They can't do the exact same thing, but you can make lessons out of it. "Here's the lesson from that..." And people love it and are going to be all over something like that. So historical analogy's are great infotainment.

Next one is predictions. There's a lot of money in fortune telling. Even that chick Ms. Cleo from the 90's. She made a lot of money on TV predictions ... They just attract attention. Everyone wants to hear a prediction. And the weird thing is, you could be wrong, and you won't lose any creditability with anybody. Look at these guys, these pundits, who all predict elections and half of them are always wrong. And yet people still go over to them. Jim Cramer, right? He's always wrong; what is he right about? And you know it doesn't matter. He's the one that everyone listens to, because he's making predictions and going out there

and doing that kind of stuff. So make predictions. You can start an article or an ad or an email, whatever, with “Here’s a prediction.” Then just go into it. That will automatically be entertaining to people. It will feel like content, but it’s not really giving anything away that’s in your paid product. And people will want to buy from what you have.

The next thing up ... I just call this the goof off. There’s this guy ... You guys may have heard of George Bernard Shaw; you see a lot of his quotes. He had this quote that I just love, “If you want to tell people the truth, make them laugh, otherwise they’ll kill you.” If you think about back in the medieval days when they had kings and queens, they always had a royal fool, like a jester. And he got away with saying things. In fact, I looked this up. The jesters and the royal fools, whatever you want to call them, they would often be treated like advisors sometimes, even though they were goof-offs, because they could get away with it because they weren’t being serious, they made people laugh. It was a buffer that kept them from being beheaded when anyone else saying the same thing would face the executioner’s axe.

You can do this in your marketing. You could be like the jester. I’m not saying do this all the time; I’m not saying take it to wild extremes where you’re not taken seriously, but you can treat yourself almost like a comedian. A comedian can say things about society and culture and all these things like, for example, a politician could just never come out and say. But as a comedian, they can put it into humor, and suddenly it’s not only accepted, it can be extremely persuasive to be people.

I’ve actually done this in a novel I’m writing. I’ve written this novel about vampires recently. It’s not published yet. But I like to embed things in my stories about the human condition and there are things I said in there that if I came out and said it as Ben Settle, would not be taken as seriously or laughed at. But I can

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say it in the format of a story, in another character, as a goofy type of thing, and it's okay. And nobody's going to care. In fact, it may even be persuasive to certain people.

Next is eccentricity. I don't know if I'm pronouncing that ... By the way, I can't pronounce things right a lot of time ... eccentricity, whatever you want to say. This is where you're like the black sheep uncle at the family reunion, that all the kids love, but none of the adults like. All the adults hate him because he's so out there and weird, but he's just so entertaining that everyone still wants to hang around him anyway.

You can take that in your marketing. For example, one of my favorite talk radio show guys is Michael Savage. I just like listening to his show, and that is him. In the talk radio arena, where his is like number three, he is the crazy old uncle in the corner that nobody acknowledges his existence — hardly any of his colleagues do. But he still does pretty well anyway. In fact, he does extremely well.

Another example would be William Campbell Douglass, the guy who writes the health newsletters. Anyone in the mainstream thinks he's off his rocker, with the, "I haven't had a glass of water in 20 years!" It's infotainment, it's very eccentric. It's like okay, I have to hear what this guy has to say, because it's so different and eccentric, I just gotta know. That's another way to do this. And you can do this in editorial, you can do it in copywriting, as an email, blogs. You can do it in podcasts, because Joe's interested in podcasts he said. All this can be applied to anything. I want to keep repeating that, because these aren't just for editorials, they're not just for sales copy. I use this stuff in everything, it's just ingrained in everything. And I've noticed the more I do it, the more money I make.

The next one is number 14 out of 21: off-the-wall analogies. I'll give you a real-life example. I once wrote an email, a very popular, very high-selling email. I reuse it every now and then because it did sell a lot. The subject line was Phantom Pooping Prospects. And I know you're thinking, what the hell is that? I wrote this email about how I live in Oregon where it rains all the time. Especially on the coast, it rains all the time. And I have this dog, and she just likes to sniff around in the rain, and I just want to get inside. It's raining out, I'm wet, this dog is sniffing around taking her sweet time. She would actually get in the position, like she's going to poop, like the rabbit position, and then nothing will come out and she starts sniffing around again. And I'm getting wet, and I'm just getting frustrated. So I told this story and I said it's just like selling; you have prospects who sniff around, they act like they're going to buy, and then they don't. They're doing the exact same thing my dog is doing.

Then I gave them the solution. I said the solution is you should only sell to them when they're 90% sold, just like you should only take your dog out when she really has to go. And that was the analogy I made. It was an off-the-wall analogy that people instantly got, and I was selling a book on how to sell, so it just went right into it.

You can do the same thing. Think of the most off-the-wall things that have happened to you. Let your mind wander. I'm sure everyone's got more interesting lives than they think. We all think our lives are kind of boring usually, but really they're not. Real life, everyday life can be very interesting. Your drive on the way here ... There's probably a story there that you can take an off-the-wall analogy from. Did you see some goofy guy walking down the street? Write about it, and then tie it into whatever you're selling. Did you get pulled over by a cop? Did the cop act like a jerk? Tell the story, talk about what a dick he was, and then tie it into what you're doing. Make an analogy from it for what you

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sell. When you get your mind thinking this way, you're going to find that it gets very easy.

Some of this might sound like it's a little, "I don't know if I can do that Ben; I'm just not wired for it." But you are. If I can do it, you guys can do it. It just takes practice. So I would say just practice all of these. You're already writing anyway, so just take one of these infotainment methods and practice each one as you write ads, emails, content, sales copy.

The next one is sharing intimate details about yourself. I call it the wet dream secret for making your marketing unforgettable and more responsive. Works for any marketing media you use, too. Now most people are scared to death to do this, and rightfully so. I get it. I've mentioned that I sold in the prostate niche, to guys who have prostate problems. It's something I suffered from in my early 30's, and I found out a way to deal with it. And I wrote an ebook about it, and I'm going to start selling supplements for it. So I have emails that are designed to sell this stuff. One of the emails that I wrote that got a lot of sales, the subject line was, "The Prostate Supplement That Gave Me Wet Dreams." People don't usually talk about that kind of stuff, especially in an email publicly. I mean I didn't get too detailed or anything like that, but it was a personal story. And people find that entertaining and interesting. And you're still giving them information, but you're couching it in a way that they want to absorb it. Again, it's the hotdog that nourishes them like broccoli.

The next thing is being politically incorrect. The more politically incorrect you can be, the more sales you're going to make, I can almost guarantee it. It's almost like a law, as long as you're doing it in a way that people like to hear.

One of my favorite examples is this guy, his name is Walter Williams. Sometimes he sits in for Rush Limbaugh. He's a professor, I think in Virginia. He

teaches economics. Whenever he is on the show he's very chauvinistic, to the point where it's just funny. You don't know if he's being serious or not. It's kind of like him, you don't know if it's the truth, you don't know if he's lying to you, you don't know if he's bullshitting you. It could be true, it might not be. But that's the beauty of it. Being politically incorrect, you can still have plausible deniability if you want it. But he'll go on a whole rant about his wife. His wife should be cooking him dinner when he gets home, the gutters better be cleaned when he gets home, and that kind of stuff. And I remember somebody calling in and saying, "Aren't you afraid that she's listening to this?" He goes, "Well, she better be up there cleaning those gutters right now, not listening to my show." So he takes it to this extreme. "When I get home I'm gonna go out there, it's gonna be dark. So I'm going to have a flashlight, and I'm going to look and make sure it was done right."

So he would take these politically incorrect examples ... And you can do it however you want, it doesn't have to be chauvinism. Anything that's politically incorrect, and take it to the extreme, and it's going to be entertaining. You'll get people mad at you. Good. You want people pounding the desk angry at you, and you want other people saying, "I can't get enough of this!" And only then will you get the maximum amount of sales you can pull out of a market. You've gotta be polarizing, that's really what it comes down to. And being politically incorrect is about as polarizing as it gets if you do it right.

Okay, on to the next one. Number 17: giving interesting facts. You guys might remember, there's this video in the 90's from Van Halen, it was from the song *Right Now*. The whole video was nothing but interesting facts coming up on the screen constantly through the video. And you don't even care about the song, you're just watching these interesting facts. And I don't remember any of the specifics, but the whole music video was nothing but one interesting fact after another popping up on the screen. Some interesting, a few kind of startling like

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how right now some psychopath is walking the streets of your neighborhood. And it's just hard to look away. And you can do this in your editorial, you can do it if you're selling something. If you go to thegaryhalbertletter.com, Gary Halbert was one of the great geniuses of marketing, and he even had a ... I don't know if it's still there or not, probably is ... an article called Interesting Facts. And he even shows you four or five or six examples of how he started sales letters off with nothing about the actual product, but just interesting facts that he then tied into the product.

That would be the best way to do that. Just go to thegaryhalbertletter.com and look for the envelope that says "Interesting Facts," and you'll see exactly what I'm talking about. People find interesting facts interesting, so why not give it to them? It's a very reliable form of infotainment.

Number 18: controversy. We've been talking about polarization. Being controversial. Not just being politically incorrect, but being controversial. I'll use another comicbook analogy. Back in the late 80's, the Incredible Hulk was this mindless green hulk that everybody knows about, and they decided to change him into a smarter version who was gray; he's like the gray hulk. And he could talk, and he was intelligent and all that. He was a mob enforcer and a very interesting character. But all the green hulk fans were livid. They were so angry at Marvel Comics that they were writing letters saying, "Oh, I'm never buying again!" "Bring back the green hulk or you've lost my business!" But they kept him around for four more years as the gray hulk ... And they noticed how they got the same people writing in and complaining, but they were still buying, because they were writing letters. Sales went up, not down, and the loudest complainers were the ones doing the rabid buying.

So if you're controversial, you'll have people who agree with you, which is good, because they'll bond with you more. But then you'll also have people that

hate you. But they're not going to go anywhere, because they want to see how much more they can hate you. And a lot of them will actually end up buying from you because you can win them over. In fact, I've learned this too, that you want people really hot or really cold. You want them emotionally angry, or you want them loving it. Indifference will kill you.

This is another reason why you should be infotaining, because it's very hard to be indifferent if you're infotaining. Indifference will kill the sale. If they don't get angry at you or if they don't say, "God, I love this person, I'm so glad I read this," and they just get an emotional reaction. Emotions are good, even if it's anger. That's a good emotion because that's someone who's interested in whatever you're selling there in that market. They have the problem you're going to solve. They want a solution, they just don't think you're the right one, but you got them angry. So you can win them over, you can build on that anger to build trust, believe it or not. You'd be amazed at how many people you can win over if you are straight with them, honest with them, don't bull shit them or be pushy with them like everyone else. And I'm sure in your market there are a lot of people who have done that. There's a thin line between love and hate. So be controversial.

I had this one client, his name is Mike Dillard. He was in the MLM niche. And he wrote this really good email once ... I don't know what his sales were, but it was a great example ... where he talked about how he won't step foot in Walmart. Not because of the corporate reasons or any of that, but because of the cheap mentality he said of the people who are in Walmart. "I will not step in Walmart," he says, "Because it just bleeds cheap." He was really controversial; he was really insulting actually to a lot of people. He wasn't trying to be insulting, but he was being controversial. I remember this article headline ... I think he had hundreds of responses, people saying, "Well you don't understand what it's like to have kids on a budget..." "It's cheaper and I need that." And other people were

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saying, “Yeah, I agree with you.” But no matter what, nobody was indifferent to that article. It was a very good example of being controversial.

Again, you don’t want to cross the line into being insulting necessarily, but being controversial means having an opinion and sticking with it regardless of what anybody’s gonna think. In fact, you want them angry. I actually try to get people angry. I’d rather have a bunch of angry people on my list than a bunch of happy people. I find them to be better buyers over time. And they actually give you fodder for more editorial, or emails, or whatever you’re doing, with their hate mail.

So, onto the next one, is number 19: thumbing your nose at the establishment, giving contrarian advice to what the establishment gives. This isn’t really all that new probably to a lot of you guys. When I talk about William Campbell Douglass, there’s nothing that guy says that isn’t snubbing his nose at the establishment. Everything. I don’t care what the health issue is, he’ll tell you beer is good for you. Anything that’s bad for you, he’ll tell you it’s good for you. And I think he had a subject line saying ... I’m drawing a blank here, it was, “Start my day with a six-pack and a cigarette” or something like that. This was coming from a doctor, you know? It’s just thumbing his nose at the establishment. It’s also kind of controversial obviously too. In fact, a lot of these interweave with each other. By using one form of infotainment, you’re probably using multiple together, so that’s good. You want to use as many of these together without even having to think about it. And eventually this becomes just second nature the more you do it.

All right, number 20: piggyback off the bizarre. People are very, very into the bizarre and unusual and paranormal, more and more and more, every year that goes by. That’s why you have shows like Grimm and Supernatural. You’re only getting more of these shows every year. A lot of them don’t last; some of

them do. The point is, there's a market for it. I'll give you an example of ... I once found this book in a library. I don't even know how I found it; I wasn't looking for it, called *The Encyclopedia of Monsters*. And I was flipping through this thing ... And you guys could easily do what I'm about to tell you. You can just take this idea and run with it in your market. There was all these different monsters. And I said, "You know what, these monsters remind me of some of the people who dispense bad information in my market." So you had like the Mummy and the Frankenstein monster. Well you got the Frankenstein monster who just creates sales letters by taking one piece of copy from one ad, another from another, Frankensteining his ads together with other people's ads, which it doesn't always not work, but it's not the ideal way to do it, because it's not market-focused, and sounds as disjointed as Frankenstein looks.

But that's just one example. I went through all these monsters, and I just wrote this long email about it, and I send it out every Halloween. And every Halloween, it gets me sales. Some subscribers will get mad at me about it, but that's good; I want people to get mad. You could do the same thing. Whatever your market is, think of all the different charlatans and people who give bad advice in your market. Just do a Google search of popular monsters, and just try to think like this one I churned out, "Okay, I have the content-stealing cyclops. He has one eye, and it's fixed on your content and he's gonna take it!" That was another example. Create your own, though, and let your mind wander about this stuff, and just do a monster thing. That's one example. I mean, you can be bizarre all day long.

I once wrote this piece about the black-eyed gurus. There's this urban legend about the black-eyed children, these kids ... I don't know, they're under ... 10-year-old or five-year-old kids, and they have pitch black eyes ... And they'll come up to you, and they'll ask to be invited into your house or into your car or something, and then bad things happen to you. Kind of a creepy story when you

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think about it. But I thought about the black-eyed gurus, you know, they're the same way. They ask you to invite them inside your home. They get really insistent with it, aggressively so, just like the black-eyed demon kids do when someone tells them no. And once you've let them in, then they're going to screw with you, they'll take you for all your money, whatever. You can do that kind of stuff.

I did another piece about what I called the Gurus Dancing Around the Bohemian Grove, about this dream I had once. I don't know where this dream came from, but it was weird, it was bizarre. About these internet marketing gurus dancing around at this place called the Bohemian Grove; which, if you ever look that up, it's this place up in northern California. It's like some kind of secret society. Nobody really knows what goes on there. Some people think there's human sacrifice going on there. Some people think there's prostitution and all this. It's weird stuff, depending on who you ask.

But I just wrote about it. So okay, that's a weird subject, the Bohemian Grove, and I tied it to what I was talking about. And you just think of weird stuff, and then tie it into whatever you're selling and talking about. If you buy back issues of the Weekly World News, you will never run out of these ideas.

And then, finally, the last one; number 21: tests and quizzes. You know, people love taking tests and quizzes. You just go to Facebook and you see the dumbest frickin tests. How much percent man are you? How much percent woman? And people don't even realize that they're rigged so that the more of a man you are, the more it's going to show you as a girl, and vice versa. Because I know people who create these things, and they purposely want to screw with your head. But it's fun; people like taking them. And you can use them when you're selling, especially when you're segmenting ... Let's say you wanted to segment your list right off the bat, for example. You can have them take a quiz,

and you can find out where their experience level is, or what their biggest challenge is. "Take this quiz to see how much you know about XYZ." And if they don't know a lot, maybe they go into a sequence that is more applicable to a newbie. If they know a lot and they're just looking for one or two good tips to make a lot of money with, and you're in the financial market, maybe they go into another auto responder where it's more advanced information on products being sold.

But the point is, you can use tests and quizzes. They're entertaining, they're fun, people like to ... It's weird, because we all hate taking them when we're in school. We get out of school, we want to take all the tests and quizzes we see.

That's it, that's what I got today on infotainment. Kind of an anticlimactic ending, isn't it? Are there any questions, or ...

AUDIENCE MEMBER: How frequently are you ... Are you just using multiple tactics like this on a daily basis, like more than one in one email or editorial piece, or are you trying to stick with one?

BEN SETTLE: When I first started putting this together ... I made this list for myself first. I never intended to teach it. At the time I wasn't even really selling this kind of stuff. They interweave with each other. If you're telling a good story, you're probably going to be working in some of these other things.

Probably the best way to explain this ... And this goes back to the memory training thing ... there's unconscious incompetence. That's where everyone starts when they don't know they don't know something. And then there's conscious incompetence, where you know you don't know something. And that's kind of where everyone was before I started teaching this today in this room. Now

everyone's at the conscious competence, where you can think about it and you're competent about it.

And that's where everyone's at. You do this enough, and that's why I say, do one of these every time, just work through the list. Some of these you'll gravitate toward more than others, but do them all. Just start making this a part of your everyday life, and you'll get to that point where it's like driving a car. It's unconscious competence, where you don't have to think about it anymore. So I don't really think about it, but I know that, for example, when I did the historical analogy, the one example I gave you about the book of Judges, that was also storytelling. It probably was a little controversial, right? But I didn't really think about it, it's just in there. But just doing these one at a time, you start automatically doing them. You're not even thinking about it.

JOE SCHRIEFER: What else? Anybody? Ben I have a question for you. Do you ... and this is a little trick question. It's not going to be easy and I'm sure you don't go to the same thing every time, but do you tend to start with an idea first based on an infotaining idea, or do you tend to start with whatever the subject or topic, or the last thing you're going to teach first?

BEN SETTLE: There is not one answer to that. Sometimes I will watch a TV show. By the way, Seinfeld is the best TV show for this, because they had the best comedians, the best comedy writers on the planet doing our work for us. Every episode would have some unique analogy. I don't know if you guys, how familiar you are with it, but there was one where it was like bizarro Jerry, where Elaine was hanging out with these other people that were like Jerry, George and Kramer, but the opposite. They were like the bizarro world. And I applied that to different markets. Bizarro world customers you know, customers that are just misbehaving. Bizarro world this, bizarro world that.

Every time you get an idea, every time somebody tells you a story, every

time ... It could be an idea for a title, it could be an idea for something you could put in an article, it could be an analogy, it could be a story, it could be anything. One of the best things you can do is write it down and put it in a file on your computer. If you're out and about, or if I'm out and about, I'll just take my phone and type it in there and email it to myself. And I have this file, like 900 ideas. I'll never run out of ideas. And they're all infotaining.

Let's say you want to venture out there and share an intimate detail about yourself, right? An idea comes to you, write it down. You may want to use it someday. Got erectile dysfunction? Fine. Write it down, and maybe one day you'll use it. I don't know if you want to go that far, but people have done it. It will get your stuff read if nothing else. I don't know if girls will want to talk to you after that, but ... this mindset is something even girls can use to profit from even that.

So yeah, anytime you get an idea, anytime somebody tells you a story, you may not know to use it right away, you may not have any idea how to use it, but just catalog it for later. And you'd be surprised, your subconscious mind will start putting stuff together.

Again, this is why I think if you're hanging out like a fly on the wall in the blogs, in the forums that your market hangs out in, you will get endless ideas for stuff. I cannot tell you how many ideas I've gotten not just for selling, but for creating products, just from reading forums. Like the weight loss market. I was in the weight loss market. Now I'm not an overweight woman, so I don't know what they feel like. But I was able to go into their forums and look at the stories they were telling, and the problems they were having and all this stuff. And I was like, wow. I could empathize with them after a while. Okay now I know what it feels like to be in that situation, and I could use their language, their stories.

You guys had David Garfinkel speak here right? Probably one of the best things I learned about copywriting was from him. It was in an interview he did

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once, where he's like ... He really focuses on not just the problem that the market has, but the language they use to describe their problem. This does tie back to infotainment, because you will be amazed at how people describe their own problem, how infotaining it can be. A lot of times they're telling stories about their problems. That is infotainment.

So, I don't know where I'm going with this, but this is relevant. Is that good for you? Okay.

AUDIENCE MEMBER: I have a question. How do you decide which pop culture references to use? With our audience, for example, our customers are in their 50's and I had to do a whole bunch of research about like 50's and 60's TV shows. Seinfeld's a good one. How do you figure that out?

BEN SETTLE: Well that's a good question. Even if they don't know what you're talking about, you can still describe what the show is and what it's about. But I get what you're saying. If you know your market, they're in their 50's and 60's, so what were they watching back then? If you have parents in their 50's and 60's you can ask them. What were they watching? Look at Nick at Night. They're probably watching that kind of stuff. That's one way to do it.

You can also look at who was elected president back then. You can look at the politics. In fact, the politics are great to talk about. Because that's going to be inherently controversial and politically incorrect in some cases. So you can look at who they were ... Everybody was a big JFK fan. Now I'm not old enough to really ... I wasn't even alive when he was alive, so it doesn't do anything to me if I see a JFK ... In fact, I just got a sales letter, I think it was two months ago, with a really cool headline. It was, The Kennedy Story Never Told. I thought they were talking about Dan Kennedy! I didn't know it was about JFK. But that's a result of that. I wouldn't have thought about that.

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By the way, that's a great title, if you just need a title for an article or something, The ____ Story Never Told. It could be about anyone that your market knows about. It's going to get attention. But yeah, you just look at what they're watching; you look at what they're talking about; look who their heroes are; look who their villains are; who did they hate? One grandparent loved General MacArthur, the other hated him. So if I was writing to that market, I'd be using General MacArthur all day long. And General Patton, and all that stuff. So, politics, anything that was just in the day in people's minds back then.

[END TRANSCRIPT]

AGORA FINANCIAL PRESENTATION "DIRECTOR'S CUT" EXTRAS & BONUS COMMENTARY

"Laughter was the disarmer, the friend maker.
Entertain them, and audiences would accept most anything."

— Frank Capra
The Name Above The Title

Following are a couple additional ways to use infotainment I did not teach to Agora Financial's copywriters and editors. Ways that have been just as profitable for my business, and just as enjoyable for my customers to buy from.

Let's start with what is fast becoming my favorite, which is...

Trolling!

Here's what I mean:

There is an ugly marketing secret nobody really wants to talk about directly related to trolling. But, despite it being an ugly secret, it can be extremely powerful when done right, and do more for your sales, your brand, and your influence than almost anything else. And this ugly secret is a 5-letter word that is the root cause of all financial success and all financial failure. Frankly, the more you have of this 5-letter word, the more sales you will make, the more profits you will see, and the more your business, brand, and reach will grow.

And that 5-letter word is none other than...

Status.

Look at any industry, any niche, and any business category, in any media, selling any kind of product or service. It's never the business with the "best" product or service that wins. Never the most "talented" artist who makes the most money. Never the "greatest" writer who gets the most fame. Never even the most skilled athlete who is most known and loved. No, it's he or she who has the most status.

I'll give you a few real-life examples to drive the point home.

One of my customers grew up working in her mom's resale shop in Manhattan. You can go there and buy very expensive, name-brand products very cheap compared to the regular price. And, she was explaining to me how there were certain extremely expensive and prestigious hand bags, like Chanel, that normally go for \$6,000 or \$7,000 new that you can go through her mom's store and get them a lot cheaper. And if you think about it, that \$7,000 hand bag is probably no more inherently valuable than something you get at Walmart. The reality is, they both carry things. Maybe there's a better leather used or something. But \$7,000 better? Probably not. But the \$7,000 bag has the status, and the \$17 Walmart bag doesn't.

**Thus, The High Status Chanel Bag Gets \$7,000
And The Low Status Walmart Bag Only Gets \$17.**

No, it's not "fair", or logical, or even makes much sense.

But once you realize that all human beings — according to proven neuroscience — make decisions on emotion and not logic...

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**It Makes All The Sense
In The World.**

And if you think you're any different, think again, Chuckles. Even the decision to be logical is ultimately an emotional decision. As is the reason why people often pay more for entertainment than education, practicality, or anything else that logic says should cost more and be considered more valuable — whether it's a hand bag or a human being (i.e. a pro baseball player gets paid millions while a firefighter or policeman — both far more intrinsically valuable duties than playing sports — get paid peanuts).

How about another example?

Let's take a celebrity like Kim Kardashian. She literally....

**Gets Paid Close To A Million Dollars
Just To Send A Tweet!**

Think about that.

Brands will pay her hundreds of thousands of dollars or more to post something about a product on social media. And, when she does, her fans buy it, and she sometimes creates million-dollar brands with a push of a button for certain companies. On the other hand, the average person or company or “great teacher” or “skilled artist” or “family owned business for 50 years” without high status sends a tweet, and gets maybe a retweet or like, at best.

The reason why is not that Kim Kardashian is the best actress or business person, or that she has the best taste in products or has some secret talent for

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writing tweets. No, it's simply because...

She's Got The Highest Status!

Status that gets millions of people watching her every post.

Status that got her inside the White House to discuss prison reform.

Status that, frankly, comes from being a great entertainer.

Which brings me back to trolling:

There are many ways to increase (or decrease) status. And being an entertainer is probably the best and most reliable way (what this entire book ultimately helps you with). But, one of the best ways to use entertainment to raise your status is...

The Intelligent Use Of Trolling.

Why?

Because when you do trolling correctly, it will lower your competition's status while raising yours. This is an automatic phenomenon that happens if you do it right. Trolling done correctly puts people on the defense by default. And when they get defensive, you will be seen by anyone watching — whether on social media, on your email list, in the mass media, or anywhere else — as the higher status business and person. This gives you the opportunity to change

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minds, influence people, and, yes, ultimately persuade people to buy from you, believe you, and even become one of your fans.

That's why the intelligent use of trolling can even...

Win People Over To Your Side Who Originally Hated Your Guts!

It is, for example, how Donald Trump won over even people who despised him. And certain other politicians who paid attention are now doing the same thing, getting elected, and having influence they never would have otherwise.

The key to making it work, though, is understanding the difference between what I call:

Upstairs Trolls vs Downstairs Trolls

I talk about this in depth in my *Copy Troll* book.

But, here is a crash course on the subject you can use right away:

When someone thinks of trolls, they usually think of some self-loathing basement dweller still living at home in his 40's, can't get a date to save his life, hates the world, despises anyone more successful than himself, and (figuratively or literally) spends all day watching porno and eating Cheetos, while yelling at the TV. These are the types who will hate on your business, hate on you, and hate on everything you do for any reason or no reason at all — and will leave bad reviews, lie about you, slander you, and try to bait you into endless shit-talking debates on social media.

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That's the downstairs troll.

And, as you have no-doubt guessed, I am not suggesting you become one. Frankly, they are the exact opposite of high status. And, in fact, they have so little status, they might as well have none, and it's only via trolling people how they get any attention at all. And, thus, I don't recommend ever engaging with them, except for the way I will show you in a moment.

But what, then, is an Upstairs troll?

And Upstairs troll is a troll who...

Trolls The Trolls Back For Fun And Profit!

i.e. they use a downstairs troll's attacks to make sales.

This means, when you get downstairs trolled, you ignore them (never, ever, ever directly engage back with anyone with lower status than you). Instead, you tell your list, audience, fans, and customers about them, and turn it into sales. Not in a malicious way or by getting nasty. In fact, you should be respectful, non-emotional, and even happy about it. They are, after all...

About To Make You Money.

For example, I once got this email from a particularly angry guy:

Goddamn you're the most obnoxious, preachy, self-bloviating info marketing chode there is. nobody gives a flying phuck about what social

media channels you use or which you think you're holier than thou for thumbing your nose at. Your daily emails are 50% blather, 49.9% peddling useless crap and 0.1% value, the value being don't sell like ben settle.

the positioning stephanie arroyo as a customer/partner when she's really your gf is also laughable.

your insecurities come through crystal clear in all the preaching you do about how you're so much better than the average guy who you detest so much and have to continually tell us at every turn that you're better than.

i'm giving serious consideration to buying all of your products and then digitally copying them and posting them on torrent sites.

--signed, yours disappointed, a proud non-customer

PS: i saw that video of you speaking at a conference where you referenced the chinese woman seinfeld episode. you call that value?! i was shocked by your man boobs quite frankly. i would have expected a guy who has 23 hours and 50 minutes leftover after work, takes so many walks (and who feels the need to brag about how much he walks) and does all that kung fu to not have such a creampuff physique. lemme guess, tomorrow's hot air of an email will be all about how you're so cool because you have saggy man man ovaries...

My response?

Well, my first impulse was to reply back to him and say, "I guess that means you're not going to line up for that new elBenbo action figure..." But, I resisted that urge. (And there is always the urge to respond... you must resist it. It's why drinking and reading emails and social media can be so detrimental to sales and, potentially, your status, if you say something stupid back and it is seen publicly.) That would have just fed the troll, nourished him, wasted my time, and potentially screwed with my status. So instead, I took my own advice and turned it into an email:

Subject line: The amazing marketing secret of elBenbo's Double Q sized man bewb bra

There are two reliable, easily testable, and readily observable "truisms" about trolls who maliciously attack peoples' businesses, brands, products, character, family, etc.,

And those troll truisms are:

- 1. They self-loathe**
- 2. They self-project**

And guess what?

If you know how to manipulate those two attributes to your advantage, your trolls can help put many extra sales in your hungry little piggy bank.

Take this magnificent specimen of troll, for instance:

====

Goddamn you're the most obnoxious, preachy, self-bloviating info marketing chode there is. nobody gives a flying phuck about what social media channels you use or which you think you're holier than thou for thumbing your nose at. Your daily emails are 50% blather, 49.9% peddling useless crap and 0.1% value, the value being don't sell like ben settle.

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guess, tomorrow's hot air of an email will be all about how you're so cool because you have saggy man man ovaries...

===

Absolutely **perfect**.

He checks both the above "troll-tell" boxes like a champ.

In fact, based on his comments, I'd bet my Double Q-sized man bewb bra that:

1. He has man bewbs (maybe we could share bras...?)
2. Nobody listens to him (at home, work, whatever) and trolling is how he gets attention
3. He is extremely insecure about his weight
4. Someone — as a kid, maybe — probably teased him about the above
5. He's emotionally damaged - as emotionally healthy people pursuing worthy goals simply don't write emails full of such gloriously incoherent thinking, projecting, and easily-debunked claims/assumptions

My ex-spurt opinion is he's a good troll.

And, if he keeps working hard at it, he could be a GREAT one...

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Either way, I appreciate his help in assisting me sell my new book “Copy Troll” like this tonight — which is on sale until Sunday at midnight (EST) at a \$100.00 discount during its launch.

It’s all about how to profit from these amazing grunting trolls.

And they can be some of the easiest sales you ever make.

Details here:

<http://www.EmailPlayers.com/troll>

Ben Settle

To see another example of this, see **Take 22** in the last Act of this book (about my “Write Supremacist Sale”). What happened was, a rapper called me and some of my customers (including a non-white customer) “White Supremacists” and “Nazis”, etc on Twitter. So, I turned it into an email to my list, made a boatload of sales, and raised my status while lowering his.

Bottom line?

If you want to raise your status, so you can charge more, make more, and benefit more in your business... be an Upstairs troll.

All right, moving on...

Another way to use infotainment in your business I did not originally teach the folks at Agora Financial is:

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Drama!

All great entertainment is about drama, and so is all great infotainment. In this case, I am talking about very specific kinds of drama, though, that don't bring people down (you or anyone else), but lift people up, while, at the same time lifting your sales up.

Specifically, these 4 ways that work almost like magic for doing so:

— 1 —

Dramatic Offers Are Infotaining...

Whenever you can think up a powerful dramatic offer for what you sell, it's going to not only be infotaining, but will get attention, impact, maybe even media and other attention in some cases.

For example:

“Buy my house by June 1 this year, and I'll pay your first year of HOA dues, pay your first year of property taxes, and pay for a year of housecleaning services from the best cleaning service in town!”

“Come to our new restaurant's grand opening and get all the free beer you can drink on tap the entire night — until it runs dry, with no purchase of food necessary!”

“Subscribe to our monthly comicbook mail order service and we'll throw in \$200.00 worth of free comicbooks with your first order!”

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The caveat to this is:

Make Them Believable.

Some offers really do sound too good to be true. And, this is especially true with dramatic offers. In fact, the more dramatic the offer, the more you will sometimes have to give a “reason why” you are doing it:

“We’re giving \$200 in comics away because we can’t use them due to some water damage on the covers during shipping. There is nothing wrong with them otherwise, and they are still 100% readable. But the top right hand covers have a small bit of water damage. We’d prefer to give them to our customers...”

Whatever the case, think about ways to create dramatic offers for whatever it is you sell, and you not only make it fun for people to buy, but you really give them no choice but to buy from you over anyone else.

— 2 —

Dramatic Guarantees Are Infotaining...

Boasting about a dramatic guarantee is also highly infotaining and makes it exciting and fun (and less stressful) to buy from you.

“If you aren’t 100% happy with my xyz book, simply let me know via email and I will not only refund your money... I will triple your money back!”

“Send no money now, I’ll send it on my dime and when it arrives, if you

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aren't satisfied with this product, you can keep it as my penalty for wasting your time, and I'll even pay you \$100.00 cash out of my own pocket just for your trouble!"

"If after your first free hour-long lesson at my self-defense school you don't think it's the best in town, I'll buy you a full year of lessons at any one of my competitor's schools!"

And, perhaps one of my all-time favorites I remember reading in a Dan Kennedy newsletter years ago:

"If I don't fix your car right on your first visit, I'll buy your car!"

Incidentally... from what I remember, this guarantee got this mechanic inundated with new business. He ended up buying a few cars, but the new business he got dwarfed the cost and was a huge hit for him.

— 3 —

Dramatic Demonstrations Are Infotaining

The more you can demonstrate your product or service works, the more you will be believed, and the more people will tend to clamor to buy from you. This is a sales principle as old as time. But, if you make a dramatic demonstration... you naturally add a layer of infotainment to it that can draw crowds of people as well as hordes of new sales.

Take the Otis elevator story for example.

I wrote about this in my *Super Villains of Persuasion* book:

“In the 1800s elevators were notorious for failing and plunging people to their deaths. And because of that, cities did not build skyscrapers or anything taller than a few floors. Until one day, a man named Elisha Otis discovered a way to make elevators 100% safe. However, nobody believed his invention would work. That is, until he went to the New York World’s Fair in 1854 and demonstrated his invention. As soon as people saw his Dramatic Demonstration everyone believed his invention worked. Not long after that, skyscrapers and tall buildings started to be built, city skylines and maps started to change, and history was made. All because, as the world’s greatest living copywriter Gary Bencivenga (who I first heard this story from) once said:

“Nothing is more persuasive than a dramatic demonstration!”

This is done all the time by savvy marketers.

Like Tony Robbins with his fire walks which demonstrate to his audience the power of his teachings. And when bestselling author Robert G. Allen of *No Money Down* would take someone off the unemployment line, drop them in a random city with just a few hundred dollars and the clothes on their backs, and create cash-flow producing real estate to demonstrate his methodology. Or when marketing specialists and copywriters do “hot seats” — solving business’s most vexing problems on the spot, without a net.

Think of dramatic ways to demonstrate your products and services. One dramatic demonstration can change your entire business while, at the same time, infotaining everyone who watches.

Finally:

Dramatic Sales Events Are Infotaining...

There are few things more infotaining (and profitable) than thinking up dramatic sales events for your products and services.

Take these for example — all highly profitable:

1. Write Supremacist Sale: I mentioned this briefly already, and will show you how it looked later in this book. But when I got accused of being a “white supremacist” by a rapper I turned it into a sale that banked close to \$30k in sales. If I’d just had a sale on the product (my Copy Slacker book) for the sake of it, it would never have gotten nearly as much attention. Downstairs trolls like that rapper can be so good for business. And, they make it easy to cook up great dramatic sales event themes.

2. Anti-Krampus Sale: I do this nearly every December — where I talk about the evil version of Santa Clause (Krampus), about how he comes after naughty businesses who don’t know how to market themselves, and then have a sale on all my products. It’s a bit hokey and dorky, but it’s dramatic, it’s fun & infotaining, and, most important of all, it’s quite profitable.

3. Villains-Time Day Sale: I created this holiday out of thin air as a response to Valentine’s Day. And each year I sell a bundle of my newsletters that show men how to use the same principles of great marketing to have more success with women. It’s got infotainment embedded within, especially with the copy and stories I tell, and it’s always profitable.

Now it’s your turn:

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Don't be a hack and just copy any of my sales events above. Think carefully and problem solve — ask yourself, “what opportunities for dramatic sales events can I exploit with my unique product/service?” Think long and hard on it. Then, write them down one-by-one and execute them. Start with a calendar and think up some dramatic sales based around holidays (major ones or obscure ones — which can even work better than major ones). You can also invent your own holidays to have a dramatic sales event around, too. Also, make a list of anyone who's hated on you or trolled you, and think of ways to have a sale in their honor.

But whatever you do, remember this:

Drama is exciting. Drama is fun. And, best of all... Drama is infotaining and profitable.

Use it in your business and watch what happens...

Act Two

SELECTED PAID "EMAIL PLAYERS" NEWSLETTER ARTICLES & ADDITIONAL INFOTAINMENT LINES

"I would rather entertain and hope that people learned something than educate people and hope they were entertained."

— Walt Disney

NOTE: The nature of the internet is URLs come and go, websites change, products come and go, etc. If you see a dead link or expired offer, there's no need to let me know. That's just how things are online. - BS

How To Inject Humor And "Entertainment Value" Into Your Emails

A few months ago "Email Players" subscriber Roger Haeske (www.RogerHaeske.com) asked me an interesting question about emails. He's already extremely savvy at writing emails and does quite well for himself. But one thing he'd been struggling with was injecting humor and "entertainment value" into his emails. Getting ideas is not the problem for him. But how do you make them funny? Entertaining? And do it in a way that closes the sale? He can rattle off the benefits all day long... but knows in emails (especially if you do them daily) that only gets you so far and you start to lose readership. So he asked,

“Ben, I’d like to get inside your brain and know your thinking process or mindset for coming up with your wacky and entertaining email ‘themes’ that also sell.” It’s a great question and is, in many ways, the most important skill you can have with emails. I remember the great Matt Furey (email KING) saying something about how humor opens the mind to receive information and I found that 100% true. It’s why you see professional speakers and smart communicators doing this all the time. It makes you likable and relatable and makes it FUN doing business with you. Anyway, following are some ideas on exactly how to do this. Apply them to your emails (TODAY!) and watch the profits flow. This is NOT an exhaustive list of ways to be entertaining in your emails. There are many, many more ways than these. But this should give you more than enough “ammo” to get the job done for a LONG time to come. Also, one more thing: Always do humor in your own “style.” Everyone has different styles (just watch various comedians for examples.) If it doesn’t seem natural... like you wouldn’t say it in “real life”... it could fall flat when you try it in email. So just use the following as guides and if you can’t make something work, just discard it (there are plenty to choose from). The key is just doing it. Like anything else, being entertaining becomes as automatic as lying is for a politician if you do it enough. Anyway since Roger asked this question, this issue we’ll be using his emails and business as the examples (he sells to raw foodists) and, in most cases, talking “to” him. Alright, enough babbling, let’s roll...

Cruel Irony

Some people are not going to like this or feel comfortable doing it. But it’s dang funny and entertaining when done right. Anyway, here’s what I mean by cruel irony: Recently I saw a photo of a smiling morbidly obese fat man wearing a t-shirt that says **“I Beat Anorexia.”** Yes I KNOW that’s cruel in some ways. But everyone I’ve shown that to has literally laughed out loud (sometimes

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uncomfortably), and even hours/days later when thinking about it. Roger, I bet you could use this concept in your emails to the raw foodist market (or overall health market at least). Maybe like this:

Subject line: The irony of the fat anorexic

Name,

Most “cures” are worse than the disease.

Take prescription drugs, for example.

You ever watch those TV commercials where they show you how great everything is after taking a super drug only to hear that creepy voice pop up at the end rattling off a list of side effects that include everything from depression and suicidal thoughts to coma or death? It reminds me of a photo I saw recently with a morbidly obese man wearing a shirt saying “I beat anorexia” where the “cure” is worse than the disease!

And then just take it from there.

Lead into natural foods being the best “cures” or whatever you want to teach.

Cruel? Maybe. But it’s entertaining (irony usually is). And it can open up the Roger Haeske fandom to whatever else you have to say in that email. (On a side note: notice the subject line’s contrast? “Fat anorexic” high contrast gets BIG attention and, in this case, has a touch of entertainment value. You asked to

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get inside my head, this is the kind of stuff I'm always thinking about -- contrast, humor, fun, putting a good "show" on.)

Sarcasm

Sarcasm makes for great entertainment, too. Roger, after reading your blog posts and emails for the last few years I think you're naturally good at this. (Incidentally, I'm on Roger's list and I recommend all "Email Players" get on his list too, at www.RogerHaeske.com). The one that sticks out the most in my mind is the one about your grandpa's prostate issues when he took Flomax. It could be cranked up a few more notches to make it even MORE obnoxiously sarcastic (example below), but this was a great angle you could play with to inject entertainment value in other emails as well:

I re-educated him on the benefits of eating raw foods. I told him that he didn't have a Flomax deficiency and that he would very likely cure his enlarged prostate by going raw.

The part I liked was how he "didn't have a Flomax deficiency." That's good use of sarcasm! Man, you could go to town on this for all kinds of health problems and tie it into eating raw. For example:

Subject line: Death by Lipitor deficiency

Name,

It's amazing to me the lies drug companies tell.

They actually have the majority of the public (and almost ALL

conventional doctors I've spoken to, and I've spoken to a lot of 'em) thinking their cholesterol problems are caused by a lack of Lipitor (or whatever drug the rep who brought in the best lunch to the office was pushing) instead of by their lifestyle and eating habits. Makes you wonder what these drug reps are putting in the food when trying to butter the doctors and their staff up by bringing them lunch.

Anyway...

And then just go into your thing about raw foods or exercise or whatever it is you want to plug. Whatever the case, this kind of sarcasm can work like gangbusters to get your point across while giving the Haeske fandom a fun ride while reading your email. Which leads up to the next one...

MOCKING The Competition:

This is related to sarcasm, but in this case you're openly mocking the competition. This is as old as time itself. Even ancient Biblical prophets (like Elijah when he was mocking the priests of Baal -- "Where's Baal? Perhaps he's gone to take a crap?") would openly mock, and it can be very entertaining. You could go to town with this. Mocking the drug companies. Mocking us meat eaters. Mocking coffee drinkers (I'm thinking about the coffee email you wrote a while back), and so on, and so forth. You can even just mock the "nay sayers" if you want. For example, you showed me that email with the subject line about getting a 15 minute workout in 0 seconds. You could do this:

Sometimes people call me a liar.

They think I'm exaggerating. And they say I'm like a snake oil salesman

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promising the impossible to the masses, hoping to snag a few gullible people into buying in to my nonsense.

Take my Instant Energy Exercises product, for example.

I tell people they can get a 15 minute work out in 0 seconds.

How is that possible?

Well, the armchair health goo-roos will say it's not.

They'll say I'm lying.

And that I'm just a PT Barnum.

But they're wrong.

And I'm going to prove it to you now.

It's based on [go into the science behind the exercise, but not too much detail, just enough where they're like, "that's interesting..."]. And when you know how to do that, you can get a workout in zero seconds...

I'll show you how, yada yada yada

Write About Sex

When stuck for something fun or amusing or entertaining or interesting to write about.... just write about sex. You cannot bore people with this subject.

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This is something smart public speakers have known for years. Just brain farting right now with the raw food market, here's an idea: **"Eating raw is like sex - if you aren't enjoying it you aren't doing it right."** The point isn't for everyone to use this exact analogy but that you can always tie what you do to sex. When I was doing work in the golf niche I suggested we use the following subject line right when Tiger Woods got caught having all his affairs **"Tiger's big stick gets him in trouble"** (the joke being double-fold as in golf the "big stick" is slang for the driver and his game started to suffer after his affairs came to light -- this kind of stuff is funny, entertaining, ironic, sarcastic, the whole doggy kaboodle). Again, if you want to get inside my head with this stuff, this is how to start thinking -- on two or three (or more levels). Think about stuff that's ironic. Think about mocking the competition. About being sarcastic. And about putting on a good "show" for your list. And sexual innuendos can often do the trick when done in the right context and in socially acceptable taste.

High Contrast

High contrast gets BIG attention. It lights up human neurology like a pinball machine and can help make sales even to people who ordinarily don't buy. Plus, it can be quite entertaining when done right. Example: **"I felt like a one-legged man in an ass-kicking contest"** or (the joke quoted earlier in this newsletter) a morbidly obese man wearing a t-shirt that says **"I beat anorexia"** or **"I couldn't get a date with a pocket full of \$50's"**... These kinds of jokes (and you can find them online easily) are GREAT email fodder. I use them all the time in emails and they keep people engaged and reading, and sometimes I even build entire emails around a single joke or something entertaining/funny. (I'll just sit there and think about it and start writing until something makes sense -- this is an awesome way to force your brain to start thinking in terms of writing entertaining emails.) Again, just go online and look for jokes and seek out the

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high contrast ones to work in to your emails. Very easy, very fun and... very profitable.

Unusual Word Choices

You can go to town with this pretty easily. Just take common phrases that are embedded in peoples' minds (through the culture) and change out the words. It's not "funny" but it IS entertaining. And it can get in their psychology, too. It's hard to not perk up when, for example, instead of saying "Check out these apples" you say, "Check out these watermelons" or, even better, use slang that's foreign to your readers. One of the best things you can do for your emails is start inserting (when relevant) slang from other languages and cultures into your emails. It may rattle a few do-gooders, but committing the "unforgivable sin" of cultural appropriation like this can wake up flagging attention spans. Just look them up online and think of how to fit them in. At first this may not be easy, but the more you do it, the easier it gets. It's entertaining for them to read (and for you to write), and it'll get inside their psychology.

Play On Words & Phrases

Heck, create your own unique "lexicon." I did a while back (just for fun) and it has turned into a great asset over time. I simply looked at words I liked using and that my market is always seeing and I put my own spin on them — "goo-roo" "ex-spurt" "goo-roo fanboy" "the green stuff" and so on. Now, people may be tempted to copy mine or someone else's. Don't. Use YOUR personality. YOUR ideas. And YOUR uniqueness. You can also have fun with this (and make it a lot of fun for your readers) by playing up on phrases. Below's an example of how I used the phrase "sex and violence" in an email for a client (I removed the name of the company and product for privacy reasons). Again, you can build entire emails JUST around a phrase or word (and it's a great way to get started

if you're stuck):

Subject line: Sex and violence in business

There's a lot of fighting in the business world.

Especially in the home based business industry.

It's like in the old days when you had various "sects" violently warring against each other over the land and peoples not already established under a kingdom -- with lots of infighting, trickery and treason.

In our industry it starts with badmouthing online.

Such as in forums or on blogs.

Someone will be in business A and want to take down business B, and will go forth and spew lies, accusations and other falsehoods that simply aren't true...

Here's an except of another one based on the phrase "sex, lies and video tape", but I changed it around and used this in the subject line: "Checks, lies and videotape":

Back when I was in MLM, they used videos to recruit.

In other words, they did not want you trying to explain the business and comp plan and products to anyone yourself. They (wisely) realized that a person (especially someone new to the

business) would not be able to do it very well, and that it is far better to have a "duplicable" way to do it.

Thus the video.

Instead of you explaining anything, the video did it.

You simply loaded it into your VCR or DVD player and pushed play.

However, there was a problem with this.

A problem the MLM industry STILL has.

And that is, what happens after the video stops?

How do you answer someone's questions?

What if the video didn't cover all the objections (these videos rarely ever covered all the objections, especially in under 30 minutes).

And what if someone asked "how much are YOU making?"

Ugh.

I hated getting those questions.

I remember a lot of people squirming and sweating when asked questions like that. I know I squirmed and sweated! Some people even

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got so flustered, they'd start lying about their bonus check size (never a good thing!).

Anyway, it was a terrible time for me.

But a **GREAT** learning experience...

Get Personal

We talked about this in the September "Email Players" newsletter. But it bears repeating because personal stories (especially if you admit something intensely personal) are extremely entertaining. Maybe not humorous entertaining, but entertaining in the sense a good story is always full of entertainment value. Last September, I showed you the email I wrote about the supplement and the wet dream. Very personal, but also kind of entertaining, too. This doesn't mean you have to talk about sex or whatever -- it can be anything personal. It'll bond people to you in ways your high falutin' competitors on their pedestals and soap boxes will never be able to touch...

Embarrassing Story

This one is kind of self explanatory: Just tell an embarrassing story (and tie it into something you sell). Here's an example:

I ever tell you about the time I farted in study hall?

It was kind of a hair raising experience.

And, while the following probably won't make you any smarter, you

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may find it useful if you see the lesson "between the lines."

Here's what happened:

I was in seventh grade, and it was 8th period (the last period of the day). I was sitting there, lost in a book I was reading when, all the sudden -- RIIIP! -- the fart popped off without warning -- with the noise ricocheting off my wooden seat and around the giant "echo-friendly" room.

Laughter erupted and everyone turned my way.

My 13-year-old heart raced and my mind reeled.

How am I gonna get out of THIS mess?

Luckily, I always had a talent for wiggling my way out of trouble (like detentions, doing chores, etc) and did the first thing that came to mind:

I turned and looked at the kid BEHIND me as if he did it.

Did it work?

You bet it did!

And everyone laughed at HIM instead...

Quoting TV Sitcoms

This is pure “cheating” but it works like gangbusters. Watching sitcoms (especially popular ones most are familiar with – i.e. Seinfeld, etc) can make your life a LOT easier. You can easily go crazy with Seinfeld alone. Here’s one I did from an email titled “The George Costanza School Of Copywriting”:

Ever watch the TV show "Seinfeld"?

Even 11 years after it's cancellation, and seeing every episode several times... I STILL never grow tired of it.

The other night was an especially funny episode.

It was the one where George Costanza did everything in opposites.

For example:

He saw a beautiful woman in the diner, walked up to her and, instead of lying and conning her into a date, said he was a short, bald, unemployed man who still lives with his parents.

She immediately went out with him.

Later, he gets a job interview with the New York Yankees.

And instead of kissing the owner's "boo-tay", tells him how much the team sucks, and why his every decision is stoopid.

"Hire this man!" the owner says.

Anyway, here's the point:

Every time George did the opposite of what he would normally do -- what logic and common sense dictated -- he "won."

And you know what?

In a lot of ways, it's the same with selling, too...

This is so easy to do. Just pick ANY funny show/character/situation you've seen and tie it into something you sell. I've done this with everything from "Beavis & Butthead" and "Ren & Stimpy" to "Seinfeld", "King Of Queens" and even "Bugs Bunny." This way you can write a funny email partly written by professional comedians.

Seek Out Ironic News

I don't read a lot of news anymore (except for entertainment news). But if you're a news junkie this is a no-brainer. Just find news stories with "built in" irony that's funny and entertaining in itself, and then tie it into something you sell. Here's an excerpt from one I did a while back:

Last week I saw something kinda funny.

Maybe not everyone will think this is funny, of course. But I couldn't help but laugh out loud when I read an article about how, somewhere up in Canada (I think it was Canada) the marketing people for the hit zombie TV show "The Walking Dead" put up a billboard

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ad... right next to a funeral parlor!

I have no idea if that was done intentionally. But the funeral parlor was pretty mad. And they demanded it be taken down.

But, I wonder if that billboard actually helped their business?

Fun Arrogance

Talk radio hosts like Rush Limbaugh (i.e. "talent on loan from God") are pros at this and it's naturally entertaining. This is where you are arrogant and cocky and basically have fun with it in your communications. It's fun and entertaining to slip this sort of thing into your emails when relevant. Here's an example of subtle arrogance and cockiness, but done in an entertaining way:

When you get good at this, you'll be amused watching the same people come and go from your list -- they subscribe, unsubscribe... subscribe, unsubscribe... over and over and over...

And it's all good, too.

They're like my "prodigal" children.

I don't punish them for unsubscribing.

(Hey, everyone makes mistakes...)

Historical Analogies

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I don't now why people don't do more of these. But historical analogies are naturally entertaining (and "infotaining") and tend to keep people glued to the email. It's where you find a historical example of a problem/solution that relates to your market, and write about it, tying it naturally into what you sell. Here's an example:

Yesterday I did a podcast (that'll be posted next week-ish) about sales and marketing lessons in the Bible.

Now, this topic can't be done justice in an hour.

Or even 100 hours.

There are WAY too many lessons to choose from.

One of my favorites (we didn't have time to cover) is in the Book of Judges. It's about a wandering Levite (the "priest" tribe of ancient Israel) and how his concubine was viciously raped to death by some psychopaths who lived amongst the Benjamites.

The Levite (understandably) wanted justice.

But due to the times (mass anarchy and moral apathy), he knew he had to do something radical to get anyone to care.

So what did he do?

Beg for help?

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Start a posse?

Give up?

Uhm... no.

What this dude did was cut his concubine's corpse into 12 pieces, and sent a piece to each of the 12 tribes!

Now THAT'S impact.

There was no hemming and hawing.

No "brushing it off."

And no ****ignoring**** the message.

And you know what?

Great marketing also has this kind of hardcore impact, too -- and asks the exact same question the Levite no doubt did: "What's it gonna take to get peoples' **UNDIVIDED** attention?"

Mix 'n Match

Finally... there's no reason not to mix 'n match all the above when possible. This is something that will come naturally for you the more you do it. But when you are trying to learn something new you will go through 4 phases: **unconscious incompetence** (you don't know you don't know)... **conscious**

incompetence (you know you don't know)... **conscious competence** (you can do it, but only when you think about it)... to **unconscious competence** (like riding a bike -- you just do it without thinking, it's second nature). So it is with writing entertaining emails. At first you consciously apply these tips and eventually it becomes so ingrained in you that you just bang them out with multiple entertaining components without even thinking about it. Here's one example where I count at least 8 examples we've talked about today -- all embedded in this one email. See if you can find them...

Subject Line: Revenge is a dish best served "sold"

Remember that email a couple days ago about rules?

The one with the list of "rules" I sometimes purposely break?

Well, someone recently asked about the part where I said I might embrace negative emotions. He said he wanted to know how negativity can be a GOOD thing when everyone else he talks to prescribes prancing around all day chanting positive affirmations and quoting "The Secret."?

Very good question.

Look, while I'm a BIG fan of thinking positively, I also believe you can (and should, when appropriate) use your negative emotions to get the job done, too.

Let me give you an example.

When I was growing up I was quite the dork.

(Yes... I KNOW you find that hard to believe.)

But it's true.

I just couldn't find my place amongst my peers. Or anyone else for that matter. I mean, I couldn't get a date with a pocket full of \$100 bills. And other than a couple sports, I had zippo going.

So I wasn't exactly the most popular kid.

In fact, in a lot of ways, I was actually very weak. And there were some people in my life who used that weakness to actively keep me down.

Now, don't get me wrong.

I hold absolutely ZERO ill will towards anyone.

Frankly, I owe some of these people a huge "THANK YOU."

Why?

Because I developed a big fat chip on my shoulder -- this insatiable need to give all the naysayers the "finger" and tell 'em where to go.

And that negativity became a FRIEND.

There were so many times I wanted so badly to quit in business. Especially when my wife and I were technically "homeless" and things went wrong so often I began to feel like a one-legged man in an ass-kicking contest.

Ugh!

But my ego just wouldn't let me.

I HAD to stick it to the naysayers.

I needed my freaking REVENGE.

And, as a result, I worked even harder at learning how to sell, market and write copy. Hard work that's since paid me back in spades.

So that's what I mean by embracing negativity.

I don't dwell on negative things.

I just use negative energy to my advantage.

Ben Settle

P.S. For more sales and marketing "war stories" check out:

(LINK)

How To Troll Your Way To All The Sales, Traffic, And Media Attention You Can Eat!

The following is something I have never heard anyone talk about (much less teach) in our industry. Maybe someone has, I don't know. And if someone did then props to them for doing so. Because following is one of the most profitable things I've ever done, and that some very successful marketers have done, and that even a publishing company I recently saw has done. **What I'm talking about is, quite simply, trolling people.** But, not in the typical trolling way. I am not behaving like some loser living in his mom's basement eating cheetos and watching porno in between anonymously trolling people on social media with a cartoon as a profile image. I'm talking about trolling the "establishment" of your industry, trolling the people you don't want as customers (or, in a few select cases, getting them thinking differently so they might be a customer you want), and even trolling the mass media, as well as the various assorted gurus and goorooos skimming the shadows. I don't know if I can really do this subject justice trying to verbalize the "how to's" of this — because a lot of it depends on having a quick wit, a lot of confidence in what you're saying, and a strong immunity to criticism, complaints, and, yes, even troll comments. So, instead of me yapping about it, I'm going to show you some real life examples (with various different marketing media) you can model (not copy and paste) for your own goals and business. Ready? Okay then, here goes...

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**Example #1:
Trolling Sales Letter**

This is something I have not personally dabbled with (although I do a little in my newest version of the Email Players sales letter in the deck copy). But, if you have the right kind of product and personality... and with enough charisma and credibility in your market to get away with it... this can not only make you a lot of sales, but get you a ton of attention, controversy, and, yes, raging fans (and enemies). All of which will make your bank account happy as a clam.

Below is an example from a long running sales letter that not only made a ton of sales (from what I heard tell), but was constantly running on big traffic news sites, and had people talking about it in forums on social media the entire time. I was a huge fan of the late Dr. Douglass, and if you can get your hands on any of the ads or old print newsletters about him, they are masterpieces of infotainment, and how to be an anti-professional who takes sadistic pleasure (he not only did not fear controversy, he reveled in it!) in pissing off the establishment, while also making a lot of the green stuff.

Anyway, I don't have room to reprint the entire sales letter in this issue. So, I'll just show you the first two pages. But, you can read more of it (not all) here: <https://web.archive.org/web/20071005124420/http://www.isecureonline.com/Reports/rhb/W600H5AJ/>. It's not the whole letter, but I'm sure you can find it on Google if you look hard enough. But this will give you an idea of what I mean by trolling the establishment...

Discover why one M.D. says

“I HAVEN’T HAD A GLASS OF WATER IN 20 YEARS...”

And why you don’t have to gulp it down by the gallon either.

Sure, drinking tons of water is great if you want to raise your stroke risk, bring on kidney failure, and encourage early Alzheimer’s.

SURPRISED? But that’s just one example of how **MASS MEDIA MEDICINE** is ruining our health. See inside! Next time anyone nags you to sweat, starve or give up your pleasures, turn the tables on them and ask:

- **IS YOUR CHOLESTEROL HIGH ENOUGH** to avoid heart attacks and strokes?
- **ARE YOU GETTING ENOUGH SUN** to prevent the world’s most dreaded cancers?
- **ARE YOU EXERCISING SO HARD** that it’s hardening your arteries?
- **ARE YOU EATING ENOUGH SALT** to prevent high blood pressure?
- **ARE YOU EATING ENOUGH EGGS & BACON** to ward off macular degeneration?
- **GOT ARTHRITIS? GUESS WHAT!** This animal fat reverses the damage in 24 hours!

If you'd rather enjoy a beer than force down 8 glasses of water...

If you can't start the day without caffeine...

If you crave a good steak and can't stomach 10 vegetables a day...

GUESS WHAT? YOU'RE RIGHT and they're full of tofu...
See below for the real health facts and don't let the 'experts' ruin one
more day!

My Dear Pestered Friend:

Every day, the health police find some other pleasure to ruin...

First they snatch away your beer and scotch...

Then they badger you to drink water until you nearly burst...

Next, they nag you to give up coffee, eggs, bacon and everything else
that makes life worth living...

And then they complain that **YOU'RE GRUMPY?!!**

No, you're being way too patient! But we're going to get the last
laugh on those jokers...

Because all the 'facts' they're flinging at you are just **MASS MEDIA
MEDICINE!**

Mass Media Medicine is to REAL medicine as McDonald's is to REAL food...

It was never intended to make you healthy...

It's intended to make billions of dollars for giant corporations...

And the only science behind it is marketing science!

**It's all about selling us 'health' goods & services
WHETHER OR NOT WE NEED THEM...**

Scaring us into buying drugs to prevent diseases (like 'high cholesterol') that don't exist...

Bullying us into buying high-markup, high-carbohydrate, meatless mush...

Hounding us to buy instruments of torture in the name of exercise...

And when all this stuff finally does make you sick, they reply that you need even more ...

But it's high time you quit this can't-win game and DISCOVER THE REAL FACTS...

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And you're going to love what 40 years of clinical studies really tell you to do! As you'll see on the pages ahead, from now on you have DOCTOR'S ORDERS to...

- **Chow down on juicy T-bones and 3-egg omelets prepared with real butter...**
- **Trade in that water bottle for a case of ice-cold beer...**
- **Drink all the coffee you want, laced with heavy cream if you like...**
- **Take naps instead of running laps...**
- **And tell the cholesterol cops they'll have to terrify someone else...**

Skeptical?

Now you're talking my language...

**Example #2:
Trolling Email**

I wrote this email (and have used it at least twice since) back in 2015. I saw a Facebook meme about how evil the US is because of high student loan interest. And, how the various European countries will pay for your education free and, in one country, even pay you to do it. Since I don't really want naive Americans as customers (not that the meme didn't have a point about US student loan interest) who can't think outside memes, I decided to troll any Americans who would get excited over such a thing.

The result was this:

Subject line: Time to leave the US

I saw an ironic meme on Facebook last week.

Basically it is a message from a student to the US government. It says the German government gives you free college tuition. The Finland government welcomes anyone in the world to get any level of education at no charge. The Danish government will not only let you in college free, but give you \$900/month for living expenses for 6 years. Then, it says in America you get loans at 10x the interest rate we charge banks. If you don't pay they'll garnish your paycheck. If you declare bankruptcy, you still owe. And, textbooks aren't even included.

Then, of course, it ends with education is a "human right."

Is all that true?

Let's assume it is.

My question to the eager beaver millennial who probably wrote it is, if a college education is so important to you... and if you think it's too expensive in the US, there are obviously plenty of colleges in other countries who will let you attend free. Why not move to Germany? Or Finland? If you **really** believe your precious college edu-ma-cation is going to be worth so much, it makes zero financial sense for you to remain in America.

Maybe I'm missing something here.

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But it sounds way cheaper to:

1. Pack up and move abroad (including changing citizenship)
2. Live off your favorite government's teet
3. Even bring family with you

Than attend a US University.

After all, I hear tell it's roughly \$9,139 per year tuition to attend a *public* university.

(Even more for out-of-state or private tuition.)

That's \$36,556 in four years.

Plus, that's not even including text books (which are more expensive than a lot of high ticket info products...), housing, food, transportation and other fees. In fact, according to a site that tracks this, combined it's an average of...

\$23,331.00 per year.

That's \$93,324.00 for 4 years!

(Not even including the *interest* on any loans...)

And, since your college edu-ma-cation is so valuable and so One-Ring-of-Power-precious, surely you will have no problem finding yourself a high paying job, no?

I mean, isn't that what degrees do?

Get you high paying jobs?

So what are you waiting for?

A Republican to take office so you have an excuse to leave?

go, Go, GO!

According to the meme, Germany, Finland, the Danish government... they want to take the tired, the poor, and the edu-ma-cation-starved yutes.

You're wasting your life in the US.

And, you're wasting money, too.

Why pay for it when you can get it free abroad?

Why pay almost \$100k on college staying in America when you can get free college and, in at least one case (again, according to the meme), get \$900 bones per month free!

Don't give me your excuses about not leaving family, etc.

Take your family with you.

It'll be way cheaper.

Hey, they can ALL get free college!

Yes, I know you love your country.

But you can love it from a distance.

If college is your ultimate goal and is a human right, and your kids **MUST HAVE IT** too... then why in the world would you stick around the evil overpriced US? It's not like anything is gonna change around here any time soon, after all. Time's passing whether you go or not -- why not go now? Why wait? Why pay \$90k+ when you can save that money and get your education free? Airfare, moving expenses, paperwork... that'll barely dent the \$90k+ you'll be saving and is a pittance compared to what you'll be making once you have that golden-like degree. And since other countries are so much better to their people, you should have no problem getting a job or all the government assistance you need while your strong, independent self gets that priceless degree.

Wait a minute...

What???

You still don't want to leave?

Really?

Even after seeing how it's cheaper to leave? Our education system has obviously let you down then.

Okay, fine.

Then let your uncle elBenbo give you another option:

Start a business online.

No degree required.

Plus, you can do it in 4 easy steps:

1. Find a market with an urgent pain
2. Create (or find, as an affiliate or licensee) a product that solves that problem
3. Start building a list
4. Mail it daily
5. Join the "Email Players" newsletter when it makes financial sense to do so. (Unlike the countries above I don't provide education free. Get your house in order first. I want people with a proven offer and a list -- even if a small list -- I can help ratchet sales up with using my system)

My way is pretty inexpensive, too.

And, you don't even have to leave the country.

When you're ready, go here:

**Example #3:
Trolling Facebook Group Post**

In my old elBenbo's Lair Facebook group (that I killed off last Summer, and replaced with my current elBenbo's Abyss group at www.elBenbo.com) I did a lot of experimentation on its hapless members. I basically wouldn't let them sleep or do anything else on flakebook except be in my group. And, one of the ways I did that, is by trolling the group frequently with my opinions on everything from gun control and healthcare... to fiery topics like abortion and fat shaming. The response was always a lot of Thread-holing and, in some cases, sales. But, even more important than that, I was polarizing the group, creating division (on purpose) amongst them, and rallying the troops into different camps for my own amusement and for later hijinx — much of which lead to, yes, more sales. Anyway, here's one of them that turned into an especially hot topic:

Let's talk about a topic so controversial TWO girls bowed out of the conversation (something about needing sleep, wtf nobody sleeps up in elBenbo's Lair...)

And that conversation was about shaming.

elBenbo is PRO shaming.

Go ahead and shriek at that, feminists.

Give me those emotions.

Ahhh... that's right.

I can feel your anger, like when Palpatine felt Anakin Skywalker's anger before he turned darkside. Gives you power and focus, doesn't it?

Good.

You'll need it for what comes next.

So are you done seething?

Okay, that's what I want.

Now, let me give some context:

I do not think shaming should be done maliciously just to hurt someone in the feelz.

Instead, I think it should be done out of principle, the health of a society.

You know, like what was done for thousands of years before you were born, the principles all your ancestors who you think were not as enlightened as you followed.

So for example:

Let's shame people into not having 10 babies the guy couldn't care less about that the government (i.e. tax payers) then has to be daddy to. Let's shame people into not letting themselves become obese (which is a choice) because it can kill them and cause them a lot of pain and suffering and diabetes (and potential amputations and worse), etc. Let's shame boys into not becoming pussies who need a safe place because Trump was elected. Let's shame teenage girls into not wanting to put out for every guy who bull shys them. Let's shame parents into not giving into a school system that wants to turn their kids into drones for the state.

And so on, and so forth.

More:

Let's also shame marketers into not being idiots falling for goo-roo nonsense and idiotic launches that say a cart is closing and [insert horse shy reason] it opens miraculously on Monday for another 24 hours.

Let's shame newbies on a budget into not buying \$300/month software for multi-step funnels when they don't even have a list, or a product, or an offer.

Let's shame copywriters from charging a lot of money to hard-working clients but can't write an ad to save their life and can only spell and "write" (but can't sell).

Let's shame people up in elBenbo's Lair who try to share "value" and their gay articles about "making money!" when this is a no-value group.

Yada yada yada...

So yes, elBenbo is pro shaming.

And pro-life. (A girl thinks she's going to terminate MY child(ren)? Oh hell naw...)

And, yes, pro Thread-hole.

Which, I am hoping, all my above views will dig a deep, bottomless pit of replies to...

Example 4: Trolling Press Release

If you think you can't use trolling to get yourself a lot of traffic, media attention, donations to a cause (GoFundMe, whatever), and sales look no further than the press release by Vox Day below. It's a brilliant example of mixing infotainment, controversy, credibility, contempt (yes, there is definitely contempt for SJWs built in, of which the media is mostly made up of nowadays, further guaranteeing they bite the bait), and to troll the media into giving you a platform because they just won't be able to resist. (Something Donald Trump built practically his entire career on — he wouldn't even be president if he didn't troll the media like this, and if the media didn't respond like trained seals every time he did, more on that in the next example...)

Alt★Hero Raises \$100k to Fight Diversity and Inclusivity in Comics

After reaching its initial funding goal in only four hours, a new right-wing comic series, Alt★Hero, exceeded the rare \$100,000 mark in just 12 days, with more than 1,000 backers signing on to help the alternative comic wage cultural war on the social justice-converged comic duopoly of Marvel and DC Comics. It is being written by prolific Marvel and DC Comics veteran writer Chuck Dixon and six-time Hugo Award Finalist Vox Day.

The series is the creation of bestselling political philosopher and controversial game designer Day, who is best known for being a member of GamerGate and disrupting the annual science fiction awards. Alt★Hero features unconventional villains such as Captain Europa of the Global Justice Initiative and potentially incendiary heroes such as Michael Martel, a vigilante who drops off criminal undocumented immigrants at the local Immigration and Customs Enforcement office, and Rebel, an Southern girl whose superhero outfit incorporates the Confederate battle flag.

"Everyone hates what Marvel has become," said Alt★Hero creator Vox Day, who is writing six volumes of the series. "Their declining sales prove that no one wants to buy comics written by social justice warriors, especially when they feature absurdities like She-Thor spouting feminist talking points, an affirmative-action Ironman who can do no wrong, or a black, lesbian, HIV-positive refugee Batman in a wheelchair writing virtue-signaling poetry on Facebook. We're bringing back real heroes, real villains, and real action, and we're going to give the readers great stories instead of preaching social

justice at them."

Legendary comic writer Chuck Dixon, the longtime Batman writer and co-creator of Bane, who is writing the first three volumes of the Alt★Hero series Avalon, said, "These guys get me and I get them. Escapist entertainment, big outrageous ideas and all built on a foundation of principles that rejects the gloomy, preachy, bitterness of post-modern comics."

The reaction to the announcement of Alt★Hero was decidedly mixed. While support has been strong on the right side of the ideological spectrum, left-wing comics fans denounced the new comic on Twitter and other social media platforms. "As awful as you'd expect," reported LGBTQ Nation. "Vox Day is literally to the right of Genghis Khan, with two feet planted firmly in the Reichstag... the type of punk-ass feeb whose jaw Batman was born to break," declared Jason Yungbluth, a cartoonist for MAD Magazine.

Some comics fans even declared on Twitter that Jack Kirby, the revered, but pugnacious artist for Marvel and DC Comics, would beat Day to death were he still alive.

Day dismissed the criticism. "It's nothing more than the usual social justice emoting. I promised the backers that the SJWs' angry shrieks of protest would be heard from space; my only concern is that they may have been loud enough to alert a hostile alien race to our existence."

After 12 days, the Alt★Hero crowdfunding campaign currently

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stands at \$102,156.00 raised from 1,133 backers, more than 4 times its original \$25,000 goal. Less than one percent of all crowdfunding campaigns ever reach the \$100,000 mark; 18 days still remain in the controversial new comic's campaign.

Example #5: Trolling Tweets

And finally, everyone's favorite (or most hated) troll: Donald Trump. He didn't invent trolling to get money, attention, press, donations, and to influence public opinion. **But he sure did perfect it.** His media trolling and on Twitter, and people then responding instead of ignoring him (like you should do to trolls, instead of feeding them) is why he's president. But he's a master troll — constantly picking fights with celebrities (like Rosie O'Donnell), politicians (like Elizabeth Warren), and even other billionaires (like Mark Cuban), and the list goes on. To see him do it on the regular simply read his Twitter page at @realDonaldTrump. There's a reason he's called Troller In Chief. It's a free world class edu-ma-cation in how to troll your way into lots of influence and power:

And, lest you



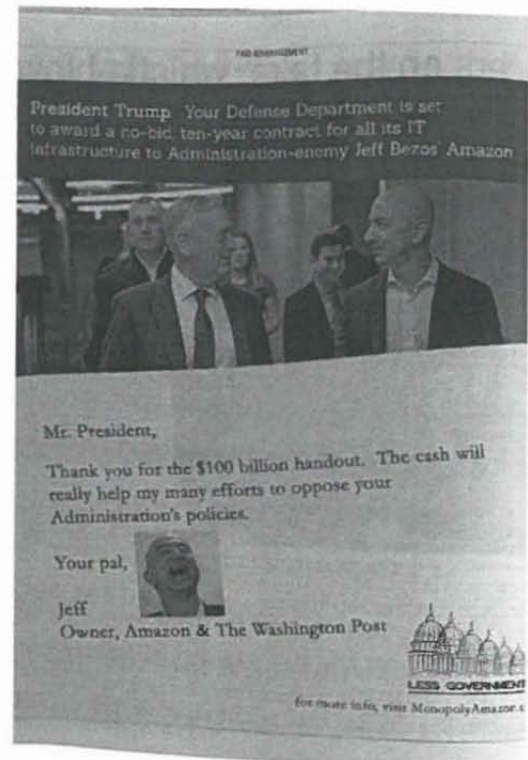
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think Trump isn't above being trolled himself... check out this beauty on the next page, where he was trolled in a paid advertisement.

I suspect we'll be seeing a lot more trolling ads in the future.

Why?

Because they work when done right. The examples above should be studied, modeled, and adapted for your own use. Think of ways you can troll the establishment of your field, the customers you don't want, your competition, and anyone else where it makes sense. When you do it via email it's especially easy and profitable. The trick is to not sound butt hurt, not be emotional (angry, nasty, etc), and just be cool, calm, and collective with the facts.



World Famous Concealed Carry Instructor Schools elBenbo On Infotainment

This past January Yours Unruly got the single greatest edu-ma-cation about the art and craft of infotainment he's ever gotten. It was while taking my Oregon/Utah/Arizona concealed carry permit class near where I live. And, the instructor was Joe Holdmann. Joe is hands up one of the #1 firearm instructors on the planet. In fact, there are 100,000 NRA instructors in the US and out of all of them he was named the NRA instructor- recruiter of the year in 2011. He continues to get praise and props from military and law enforcement experts. And, he is (as I alluded to) one of the best teachers of infotainment and persuasion I have ever listened to. To give it some perspective: The class was 6.5 hours long (a half hour longer than it was supposed to be) and not a single person in the room wanted to leave. None of us seemed to so much as fidget in our seats. And, I even remember getting annoyed and pissed when I had to leave the room to do my finger prints (I didn't want to miss a single word Joe was saying, he had the entire room mesmerized — no small feat with today's low attention spans). This dude even made the case law stuff exciting and interesting. And, because he doesn't allow recordings, I am seriously thinking of clunking down the \$100 to take it again just take more notes on his teaching and persuasion techniques — which are second to none. Plus, it isn't just his infotainment I took notes on (several pages — I took more notes on that than what he was teaching) but some other important things he was doing. I have no idea if someone trained him on these mysterious ways or if he just figured it all out. But following are some of the principles, tips, and ideas you can use in your own marketing (email or otherwise) efforts. Ready? All right, here goes...

- **He explained everything (even otherwise dry and boring facts and figures) with a story, analogy, or dramatic demonstration** — Why? Because, like the late Jim Camp taught, nothing will persuade people to make a decision better than creating vision. Jesus knew this, too, as he did all His teachings in parables (stories) and dramatic demonstrations. Some stories Joe told to get his point across included an altercation he had with a group of 15 high school kids who surrounded him at 10 p.m. at night outside his office (which is in a shytty part of Coos Bay, Oregon). Some of them had their skate boards in their hands ready to hit him if he didn't give them money (to demonstrate that even kids, 14 years old, are capable of great violence). Another story was when he was in that same area coming to work one morning and got surrounded by some homeless people doing the same. Or when he had his two rottweiler dogs in a park by him and some crazy dude came up to him in the park aggressively to the point he had to draw his gun (to demonstrate how having a big dog isn't going to deter the desperate and drug addicted). Or when he wanted to show how unprepared gun owners are for a home invasion — showing a pic of a recently let loose perp who broke into someone's house at 2 am and attacked their daughter, but was let go due to overcrowded jails. He said everyone point your fingers at him as if you had a gun. While he talked about the situation, everyone's hands got heavy (without a gun — with a gun it would happen much faster) to demonstrate this idea of an untrained person's vulnerability in such a situation while waiting for the cops, and that all it takes is 6 feet of space and a tired gun hand for a perp to get the drop on someone in such a situation. Another story was he held up a local paper and a recent article with a big picture of the most deranged dude you can imagine. Huge, rapist-looking guy, high on drugs. "Imagine this guy is in your house at 2 am. Well, guess what? He's back on the street here in town due to overcrowding of the jails..." Anyway,

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he must have told dozens of stories and made dozens of demonstrations like this that day. Each one had multiple purposes: For us to not put off mailing our money in to the states to get our permits, to actually start carrying, and, yes, to hire him to train us (it worked!) Stories — scary horror stories, that are true — will do the same for your market, regardless of what kind of boogey man plagues your customers.

- **Did the math** — Going on the above about overcrowded jails: Another thing he ingeniously did to put the fear of death into everyone in the room (in a non-stupid advertising way) was he did the math for everyone. Coos County (the county I live in) only has enough funds to feed and jail about 40 people even though there are 150 cells. Every week dozens of new people are sentenced to jail. Dozens. That means a lot of criminals are going in and out of the jails, including may thieves, thugs, meth addicts, etc. All on the street. To further illustrate his point, he talked about how whatever county Portland is in sent a ton of their homeless people to our county a few years back (most likely politically motivated, few people deny it, even up by Portland, from what I see). So we got all kinds of thugs running around and four times more homeless people with not a lot of shelters or ways to help them. Sobering stuff. And a lot more persuasive than just citing dry statistics. Plus it's all based in truth anyone can look up if they deny it. If you think elBenbo doesn't pay more attention when venturing out amongst the proles you best think again... and it was the same with everyone else in that room, including the retired cops and military guys in the room. Walking your customers through the facts and doing the math is like cutting off all the doors of escape when persuading them to buy. Very powerful.
- **Small guns get carried** — Some people have bigger caliber hand guns and some people have small caliber hand guns. People with the bigger caliber ones

often have one because of ego and that's fine. I can tell you I have a bigger one and the chances of me carrying it, since it's bulky and heavy, are zero to none. Too much of a pain in the ass. Apparently, most of the gun-toting world is the same way. And guys like Joe — who has trained tens of thousands of people over the years — know this better than anyone. His solution? Carry a small, light gun. As he put it “small guns get carried.” Of course, the objection is, smaller bullets don't do much damage, etc. Which is bull shyt. In typical Joe style, he demonstrated (demonstration is the single most powerful way of proving a point according to the great Gary Bencivenga — and I believe him) his point via infotainment. He talked about the TV show Swamp Hunters (something like that). And showed how they killed a 800 lb alligator with a single shot from a .22 round (a small round). This concept applies to your marketing, too. I keep banging the simple drum, and have done so since before it suddenly gotten trendy. So many people never get their funnels set up because they think they need to big, fancy, powerful onboarding (whatever the kids are calling it) processes when a simple opt in page, sales letter, and relentless email follow up (then sell those buyers something else) gets the job done much cleaner and more efficiently. And is much easier to set up, to boot. Too many people are trying to conceal a hand canon when they should be carrying a .22 or small caliber weapon in their marketing jacket pocket (so to speak).

- **Indifference** — Joe's concealed carry classes are sold out, and his trainings booked well in advance. He competes with a bunch of others in the area and while they struggle for bid'niz, he has more than he can handle (having to take months off at a time to take a break). Besides his infotainment and methods we talked about so far, he also has 100% indifference and outcome independence. In fact, he teaches for “free” (since he donates the \$100 concealed carry teaching to charities). And he has no problem telling people

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if after we take his class we aren't carrying and he sees us on the street NOT to bother talking to him. Don't waste his time. He only wants to associate with gun owners who carry and not those who just take the info and then "see what else is out there lol" — like the vast majority of people in the online marketing world do. Joe has 100% non-neediness. He has no problem qualifying people and turning them away. This creates a very strong bond with him and his students, and makes people want to be "in" naturally. And, thus, do what needs to be done to be on the inside. This is powerful persuasive psychology most people don't have the balls to do. But if you do it, and I can tell you this from experience as it is exactly how I run my business, it works. It just can't be done as a tactic. You have to really believe it and own it as a principle of life. Or it will back fire (so to speak...)

- **Upsells like a champ** — Like I said, he donates 100% of the fee to take his concealed carry class. He works "free" in essence. But he's no dummy. During that 6.5 hours the vast majority of people in that room (1) bought a \$5 whistle (2) an NRA handbook for another \$20 (3) an NRA membership (4) bought his firearm training classes (multiple classes in some cases — and he **ONLY** will train you if you are a member of the NRA...) and (5) several boxes of .22 caliber bullets from him which are hard to get in the U.S. right now. All very naturally, too. There was never any pressure. No hard pitch. He simply gave you the opportunity to buy. It was brilliant and way better than any "Internet marketer" I've seen do it. If you sell coaching, have other stuff to sell, etc the above is a business model just about anyone can model very quickly and profitably.
- **ALARMA TV** — Another way Joe created vision: He told us about a Spanish TV station that has a show at night called ALARMA TV. It is security camera footage (unedited — in Spanish TV shows, they don't have to edit out

violence) of actual violent crimes being committed. Like people being stabbed, or having their throats slit, or heads literally cut off! He said watch it for a week. It will save your life. Why? Because it shows you how the bad guys operate. How they move. How they attack. How they sneak up on people. How they move... I guarantee you everyone in that room watched it. And, during each horrific show, thought about Joe, about his gun training classes... I think you get the idea. Everything worked towards buying something. i.e. Joe was always closing.

- **Control what you can control** — One of the quotes I wrote down he said is, “**you’re gonna do what you want, I’m gonna do what I want, bad guys are gonna do what they want, the cops are gonna do what they want, the judge is gonna do what he/she wants, and the jury is gonna do what they want.**” There is something strangely haunting about that. There are so many other peoples’ decisions that can affect our lives when it comes to this world. The only decision you can control is yours. You can’t control whether anyone attacks you, whether the cops arrest you, whether a judge and jury finds you guilty even though you were just trying to protect yourself. So it is in business. This is why I don’t make sales, clicks, opens, conversions goals or whatever. I can’t control any of them. What I can do is focus on making myself better at what I do. Your list is gonna do what they want. Your competitors are gonna do what they want. Trolls are gonna do what they want. Your auto-responder company is gonna do what they want. Your bank is gonna do what they want. Google is gonna do what they want. Facebook is gonna do what they want. The government compliance people are gonna do what they want, etc. Focus on what you can control, not what you can’t. Because everyone else is gonna do what they’re gonna do.
- **Everyone woman needs a gun, the pretty ones need 2 guns** — a self

explanatory concept with guns. And in business the pretty businesses that make lots of money, need twice the protection, take twice as much care, have to have twice the compliance, etc as other businesses. The Vincent James 12-Month Millionaire story comes to mind. If you are in a high risk business, put in twice the protection, infrastructure, customer service, merchant accounts (something we should all do even us ugly businesses) etc as lesser risk businesses. In fact, one of the most Valuable lessons I have learned in 2017 is “you can never have too many merchant accounts.”

- **Keep your mouth shut** — Another thing Joe taught was the 6 rules of carry — one of which is keep your mouth shut. Tell nobody you’re carrying. Keep that shy to yourself. And it’s the same in biz about your income. Yes, there are customers who need screen shots, etc in order to buy. Do not serve them. Don’t throw chum out there for the sharks. Don’t crow about all your cars or publicly count your money. If you do, you’re inviting trouble, aggression, and the people into your life with agendas (customers who like to make frivolous lawsuits, crooked attorney generals, etc). Shut the fuck up. I know a lot of people will scoff at this. But, don’t say you weren’t warned...
- **Transparency** — Joe said if you get pulled over by a cop to say these exact words, “howdy officer, I am a permit holder, I’m carrying, what would you like me to do?” 100% transparency. No trembling or nervousness. No freaking the cop out. He says (and the cops I know all agree) that a lot of police consider permit holders to be backup and are much more comfortable around them. We have to get approved by the Sheriff, go through back ground tests, etc — i.e. we’re less likely to be some psycho with a hard-on for killing cops. This carries over into your emails and business, too, of course. I have always been a big fan of transparency. Telling my customers exactly what is what, not trying to trick or hide anything. I often end conversations with “tell me what

you want me to do” when it comes to someone on the fence about buying, etc. Doing that gives them almost no choice but to trust you. You’re not trying to bull shy them, after all. And the customers consider honest business people “back up” in a way — as people are subconsciously looking for a salesman and not a product (something that did not dawn on me until talking with the A-list copywriter Doug D’Anna many years ago). This goes for your emails, your lead gen ads, articles, videos, podcasts, or anything else.

Anyway, there were many other things I learned (and have since applied, or taken more seriously) about my own emails and marketing since listening to Joe. If you are not doing any of the above, I highly suggest you begin doing them. Your bank account will thank you, and you’ll sleep a helluva lot better at night...

Behold The Reverend Of Multi-Million Dollar Infotainment Marketing!

Back in the summer of 1996 when I was living at my mom's before college began in the Fall, I used to have to get up somewhat early. Reason why is, my brother had a job that started early and needed a ride each day. Anyway, while waiting for him to get ready one morning, I started flipping through the channels and came across a show where this older guy in a suit was sitting at a desk, reading out of the Bible chapter by chapter, verse by verse, line by line, and teaching as he read. It intrigued me because it wasn't preaching, it was just read line, then analyze & comment. Read the next line, then analyze & comment. He was going through each book of the Bible like this. He did this for about 30 minutes or so, then there was a commercial (more on this in a second), then he did another 30 minutes of Q&A from his audience followed by an ending commercial. Now, I realize there are some heathens amongst the elBenbo Brigade. So let me assure you, if that's the case, none of the following is about religion or the Bible. No need to seek a safe place, following is about marketing. And, while I didn't realize it at the time, I was learning (via demonstration) the exact business model and "OMG! Sales funnel!" I use today for "Email Players". And not just business model and funnel, but the tonality of how I teach, the purity of what I teach, and the utter lack of bull shyt in my teachings — leaving little or no fluff. It's astonishing this has just recently dawned on me when I found out (3 years after the fact, such is the bubble elBenbo lives in) that pastor died. But it's true when I say I patterned my entire business model on what that guy did to build literally the biggest non-denominational church (if you judge it by number of people following, not actual church attendance) in the world —

and certainly in the United States. Following is that ridiculously simple business model that, by my estimate, generated many millions of dollars in donations and support each year using methods anyone reading this can apply to their own business.

All right, now, before I begin, let me give a little disclaimer for the Churchianity types who are (if aware of who he is) or would be (if they knew more about him) horrified at this pastor and what he taught. And, that disclaimer is, while I ended up studying this guy for many years after that, including going all the way to the boonies of Arkansas to get baptized and married (to my ex-wife) at his church (which is a whole other story in and of itself) I also don't agree with most of what they teach. I say this because he had some teachings and beliefs that seemed a bit kooky then, and are even kookier to me now. And some of the Churchianity types and Virtual Signalers who believe everything Google says and are easily rattled by anything that goes against the grain and like to accuse everyone of being racist to smear people tend to get rattled by the guy and offended by his teaching style (kinda like the way people in our marketing world respond to ol' elBenbo — not a coincidence). So let me be clear: I'm not here to defend or attack him or his beliefs, but to analyze how he built the largest non-denominational church on the planet. Nothing, not even the big names like Osteen, etc, come close to what this pastor built from what I understand. And the rabid (I won't say cultish because he was almost anti-cultish in a lot of ways) following is something anyone in business would love to have. He did teach some weird stuff, but after meeting the guy a couple times and hearing what he said in *context* I think all the accusations his enemies made about him are bull shyt. Especially since there were a lot of non-white people at his church the two times I visited for someone who supposedly hates non-white people. But, either way, his teaching and business style were second to none. And if you want to build a solid, profitable business, very quickly and simply, then the following can do that

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for you very easily — especially if you use email (which he never even did — or they'd have been probably 20 times more profitable and bigger, again, more on this in a bit). Now that we got that over with here are a few details about the church at the time I was studying with it. I have no idea how prosperous or not they are now. I suspect they aren't as big or prosperous as before (for reasons I explain below) but I could be wrong about that. Here we go:

- **Pastor's name was Arnold Murray (not to be confused with his son Dennis)**
- His church is called "Shepherds Chapel"
- **It started out as a local Bible study in Gravette, AR (a jerk water town near the town Walmart's headquarters is located) then grew into its own satellite station broadcast into tens of millions of homes each day via time bought on networks when you'd usually see infomercials**
- It was located in a converted roller rink — about as minimalist as a bingo parlor, no fancy crystal cathedrals or whatever

What we're going to do is, we're going to analyze what they did to build that kind of audience, monetize it, and grow an audience so loyal (with enemies who hated them with equal intensity — true polarization, which we'll analyze as well) they hang on his every word and teaching, arguing for hours per day defending or promoting him in random forums, and basically do everything they can to spread his teachings. Here we go:

The One Minimalist Business Model To Rule Them All

Like I said, in many ways I use a similar business model for “Email Players”. I simply adapted it to email and more of an online presence instead of TV. Their model was basically this:

- ◆ **Spend money buying time on TV** — often early mornings when infomercials buy time. And not just on “Christian” stations. In fact, I remember them being on hardly any Christian stations back when I was watching. I also remember him saying if they didn’t get a lot of response (not his words, but I am putting this in our vernacular) they would simply pull out of those stations. Looking back, it sounds like he was an old school direct marketer either by training or common sense. We can all do the same with our paid advertising — don’t just advertise where you think your market is, keep testing and probing. I know Jim Yaghi does this for me via AdWords. And pull out where it’s not profitable. Duh.
- ◆ **Spend half the time teaching the Bible chapter by chapter and verse by verse (pure content) in an infotaining way** — probably not by design, but he was an extremely infotaining guy, which I’ll explain more about in a second.
- ◆ **Spend the second half doing Q&A** — which was not only content, but the nature of it was to refer longer answers to tapes they already sold. You can only spend so much time per question in 30 minutes. So he’d give the basic tl;dr answer, but direct to a specific tape or teaching if they wanted a more in-depth answer to their question, or just send them directly to Bible verses. But those Q&A’s would make people want to check out other tapes and it was all very non-pushy and non (gasp!) salesy. It’s

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one of the reasons I love doing Q&A emails. They are powerful for selling for this very reason. They look and feel like content, but also sell.

- ◆ **Between the teaching and Q&A parts of the broadcast, they usually (not always — sometimes they'd plug topical teachings or products) put a commercial to get their Mark of the Beast (a hot topic amongst their market) tape** — explaining what the mark of the beast is, laying down the core concepts of what they teach at their church (i.e. if you are receptive to it, you'll crave more, if not, you'll not waste your time or theirs — repulsion marketing, baby) while whetting peoples' appetites for more.
- ◆ **With that tape the person gets a catalog of all their other tapes** — which are simply the daily recorded shows they've already done via audio or video i.e. content they've already created and are continuously continuing, including full books of the Bible being taught as well as their special topical teachings
- ◆ **The catalog also includes a first page that has suggested tapes for *new* students** — directing people to which ones to buy if they don't know where to start (i.e. focusing on helping them with consumption — which hardly anyone other than Sean D'Souza and his students — like myself — focuses on)

Does this look familiar? It should if you are paying attention. My business model — that you've been a part of — is similar (just different media, and I use email). And it just doesn't get more simple than that. And I can tell you, as I saw the bins in their warehouse, they really did get thousands of responses per day for their free Mark of the Beast tape. Meaning, they were rapidly building a

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mailing list which, ironically, they didn't really use for anything. Nor did they ever directly fund raise or ask for tithes. Even at their church, they didn't ask for tithes. They simply had a tithe box where you could discreetly make a donation or not make one and nobody would even know. Zero pressure or neediness. Which is interesting, because the late great Gary Halbert once wrote:

“One of the best ways to raise money for a charity is to have a free dinner for a lot of people and have an empty envelope tucked under their plate... for the express purpose... of making whatever size donation they want.”

Sometimes I wonder about how much money Shepherds Chapel left on the table. While it's true making wealth wasn't their goal (if you saw their modest church and how minimalist and non-flashy the Pastor was this would not surprise you, he didn't even take a salary, was completely financially independent) it boggles the mind. They didn't even put their tape catalog online for easy online ordering — which would have been super easy. If they had only done that, and if they'd used direct mail, they would be many times bigger than they are. Of course, if they'd had an email list and mailed it daily, sheesh. Game over. All of which goes to show, even if you only do a few things right in direct marketing, you can still make out like a bandit.

Focused On Selling One Thing At A Time

Another thing they do/did is obey the most basic tenets of direct marketing that hardly anyone online does: Sell one thing at a time. No complicated funnels with more circles than an in-home MLM presentation. No long onboarding processes. No hyped up launches. No making it complicated with people wondering (and, thus having to ask, which depresses response) what to buy first. It was (1) run shows with commercial in the middle to get the Mark

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of the Beast tape (2) send tape and catalog to the lead (3) give suggestions for new students as to which ones to get. Again, could they have monetized more? Absolutely. But just doing that made them the biggest non-denominational church (going by people watching each day) on the planet. It doesn't take much to make direct marketing work if you follow the basics...

Compete Indifference And Immune To Flash & Dash

Another thing I probably picked up from studying the Pastor was how to have complete indifference to if people buy or not — even when I was just starting out. The guy never begged anyone for anything — and used to mock churches always begging for money, telling them if they focused on teaching the Word of God instead of telling irrelevant stories about Aunt Martha in the grove or whatever and crying like babies, etc they'd be blessed. He'd say "God doesn't like beggars." The guy's church was a converted roller rink and his suits were pretty basic. No flash and no dash. Most of the time, he spent investing, studying scriptures in their original Greek and Hebrew and Aramaic languages, flying (he was also a pilot), and tending his farm. No private jet (to my knowledge, although I am pretty sure he owned his own plane). No Armani suits. No gold watches. No drama queening and treating people like servants. Pretty down to earth guy the couple times I met him, who lived a pretty humble existence. **When you don't need someone's money it is astonishing how little they resist giving it to you if you offer them something they want.** He also didn't take a salary (didn't need to), and answered to nobody. Why would he need to beg, use hype, or screw around doing anything the average Internet marketing guru does? He never once asked for a donation, other than referring people to tapes in his catalog during Q&A's. And even then, the tapes had a "suggested donation" of a whopping \$4.00 (they didn't even charge shipping, I don't think).

Most people gave way more than the \$4.00. I am not big into the so-called law of reciprocity, but... of course, the content was solid and infotaining, and made people want more. Simple principles anyone can use.

Taught Without Apology Or Backing Down

Another thing Pastor Murray did that hardly anyone did was, he embraced controversy. He didn't necessarily seek it out (like elBenbo does, for example). But the nature of what he taught — things like the 8th day man (man — plural in the manuscripts — made on day 6, the very man Adam — very emphatic in the Hebrew, about a specific man — being made on the 8th day), serpent seed (which I don't buy into, but could probably make a tenuous Biblical case for it if I had to — a good way to make yourself more persuasive is to build a case for things you disagree with), the first earth age, gap theory, saying the pre-tribulation rapture was bull shyt (basically), etc made him a target for other Christians and Christian groups. He was always being called a racist, anti-semite, white supremacist, etc even though anyone who heard the guy in context — even a child — would know he was against all those things. There were plenty of legitimate reasons to disagree with someone. But few wanted to do it without getting nasty and using guilt by association.

So it is with anything — including your business if you are doing things right. The first thing people do when they don't have a real argument is accuse (kinda like the devil does in the Bible, hmm) or use violence. Tuck that little zinger away for future use. Especially if you are in a political-related market. Anyway, what I learned from him about this was, you never back down and you never apologize to appease losers. If you screw up, yes, you own up to it. But not if you didn't do anything and are just afraid of being called names or want to Virtue Signal. If you do, you will lose customers, lose the respect of your

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customers, and maybe even lose your business and reputation. Social Justice Warriors know this, which is why the first thing they always call for from people they hate is to “apologize!” And as soon as someone does, they go down fast. It’s like throwing chum in the water. Watch next time they put their sights on someone — whether it be Sir Tim Hunt (Nobel Prize winning physiologist they smeared due to a harmless joke) or anyone else. Never back down, and never apologize. Pastor Murray was attacked by all kinds of groups and churches and even The National Enquirer (which I believe he sued, no idea if he won or not) and was mocked on Saturday Night Live and The Daily Show. Thousands of websites attacked the guy but he never buckled. **As a result, his audience got bigger, his ministry had more influence, and his work more popular.** All of this is to demonstrate what I talked about with having a point of view and sticking with it to be inherently persuasive in the November 2016 Email Players issue. Doing so inspires loyalty even as it creates mockery and aggression towards you. Good. Don’t fear that, embrace it, stand firm, and keep going. Your market will thank you, your customers will thank you, and, yes, your bank account will thank you...

Infotaining Personality

Infotainment goes beyond just being funny, amusing, etc. Those are forms of it. But, so is just being a unique personality who speaks in your own way, with your own unique mannerisms, picking fights, not being afraid of controversy, and the list goes on. All of which Pastor Murray did without trying to. It was just his natural way of teaching. He had no problem with mocking other teachings (never, or very rarely, naming anyone — preferring to call out “types” instead). He had funny names for the trolls (like sob sisters, bible thumpers, idiots, wimps, and the list goes on — he wasn’t a “nice” guy, which also pissed off a lot of his enemies). He was bold in how he taught — especially the controversial stuff,

which I think is why some people accepted even his most outrageous teachings (like serpent seed and Kenites being sons of Cain, for example). By teaching boldly you give yourself a certain kind of credibility and charisma, even if you're full of shyt. I see certain marketing goo-roos do it and it astonishes me how people blindly believe them. But, it's because those guys really believe what they are teaching probably, and it's inspiring. Boldness, controversy, picking fights, trolling the trolls... are all infotainment, and something Pastor Murray did it as well as anyone.

Created A Rabid Following

I always understood why his enemies called him a cult leader, called the church a cult, and used "cult" to describe them. The reason why is, its followers. They are rather cultish. Not all of them, but the ones online will astound you with their hamster spinning over anything the guy said, as if he was perfect and everything he taught was 100% true, no questions asked. Even asking a question that might be questioning the guy will get you attacked (I've seen it happen) or banned from forums. It's kind of amusing, but also educational. One of the ironies is, the guy said over and over and over for people to stay off the Internet talking about him or whatever. He wanted nothing to do with chat rooms or forums, even as his students created probably thousands of chat rooms and forums around his teachings. I don't know if this was because he told them not to do it or what. (Jesus would tell people not to talk about His miracles, which would only make them want to tell people more. Was this a tactic? I have no idea... but it worked like one for Murray whether he liked it or not). Or maybe it was his extreme non-neediness (it was obvious to anyone who heard the guy he simply didn't care if you stayed, laid, or prayed, his feet were still tappin'). Or maybe it was a combo of all these things, plus the extreme confidence (or arrogance depending on who you ask) and other things we talked about above

combined. But if you want to have a rabid audience that defends you, goes to bat for you, stands up for you, and follows your every move you could do a lot worse than by adapting the principles we've talked about that Murray used.

Non-Forced Polarization

One of the marks of a superb marketer and personal brand is how little indifference there is towards you. If people think about you and think either "I can't STAND that fugker!" or "I LOVE that person!" you are doing it right. If they are indifferent you're dead in the water. As personal branding grand puba Peter Montoya says, the most polarizing brands attract the most wealth. Think about any major religion. Any major political party. Any giant industry (big pharma, big government, big media, big oil, etc) people either love and defend them or hate and attack. Ronald Reagan. Bill Clinton. Hillary Clinton. Obama. Trump. Jesus (want to see people freak out, just mention Jesus in any forum, it's amusing). Hitler. Lady Gaga. Madonna (back when people listened to her). Miley Cyrus. Bernie Sanders. All very polarizing brands. But, profitable brands that attract/attracted a ton of money, press, attention, followers, etc. And, I would put Pastor Murray into this group too. If you fear being polarizing you will be holding yourself back. If you embrace it, own it, and go with it (as long as you do it in honesty, not fake it) you might be surprised how much more profitable your business gets. And, yes, email lets you play this like a fiddle. In fact, all of what we have been discussing should be applied to your emails when applicable. Teaching emails isn't just about technique and tactics. It's about strategy, principles, and concepts like being polarizing.

Anyway, there are a lot of other lessons you can get from studying the ministry of Pastor Arnold Murray. I personally liked the guy so am obviously biased. I have seen a lot of accusations made against him (every one I've seen is

shoddily researched, taken out of context, inventing outright lies, and depends on using guilt by association to paint him as racist, white supremacist, etc — but methinks that's just another testament to his polarization — when you inspire enemies like that, you are doing something right...) And, in some cases, agree with some of the negative things said about him (he was a pastor not a saint). So again, this ain't an apology for the guy nor am I going to get into some mindless debate over it. But even if you think he was the devil's bytch, his bid'niz model was extremely profitable and worthy of serious study and analysis — for both its simplicity and effectiveness. I adopted much of it to my own business without even realizing it. It's worked for me. I suspect it will work for you, too...

How Your Email Players Subscription Can Kill Your Sales!

“Email Players” subscriber Ali Mohammed asks:

Just ordered The Email Players Newsletter because I heard great stuff about it. You 'free' newsletter after signing up helped me a lot.

Just your tip of emailing ones a day (instead of my modest ones a week) made me an extra 10K WITHIN A MONTH.

So... I've seen the light after that and ordered your shit immediatly. Just the 'email every day' tip paid for 10 years worth of Email Players Newsletter (please don't die on me in the meantime).

Anyway, in your intro email, you granted us access to your precious time.

My question:

I'm in the 'reverse diabetes type 2 with nutrition' niche. I was wondering if I should write emails in the 'fun and playful' way you to it or should it be more 'serious'?

I'm finding it hard to find the right voice for this audience. The never complain when I'm playful and 'on the edge'. But that doesn't mean they like it either.

The majority of our visitors are 45+ years old.

25% even above 65 years.

My answer: When selling to overweight women under a pen name, I didn't go all Ben Settle on them or approach it anywhere near like I do to my list. Instead, I "custom-fit" everything to the market. The principles all applied. But the tactics are completely different. **You always, Always, ALWAYS want to adapt to your market in all things.** In Ali's case, if his market doesn't find diabetes a joking matter (and I can't imagine they do) then it would be best for him to avoid that angle altogether. But, that doesn't mean he can't be infotaining. Simply telling stories, saying something controversial, and picking fights with the bad guys (whoever the market sees as an enemy) on their behalf can give you that entertainment value without trying to be "funny" about anything. For example, there is nothing funny about an overweight woman trying to lose weight. The market as a whole has a sadness and history of pain (including outright abuse — which is why no diet helps longterm for so many of them, until they deal with that abuse, first, but I digress...) You can't go in there and try to Bill Burr them into buying. Not in my experience, anyways. But, you can use entertainment value, like I did with this one (which was very successful):

Subject line: How to zap belly fat with french fries and a shake

"I'll have two double cheeseburgers, large fries and a liposuction."

I know, I know... bad joke!

But all good jokes have a ring of truth to them.

And the reality is, no matter what all the diet books by the fancy health and fitness experts say (you know, the ones who weigh 98 lbs and were born with fast metabolisms, but who look sickly and stringy and live in a world of theory) sometimes you just want to have a greasy cheeseburger and fries!

I've got kids and not going to McDonalds is out of the question.

All those salty tasty foods are too hard to resist!

And sometimes you just want a shake, right?

But if we follow mainstream diet advice you can't.

You have to eat only salads.

And you have to eat 6-8 small meals per day.

And you have to count every. single. calorie.

Ugh.

I don't know about you... but none of that sounds like much fun. I'm not saying to embrace the standard American lifestyle and pig out on junk. But to deny yourself a treat every now and then is a recipe for binge eating later.

That's one reason I created the _____

URL

It's the most REALISTIC diet you'll ever see.

It's convenient.

It's simple.

And, it lets you "bad foods" and still drop fat.

Plus, it works fast!

How fast?

Many women drop at least 3-5 lbs the first day.

Then, over 30 days a good dress size (maybe even two!)

No eating constant salads required.

No liposuction needed later :-D

If you're overweight, give it a shot at:

Here's another example:

Subject line: 7 diet tips from an idiot

Hello!

I recently read an idiotic diet article.

Basically, it was about all these different ways women can lose weight. And while I'm sure the author means well... it's obvious he doesn't know what it's like to be an overweight female (hint: most men have no clue how hard it is for women to lose their extra weight!)

His list was very long.

But below are 7 of the really dumb ones he gave:

1. Restricting calories
2. Exercising for at least an hour per day (cardio combined with weight training)
3. Eat 6 small meals per day
4. Eat more fruits (smoothies, etc)
5. Avoid animal protein
6. Never eat sweets
7. Stop drinking your mocha or latte

These kinds of lists make me mad!

Women have been doing this for years, and as a whole, we are all getting fatter, not slimmer. Every single one of the above is completely FALSE!

Plus, none of them are even realistic.

For example, most women are busy.

The thought of preparing 6 small meals is ridiculous.

And even if we had the time, if you are at work, it's kind of hard to take 6 breaks without making your boss mad.

The others on the list are dumb, too.

Numbers 6 & 7 are definitely NOT necessary.

The reality is you CAN lose a lot of weight (and do it very quickly) even by eating bad foods and drinking your coffees if you know what to do.

You just have to have a bit of guidance.

And that's where I can help you.

In my ____ book, I show you a very convenient and "comfortable" way to drop as many as 20-30 lbs (give or take) in the next 30 days while still eating your favorite bad foods, drinking your coffee and

not having to prepare 6 meals per day or anything like that.

It's quick.

It's convenient.

And it's VERY good for your overall health.

In fact, there are a lot of additional health benefits.

And you can read about them at:

What gives this entertainment value is the use of the word idiot, the controversy embedded with in, and how we picked a fight with an enemy (an article, in this case). On the other hand, if I was writing to my BenSettle.com list, I'd have been much more aggressive and mocked it even more. But, the weight loss niche is not my BenSettle.com niche. Thus, I had to adapt my tactics to the market, not the other way around. This goes beyond just email. Always adapt your tactics and techniques to the market, not try to force them onto your market.

How To Be Entertaining In Emails Even If You Have The Personality Of Elmer Fudd

A lot of y'all tell me you struggle with being "entertaining" and always ask what the trick is. We covered this pretty good back in the January issue (see the enclosed back issue catalog if you want it). And at the time, I told you I'd revisit this topic periodically. Today I want to show you a completely fool-proof way to be entertaining in your emails even if you're just not a naturally witty or funny person (and not everyone is). This is so easy it's almost like cheating (hey, it IS cheating, in a way). Anyway, what I'm talking about is "piggy backing" off of the jokes of professional comedians who get paid big \$\$ to have people rolling on the floor laughing. Ideally, I suggest comedians who don't have to rely on sex jokes all the time. But who, instead, can make anything funny and even poke fun at themselves. Jerry Seinfeld is great for this (his old TV show is a GOLDMINE of joke material). Another good one is Jeff Foxworthy. In fact, a few months back I lifted his "YEW might be a redneck" bit and adapted it for my own uses. His redneck routines are raved about by everyone and, when picking jokes to adapt, you can't usually go wrong going with routines that last the test of time. Anyway, here is how I did it. You can do this with almost any kind of comedian routine and it's something I'll be playing around with more in the future. Okay, here we go...

Subject line: YEW might be a goo-roo

I throw the word "goo-roo" around a lot.

And sometimes people wonder if I'm referring to someone specifically or (and I find this especially amusing) if I'm referring to them!

The answer is "no" in both cases.

I speaketh of a "type."

But, just to be safe...

Here are some clues you might be a goo-roo:

(In my best Jeff Foxworthy voice)

* If you send out a broadcast email and write "sent from my iPhone" at the bottom to trick people into thinking it's a personal email... YEW might be a goo-roo...

* If you admit behind closed doors you can't get your "push button riches" program to work for yourself but sell it anyway... YEW might be a goo-roo...

* If you claim to get 100% conversion from a sales letter that sold a total of one person... YEW might be a goo-roo...

* If you sell a "how to get website traffic" course and get all your traffic via joint ventures... YEW might be a goo-roo...

* If you sell an email course but hardly ever write any emails

yourself... YEW might be a goo-roo...

* If you insist on everyone testing their ads but have never actually tested anything yourself... YEW might be a goo-roo...

And the list goes on.

Maybe I'll continue this list again some day.

(There's lots of goo-roo types out there).

In the meantime...

If you want to join my inner sanctum of email marketers who are tearing it up out there in the market place check out the "Email Players" newsletter at:

<http://www.EmailPlayers.com>

And don't worry.

There's nary a goo-roo in sight inside.

Anyway, it's always good to throw in bizarre stuff like this once in a while -- keeps people from getting bored and makes you a fun read for the day. Plus, they can make you sales, too. Although, in my case, I don't usually get a ton of sales doing stuff like this, it's more like a way to put a good show on, bond with my readers in a way nobody else is, and keep people interested and coming back the next time (which is half the battle).

The Ultimate Email Marketing “Slang Swipe File” For Making Your Emails More Fun, More Entertaining And More Profitable

One of the things I like to do in emails is use foreign slang. By foreign, I mean slang or figures of speech found in other parts of the country, the continent I live on and, yes, even the world. Why? There are many reasons. One reason is, it makes writing inherently more interesting. When you write something like “as useless as tits on a bull” or “gotta check my tires” (i.e. take a piss) or “fo’ sho”... it adds a layer of entertainment to writing regardless of the actual content (the “what” you are saying). This is especially useful when you are forced to describe something that is sort of dull. I am paranoid about boring people in my emails and using slang from other parts of the world is one of the weapons in my arsenal of persuasion to keep interest... even if the email is venturing into territory that would otherwise sound cold or dull (like explaining something technical, etc). And guess what? In this issue you’re holding in your hot, greedy little hands, I’m going to list some cool foreign slang words and terms you can start peppering your emails with, including links to sites where you can learn even more. Let’s hit it, maestro...

First, let’s start with some UK slang. I first started thinking about how perfect this particular slang is for emails at our Las Vegas “Oceans 4 Mastermind Workshop” we had in Vegas (last February). One of our clients Murray Gray and I got to talking at dinner about this and I was instantly fascinated by it. Here are

some examples:

- Flat as a witch's tit = Very flat, deflated
- Muffin = an idiot or a fool
- Ripped to the tits = drunk
- Ackers = money
- Pull a pig = seduce an ugly person
- Baboon = oaf
- Queer the pitch = to interfere with or spoil chances of success, usually deliberately
- Devil dodger = a religious person
- Swizz = swindle
- Face-ache = a miserable looking person
- Gagger (for something) = To have an extreme desire for something
- Keep your hair on = calm down
- Diddle = to have sex with
- Snookered = defeated
- Knackered = exhausted
- Lemon = a fool
- Niggly = bad tempered
- Argue the toss = To argue loudly
- Pig's breakfast = a complete mess
- Have a pop at (someone) = To verbally or physically attack

Anyway, those are just a few. There are tons more here:

www.peevish.co.uk/slang. Next up, some Irish slang:

- Arseways = complete mess
- Banjaxed = broken, useless, tired

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- **Cake-hole = mouth**
- **Cheek = talk back**
- **Donkey's years = a long time**
- **Eat the head off = attack verbally**
- **Flitters = shabby**
- **Gurrier = hooligan**
- **Horse's hoof = embellished story**
- **Hump off = go away**
- **Juicy = pretty**
- **Manky = dirty**
- **Pull your socks up = get to work/get busy**
- **Shagged = tired**
- **Wanker = person you don't like**

More at this site: <http://www.irishabroad.com/culture/slang/irishslang.asp>.

Here are a few from my personal favorite: Australian. I LOVE me some Australian slang. Especially...

- **As useless as tits on a bull**
- **Busier than a one armed brick layer in Baghdad**
- **Poo tickets = toilet paper**
- **Fair dinkum = everything looks good**
- **Hoon = crazy driver**
- **"G'Day Mate" = common Australian greetings**
- **The word "bloody" for emphasis IE: "How the blood hell are ya?"**

What's that? These aren't exciting enough? Okay, then let's get a bit more

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off-the-wall and delve into some ebonics! In some ways, this is my favorite kind of slang to use in email because it's so edgy and different. And, most people won't use it, which means my emails stick out when I do. Here are some examples:

- **Y'all = you all**
- **Fo = for**
- **Yo = your**
- **Chicken head = ugly woman**
- **Ma Damn self = myself**
- **Beat cho Ass = beat your ass (kick your ass, etc)**
- **Bling Bling = money**
- **Off da chain = it was good**
- **Somamy favez = some of my favorites**
- **Sho nuff = sure enough**
- **Check yo sewf = check yourself**
- **That shit is wack = that is (what was said, done, etc) is crazy**
- **A-ight = all right**
- **Foo! = fool!**

Usually, what I do is use the words, but spell them in regular English so it's sort of a hybrid ebonics. Wait a minute... that's still not unique enough (enuf) for you? Sigh. Fine. Let's go really weird then and look at... Klingon! I admit, I have never used Klingon before in an email. But, I am kinda keen on trying it:

- **Maj = good!**
- **majQa' = well done**
- **yIDoghQo' = don't be silly**
- **bachHa' = make a mistake**

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- **bertlham = end of a story, movie, book, etc**
- **Dugh = be vigilant**
- **ghet = pretent**

And the list goes on. You can find Klingon all over the Internet. In fact, all these slang terms for different languages and cultures are easy to find with Google. Finally, for some good ol' American slang (I lifted from a Tex Avery cartoon called "Symphony In Slang") check out these mangoes:

- **born with a silver spoon in your mouth**
- **make some dough**
- **I got goose pimples**
- **my money was runnin' out on me**
- **left me in a pickle**
- **I gave him the slip**
- **the law was on my heels**
- **the judge tried to pump me**
- **felt myself going to pot**
- **got on her high horse**
- **we chewed the rag a while**
- **that burned me up**
- **knew he was just feeding her a line**
- **the guy spent his money like water**
- **I was feeling mighty blue... and everything looked black**
- **hot footed it over to Mary's apartment**

Now, a few things: (1) I got a lot of the foreign slang above from various sites, etc. If you want more, Google can show you a LOT more. Also, they may not be super accurate to their respective countries (it's the Internet, after all).

But, it doesn't matter. **What matters is the inherent entertainment different sounding words and phrases contain.** And the beauty of all these slang words and phrases is your reader's mind should automatically mix and match them to make sense of them. Kind of like the slang used in the book "A Clockwork Orange" which I've talked about in a prior issue. You don't want to overdo them or go nutzo with them. Just "pepper" them in here and there. Also, one last thing: Don't think you have to memorize a ton of different slang words and phrases. Just pick a few and run with them. Make them yours. I was the first Internet marketer (that I know of) to start using the word droog and droogie (from "A Clockwork Orange") now a lot of people are using it. Thus, I'll be mixing it up and using something different soon. But the point is, only someone with zero imagination doesn't get what the word means in the context in which I use it. So it is with all the slang here and at the sites linked to. Pick a handful and make them yours. Own them. Eventually your competitors and fans will start using them, too. And that's just another indication that you are bonding with your market. But enough of this clacking. Check yo self and pull your socks up. You got ackers to make, droogie. Get to it...

Yet Another Way To Make Your Emails Inherently Entertaining — Even If You Have The World's Most Boring Personality

Here's a quickie: I'm a big fan of writing emails about nothing. Or, as I call 'em "Seinfeld emails" (based off the show — where it's a lot of conversations about life and the human condition that are inherently interesting and fun to read). Anyway, one great source of email topics you can access absolutely free is a guy on twitter called "MensHumor". They tweet about a lot of ordinary situations or thoughts that go through everyone's minds but nobody verbalizes. (Which means, when you do so in your emails, you will automatically stick out amongst the gaggle of competitors in your prospect's inbox). Here it is, I suggest you follow them and think of ways to apply their tweets to your emails:

<https://twitter.com/MensHumor>

How To Use FMyLife Emails To Entertain, Engage, And Elicit More Sales

One of the more amusing (and useful, for email marketers) websites on the Internet is **www.fmylife.com**. It is basically a site where people post about bad every-day stuff that happened to them. If you are ever looking for some quick email inspiration it can be a fun way to write emails to your list they are not used to reading. Below are a few examples...

On the first page (as of the time of this writing):

“Today, after saving up for a beautiful new dress to wear to my partners 30th birthday party, it finally arrived in the post. I try the dress on and instantly the stitching rips and leaves two big holes in it. Turns out I’m no longer a size 8. FML”

Here’s an example of how to use this:

Subject line: Cautionary tale for freelancers who see quick success

I recently read a story on a site called fmylife every new freelance copywriter should see.

(Especially if you are seeing quick success)

Anyway, a chick bought a beautiful new dress to wear for her

partner's 30th birthday party. The second she tried it on... it ripped! And, the ripped stitches left two big holes in the dress! Turns out she is no longer the size 8 she thought she was and was heavier than she thought...

Anyway, reminds me a freelance copywriter I know.

He'd been in the business less than a few months.

Had seen some fast success.

And, was getting paid a lot of money to write ads for some pretty big clients that had such crap copy beating them was as simple as knowing how to write a better headline.

Then, this guy got arrogant.

Started bragging.

Started getting even *bigger* clients.

Including one client who had some stronger controls out there. Our cocky young copywriter took the job on, got paid a lot, and got creamed. While that's no crime, the client did some more digging (which he should have done in the first place, another topic for another day) and found out how new this copywriter was.

How little they knew of the basics.

How little experience they had with that market in particular.

Anyway, the freelancer looked like an idiot.

And, it was quite the humbling experience as his reputation took a huge hit.

Call it a cautionary tale.

This is happening more and more with people using Facebook to find clients and clients buying into the hype and social proof used by copywriters — regardless of their talent level.

Don't be the cocky guy.

But the smart one.

None of the world's top copywriters go around beating their chests. Most I have met are actually extremely humble. They assume the other copywriter is better and work their bootays off to win regardless of who they compete against.

If you want to get your hands on the go-to A-list copywriter book (used by all the best of the best for the last 50 years) go here:

Pretty easy, eh? And let's face it, that could be used for almost any market where you have people who overestimate themselves or have a problem they don't realize they have. (i.e. pretty much any market I can think of)

Here is another one:

Subject line: Stinkiest way to lose fat

Recently I was reading a site called fmylife and someone said:

“Today, my not-quite-potty-trained toddler niece had a ‘wee accident’ in my bed. I used towels to mop it up and changed the sheets. Later, I had the bright idea to dry it faster by turning the electric blanket on high. Now my room smells like burned urine. FML”

Funny, isn’t it?

We laugh but it’s like a lot of trendy new weight loss programs I’m seeing.

For example, take gastro bypass.

Sure it’ll work fast.

And it’s basically like instant fat loss.

But, be prepared, like my sister in law who now farts uncontrollably all the time, in polite company or in a crowd or even in class (she’s an elementary school teacher). It’s humiliating. And, is one of the potential side effects for that kind of surgery.

A better option?

Besides eating right and exercising, I have discovered several tricks for losing lot of fat while still enjoying “bad” foods a few times per week. It works quick, won’t make you fart, and is actually quite pleasant. Especially when you see how it benefits your skin, dark circles under your eyes, mood, and energy levels.

Anyway, you can read about it and see if it’s a good fit for you here:

Okay, let’s do one more before I set you loose on the world with FML emails:

Subject line: His flirting skills need work

I was reading a site called fmylife and saw this:

“Today, after what I thought was several weeks of flirting with a coworker, I asked her out on a date. She asked if it could be a double date, and I said yes. I brought a friend, she brought her husband. FML”

Can you imagine that?

Reminds me of something one of my customers told me an especially blue light special of a woman said to him while texting her:

“Do you need a hand?”

“With what?”

“Walking you out of that friend zone you just tried escaping from.”

Yikes.

But, this sort of thing happens to guys every single day.

Why?

Because most guys have zero clue how to flirt. It's like a lost art. If you know how to flirt and *who* to flirt with (and who not to flirt with) the chances of you both not being treated like a bum and actually getting the number, date, kiss, whatever goes up astronomically.

It's something my ____ eBook teaches.

And, anyone can use it to flirt like a charismatic man — even if you have the personality of a gold fish.

Don't worry.

It comes with a guarantee.

Don't like it?

Simply let me know.

I'll send all your money back and you can keep the eBook.

Grab your copy right here:

Anyway, check the site out. It can make for some pretty entertaining emails and will teach your brain how to relate ideas that normally aren't related. A skill that can make you an infinitely better email copywriter — or writer of any kind.

How To Profit From Fat Shaming Your List

A website reader asks:

I remember reading about the fat shaming angle you used while working in the weight loss market. I'd like to learn more about that - do you elaborate on that approach in one of your products? Not asking for free advice here - I'm willing to buy. ;-)

It's a helluva good question, too. Something that applies to any market where people are destroying their bodies and their health and, in many cases, putting their kids at risk of growing up without parents, all with the blessing of society. And, I once wrote a post in my secret elBenbo's Lair facebook group about this (do not ask to join, Immigration is closed, yes, even for "Email Players" subscribers, I am experimenting with something and can't have new people mucking it up). Anyway, back to weight loss and fat shaming: We turned 40% of the list into buyers according to Jim Yaghi who did the stats, and probably more if you count the sales we made directly on Kindle which was hard to track, so I must have been doing something right... And one of those things was shaming. Question is, how do you do it? How did I get away with fat shaming in this era of people thinking shaming doesn't "work"? Even though it has, and successfully, for hundreds of years in all walks of life, we just have never had a generation of snowflakes like we do today? Well, for one you can't be malicious about it. It simply doesn't work. You can't be cute or clever or mean or passive aggressive or jokey about it. So let me be very clear about that up front lest someone who has

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trouble reading complete sentences thinks I am advocating shaming in any kind of malicious or manipulative way. You can't lecture or point fingers at them, either. So what can you do? It's simple: You can use guilt and tell stories that make them feel like jerks for not changing their situation. But, not tactically. It has to be as a principle that you (1) really do care about them and (2) you know very well if they don't change their behavior they are almost certainly going to die or suffer some health tragedy much younger than they normally would and, if they have kids, make their lives a lot harder and more painful via their selfishness of not taking care of themselves. And no, you can't SAY these words. That'd be lecturing and finger pointing. You have to pull a Jim Camp and create a vision for them, then present a solution. My highest selling emails and ads did this all day long in weight loss. This is the opposite of manipulative and what most would think of shaming. But, shaming it is. Anyway, I can tell you about this all day long, so how about an example? Here's one selling a blood sugar supplement. Notice I am shaming people who are overweight, and who have people depending on them who love them. But I am not doing it maliciously or as a lecture or to be cute or whatever. This is a serious topic and so it's a serious tone. But, it is still shaming and, also, infotaining at the same time:

Subject line: Famous comedian paralyzed for rest of his life by high blood sugar

Let me tell you a story that recently crossed my desk:

A few years ago, a comedian named Patrice O'Neal was all over the news. He had told the publication Diabetes Forecast he had struggled with blood sugar-related problems his whole life (his levels were 500 in his early 20's!) — including constant aches, blurry vision, pain in his feet and ankles (especially after flying), and always feeling “older”

than he really was.

Despite that, he became extremely successful.

Almost everyone in the comedy world respected him.

(Including his enemies.)

And, he had a family that loved and depended on him, (including his aging mother and his fiancé), he was on track to be one of the most well-known comedians in the world, and life was good.

Then one day he woke up and couldn't move his feet. Soon afterwards (in the hospital) he lost his sight and his ability to move his limbs. And it wasn't long after that when he was in a state where he was "aware" but couldn't move, speak, or communicate, in any way (not even move his eyelids).

But you know what the worst part was?

The doctors said if he lived, he'd be in that "locked in" state the rest of his life — not able to communicate or move, paralyzed from the feet up, just *existing* like a starfish or amoeba, while aware of everyone and everything around him.

It's a sobering story.

And, sadly, he died a few days later leaving people dependent upon him alone and struggling, trying to sell his CD's, etc to make ends

meet.

But you know what?

These horror stories don't just happen to overweight or obviously sick people. They also happen every single day to seemingly healthy people (but who have high blood sugar) all over the world. As a doctor I hear about them, and have watched people go from feeling fine one day... to writhing in pain in a hospital, paralyzed, unable to feed or go to the bathroom by themselves, and even dying.

Sometimes it happens over the course of weeks and months.

And at other times, it literally happens in an instant.

This is why I'm so passionate about this subject.

It's also why I have put a short talk online explaining some natural ways to support blood sugar that have been tested by some of the world's most brilliant researchers, scientists, and even major Universities.

Here is the link to watch the video:

So there you be. An example of (1) how to use celebrities to sell your products (2) how to use shaming via creating a vision of the problem (and not by being a jerk, or boring, or finger pointing, etc), and (3) in a way that is infotaining.

The Annoying Infotaining Money-Making Secrets Hidden Up In elBenbo's Secret Lair

For the past 10 months (give or take) I have been running a Facebook group called elBenbo's Lair. However, it is far more than just a group. I spent many months planning, plotting, and building out what I wanted it to be and then, around late November of 2016 — executed my evil machinations. Since then elBenbo's Lair has been mocked, laughed at, awed at, angered at, loved on, and, yes, a huge profit source for those within its walls that have eyes to hear and ears to see. For me it has been worth far more money than just about anything else I've done in this business (I am future pacing myself here, but so far prospects are looking finger lickin' good for it). There are so many moving parts to this thing that I am writing this issue mostly for myself to organize my thoughts. My group (or, Society, as I call it, it is FAR more than just a mere group) is based upon infotainment, and breaks pretty much every rule a Facebook group is supposed to follow. Especially according to the FB fluffpreneurs always prattling on about “engagement” and “authority” and “influencers” and whatever other trendy buzz words they spew out in their videos. Many have tried to copy elBenbo's Lair already, but it can't be duplicated. Not by anyone. Thus, the following in this issue is not a template or something to swipe thinking you have the secret to a magical Facebook kingdom. What it is intended to do is two fold (1) get you thinking about using a Facebook group to reach your market (and, as “Email Players” subscriber Sean Kaye says, “plumb the depths of human psychology”) and (2) motivate you to take my email teachings more seriously — as my daily emails laid the foundation for this. That said, let's dive into this and give you something to work with building your own group. You'll see as you read

about it, that this is very much personality-based, and has a lot to do with the positioning you have in your market/list. Thus, if you really want to make this work, ratchet up your daily emails a notch or two and start plotting out your own society based on you, your personality, your strengths, and your market's desires.

All right, here goes, in no certain order:

- **World Building** — The difference between the Facebook group I have been building and the groups by everyone else always swinging their dicks around trying to prove how much VALUE! they have... is mine is not a group (and I don't allow value as you will see) but an actual society. Mama elBenbo had no idea her son's hours of mindlessly playing role playing games like Dungeons & Dragons growing up would make his life so profitable and fun on Flakebook. I spent years of my life learning world-building via RPGs. And, later, when I started writing my novels I continued to learn and feel my way through building my own worlds. In fact, a while back a chick from a big New York company that match makes writers with editors and big publishers emailed me saying she loved the world-building in my Enoch Wars books and would like to help. But, since I am strictly self-published I declined. Still, she was the one that got me thinking even more about world-building. And so, with elBenbo's Lair I very deliberately built a "world" out of it — a society — and not a place for people to come and share value, articles, talk business. In fact, a couple years before even founding elBenbo's Lair I was inspired to build my own "world" in the business community after reading some Kick Ass comics and noticing the writer Mark Millar has done just that with his name, brand, and comic books. I even do some periodic inserts (inspired by him) called "Settle World" where I tell my "Email Players" subscribers what is going on in ol' elBenbo's world besides the stuff you see in my daily emails, products, etc. Anyway, back to world building: Each time I build a Thread-

hole (see below) I treat it like its own Dungeons & Dragons module — complete with unexpected twists, turns, and even character deaths (like when someone gets so offended or fed up they leave elBenbo's Lair). This has all been planned out and worked out over time. elBenbo's Lair has its own language (we even have a Lexicon), culture, customs, borders, trade with other groups (I often plug other peoples' groups — like Dan Meredith's or Ryan Stewman's for example because they can provide my Citizens with value and info if that is what they need a fix of, like a vacation, then they can come back to elBenbo's Lair ready to do it my way). In this world I pick fights (more like give people options for thinking differently, I rarely ever debate or fight, although I will if I see some injustice going on — like any leader of society would), I have built a harem of girls (there is a very 90210, soap opera-like sub culture going on, I did deliberately being inspired by the late Aaron Spelling), I have a cast of characters, I have a Main Chick, a Side Chick, a booty call, and some Minions — all satire, of course. I have a scribe who keeps track of all the Thread-holes. And the list goes on. This is a very carefully built society. Others have been trying to duplicate it but they can't. I am not suggesting you waste your time trying, either. What I want you to do is build YOUR own unique world — completely different from mine. I know 99% of people reading this hate to hear that. They want the paint by numbers. But there is no paint by numbers with this. All I can do is give you a useful beacon to follow, you must do the rest. Such as:

- **No Value Zone** — The ONLY two people allowed to post or provide Value up in elBenbo's Lair is me (the group exists to serve me, my self promotion, and my amusement — this is clearly marked in the group's description and Sticky post at the top) and my HBIC (Head Bitch In Charge) VP (Vice President) Misty. We do this in our own unique ways. And Misty's main thing is she builds special contests and challenges each month. Now, before you run

off and do the same realize: Others (including gurus with much bigger names and followings) have tried to duplicate Misty's wicked ways, and they have failed. Embarrassingly so, in some cases. Why? Because they aren't Misty! Which is why, while I do think you (if you do a group) should do contests and challenges, etc — do them in your way. If you try to copy Misty — who has a very distinct personality that meshes perfectly with mine, which is why she is my #1 — the Donnie Azoff to my Jordan Belfort, Hit Girl to my Big Daddy, Riker to my Picard — you will get frustrated. Our contests are built around our personality and vibe that we have built working together for over two years. Yours must be built around you and your personality and your strengths and peculiarities, not mine or Misty's. I know you are reading this wanting to "swipe and deploy, man! So coooooool! Swipe and deploy!" But don't. It's got to be you, based on you, and all about you. Your world, not mine. Again, this is a guide, not a blueprint. Speaking of my HBIC VP:

- **Find A Sam** — I have said many times, my society would not be as effective without her, her personality, her desire to do the bull shyt stuff I hate doing (contests, challenges, her Misty's Massacre critiques, doing the leg work to set up our Napa Wine Villains event in July, etc), and, yes, her disapproving female energy she brings in there with all my unrepentant sexist and misogynist satire. It's a perfect balance. Misty is also entrenched firmly in my World in other ways — she is the Announcer Babe for my podcast, an avid "Email Players" subscriber, a super successful businesswoman (she owns a gym and sells her consulting, etc), and partners with me on other projects. Like, for example, my attempt at making a membership site last Summer (called elBenbo's Apprentice), she used to write the emails selling my products to the old Ben Settle Show podcast list, doing all the work to organize our Napa Wine Villains event I mentioned above, and the list goes on. I once saw a meme Dan Meredith posted about why everyone needs a

Sam. His Sam is his friend Tega who is his right hand man. The Sam analogy is Samwise Gamgee, Sam Wilson (from Captain America), and Sam Winchester (from Supernatural). These are not secondary characters, they are integral to the main character's success. If you are going to do this, you need to find a Sam, too. Dan Meredith (who originally inspired me to build a FB group beyond just having one superficially) inspired me to bring Misty in as my Sam. It's hard to pull this off on your own. Especially with all the moving parts running amok.

- **Thread-Holes** — This phrase was cooked up by Misty (see what I mean?) Basically, threads get started about whatever. And suddenly... someone will say something and it turns in to a 500+ comment thread. And then that thread will take bizarre twists and turns that have nothing to do with the original thread. And it doesn't matter. It's a free-flowing conversation — whatever happens, happens. The result is often some deep psychological insights into people as they say things they would never say in polite society or outside the carefully guarded Walls of elBenbo's Lair. While elBenbo's Lair is a No-Value zone, there is so much Value going on for marketers who care to understand people and human nature, I sometimes wonder if I should charge for access. But that would ruin it, methinks. It would make people bitch about no value, after all... Now, trying to force Thread-holes won't work. I can just tell you this. And this, again, is where the idea of swiping and copying what I do will prove futile. I have a feel for my People. I know what triggers them. I know what gets them excited. I know what pisses them off. In short, I know my market — the people on my list, specifically from writing daily emails for almost a decade now. That kind of back and forth isn't something you just acquire overnight. This, again, is why you should be mailing daily using my unruly ways. Start getting this sensitivity to your list and when you bring them into your Facebook, you can get them tweaked up

with emotion and passion (both of which are encouraged up in elBenbo's Lair). That is how Thread-holes start, not by force, but by a gentle push in the right direction. This is yet another reason why I don't allow Value up in elBenbo's Lair: I want people up in here to be forced to display genuine personality. I want Thread-holes in here that go deep, and take bizarre twists because we're caught up in the moment talking about real life — like when I talked about the case for shaming people, or abortion, or about chicks, or when I mix it up with people from other groups, etc. Those Thread-holes go deep — hundreds of comments, sometimes even thousands. (“Engaging”? Bytch please...) — It's why we have to have a Scribe summarizing everything every day, or people would miss 95% of what goes on. If all people want to do is talk about business and marketing and politics, etc, they can go look at their main timelines and hang with the rest of the proles always nattering on about their open rates, NLP, open loops, launches, Trump, their food, their latest selfies, and all that jive. If all they want is Value, there are thousands of groups dripping with how-to info. If all they want is to feel safe and accepted because they exist, isn't that what Instagram is for? If, on the other hand, they want to get options for thinking differently (whether they agree, disagree, or shoot the messenger, I careth not)... if they want to be privy to deep psychological discussions about real life and how people behave and think (delve into any Thread-hole, the more abusive the better)... if they want to have me and my Inner Circle entertain the hell out of them while sucking up all their productivity... well, that's what elBenbo's Lair is for. Again, trying to copy this is futile. You do not have to go No-value. And 99% of people shouldn't. I did it for multiple reasons that will likely have nothing to do with you and just piss off your audience. In fact, I plan to duplicate my own ways for another group in a consumer niche and that will have value. The tl;dr version of Thread-holes: they are like the old AOL chatrooms, with sub threads and become a feeding frenzy if done right. Of course, this has to

be based on you and your skills. I am very good at writing emails that feel like value, and are to an extent, but aren't what most would consider value. Thus, it fits with me and what I do. Not with who you are and what you do, necessarily.

- **Build An Inner Circle** — When you have a group like this, certain people will stand out fairly quickly who do the most of the talking, Thread-holing, and getting people worked up and reading. I have about 3-4 of these and they are my Inner Circle. I always join in on their antics and encourage them to go hog wild, other than providing Value, of course. Again, it's hard to do something like this if it's just you. If you don't have a few Inner Circle members and a Sam, you will be spending way too much time on this. The best part is, they will select themselves, you won't have to worry about it. Just watch who emerges and continue to throw fuel on the fire...
- **Take Care Of Your Cast Of Characters** — If elBenbo's Lair is anything, it is like a reality TV show. In addition to Misty and my Inner Circle, there is a recurring cast of characters. People you can always find up in the Thread-holes. When you see them and identify them, take care of them. They are assisting you build your World. And this includes people you don't even personally like in some cases. Although I do believe in ejecting people who you, for any reason, don't want around. Law and order must be maintained or else a society becomes anarchy, after all...
- **No Virtue Signaling** — One thing that will get people Ban-Hammered is virtue signaling. This is when someone grandstands about some topic knowing the rest of the group will gather around and agree just for the sole purpose of increasing their social stature in the group. It's okay to agree but doing it just so you can pound your chest and look like a good little drone is

embarrassing to watch. Example: Someone might say “it’s wrong to discriminate against minorities!” Well no shy Sherlock. But unless there is a specific reason for saying it, when everyone is going to agree, and you know it, and are just doing it to increase your standing (it won’t work, anyway) you look like a fool. It’s about context. Just coming out and saying it because is idiotic and annoying. Does this mean you have to have this rule up in your group? Not at all — in some cases, depending on your market — you may even want to encourage it. Like, for example, if you sell to mush cookie social justice warriors. The point is, I am just giving you a beacon here of what I do. You do it your way, either way, that’s the way.

- **Immigration Laws** — elBenbo’s Lair has strict Immigration policy (I am not currently letting anyone new in) that is aggressively enforced to keep out trolls, boring people, and the dregs of other groups who would try to add Value to my No Value society with their lame articles trying to pimp themselves as experts when 99% of them have no clue what they are even talking about. My border fence is tall, difficult to sneak past, and I shoot on sight when I catch anyone not qualified trying to bust through. In fact, I purposely keep the society as small as possible, as over population leads to all the things I don’t like in any Facebook group — or any other society (which is why I live in a small coastal town). Even when I let new people in, I rejected 60% or more people who tried. They were turned away at the gates. Many tried again and again. But I have rules in place. Some I have stated publicly (must have a photo of themselves on their profile, must not be a known troll, must not be in too many other groups...) and many others I keep secret. Why? Because I don’t want people trying to disguise who they are trying to get in. Does this mean you have to do this? Not at all — probably you should do the opposite. But I have a strategy with mine that will not apply to you or anyone else. Again, this has to be based on you and your

personality and level of influence in your World now. Not me or anyone else.

There are a lot of other things I am doing. And in a future "Email Players" issue (should the demand be there) I will cover more. For now, realize, elBenbo's Lair has made for a lot of new opt-ins, a lot of new sales, and even a lot of new friends. To sum up, I will quote the elBenbo's Lair HBIC VP:

I've been in many a mentoring group who have tried to teach me "Facebook dynamics". Like it's something that is methodical. Like $A + B = C$ But, the truth is...(value!), just like personality, just like magnetism, just like being enigmatic, it's not something you can teach. It's either within the leader, or not.

Years of background work, years of rapport building, years of consistency and showing the fuck up creates success and that's not something you can simply "reverse engineer".

In fact, I'm banning that stupid phrase from The Lair...why??

Because it's just fancy ass, goo-roo approved, fake-n-make-it way of saying: SHORTCUT.

And fuck knows there's no quicker way to failure than cutting corners.

All of which comes from mailing your list daily, which is where it all begins.

HOW TO USE ENTERTAINMENT TO DOMINATE YOUR COMPETITION

“We aren’t in an information age, we are in an entertainment age.”

— Tony Robbins

BEN SETTLE: This is Ben Settle of bensettle.com and episode number 24 of the Ben Settle Show, along with my partner in crime, Producer Jonathan.

PRODUCER JONATHAN: Hey, hey, hey. Enjoying these free episodes that you keep putting out there, Ben. When are we gonna charge for these things?

BEN SETTLE: I know. Well, after we stopped recording that last episode, I said, “That’s not a bad idea.” We should really think about that as people gasp when they hear it, “Oh no.” Think about this. Not that we’re gonna harp on this the whole show or anything.

But think about that, let’s say I always listen to your show, Jonathan. Let’s say I’m in the real estate thing and you got a free show. It’s just a good solid show. What I hope we’re doing with this show. But I gotta let the audience tell me if that’s true or not. But let’s assume it is. Now, I’m getting value out of it, it’s worth it. Maybe I’m even applying a couple things here and there. It’s just reminding me, keeping my mind set up, whatever. And then suddenly you start charging \$1.99 to listen to each show. That \$1.99 is automatically gonna make it so that I’m more likely to listen to it and apply anything I hear on it. That little amount is going to do it. If you were on – let’s take Amazon Prime for example. And I have all these free movies I can watch, but not every movie is free on there. And I go and I buy a movie that’s not on the Amazon Prime.

I'm more likely to watch that movie that I bought than all of the free ones on there combined.

PRODUCER JONATHAN: For sure.

BEN SETTLE: Okay. So here's the topic. I wanna talk about something today that I should have talked about a lot earlier. It's something I try to do in every show. It's certainly something I'd do in every email I send out, even blatant pitch emails that I'll send out, I will do this. It's just one of these things that I think if you don't do this in your marketing, to some extent, your gonna die off.

Unless you're in just a really weird market where people don't like what I'm about to explain here, fine. But the vast majority of people hearing this, I think this is why our downloads have gone as high as they have considering my small list and small influence 'cause I'm not marketing to social media people, like the guy who's in front of us now. I mean, seriously, right? Someone who's in social media has that advantage. This is the good thing about social media, you have access to all these people who want free stuff. And so our gas is free. You know, I can't really compete with that in that sense. But anyway, so what I am teasing you about right now is entertainment. Putting – injecting, not putting, injecting, alright. Like you're shooting something up like heroin in your marketing vein. Maybe that's not the best analogy, whatever. Entertainment into your marketing, into your business, into your persona, into your customer service, yes, even customer service, into everything that you possibly can in your business.

You wanna have some kind of entertainment value there. Now, I don't mean slapstick comedy and all that, okay? There's a time and place for this and a

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time and place you shouldn't do it. I'm gonna have to let common sense dictate this sort of thing. But basically, entertainment is what's gonna make you stick out. Okay, so here's a story. When I was but a lad, child, Ben, child Settle when he was just like in high school and all this, got into comic books, collecting comic books. I didn't like going to the comic book store so much. I like to mail order even back then. Just before I even knew you could do mail order or any of that. This was before the internet quite frankly, or if there was an internet, I certainly didn't know about it. I think the internet really became more prominent a year or two after this. But this would be around 1991, 1990, actually. Alright, so what I did was I would do this mail order place. I don't remember the name of the comic book store. It was a comic book mail order place. Now it's more convenient to go to the store. Technically, might have been even cheaper to get comics at the store. I don't know.

I'd certainly would've gotten them faster, instead of waiting for the 16th every month for the UPS man to come. The UPS man, I had a love-hate relationship with that man. I always was glad to see him come with my box of comics. But I was always hating this guy for being later than he should have been, on a certain day. He should've been here by 11:00. I'm sitting there looking out the door, you know, 'cause I don't want anyone to see me. I'm watching him come up and deliver the box through the peep hole. Impatiently waiting for him to get back into his freakin' brown truck and pull the hell off so I could open the door when the coast is clear of anyone like any normal introvert would do. Then safely open the door and grab my comics. Slam the door and come into the sweet solitude of my home and read comic books. By the way, I got a whole side thing here for you, has nothing to do with anything. So I'm hanging out with one of my friends here in the Burtle. She noticed something 'cause my next door neighbors are very social people.

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They like to hang out in their driveway and watch the sun go down at night drinking beers. You can just tell these are social people. They don't have parties or anything. But the two of them, you can tell, I know they wanna interact with me on some level 'cause I've never gone over there and introduced myself from the seven months I've lived here. However long it's been, eight months. I just don't do it. I'm just too freakin' much of a shut-in. But it's funny because they'll be out there all social and everything and I come in with my car. I have the garage door open in my car, as I pull in the garage door is opening, and I segue right in without stopping, and close the door, in one beautiful movement of introverted bliss before I even have time to acknowledge them.

PRODUCER JONATHAN: That's funny. Nice.

BEN SETTLE: That is so antisocial. And she's like, "Gosh," you know. It recently dawned on me what a dick I must come off as to these people. But anyway, back to the business here. Alright. Anyway, the reason I was so anxious to get these comics by mail order and why I didn't even bother going to the comic book store.

I would at least get some comics from this mail order place. Sometimes I would just buy them at the store. But I always get something because in this box was this little crappy, 5x8 newsprint black and white catalogue. There's no design production to this whatsoever. It's not pretty to look at in any way, shape, or form. But whoever the editor of this place was, he would write his own reviews of the comics for that month. He would take whatever the company sent him and he'd inject his own personality, his own opinions. He would tell you, "Look, I wouldn't even buy this one." He would literally say that. "This sounds like crap, you know. It sounds like a crap story. It's more typical Marvel trying to shove more Wolverine appearances into every title just to make the fans have to buy

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more comics for the shareholders.” Or “Another story about xyz — whatever it was — haven’t they already done this story to death?” He would actually do that sometimes. Not every time but he was just so blunt. And it was awesome and you appreciated it. It was more persuasive. I wanted to buy more comics. It was such an honest review, I trusted his judgement more, and even bought titles I wouldn’t have normally all because of that entertainment factor — in this case his unfiltered personality.

But that’s one part of it. That’s not the entertainment part. His bluntness was not the only entertaining part. It was just his unfiltered personality. He was a funny guy. He was doing infotainment, which is when you merge information and entertainment. And we’ll talk about that a little bit here. The point is though, okay, my comic book’s late, weeks late in some cases, not days, certainly days later than everyone else, but weeks in some cases, impatiently waiting for these things. Especially during the summer when I didn’t have much to do, you know. It was just a long wait every time, “Oh man, when are these comics coming....” bored out of my mind. I didn’t have a car or anything back then. And I probably should’ve gotten my lazy ass a job but, you know, whatever. I could’ve gotten a job at the Dairy Queen.

PRODUCER JONATHAN: That would’ve ruined you.

BEN SETTLE: I could’ve gotten a job at the Dairy Queen or Red Lobster if I was really lucky, maybe as a busboy at Red Lobster.

But the point is, I was paying more for these comics and waiting longer to get them just so I could get this stupid little catalogue, this ugly little – ‘cause it entertained the crap out of me. It helped him sell stuff. And, you know, this was back before I even was conscious of what was going on. I had no idea I was

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gonna use this stuff in email so many years later. But that's the event I like to talk about when it comes to this using entertainment for business, sales, marketing, everything. And it's not about him being a jerk about certain things or being blunt. It's just a fact that he made them entertaining in his own way. I am not saying to copy what he did. I have to say that because the online marketers listening to this tend to be the type that can't think for themselves, Jonathan, I'm trying to help them with that. Everything is copy & paste with these guys. I'm not saying "copy what this comic catalog guy did!" No, you have to be entertaining in your own way. Everybody's entertaining in their own way, even if somebody's got dry humor. That can be funny in of itself, somebody with dry humor. The key is you wanna inject entertainment of some kind. It could be telling stories, it could be just maybe you're good at being sarcastic. I tried to do that. There's all kinds of ways to be infotaining. I once wrote an email players issue. I believe it was the January or February 12, 2012 issue. I don't remember.

It was different ways to be entertaining in your emails and it was a very popular issue. Dan Kennedy has a great book on this. I can't remember the name of it, "Make Them Laugh And Take Their Money", something like that. But it's about how to be entertaining in your marketing and it's great. And he has this quote in there that people buy and they buy more readily when they're in good humor. And he's just so right about that and the whole book is about how to do it tastefully, whatnot. He goes into like some stuff like – the only two things he's never gotten away with making jokes about when he's public speaking are John F. Kennedy and Martin Luther King, the only two topics you can't joke about. But everything else is fair game to most audiences. And here's another thing to think about, Mr. Jonathan, now that I'm talking to you about this. We've never had this discussion, I don't think. There's this other guy, Paul Hartunian. You know who he is? You know Paul Hartunian, right, the publicity dude?

PRODUCER JONATHAN: I know that name, yeah. Why do I know that name?

BEN SETTLE: Well, I've talked about him a lot, at least in emails and stuff. He's known for showing people how to get free publicity with his system and it's a great system. I've used it to get lots of radio interviews for a book about dogs. In fact, just to kinda pre-tease the next episode of the Ben Settle Show, I'm gonna be talking more about this kind of stuff and him and how I'm going to use his system to promote my "Zombie Cop" novel. I haven't started the process yet, but this is in the works. Anyway, he made this comment once in one of his writings, his newsletter or something, maybe it was even in his system, I don't know. But it's true. He said we are now officially in a celebrity-obsessed culture, an entertainment obsessed culture. Everything has to be entertaining or it gets ignored, no matter how otherwise valuable the information is or how important the topic is. I don't know if it's ADD. I don't know what it is, lack in attention spans. I don't know what it is but I'm the same way.

I bet everyone to some extent is the same way. They don't want boring, cold, dull information in teaching and all that, whether it be in a product or whether it be in an email or even a sales letter or video. There's gotta be some entertainment value in it, or people just tune out, content isn't enough anymore. I mean, I'm not saying in every case content it is not enough. For example, if you have a burning problem, I like to use the urinary tract infection example. Let's say you sell a product on how to get rid of a urinary tract infection, where somebody's in agonizing pain every time they go to the bathroom. They're in agonizing pain. You probably don't need much entertainment value whether you're selling it or in the product itself. And in fact, I would say something like that doesn't lend itself to most kinds of entertainment, other than storytelling which is naturally entertaining, whether it's funny or not. It's still entertainment

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and that's my whole point. In fact, this is why I think storytelling works so much, Jonathan.

People are hardwired to be persuaded by stories. And I think it's because of that entertainment factor. It keeps us interested. Joe Vitale had this book, "The Seven Lost Secrets of Success". It's one of the books that helped get me in this business. He was using Jesus as an example. He said you could talk about the prodigal son or any of that if you want and say, "Here's why you should be a good neighbor." Or you can say, "two people were going down to Jerusalem when they were set upon by thieves...", and start a story like that. What's more captivating? Talking about people getting ganked by thieves or "here's how to be a good neighbor?" It's an entertainment thing. Anyway, the point is this is even more important in the modern age where we're in an entertainment-obsessed and celebrity-obsessed culture.

So you gotta get with it. Your stuff has to be entertaining to some extent or you're gonna lose out to the competitor who is entertaining. And let's assume they have an inferior product to you. You're doing your customers a disservice by not being entertaining to keep their attention so that your product gets in their hand and not your inferior competitor's product. This is the way I look at it, Jonathan. Maybe that's hamster spinning, I don't know, but that is the way I look at it. Now, here's the thing that brings it all together. I mentioned infotainment. Like the stuff you teach, assuming you're using email or blogs or social media, whatever you're using, video, podcast like this, right? You be informational, okay, but it has to be entertaining, too. So you gotta merge entertainment and information, and that's again called infotainment. And here's the the absolute best analogy I've ever heard of with this. I did not make this up, obviously.

When I tell the story, obviously I didn't make this up, I heard it. Okay, so,

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do you remember that show MASH, Jonathan? You know, about the MASH unit in Korea that was a comedy?

PRODUCER JONATHAN: Yeah, yeah.

BEN SETTLE: Okay. So the guy who was the main star who played the character Hawkeye, his name is Alan Alda. And he was good friends with this guy named Don Hewitt. Now Don Hewitt, I think I got his name right, Don Hewitt. He founded the show 60 Minutes. At the time, when 60 Minutes came out, it was so different from everything out there 'cause it wasn't hard news. It was merging entertainment with news, which they do now all the time especially in politics. People don't realize when they watch the O'Reilly factor or Hannity or who's that chick, the one on MSNBC, Maddow?

PRODUCER JONATHAN: Oh, Rachel Maddow.

BEN SETTLE: Yes, her, they are all merging entertainment with the news. That is infotainment. It's not hard news. It's not meant to be hard news. John Stewart, The Daily Show, definitely infotainment, probably a little more entertainment than information, but so be it. That's why people watch it. Anyway, so Don Hewitt I guess was good friends with Alan Alda. They were good buddies. And when Don Hewitt died, they interviewed Alan Alda about why was 60 Minutes so popular, what made it work? And he goes, "Because it gave you a hot dog that nourished you like broccoli." So in other words, it gave you information. The hard information is like broccoli. It's boring. You don't really wanna eat it but you have to. It's like a necessary evil that nourishes you, but it's not very fun to eat for most people. A hotdog in their hand is very fun to eat, it tastes good, it's crappy for you, it's a guilty pleasure. You know, it's just what it is.

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You smother it with ketchup and mustard and relish and everything else you wanna put in it, it tastes great. So what 60 Minutes did and what I tried to do in all my marketing and what other people are doing in their marketing, especially people who follow my system, is they're giving their list, their market, a hotdog that nourishes them like broccoli. So they don't walk away from you, feeling like they wasted their time if you do it right. They're getting something out of it. This show is a hotdog that hopefully nourishes people like broccoli. You wanna give them that nourishment. You gotta give them that nourishment. Give it to them in a way that's fun. Nobody wants to listen to a 30-minute podcast being a lecture of, you know, a) here's what happened. Like the dude in the Ferris Bueller, the teacher, the boring guy played by Ben Stein. Nobody wants that. Now that I think about it, that was kinda entertaining in of itself that dry humor.

But nobody wants a boring person, that's my whole point. I think I've talked about this guy before, Stan Billue, the world's greatest phone salesman, right? He did this interview with my friend Michael Senoff. Michael said, "Look, I'm gonna interview you about all your phone selling." I mean, this interview was one of the best sales trainings I've ever heard. And Michael told him to have ten stories prepared for this interview. Now all of a sudden, it goes from this boring Q&A to these fascinating stories. I'll tell you what. Michael sells a product on blackjack, how to win with the game blackjack. And I was supposed to joint venture with him way back in 2004 selling it. I was so excited 'cause he got this guy on the phone, just like off the cuff, and had this blackjack guy tell him stories about his blackjack adventures. He didn't teach a single thing in this entire talk on the phone about blackjack other than maybe to read lots of books on the subject.

But I wanted the product so bad after hearing it. I mean, it was just one story after the other. I didn't even care if it "educated" me. He didn't even have a

product and I wanted to buy the product! That's how powerful infotainment can be. Entertainment can actually get – especially storytelling, can do the job, the sales job by itself. My example of that is the movie "Top Gun" where after it came out, recruitment in the Navy and Air Force went through the roof. So much so that the US Armed Forces wisely put recruiters, Navy recruiters and maybe even Air Force recruiters in the theaters, because, realizing, "Man, we can get them right when they're coming out!" And nowhere in that movie does it sell people on joining the Navy or the Air Force. But it was the story, it was the entertainment of that, the vision it gave people, got them all psyched them up. Oh by the way, Jonathan, I got another story for you real quick. This doesn't really have anything to do with entertainment. But I think this is pretty cool 'cause I just heard this recently. Did you ever see that movie "Sideways", about the two middle-aged guys going on a wine tour?

PRODUCER JONATHAN: No.

BEN SETTLE: It's about these two guys who just go on a week-long trip to wine country in California. There's this part where one of the character says, "If anyone drinks Merlot, I'm leaving. I am not drinking any fucking Merlot!" That's what he said. Pardon my French. I am repeating the movie, so if that offended you, it's okay, I don't mind. But that one movie, because of that one scene, 'cause of a story... killed the sales of Merlot big time. Nobody wanted to buy Merlot after that. Even though Merlot can be a good wine. But because of that story, it really killed the Merlot sales in not just California, but I was up here... This was Memorial Day weekend. So we're what, in July now? This was back in Memorial Day weekend. I was at this wine tasting in The Burgle, what I call Roseburg, Oregon. Everyone there calls it the Burg, I call it The Burgle.

But the guy who was pouring the wine was telling us about that movie,

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“Yeah man, it killed sales. It even killed sales of Merlot up here.” It’s such a popular movie amongst wine people. Nobody wanted to buy Merlot. So they changed the name of their Merlot to something else and sales went right back up. So a story can actually kill your competitor sales if you do it right. The entertainment can not only help you, but it can hurt your competitors. Now I’m not saying to do anything unsavory. I’m just saying that that’s how powerful it can be. What do you think of all this stuff? Are you using entertainment in your stuff, Jonathan?

PRODUCER JONATHAN: I don’t think there’s any other way. Email every day or show up every day and not use entertainment, it’d just be bland information, be like going to school. Nobody wants to go to school. We’d rather watch TV.

BEN SETTLE: That’s true. By the way, if somebody’s listening to this thinking, “No, I gotta be boring teaching like it is in school.”

Realize one, rote memory is the worst way to learn anything. So you’re doing them a disservice if it’s boring. But colleges have proven, people who really studied this have proven that if you can make learning fun, retention is way better. So you’re doing them a service. You’re not only doing them a service to get their attention, to get the product in their hand. If you’re using entertainment in your products, you’re actually gonna get your product consumed and acted on and you’re gonna be changing lives with your great product. Anyway, I guess that would wrap up episode 24, Jonathan, unless you have anything you wanna leave with.

PRODUCER JONATHAN: No. I think that’s good for 24. And you said next time, we’re gonna talk about a PR plan for your book, right?

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BEN SETTLE: It's just not PR. That's just a part of it. But I'm talking about how I'm going to be promoting "Zombie Cop" because I've been lazy with this. I wanna get it out there.

I think this could be a cult hit with a very small group of people potentially, not mainstream... but cult... just by the feedback I've gotten so far. And so that's what I want. I have no idea if the plan I'm going to present is going to work or not. It's a brain fart. It's all it's gonna be. In fact, I'm gonna be wanting to ask your opinion on some of the stuff 'cause honestly, I don't know, I've never sold fiction before. So we'll see how it goes.

PRODUCER JONATHAN: Good grief. Sounds like fun. We'll see you guys on the next one.

TAKING AN INFOTAINMENT "BRAIN DUMP" ON FACEBOOK & EMAIL WITH THE HAIRY BEAST

"People buy more and buy more happily when in good humor."

— Dan Kennedy

Make 'Em Laugh & Take Their Money

DAN MEREDITH: We are public Dan and Ben now. Ben, please introduce yourself. Obviously, your subscribers know who you are and mine pretty much know, but to anyone listening who may be new to our world: Ben, tell us about yourself and why I have a weird man crush on you.

BEN SETTLE: Well, it has been a year since I got to bitch slap your group that one time when you were on a plane, I got to lecture them, and they were kind of like a captive audience for me. I'm basically Dan's master. I was the one who introduced him to certain principles and certain people. Right?

DAN MEREDITH: 100% you are the catalyst to my success. I'm very, very happy to say that.

BEN SETTLE: I say that and there was a time when you were working. You still work hard, but you were working hard. Not to emulate me, but you were kind of going in the direction, now it's kind of switched around. I'm learning from you about certain things. Especially about the Facebook group stuff and we're talking about memes yesterday. We always have a good interplay, and so I think this is going to be a lot of fun.

DAN MEREDITH: For those of you on Ben's wall who don't know me, Ben is how he is online, he is in real life. He's really, really fun, entertaining, and interesting gentleman. Bases his work on total honesty. Ben opened the doors for me with Ryan Levesque which got me hooked up with him. That's when my career took off. I've always had a big thing for Ben, huge fan of his way of copywriting. I've done the whole old school way of learning copy, but I keep reverting back to my Email Player's bible, but literally, I have a one book, for those of you who follow me on social media. I have a single book, Email Players, I am going to need to buy a new one, obviously, because it is fucked. It goes with me everywhere. It is my bible, it is what I reference. Me and Ben have very different ways of working, but they're very synergistic. Tonight is all about infotainment. This is what I learned from you. We're going to start off a little more professionally, a little more structured. We've got a plan that we're going to work to. This will be free form. It could last 40 minutes. It could last three hours. You never know with me and Ben, which is part of the fun. You taught me the value of infotainment. For those people who are listening and who have not really grasped that concept yet, what is it?

BEN SETTLE: This is something that you're basically merging information and entertainment. The single best description I've ever heard of this came from Alan Alda, who played Hawkeye in the TV show, MASH. I know you probably have more millennials in your audience than I do. Some of your audience may not know what MASH is, but it was a comedy that lasted a long time. There was a show called 60 Minutes. There still is a show called 60 Minutes, and back in the day, it was founded by this guy named Don Hewitt. For its time, it was a completely unique thing. It was not hard news. It kind of mixed the two. When Don Hewitt died, this was back in 2009, they asked Alan Alda what made 60 Minutes such a blockbuster. Because people don't realize this, but all of today's cable news, like Fox and CNN and MSNBC, they're all infotainment. None of

that stuff is hard news. It's all mixing entertainment with information. What he said was, he goes, "The reason it was so popular and why even today, everyone's trying to emulate 60 Minutes, the model of it, is because they gave you a hotdog that nourished you like broccoli." A hotdog looks fun, it does not look healthy or boring. It looks like, "Ooh, this is a guilty pleasure. I can eat this hotdog, and slather crap on it and eat it and all that. That's fine." It looks appealing at first glance. It doesn't look like something that's going to turn you off, but it still gives you a little bit of nourishment, just a little bit of nutrients, like broccoli would. Which makes you feel satisfied eating it, and you want more of it. You're still getting the junk food fix, but you're also getting a little bit of good stuff. That's the big appeal of it.

DAN MEREDITH: The thing is, there's a line you're using and I hear you saying this because I had some great teachers when I was younger. In the professions, you've got doctors, engineers, architects, anyone with a professional degree, the type of person supposed to give you a reference on a home loan or rental application. As I found out, I don't know anyone of good standing, the other day, which is a little bit worrying. All my fucking friends are degenerates. Teachers are some of the lowest paid professionals going, even though, they do phenomenal work, they don't get paid really compared to what others do. Compared to, let's say, someone who is more ... Think about an entertainer, a pop star, a footballer, a social media celebrity, a god-awful, I don't know, celebrity gets paid infinitely more just for doing ... basically, just entertaining stuff. The bridge, I think, me and you cross mostly is that infotaining bridge because yes, we try and give out some really good information, but we're not fucking boring. This is when you say to players, "We're not hard teaching, are we?"

BEN SETTLE: It's funny because the original title that you cooked up for this webinar when we first started talking about it is how to be fucking interesting.

DAN MEREDITH: It's true.

BEN SETTLE: That's what it comes down to, at the very end of the day. That's what you're trying to be.

DAN MEREDITH: That's it, being interesting is not that hard. I mean seriously it sounds crazy patronizing how I'm saying it, but one of the things I learned from you ... I always do this, give credit but happily got this idea from you. I'm sure you said this, elsewhere is the morning routine. One of the biggest things I do now. I start my day, and we're going to talk about how we do our days, how we learn things, what we do to be interesting. One of the things I do is I sit at my desk every day to be as interesting and informed, as I can. I go on a site, which is just a mean website and has a mean theme, for a good 30 to 45 minutes every morning. I watch maybe an hour of standup comedy. I'll listen to a comedy podcast. I'll read some fiction. I'm basically doing stuff that makes me more humorous and entertaining, from the moment I start my day. What do you do, Ben? I know you're similar, but yours, I like your stuff.

BEN SETTLE: Yeah, for me, it's really, I can't say this will work for everybody, because if somebody is inherently boring, this won't work. I have a crappy attention span. It takes a lot to keep my attention, which is a good and bad thing. It's great for copywriters to have a bad attention span. Because all I do is I'm amusing myself every day. I don't know that in the feeding the geese kind of way. I'm amusing myself every day when I write emails. Whenever I post stuff in my Facebook, whatever I'm doing, it's for my own amusement. If other people happen to be amused by it, that's great. If they don't, I don't give a crap. My amusement rolls downhill, the way I see it. That's just the approach I have. I don't need to get in the mood anymore, just because this stuff is so ingrained in

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me. I've seen so many Like what you do is actually a really good idea, watching Seinfeld, whatever. It's all I do in my off time, as it is. My brain is just full of this stuff. It's combining different things. I notice things. I'll bust someone's balls or whatever and have fun doing it. Somebody busts my balls, I'll have fun with that. I'll use it as an email or something. You just got to stuff your brain and your subconscious with this stuff, and it will start seeping out in weird ways.

DAN MEREDITH: That's the thing is, you said going back to the day when I was just working. I was old school, getting up at 5:00 or 6:00 in the morning, working till 9:00 or 10:00 at night, six days a week. You know what? I still believe that was one of the best things that I've done because I learned my craft very quickly. I soon learned I didn't want to fucking do this forever. It's a twofold win on that one. I found when I was studying marketing books and copywriting and your stuff, and stuff from Ryan and breakthrough advertising and all this kind of stuff, I ended up being a boring fucker. I was just ... My posts were mechanical. If you want to get better at this, do that. He's a hack. I fucking hate that word, for this particular thing. I dropped all the stuff that made me dumb, which was reading fiction, which was watching films and sitcoms and comedy. So few people do the stuff that makes them interesting in the first place. They let that slip. It's the stuff you stop when you grow up. It's like, "I'm cool now. I don't do that anymore." Actually, that's the kind of stuff that makes you different. So many people drop the stuff that make them unique and interesting. How many people try and copy almost word for word your starter line. I know a hand full of people, I've seen their copywriting, Ben wrote this.

BEN SETTLE: You just gave me an interesting thought for this. I think you just touched on something that is probably very, very true. That people kind of forget this. It's the things that got you beat up and stuffed in a locker in high school that you need to be doing now. It's the way you behaved back then, the obnoxiousness

and all that. Not the stuff that repelled girls and made you a loser. Don't do any of that — we still hate people who act like dorks. There is a line here. But just being something that wasn't going along with the crowd to be accepted, conforming. It didn't work good back then as much, people just weren't at that level, mentally, but now, adults crave it. They absolutely crave it. Very few people go home and say, "Let me read this boring textbook." They go home and watch TV. They're all looking to be entertained, they're craving it, like it's a drug. It is a drug. It's a dopamine trip. It really is. You entertain somebody once and now they've got a little dopamine drip in their brain. Now they want more of that. That's why the best comedians like Bill Burr, for example, people just get addicted to listening to him. That's how it will be in your marketing, if you do it right. Being that entertaining presence in your customer's lives is how you literally tap into their brain chemistries to make sales and have them love you for it.

DAN MEREDITH: Here's a great case in point. I just want to ask you questions, I've got 60 of you on hand. We've got more and more people coming in. Obviously, on mine, my thing, dan.merideth.77 or Ben's Facebook.com/emailplayer, which I do love, "player". I love it. There is a feed there, that is the Q&A feed. Don't post any questions, go to the webinar, pop it on the feed, okay. Seriously now, genuine questions, because we're going to ask this firstly, any questions you have as you go along, whack them on the feed. It's live in front of me right now. What have you given up? What have you stopped doing that made you you. I will share some of mine. Some of these are proper geeky, happily used to paint warhammer space marines. Do you have space marines in the States, do you have warhammer? Is that something you have out there?

BEN SETTLE: I have no idea what it is. I know just about as much about that as you knew about the band Social Distortion, five minutes ago.

DAN MEREDITH: It's like little, two inch high metal space warriors. I used to paint them, and play table top games, like Dungeons & Dragons in space, with bigger guns. I still want to grow up and be a space marine, which is actually a meme wave right now. I stopped reading fantasy books. I read fantasy books about science fiction, big Terry Pratchett fan. You know kind of crime thrillers. I stopped reading these things. I stopped watching as many films and sitcoms as I do. I was reading a bunch of factual stuff, which is great. You know, I let all the stuff that made me a little bit different ... I used to make jewelry. I used to paint. All of these things I used to do, I had stopped doing. I just became really quite boring. What have you stopped? Anyone's listening, what have you stopped? Another thing, just like we like similar music, in a way. I stopped listening to metal, I was a proper metal head when I was younger, loved it. I kind of hate it a bit because some of the metal heads do dress a little bit funky, to be honest, with you. I always dress a little more stylish. I actually loved that music. I mean, what did you drop, Ben, and you have now brought back in? Stuff that wasn't cool, to start off with.

BEN SETTLE: That's the thing, I think one of the reasons I got, if you want to call it successful faster than all my peers did when I first started this business because I never did stop that stuff. I have always been a comicbook guy. I can watch the same movie 20 times straight. I do it all the time. I can watch the same movie over and I like it, I never gave up that. I get more out of it each time, I did that when I was 14 I do it now in my 40's.

DAN MEREDITH: Mine are Goodfellas and Aliens, if it comes on my TV, I own them. They're on MacBook. They're on my phone and I have them on DVD. Yet it comes on TV, I'll sit and watch it, even through adverts, fucking idiot.

BEN SETTLE: I'll tell you, I am huge fan of Aliens and Goodfellas. Lately my movie has been Wolf of Wall Street. I watch it at least twice a week.

DAN MEREDITH: Isn't that sensational. Anyone listening, if you have not watched Wolf of Wall Street, now you may or may not agree with Jordan Belfort, and this is a true story, Ben. I got offered a position to work for Jordan Belfort, as his copywriter, about a year and a half to two years ago when I was still doing just copy. The thing is, then they asked me to submit, it was like a sales page and 10 emails, I'm like, "Fuck no, I'm already charging like okay 12 grand, please. That would be not a problem." I did pass on that one. The Wolf of Wall Street is one of those films that if you are ... Let's just face it, he was a bit of a naughty boy. As someone who pushes the limits of excess and success that film fires you up. Male or female, whatever you like doing, excuse my language. To Ben's people, you may not know me, I apologize this is who I am. The idea of fucking on a million dollars is very appealing to me. I love that scene.

BEN SETTLE: The thing about that movie is it's not a how-to movie. It's a cautionary tale. It's a what not to do movie in a lot of ways. Here, you have this skill, don't do this. Don't sit there and get high on ten different types of drugs every day of the week and have sex with hookers six days a week and be proud of the fact that you're about to be indicted by the FBI and all this stuff. It's a lifestyle that looks like, "Ah that's cool", but it's really a cautionary tale. The guy loses everything, at the end. He loses it all — his wife, his money, his kids, his freedom. I mean that's not a good thing. To me it's a cautionary tale. It's entertaining, naturally entertaining, in a lot of ways. In fact, I just got the book because I love the movie. I had to get the book. The book's even better so far than the movie. But cautionary tales can be extremely powerful forms of infotainment that bring real value to the world. That's why all the ancient mythical morality stories are cautionary tales. "Don't do this, here's why."

DAN MEREDITH: Most people ... We've talked there about some of this, certain films, there are certain people that you will follow, that you are fascinated by, that interest you. Here's a great case in point, I love testing things. I know you do too, Ben. I'll do a video and I'll get, let's just say 1,000 views, as an average. If I do a normal one, on my personal wall, about 1,000 views. On Friday, we had Tega, who's my right hand man, who runs Planet Dan. We had Mike, Mike Samuels, who you know, who is my right hand man in the copywriting business, business copywriter. A friend of ours, sent us ... He's a jampreneur, he's now going into the jam business. Also, worse, I saw a truthpreneur, the other day, that's a new one. New one I just heard, jampreneur and I love it. Basically, he sells these hot, spicy jams, there's like blueberry bonnet. We had a teaspoon of jam each, off the scale of the hotness, to the point Tega, he's got a mouth like lead. He can just eat anything. Me, on the other hand, I was sweating my tits off by the third one. On the last one, I wanted to cry, nearly two and a half thousand views now. You've got three people in marketing, in business, in all that sort of world stuff, yet the thing that people bond to, that they love us about, is us eating spicy food and seeing me in pain, ridiculous.

BEN SETTLE: I would like to see it. Who doesn't want to see somebody in pain? Pain is your pal in marketing. In fact, we're talking about infotainment, sometimes pain is, I know it sounds weird and kind of ass backwards but writing about a really, really nasty pain ... I always tell people don't look up TURP surgery, T, U, R, P, don't Google TURP. I'm telling you not to. If you're a guy and you Google TURP surgery, do not complain to me about the nightmares you have and how you're squirming around in your chair.

DAN MEREDITH: Don't Google is another one, don't Google blue waffle, either.

BEN SETTLE: I wonder what a jury's going to say about all this stuff.

DAN MEREDITH: I'm totally sorry everybody.

BEN SETTLE: I told him not to do it, man, that's all we can say.

DAN MEREDITH: Do it.

BEN SETTLE: Isn't that entertainment, in its own way. It's so frigging extreme. A pain can be, for whatever reason, we like to see people in pain. I don't know if that's a good thing or a bad thing. Mel Gibson has made a lot of money from movies showing people in agonizing pain.

DAN MEREDITH: I'm totally open with this. I, let's just say had a earlier ... You accused me of having turned vegan or something the other day, I did have ... I've stopped drinking. It was a part of my life for a good 20 years. In the UK, we start drinking a little bit earlier here, in our early teens really. Drinking is a big part of British culture. It's been a part of my life for about 20 years. I've decided I've had enough. I was drinking a little bit too much. I thought enough's enough. I am going to stop. I shared that with my audience. It was a positive ... Even though I talk through all the bad things that happen, the fuckups that I had had, the near misses I had through drinking, yet by telling that story, I had nearly 700 likes, 400 comments, 20+ shares. I was sharing my pain. To this day, Benjamin, to this day, I thought I was having a heart attack outside Buckingham Palace. You know when you get the memories on your Facebook. Oh good, I'm reminded of that time when I thought I was going to die. I had taken on too much work. I was hyper-stressed. I was walking along and I felt like I had 20 pound dumbbells in my hands. All of a sudden, I felt, "Oh, that feels weird." I can hear my own

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heartbeat outside of my body. I thought, “Oh fuck, I’m having a heart attack.” Turned out it wasn’t. It was just general stress, too much workload. That was me in pain. I shared that with my group. It’s interesting. I am one of them. I’m an entrepreneur, a copywriter, business owner, whatever you want to call me. I’m going through some shit. My life is not all roses. Infotaining doesn’t have to be funny and humorous and yeah you look at this. It can be, “Holy shitballs, my life is fucked.”

BEN SETTLE: Yes, but there is ... We say this, but there’s something and especially the chicks listening to this, have got to hear this because ...

DAN MEREDITH: Oh god.

BEN SETTLE: We’re all freaking guilty. You have to understand something here. Yes, I am picking on girls right now, just deal with it. Guys will do this, and they’re acting like girls when they do this. I actually wrote a blog post called, “Don’t let Facebook steal your balls,” that’s what I’m going to talk about here. If you’re going to talk about the stuff that happened to you, like bad, like you did. You did it in a way, but you weren’t being a victim about it. This is what people got to stop being, is a victim about it, looking for sympathy. Because you’ll get it. You’ll get 1,000 probably likes and high-fives if you try to become a victim by your close friends and all that, but nobody’s going to buy it from you. Nobody wants to buy from a victim. Certainly nobody follows a victim. They might donate to them. But they don’t follow them. They follow leaders, they buy from leaders. If you’re going to share the pain and all that, do it like Dan does it. He’s not acting like a victim doing it. In fact, there’s often a lesson to it.

DAN MEREDITH: I learned a lesson from it. No one likes in a conversation a Debbie Downer. I would just call it, no one likes a twat, that’s the UK version. No

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one likes some unreasonable turn on her feet. It's okay to share these like it's still interesting, just human beings. Something you've got to understand about being entertaining, if you, as a human, are fucked up, you love the positive stuff, but you really love the negative stuff, you love the gossip. Everyone does, it's human nature.

BEN SETTLE: That's why the National Enquirer is popular, it's just gossip, celebrity gossip.

DAN MEREDITH: The whole thing is you do something right and people will tell two people, like a good service. You tell something bad, they'll tell eight. I can't remember the statistic. It's three or four times as much people love to talk about the negative than the positive. The reason, I mean mine's more social media, Ben's obviously better, email great copywriter, full stop, it's not always negative. I'm mixing up humor and maybe some teaching. There might be something entertaining. Today, I just posted a picture of a boxing club that I'm now going to join. I'm going to start fighting again. It's just your audience, whatever it is you're doing, if you're selling the most tedious widget on the planet, you're still selling to another human being. Now, I spoke about my dad, I'm going to go off on a bit of a tangent here. My dad, okay, he's 66. He's a legendary old goat. I call him big pap in age. He is old school charming and he's cheeky. The reason is my dad took time to get to know everyone in the company, from the cleaner to the admin staff to the front of house desks, to management to the owners. My dad was interesting because he had listened to them. A key part of being entertaining is listening to an audience, listening to whoever you're talking to and matching the content to their interests. Would you agree, Ben?

BEN SETTLE: Oh, absolutely. At the end of the day, if you're going to sell somebody something, you have to be in their world. You can bring them into

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your world, but you have to do it in a way where you have one foot, at least they feel like it's their world. That's the whole thing of reality TV too. It's people like to be voyeurs, something I did not think about until I heard the great Matt Furey teach it. That's what you're letting them be.

DAN MEREDITH: You're not afraid to be you, but there's a handful of people, you are one of them, I'm not just saying that because you're cool. There's a handful, you, Doberman Dan, Kevin Rogers. There's a handful of people, in my world, who I will always open their emails, because I never know what shit you're going to come out with next. That's part of the thing, it's the whole cliffhanger thing. It is keeping people always wanting to know what you're up to next. Like for example, I'm a big fan of pivoting. I'll be doing one thing, then fuck it, literally, I'll be cycling along and I'll stick a stick in my own front wheel, just to throw chaos into the mix. I'm going to do something different next. I think if you keep your audience guessing, if ... Christ, we all have been emailed by people who do the same message, the same pitch every day. How boring is that.

BEN SETTLE: It is. It reminds me of if you're fighting somebody. If you punch someone in the face, they're going to start guarding their face, but then, you can hit them in the stomach and that's not being guarded. That's kind of how, I don't mean to say you want to beat your customers up, but you want to keep them off balance where they think they're about to get kicked in the gut and you hit them in the teeth instead and vice-versa. You keep them off balance. You throw them around. They never know what's coming next. That is what keeps people interested. I'm not saying you want to physically abuse them, for what you would call someone a "plum"... that literally ...

DAN MEREDITH: That's a fantastic word.

BEN SETTLE: That's what I'm talking ... I mean that's the exact same thing. You know people do wrong, so we're talking about how we did stuff when we were teenagers. I'll never forget those first few seasons of Star Trek The Next Generation, they did the Borg episodes just right. You only got a little bit here and there. They didn't have a Borg every episode, and the Voyager did that shit at the end of their run and it got boring. Even if you do something cool, don't keep doing it every day forever.

DAN MEREDITH: Sale, like for example, you have pretty much one product that is your main product, Email Player is constantly to write your emails, but it's a variation. You're talking about different things, you've got stories. You've got maybe a lesson, I personally love it when someone emails you back. My favorite ones are the rants about people who want to unsubscribe. Because, forgive me, anyone listening finds this offensive, those people are fucktards. I'm sorry, but there is no other word. Like "Please unsubscribe me from your list. I'm sick of your emails. It's really not that big of a problem, just click ..."

BEN SETTLE: Dan, I just had this happen to me today, I posted it on my Facebook. This guy was swearing at me, F bombs, all this crap, and so I just emailed him back. He said I wouldn't remove him from my list. I said, "Look, I can't keep you on a list against your will, you can click a link and opt-out at any time, maybe you're just stupid..." It's only one of two things. I looked his record up and he had been on my list for two years. In two years, this guy couldn't figure out how to click a link to unsubscribe. It's not complicated. That guy will be made an example of in a future email, I promise you.

DAN MEREDITH: It's such a beautiful thing and that's the point. Because no one knows what you're going to do next. I've been part of, you know, this is something I realized from being sold too well myself. If someone has captivated

my interest, has made me laugh, made me think, maybe they've challenged my opinion and we've discussed it. If I've had an emotional connection or reaction to them and it's generally humor. I'm a big fan of the Dan Kennedy line, "People buy more in good spirits."

BEN SETTLE: Yes, absolutely.

DAN MEREDITH: I personally I like to make people laugh and smile. I am completely 100% open to making an enormous cock of myself, in the nature of making other people laugh. For example, last night, this is going to be a story. I had a great email. The croupier happened to be very attractive, which is always a bonus. I went to the casino. Now, I've become a pretty good blackjack dealer. I'm over seven or eight times at the tables, \$11,000 up, which isn't bad, for card based gambling. Now, I happily tell people this, "I do well online, I do well in person." I've had a mastermind now with me, staying with me in my home, six people for the last two and a half days. It's been great fun. I said, "We'll end on that last night you'll go to the casino, you can see me in action." I could not have been shittier, I couldn't have worse hands. It couldn't have been more fucking terrible, if I tried. It got to the point where I was laughing and giving her money. Literally, pissing myself laughing, knowing every hand, no matter how well I played, I was losing. She's laughing, the pit boss is laughing. People around the table are laughing. Then 200 quid just gone. I'm just like, "Fuck it, I'm just going to make it ... There's no point being upset about it. I just made laugh." You know what? That's the kind of thing you need to do. Even your pain can be made humorous and it's being, I think, not afraid enough to actually show your human side, show your vulnerable side, show your asshole side. Just try and get things. If and I and the other person, in the list of phrases, I call it ... my shit test is, if I was reading this, what would I think? If I read it and if I'm just selling

something, or if it's boring, or the story isn't going anywhere, I just tank it and start again.

BEN SETTLE: A good person to model for what you just said for taking things that happen bad, and making it funny, this was, to me, the greatest entertainer, in my humble but always accurate opinion, was Johnny Carson. Just go to Youtube Johnny Carson monologues. You will get a world class education for free. This guy lived a miserable life, but he entertained the hell out of everyone, 20 million people every night. I mean he went through like three divorces, every single one of them was turned into jokes. He even said behind every joke there is pain. He lost a whole bunch of money here and there, too... you know that guy almost got killed by the mafia.

DAN MEREDITH: Really?

BEN SETTLE: Yeah, the mafia put a hit on him because, after his second, I think it was his second divorce, he went out there and started playing the field again. He hit on the head of the mob's wife or girlfriend.

DAN MEREDITH: That is not smart.

BEN SETTLE: Probably his girlfriend, not his wife. You know, what is, the Goodfellas, "Wives are for Fridays and girlfriends are Saturdays." He did that, and the only reason they didn't kill him was because the Italian-American parade was that week, and they didn't want to have the bad publicity. I don't know if he ever joked about that one, but I'm just saying. He did take things ... Whether it be drinking or divorce or whatever it was, he could turn it, the most depressing stuff, into something entertaining and that made people laugh.

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DAN MEREDITH: Okay, ladies and gents, we're going to take, we're going to listen to a humorous song that I found. Ben, you will love this, I saved this song, what I'm going to do. On my wall or Ben's wall, we've got feeds going, Lianne is on there, ask her some questions. We've got about another 30 minutes of content to go. I want to have you ask me and Ben any questions about infotainment. We're going to be talking about pattern interrupts, natural tactics, how we go about doing it in our copy. I'm going to talk a little bit about how I do it in live streams and videos. We're going to take 60 seconds and we're going to talk about the concept. We're going to talk about the concept of men and women just being friends. 60 seconds on the feed, give us your questions, go. [music] You'll love this song, Ben.

BEN SETTLE: I recognize it.

DAN MEREDITH: 45 seconds, ladies and gents. We've got shit tons. [music]. What did you think about that, Ben, that is "Let's just be friends" by Alex Lewis.

BEN SETTLE: I loved it. I think every guy should listen to it.

DAN MEREDITH: Honestly, it's the line about like, I can't remember the last time that happened to me, I was trying to explain to my female friend who was staying here, who stayed with us for the mastermind, the concept of "bed tax" the other day. Which we had a house full of grumpy football players at university. If any girl wanted to stay, you would say, yeah, you pay bed tax. You can use your own imagination as to what that is. I'm an equalist. I have a bed if you want to share my bed, there is a levy you must pay. Equally, ...

BEN SETTLE: Hold on, you want to let them sleep on your bed. That's what the couch is for, man.

DAN MEREDITH: That's just what I said, I said, "There's four couches." If you wish, there is a small tax that is being polled.

BEN SETTLE: Never mind, carry on.

DAN MEREDITH: I don't know, Benjamin. Ladies and gents, we are going to answer your questions. Even doing what I did just then is infotainment. We're in the middle of a training, I paused to play something silly. That is going to make you smile. Make you think something different and answer up a very inappropriate discussion about bed tax, which I don't really have, in a public forum. This is the thing, your audience do want to be entertained. They said, "Ben, you've got a low attention span, so have I." You need to keep mixing things up. That's why we want you to interact with us, why we're talking to you, why we're sharing stories from our past. Ben, I'm just going to go. We will answer all the questions. I'm just going to pluck out a nugget here, and then when we get back into that who we go then. Let's just find a good one. Kat, I like this one, hey Kat. Kat is a legend. I did a post, here's a great one, the post we copied down earlier. I've got a little project going on. It's like, "What things, as an entrepreneur, could you not live without?" Mine was like my iPhone, coffee in nootropics, my notepad and a Swiss army knife. She had something similar and she said she also had a tampon, just throw up. Which I thought was brilliant. My question is how do you find a good balance in the voice, not too monotone, not too enthusiastic, the point sounds fake. English is her second language and she's finding she sounds the same. Basically, how do you strike the balance when it comes to being too much of an entertainer and really giving no value and being that kind of hard teacher, "Here are the facts. Here are 73 things things for an optimized copy."

BEN SETTLE: I don't believe in ever going monotone. I think the minute you go monotone, you've lost people. There may be exceptions to this, depending on what market you're in. Yeah, there's a radio talk show guy that I think everyone should listen to. He's very, very right wing, like I am. If you're kind of a liberal, just suck it up, listen to his stuff. Because you don't have to agree with his politics, but the way he tells stories and the way he will switch from maniac guy to suddenly he's kind of calm. I don't think it's an act for him, I think it's just how he is. I think whatever you're doing just write in your personality, do you always talk a certain way when you're talking to people? No, you get excited by something, you're going to raise the emotion a little bit. Maybe it's not so exciting, you're going to lower it a little bit. You don't ever want to go monotone. You never want to get boring. I can understand that the English being the second language, there's things lost in the translation, but, Dan, if I was trying to write into another language, that wasn't really comfortable for me yet, I would use that to my advantage. I would purposely butcher words and stuff. I would make no apology for it. Believe me, you will crack people up. There's a story I heard about this guy named Sean Fury, who's Matt Fury's brother. He told this story about how the best salesman that ever came to the organization he worked for, and who sold the most, was a guy who would butcher every word. He had no sense of grammar. They were cracking up the whole time, but they all bought from him because he was so real. Use that to your advantage. Make the skeleton dance.

DAN MEREDITH: Here's a great one, I'm going to come to a more cool one which we're going to love. This is quite exhausting, we're in the information, coaching kind of space, it's a little different. Someone, where is it ... Mike Reynolds said, "Can you talk about selling physical products." That's not sell widgets, that's things to, let's just say, less than exciting for people. Let's just say we're selling B to B, traditionally quite dry and humorless. What would you do, I know what I would do.

BEN SETTLE: I've sold them B to B. I don't do anything different. In fact, Dan Kennedy, I don't know if this is Dan Kennedy's Ultimate Sales Letter book or not, but he is where I learned this from. He said he had this client who sold electrical parts for some machine. You couldn't think of anything more boring than this. He decided to send a sales letter to people saying, "69 things you can do to your wife when you're done installing your part." This guy, Barry Maher said it best, he says if you're ever losing someone's attention, just talk about sex or dating. It's the nuclear option for getting attention. But don't overuse it or rely on it. That's where comedians tend to go wrong.

DAN MEREDITH: If you have a good relationship. My dad, getting back to big papa again, the legendary old goat, he once sent an email out, honest as fuck. My dad used to sell, he was a sales director, head of sales for a lighting firm, commercial and domestic as well. He literally sent an email out saying, "My wife's nagging me, I need a holiday, buy some stuff." That was it.

BEN SETTLE: Perfect.

DAN MEREDITH: That line. My dad is not a copywriter. He's a bit dyslexic. He's not a natural with ... He's good in person with words, he literally is just honest. He just played a bit of humor with it. I mean that was a very bold one. You will find that, as I said, this is something I kind of touched on earlier, people are still people. You know, if you're dealing with someone, most people like to laugh, fuck, be interested in things. We kind of all like to eat food. We kind of all like the same stuff. If you don't like any of those four just go away, just as far away from me, really, really far away. I don't want to deal with people like that. It's difficult in that market, but I'm now going to segue onto the ones that say Stephen Pratley said this and also Steve Miller. I'm going to get on some courses,

the last question I'm going to take for right now. Basically anything you should stay away from, subject-wise. Anything that's too far, what should you not do.

BEN SETTLE: I got two answers to this, the first is you won't know you've gone too far until you've done it at least once. Most people never go far enough. Second of all, this isn't my personal experience so I can't tell you I've done this or not, because the two people bore me anyway, listening to this stuff. According to Dan Kennedy, in his book, "Make Them Laugh, Take Their Money" I think it's called.

DAN MEREDITH: Great book, great book.

BEN SETTLE: Yeah it's a great book. He said in all the talks he's ever given, the only two things that are off limits or humor that hurts his sales are if he talks about Martin Luther King, Jr. or JFK. You do with that information what you want. Which makes me want to write an email about both of them in a funny way.

DAN MEREDITH: I was about to say, I want to see this in the next few days.

BEN SETTLE: Yeah, I'll take that challenge, because I think, you know, maybe the generation he talks to is probably more sensitive to that kind of stuff than the younger one. I'm Gen X, he's definitely baby boomer. That could have something to do with it. My generation doesn't get up in their feels about those guys like the boomers do.

DAN MEREDITH: I would probably say anything involving, let's just say, gross violations of personal space or anything, let's say, inappropriate. Definitely I

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would say anything involving kids. That's a very ... definitely want to stay clear of that. Religion, politics, actually can be very good for polarizing.

BEN SETTLE: Those are on the table.

DAN MEREDITH: They are traditionally most people leave them off the table, but are actually really good because ...

BEN SETTLE: I got a perfect example for you, Dan. You'll get a kick out of this. This chick I've been seeing for the last few weeks, she's as far left wing as I am right wing.

DAN MEREDITH: Just before you finish that, she will know exactly how long you've been seeing her.

BEN SETTLE: I'm probably already being stalked. In other words, I don't buy into any of the horse shit she believes in. I just don't. I don't believe in any of this left wing nonsense. On the other hand, she thinks I'm full of shit. I can tell you there's never been a boring conversation between the two of us. When I get bored, because I'm easily bored, especially with girls. Girls usually bore me. I find most of them, at least the ones where I live, they're just not as cool as they think they are. But there are so few hot women, the few who are even mildly attractive get tons of male attention who will pretend to believe and agree with everything they say just to get some, and so a lot of these girls tend to overrate how interesting they are. "No, he doesn't really care about your Virtue Signaling for people on death row or climate change, he just wants to get in your pants..."

So I will purposely bring the topics up because I'm bored. It's amusing and it stimulates everybody's thinking. It's never a bad thing. You would think I would

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already have said, I'm done with this girl, but I'm not. I find it endlessly amusing. Religion and politics — perfect, bring them up. Don't be afraid of it. I don't think you should go around insulting anyone. There's certain people who will insult people. I'm not saying to do that. That's just not how I would do it. You can definitely bring it up, and you shouldn't be afraid of it.

DAN MEREDITH: Yeah that stuff can be taken, infotaining comes from many different ways. Now, I am going to take the lead on this one, Ben. Then, I would love your version because yours is more print based and not video. If you want to be infotaining, think to yourself, a word you said earlier, what is going to make someone stop. Most people, let's just say you're using social media and equally if you're using email, or whatever your medium is, you have, if I remember correctly, .6 of a second, that is the time, the average speed to put your thumb at the bottom of an iPhone and flick up and you're gone. That's the time you have to capture someone's attention. The subject line, obviously, you know this, Ben like the headline of a sales ad, that is your real estate. That is the absolute goal where you have to grab people by the fucking balls or ovaries, I don't know how you do that, just being gender neutral, and get their attention straight away. Now with copy, I'm going to hand that more to Ben, in a second, because that's his domain, with videos. If you see me, I am very conscious to look at images that I use, the backgrounds I use, the lighting, what I'm wearing, any props. This may sound a little bit stupid, my goal, this is something I learned from my ... You'll love this, I used to say I love this, you're Mr. Gary V show, that conversion last year. We are information traders. We think like a trader, stocks and shares. We have a limited amount of time. We're time traders, sorry that's it, time traders. We have a limited amount of time per day. My job is to try and take a bit of your time, both entertain and inform you, at the same time. I've got a fraction of a second to grab your attention. The imagery, the copy I use. What I'm wearing. I'm going to share this with all of you. Some of you know this already. I am now

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officially know as Lord Daniel John Meredith. I bought a lordship. Why? For fucking entertainment purposes only. I'm going to be, me and my friends, you want to see this. We spent 700 pounds on a throne. We're going to deliver content from a throne, and I've got a fucking crown. Don't need a crown, different thing's a king, a lord, fuck it, I want a crown. Me and Mike Samuels, my writing partner, the other day, we bought two, and I have zero issues, whatever you've got between your legs, you put it, rub it, whatever the fuck you want, that's your right. We've got two camp, gay as fuck hats, with Brighton on them. Brighton is the equivalent, if you don't know, Americans or non-U--, it's become a gay capitol of the UK, where I now reside. We've got these two hats, covered in flowers and you know what we did? We filmed a video for our copy intensive, which is an update, with these hats on. We didn't reference it once, purely for infotainment. The entertainment is two guys with honestly the campiest hats you could ever see. I'll post a photo on the thread, if you want to see later. They are spectacular. It's a case of I'm using pattern interrupts. I'm trying to grab your attention, using props, using scenery, using ... There's some Facebook apps I've seen lately where there are people waving at the camera, saying, "Plug your earphones in," this kind of stuff. My job is to get hold of you for a second, and then, show you something interesting, tell you something interesting, to add some value to your life. Your life, okay, I'll make this crystal clear. One day you're going to be dead as fuck, dead, D,E, D, dead. There's only a finite amount of time you will ever have on this planet, simple as that. Me asking for some of your time, it's actually quite precious. When you stop to think about it, other people's time as precious, you'll start to make a lot better decisions with your content and your copy that you put out. Because my philosophy is I'm stealing a bit of your life, for you to read this, for you to watch this. I should add value somewhere. Whether it just makes you smile, it makes your business whatever. What do you think about that, Ben? That's a very new revelation, for me.

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BEN SETTLE: I think that's brilliant, actually.

DAN MEREDITH: I got to have smarts.

BEN SETTLE: You know, for email, where you don't, well I, at least, don't use images at all, for various reasons. The subject line is very important. I like to just throw things out there that make people go, "What the hell, hold on." You want time to stop. A lot of times, I'll throw innuendo in there. Let's take the golf market, I don't want people to think I'm just telling people to buy. Everybody, "Oh Ben all you sell is that." I sell in all these different markets. The golf market, remember when Tiger Woods went through that scandal, they found he was talking to porn stars and all that? After that, his golf game really went to shit, especially like his drive and his swing. I put the two ideas together. Now, in golf vernacular, the driver is often referred to as "the big stick". I did an email saying, "Tiger's big stick gets him in trouble."

DAN MEREDITH: That's brilliant, mate.

BEN SETTLE: It was a two pronged thing. Sometimes you could just slip things in there like that, and that could be entertaining. You don't always have to go that way. For example, I've done, "What are you wearing?" as a subject line. Which might be a little hair raising for some people to do that. Here's another example. One really long direct mail control package had the headline that was sent to people who wanted to lose weight and all that it said was, "Get back on that couch!" It's like a contradiction. It's like, "Whoa, hold on. What do you mean get back on the couch?" Think things that are going to be like a stop sign. Sean D'Souza's really good at this kind of stuff. He teaches a lot of this psychological stuff. He's like, "You want your headline to be like a stop sign, and subject line be the same thing." It's all the same principles, though. However you do it, you're

interrupting their mindset. You're saying, "Stop!" I don't care what you've got going on right now, you're going to pay attention to this. You have no choice. You want to get in that mindset.

DAN MEREDITH: I love it. Everyone loves a tactic or tell me the three things to improve my business. Oh go and suck a dick. Seriously, it's some cool stuff. Again, you know what we should have, we should have a second part of our song.

BEN SETTLE: Wait, hold on, I've got one more thing to say about this. I want to make this ... This is so important. This is the most important part of this whole call, I think. One of the people I studied, his name was Stan Billue, he's an old school telephone salesman. He used to go to the other sales people in his office and say, "Can you give me the names of the people that yelled at you and hung up on you?" Because he was so good at this. What he would do is he would say something that would make them curious. His whole thing is curiosity overrides programming in email and social media, in whatever you're doing, we're all programmed to keep ignoring each other. Ignore that email, ignore that post, there's something better. If you make people curious enough, you've overridden that, they cannot not look. Understand curiosity is everything and the ways Dan and I are talking about it are just ways of doing it. There's millions of ways to do it. That's all I wanted to say.

DAN MEREDITH: Before we go, the next wave of things we're going to talk about that are going to come up. I want to ask you a question, again, as before, on the thread, why are you not being entertaining? What is holding you back? Why are you not sharing stories? Why are you not being humorous? Why are you not being controversial? I want to know why you're not doing the things that we do. If you are doing them, tell us what works. Me and Ben, at the end, are going to rip you a new one, and then, stitch you back up all nice and pretty for you. One

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minute, go. [music] You'll love this, Ben.[music] I think you would approve of the latter part of that song.

BEN SETTLE: Absolutely. Is there not a man who does not identify with some of that stuff. Maybe I need to live more, but whatever.

DAN MEREDITH: Okay, everyone loves a tactic. I'm reading some great comments about how you become infotaining, how you become more interesting, all that sort of stuff. Now I've already mentioned some of the things I do in the morning to do that. Someone actually said, "Can you learn to be funny?" Now, Ben, you'll probably say, how many people have we met ... Again, we will never name names, let's just say, copywriting conventions, master mind events, who are well known or truly good at what they do and you are amazed that they can function in society. They are the weirdest fuckers you ever see.

BEN SETTLE: There's many of them. That is what they tap into that. They don't shy from it. They don't try to suppress it. We were talking about that earlier in this webinar, you run with it. If you ever read anything like Eugene Schwartz. Not in his book, he wasn't weird in his book, but if you hear any of his speeches, you can tell, he wasn't all just business. I mean the guy had a fun personality. Everybody has a personality. You just have to use your personality. Remember, you probably didn't hear because you were on a plane at the time, but Tega will remember it. I'm like, "You guys got to quit acting like Dan Meredith." Because they were trying to sound like you. It's almost like they're all going to start growing beards pretty soon and start talking in a heavy English accent. You got to be you. Be you, there's no other you on this planet. You might as well be you. Don't try to be someone else. That alone will make you stand out, as I like to say, like a fart in the study hall.

DAN MEREDITH: From a more tactical point of view, I've used this quite a few times, in various things. It was Stephen King and George R. Martin on stage, and George R. Martin a) only types on his typewriter, proper old school heavy as fuck thing, if you've seen him, that boy ain't lifting much or jogging anyway. He's a big old boy. He only writes from home. They were talking about he was kind of ribbing Stephen anyway saying, "You just bang out five, six books a year and he says, "You bang out one every three years." George Martin was saying that he does one or two pages a day when creativity hits him and that's it. Stephen's just like he just basically stops and taking a piss at him nicely at a kind of round table. He's like, "I get up, I'm at my desk at 9:00. I leave at 2:00." He does that every day of the week. His job is a writer. If you want to be infotaining, it's a really simple one. It's not sexy. You show up every day and you fucking practice. It's that simple. The beautiful thing about an email list or Facebook or Youtube or Snapchat or blogging or whatever the fuck it is, your audience will tell you if you're being infotaining, interesting enough, because you'll see the stats. If you get no likes, one like, a comment, a 4% open rate probably not very interesting. However, if you're getting likes and shares and comments and things are happening and your click rates are going through the wall, it's probably safe to say your audience are connecting with what you have to say. You can get funny. You can get interesting. It's practice. When I was a personal trainer, I don't like soccer, football, whatever you want to call it, I'm not a fan of it. I'm not big into finance. I play golf, but I'll not say I'm into it, like you are, Ben, for example. A lot of my clients were. For me to be interesting to them, I learned the shit that they were interested in. I wasn't a pro at it. I would read the financial times in the morning. I would see what's going on in the football world. I would see what is going on in the news. I would go to art galleries. I would read history books. I would read the news. I just consumed stuff. I was an interesting person, therefore, I have lots of stories. I just started doing more things. I went out more. Ben, you know, you like your wine, you do that, you do a lot of traveling.

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You do cool Ben stuff. You do your email today and you're good to go. That's it. You got loads of stuff and loads of time to do it. I'm a little idiot. I'm a happy little moron. My life generally involves fish and chips, getting chocolate fudge, boxing, jet skis, literally weird, slightly erotic obsession with jet skis. I do interesting things. I kind of see my job as a) secure information. I spend a lot of money on my education. I test things. I do things. I prove that these things work and then kind of give my version of that to someone else. Secondly, it's kind of my job to be interesting. I go and do stuff. I see things. I watch films. I learn from things. I read books. It's not that hard. The thing is, anything in the world you can take and put your spin in. You don't steal it. I did a live stream about copyright and tactics whilst I was playing Dune. My housemate, at the time, recorded it. Played a computer game, giving advice. Swearing my nuts off because I was getting killed by demons. How simple is that?

BEN SETTLE: Yeah, there's something else to think about with that. Some people are like, "I'm not interesting." People who think they're not interesting probably aren't very interesting. They should probably just quit doing it, go get a job, work nine to five, carrying reports to your superiors. No, here's the thing, get good at what you do and you'll be interesting. It's the weirdest thing, there's a groupie for everything. Groupies will even go after ...

DAN MEREDITH: If you ever want to fill, if any of you are flyers in this school, God help you, but if you ever want to feel good about your life choices, just go to Facebook, put in flat Earth, save, and enjoy. It's wonderful. Honestly, if you're interested in science and physics and facts, you'll find the real Earth site real entertaining because it's beautiful. It's a beautiful thing on there.

BEN SETTLE: That's the thing. People are drawn to people who are really good at something. I'll just leave it at that. Because there's so many weird fetishes out

there. I'm not going into that stuff. I'm just saying, for example, whoever the best in the world at World of Warcraft is, I guarantee there's a very good chance that person has people attracted to him. I don't mean necessarily girls attracted to him, but fans, they're surrounding that person.

DAN MEREDITH: You know you just said there, just as a little side point, they're millionaires, literally. I saw this thing the other day, it was on Netflix. These kids are between 16 and 20, all multi-millionaires from playing something called Dawn of the Ancients, which is just this little fantasy fighting thing. They pack out a fucking arena, like you would see for an America football game for watching kids play computer games. That's it. Look at me. If you look at some of the most pop music, sure it's a great case. There's a nice little segue there. There was popular Youtube channels. I can't remember the guy's name, he's Dutch, I think, or he's a Youtuber and he makes tens of millions a year. He films myself playing computer games and his ridiculous reactions to it. Reaction videos are massive on Youtube. That is watching people react to stuff. The original one I think was called "Two Girls, one cup" and you would watch it and they were aware of what was happening. They were recording the reaction of the people watching the video. This is pure chewing gum for the brain. You aren't even playing the computer game. You're not even watching the film or even watching the video. You're watching someone else watch it. That's it. Standing up, I would say leadership, running a business, putting your head above the parapet, is quite hard. It's difficult, not everyone wants to do it. It is tricky, but PewDie Pie, that's his name, thank you, Antony, PewDie Pie, sorry, if anyone wants to see that. It's a great concept of infotaining right there. People want to be entertained. People want someone to do the things they don't want to do. Leadership, stepping up and be willing to be yourself. You said that is really attractive. Why? Because most people want to do it, but they're too afraid to do it. If you are prepared to stick your head up and say ... You've been very

successful, Ben, and you're a young chap, a little bit older than myself, I've been reneged. People say, really successful in a very short space of time. Because I suddenly just took the brakes off, stopped giving a fuck, started being myself, and I wanted to help people and make them laugh at the same time. My strap on to my private site is fun and profit. That's it, have fun, make money. What's fucking wrong with that?

BEN SETTLE: You brought up another point here. Doberman Dan Gallapoo, one of my best friends in the marketing world, he had at this point ... I think it was one of his first podcasts when he started his podcast. He said, "Ben, the reason I love reading your stuff and the reason I think everyone likes your stuff, is not necessarily I'm using some secret copywriting tricks on people ..." because I'm not. He goes, "Because you have no governor." A governor, for people who are not understanding that is that if you rent like a Uhaul truck or Ryder truck or a moving truck, they put it so that you cannot go over certain miles per hour. They don't want you going 75 miles per hour with a 26 foot truck. There's something in there that stops you at a certain speed. You take that off and you go as fast you want. You don't want to have a governor. Again, I said earlier, we've talked about things, in our opinion, our accurate opinion, you shouldn't be talking about, in some ways. At the same time, don't let things hold you back. If you've got something to say, Dan, I have an email going out tomorrow that's going to piss off certain people, I guarantee it. I take on an entire industry, these idiots who call themselves social justice warriors, who I think are the most despicable people on the planet. They are the opposite of what they pretend to be in every way. They are the kind of people who will grandstand on social media and in the news, and for example preach women's rights and equality so everyone sees it, and how nice a guy they are... then go and assault a woman the next day. It's scary how often that happens if you watch the news, the more someone Virtue Signals about something — women, race, the poor — the more they often have

contempt for that which they Virtue Signal about. And that's all these types do is Virtue Signal, try to get people fired, de-platformed, silenced. Rotten to the core.

DAN MEREDITH: The white knights, lovely.

BEN SETTLE: I can't stand these people. I have an email just you know talking about how stupid they are. How people who write emails for a living, you're going to end up butting heads with them eventually. They will try to ruin ... They'll try to get you fired or black listed, because they're a bunch of little pussies. That's the only way they know how to function. They'll get all of Twitter after you. You have to not care. That's the idea of it. I'm not afraid to talk to these people. I'm not afraid to engage with them. In fact, if you have enemies, you have people that you think are enemies, you should be attacking them. I'm not saying like libel or slander. I'm not saying break any laws. I'm not saying to use their name, necessarily.

DAN MEREDITH: Take a stand.

BEN SETTLE: Take a frigging stand against something that you know is wrong or you think is wrong. It's probably the most reliable way to get attention and engagement ever invented. You're going to piss some people off. You're going to make others happy. Those who get pissed ... Here's the interesting thing, Dan, those who get mad will often stick around and see how much more mad they can get. The Incredible Hulk writers figured this out in the 1980s when they took it from him being a green rampaging monster and made him smaller and gray and smart, he could talk. All the green Hulk fans were pissed off. "I'm never reading the Hulk again!" The editors were getting worried. When the sales figures came in, they found out that sales went up. The same people who said they were never going to read it again, five months ago, were still writing in saying how angry

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they were. You might as well use this to your advantage, just take a stand, do what you're going to do and don't worry about people getting mad at you. Let them get mad, good. You want emotions from people. You don't get emotions from people, you're not doing your job, period. Indifference is the death of persuasion. Infotainment gets rid of indifference when done right.

DAN MEREDITH: Awesome. Okay, if any of you have any questions, we've done a good hour and ten now of content. Ben, is there anything you want to add, or should we go to some Q&A from who we've got on the phone so far.

BEN SETTLE: Let's do some Q&A.

DAN MEREDITH: Ladies and gentlemen, again, on my feed or should be tagged with Ben's as well, put up questions you want on there. We're not taking anything on the goto webinar one. Let's just read, okay, for the love of God, right. Do you know that some people I've conversed with, I'm going to butcher the living shit out of your name. Fetus Shastinakala okay whether or not that's right, that's what you're called. Do you know what, in the style of American Dad, when Steve went to a refugee camp, and he couldn't speak the name of a gentleman, I will call you from now on, Hot Rod. Hot Rod, your question was are copywriting markets use any type of resource you believe someone must consume ten times or more to really get good at it. The kind of things that me and you would read, watch, over and over again. Let's answer Hot Rod.

BEN SETTLE: Absolutely Hot Rod. That sounds like, I want that nickname. First of all, you've got to find the teachers that appeal to you the most. Maybe I like a book, for example, right now I'm reading a book called "No." This is the name of the book. It's about negotiation.

DAN MEREDITH: That's such a bad book, No.

BEN SETTLE: It's by this guy, Jim Camp. Who was the world's most feared negotiator, back when he was alive. This is, to me, it sucks and I'm just reading this book now for the first time. Because this, to me, is the best copywriting book I've ever read, hands down. Everything you need to know about, even though, it's not a copywriting book. It's all there. A lot of stuff you don't ever learn in a copywriting book. I'm going to read this 10 times. I'm almost done with the first reading. I read "Breakthrough Advertising" I think I've read that like 19 times now.

DAN MEREDITH: That's a slog that one.

BEN SETTLE: I mean it took me many years. I've been reading it since 2004, off and on. Same with John Carlton's "Kick-Ass Copywriting Secrets of a Marketing Rebel". I considered that so good, I went through it 10 times. Dan Kennedy's "Ultimate Sales letter" book, Dan Kennedy's "Ultimate Marketing Plan" book. Paul Hartunian's "Free Publicity System". Even though it doesn't sound like it has to do with what we're talking about, it's all about that. It would make you better at all this stuff. Ken McCarthy's "System Club Letters" book. Gary Halbert's "Boron Letters" all of these are things I've read. I would much rather read 10 really good products or books 10 times than 100 idiotic mediocre books once. Just because the latest guru said you need to read this, the hell with that. You find people that ... Your time is gone. Dan, you said it, you get one life to live. You going to piss it away on all this stuff? That's wasting time on nonsense theoretical books just because they're cool right now. Screw that, go to the old school guys. The guys who built this industry and study them. Not these new, me included, forget my stuff, go to the old school.

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DAN MEREDITH: You're boring, go somewhere else.

BEN SETTLE: I don't want you reading my stuff. Just unsubscribe now and screw it. That's my whole thing I would say.

DAN MEREDITH: Any books, if you want to learn a really good way ... I would say I will read you a great one, I'm just going to get out my Kindle now, books from the likes of, what's the guy, Jack Reacher, Lee Child, are really, really good. Because he's a phenomenon. I'm going to give you some good, I'm using the Kindle right now. Fiction books by Lee Child. Lee Child is a really good author, because he kind of writes a little bit like a copywriter, it's short paragraphs. It's very punchy.

BEN SETTLE: Bukowski's like that, too.

DAN MEREDITH: Bukowski, I'm reading "Women" right now.

BEN SETTLE: "Women" is the best book, one of the best novels I ever read.

DAN MEREDITH: Can I just say it, is it wrong I really want that to be my life.

BEN SETTLE: I'm on my fourth reading now, actually. It shows the concept of hypergamy in an infotaining way — every man should understand what hypergamy is, how attractive status is over everything else, including a man's looks, to a woman. It can literally save marriages.

DAN MEREDITH: Here's some great books for you, one "Thick in the Head" by Judd Apatow. He basically interviewed a load of famous standup comics and comedians. He found out how they became funny. That's a really, really good

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book. A new book for me, I'm half way through it, but I've smashed it in. Here's some more fiction books, author called John Niven. He's got one called, "Straight White Male". Ben, if you don't read "Straight White Male" is about an alcoholic Irish author who just fucks everyone.

BEN SETTLE: I think you told me about that book, actually.

DAN MEREDITH: Maybe so. He's also got a book about for amateurs. Again, really easy to read, really good to get you in the flow. I'm just kind of going through a few more here. Here's a great guy, John Locke. Now, this is the first ever, I think, million selling ... There's some crazy statistic Kindle author. This guy worked a sales job. He had never written before, no formal training. He basically, he learned how to write in basically a very infotaining way. He's got this crazy essayist, not essayist, what's it called, like CIA wet work offer evidence, bisexual killing assistant. It's insane. He gets crazy reads. These aren't classics. He's come up with some new ones. I'm just going through all of mine. These are all my great ones. Have you read any of the Johnny Truant stuff as well?

BEN SETTLE: I haven't. I don't read much fiction.

DAN MEREDITH: He's a bit like ... Mark Manson, I've just got his book, "the subtle art of not giving a fuck" my book, that will be fucking awesome. You'll notice a theme there. Johnny Truant's a free book called "The Universe doesn't give a flying fuck about you." Absolutely glorious book. These are kind of interesting books, they are informative and entertaining.

BEN SETTLE: There's another one you'll be adding to that list very shortly called "Persuasion Secrets of the World's Most Charismatic and Influential Villains"...

DAN MEREDITH: Who writes that, Benjamin Settle? I must find him.

BEN SETTLE: Only Ben Settle could write that. I'll tell you what, here's another thing that I believe people should be reading, even more than business books and copywriting books, whatever you're trying to learn, that is the biographies of great people. I learned so much out of reading, for example, Steve McQueen's biography. Portrait of an American Rebel, I believe is the title. It was one of the best business books I read. It had nothing to do with business.

DAN MEREDITH: I'm 2/3s of the way through Winston Churchill's right now, massive autobiographies.

BEN SETTLE: Any kind of great thinker, like Churchill. Anyone who makes really good decisions, who got good at what they're doing. There's one, you'll never get this stuff in another guru book. This is stuff, hard won knowledge, General Douglas MacArthur's another one. I was just reading Humphrey Bogart's biography.

DAN MEREDITH: Hemingway's a great one.

BEN SETTLE: Hemingway.

DAN MEREDITH: Hemingway, he's the most manly man ever. I love him.

BEN SETTLE: He didn't get to be Hemingway by not doing great things. That's my whole point. Donald Trump's stuff. You don't have to like Trump to get a lot of value out of his books. I can just tell you. I don't even like the guy that much, but I can tell you right now, he's a winner. Why am I not going to

learn from what he's doing? Oh because he butchers a word or two. People who focus on that are the people reading the latest guru guide to making more money on the internet, while people like me and Dan are reading stuff to enlighten and enlarge our minds and to get exposed to different ways of thinking. Because that's how creativity really happens.

DAN MEREDITH: It is. Okay, here we go, it's another question. I was honestly I was looking at memes. I'm sorry everyone, I'm so easily distracted.

BEN SETTLE: Dan, let's not forget the Enoch Wars horror books. Those are ...

DAN MEREDITH: Please God ...

BEN SETTLE: Zombie Cop.

DAN MEREDITH: Okay so when you guys are trying to write for us, Anthony Hall, when you guys are trying to write for other people and end up doing an interview with Dan to get how they talk, do you have just a normal conversation or do you go deep into the subject matter on face? This is kind of like a deeper copywriting message I would say.

BEN SETTLE: Yeah, I think you should get as deep as ... Go deep, okay so I mentioned Stan Billue earlier. One of my favorite sales trainings ever, I'm listening to it now, actually, when I walk down to my office today is an interview he did with Michael Senoff. In my opinion, which makes it a fact, basically, Michael Senoff is the world's best interviewer for getting stuff out of people. I don't know how he's been doing it. He's been doing podcasts since before the word "podcast" was even coined. He was doing interviews with great people. His secret is he asked these people, tell me 10 stories about ... Here's a topic, tell me a

Infotainment Jackpot

story about that. That's how you get the best stuff out of people. You don't censor them, you don't interrupt them, you just let them talk. They'll go deep. You're going to get so much stuff like that, out of somebody. They'll write the copy for you basically, if you're doing that for a client.

DAN MEREDITH: There you go, it's simple. I'll say from a tactical point of view, I did this in my copyright training recently is one of the best ways you can get, honestly, if you are, what I call, efficient, also known as lazy copywriter, which I wholeheartedly recommend you do, interview your ideal audience who have maybe gone through that pain point, had it resolved, and just interview them, talk to them, learn how to be a good interviewer, learn how to ask questions. They will give you some of the best headlines and hooks and ideas for products you will ever, ever get. One of among the highest converting sales you will ever do for a client, which was based off of ... When I was a personal trainer, I interviewed this woman, I chat to start, I said to her, "What do you want?" She goes, kind of changed it a bit, "You know what I want, Dan?" She said, "I want to look in the mirror and not hate myself anymore." I was like, "Fucking hell." I used a variation of that for this headline, and it crushed it.

BEN SETTLE: What does that do? You're actually using ... This goes under David Garfinkel territory, who taught me what I'm about to say. Even though it sounds so simple and obvious, most people don't do this, he goes, "It's not just about talking about the problem, it's about using the words that the prospect uses to describe that problem." By interviewing them, you're getting their exact wording. I'm guessing, Dan, you could not have figured that headline out on your own.

DAN MEREDITH: No, it stuck with me because as a ... She was a woman, I was a man. She had two kids, recently just got married, also was recently engaged,

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about to be married, wedding was coming up, all this kind of very emotional stuff. I had never had anyone admit to me that they just looked at mirror and hated themselves. Not hate what they saw, hated themselves.

BEN SETTLE: That's what I'm saying, a copywriter can't think that up. The market will tell you the best headlines. You don't have to struggle for headlines. Just do what you just said, talk to the market. They will give you your headlines.

DAN MEREDITH: Okay, ladies and gents, I've got one more thing and wrap up. If you have any more questions, now is the time to post them on the thread, because me and Ben have given you more than enough glorious stuff there. The main thing I wanted to say is infotainment shouldn't be a challenge. The whole reason we said this at the start as kind of the subject line for the training today is entertain, amuse, whatever your potential customers until they buy from you. If you continually show up in someone's life and I just did this on my master mind, consistently, showing up every day, is key. There is a reason a daily email works. There is a reason me showing up on Facebook every day works. I'm about to do a new challenge email, which is going to absolutely butt fuck me, which is 30 days of I'm doing a podcast every morning, live stream every lunch time. I'm going to do an email every mid-afternoon, which is when I write my best copy. There's someone else I'm going to do as well. Obviously then a Facebook post every night. Four bespoke pieces of content, four times a day, four different platforms.

BEN SETTLE: I bet your income goes up dramatically, as a result.

DAN MEREDITH: My sanity will disappear, but that's okay. What I'm trying to say is showing up every day. If I was to bump into any one of you listening right now, I could have a conversation with you. We could talk all day about ... We could wax lyrical about different subjects. That's the thing, you just want to

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have ... It's the old copywriting adage, you just want to have a conversation when you're doing your videos, your live stream, you write new copy, you're writing your emails, you're doing your means whatever you're having with one person, trying to connect with one person. If you don't ... Okay this will be difficult for you, if you've never managed to have sex with another human being. If you've never had a friend. If you've never had a relationship. If you've never got a job. If you've never spoken to anyone for more than three words. What we've said to you is going to be a challenge. If you've managed to make another human being be naked in front of you, at least once in your life, you have the ability to charm, entertain, make smile, and make someone like you. It's not that fucking hard. Sorry, my little ranty wrap up there, sorry.

BEN SETTLE: No, I just say what Dan said. I think that ends that, that wraps up pretty good actually.

DAN MEREDITH: Listen, well everyone who's been listening whether you are listening with us live now, thank you very much for your time. Obviously, this is going to go out to everyone in Espresso with Dan. This is also going to go out to everyone in Email Player. For those of you who have not heard me before, Ben said I could say the words that I say and I'm being me. This is how I infotain. Ben, little words to my Espresso people, then we'll say goodnight.

BEN SETTLE: Yeah, you know, just don't let fear hold you back from doing this. I would suspect most of the people who listen to this who have been struggling with how to be entertaining and infotaining, they're afraid. They're just afraid of what's going to happen. You have to do it once to realize it's like anything. You have to do it to realize it's not going to kill you. Okay, when I was a little kid, I think I was five years old, my mom took me to swimming lessons. When it came time to do the diving board, I got scared. I literally scaled the fence, five years

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old, trying to get out. I was so scared. They threw me in there. I don't know if I was five, I must have been at least five or six. They threw me in there. I loved it. Then, I couldn't get enough of the diving board after that. That's how it is with this. When you start doing this, it becomes fun, you love it. It's hair raising at first. Then, you're like, "Gosh, this is fun." I cannot not do this. Once you get to that point, it's game over. You're going to be as successful as you want because you're going to love doing it.

DAN MEREDITH: It is indeed. When I say, I learn things from We're the Millers. It's really simple. It was when I think it was Matt Helms, the main character was talking to the young lad in it. He was nervous about asking a girl out. He wanted to talk to her and he didn't do it. He called it the three second rule. I've loved this ever since I heard it. "Realistically," he said "you've got about thirty seconds to talk yourself out of whatever you're going to do. If there's something you want to do, something you want to say, something you want to live stream, something you want to send them an email, don't think, just fucking do it." Ladies and gentlemen, that's enough for me and Ben. Good night everyone, Ben good night to you, sir.

BEN SETTLE: Good night to you.

Act Three

EXCLUSIVE BEHIND-THE-SCENES INFOTAINMENT EXAMPLES, EXHIBITS, AND CAMPAIGNS FOR YOUR BUSINESS-BUILDING PLEASURE

“What they [60 Minutes] do is give viewers a great-tasting hot dog
but that nourishes them like broccoli.”

— Alan Alda
(Explaining the success
of the TV show *60 Minutes*)

Following are two dozen examples, exhibits, and demonstrations of using infotainment — specifically in marketing, email, sales copy, and other selling endeavors. Most are emails, but the ideas, concepts, and strategies behind them can be applied to nearly any kind of marketing or content you create — online or offline — including social media, direct mail, space advertising, TV advertising, radio advertising, podcasting, public speaking, giving interviews, books, articles, and the list goes on. We’ll cut from one “take” to the next, to the next — and by the time you’re done reading them, you should not only have a better understanding about how to apply infotainment to your business, but don’t be shocked if your mind gurgles over with so many ideas you have trouble capturing them all.

And... **ACTION** —

TAKE 1...

Here is an example of building a sale around infotainment I used in an email. "Naughty" subjects — when done tastefully, without going completely overboard, think how Johnny Carson did it — can get attention and, yes, sales...

Subject line: Fart your way to buying a million dollar business

I was just doing some inventory and found a handful of Art Hamel Business Buying systems I never sold and thought I had thrown out.

These systems are from back when I sold the entire system onto one single compressed CD containing the entire Hamel system, including the audio, transcripts and workbook.

Only problem is -- and this is why I couldn't sell them before--every one of them has an embarrassing misspelling on the cover.

(Instead of saying "Art Hamel" they say "Fart Hamel.")

Yeah, yeah yeah.

Real funny.

My only choice is to either toss these CD's in the dumpster out back...or offer them to you at a HUGE discount.

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Again, there's nothing wrong with these systems - it's just that dumb misspelling. If you can live with that, you're in for the bargain of your life.

In fact, I will chop \$500 off the price and give one of them to you for just \$97. Plus, I will even pay for the shipping and handling.

I have about 9 of these CD's sitting here and they will go fast. So if you want one, call my office at 1-858-274-7851 or go to:

LINK

Michael Senoff

P.S. You can see what these things look like at:

LINK

TAKE 2...

One of the biggest light bulb moments any business owner can have is to realize people aren't first and foremost buying your product or service — they are buying “you.” Thus, the proper use of a regular, consistent, unique, distinct, and colorful personality in your marketing can move mountains.

Like the direct mail sales letter example on the next page from the late William F. Buckley, written completely in his unique personality. If you ever watched him on TV or read anything from him, you'll know this is 100% “him.” Even though it breaks several copywriting “rules” — such as using language not everyone is going to easily understand — it is more impactful as a result because it is the real him and doesn't sound like advertising. If he dumbed it down to 3rd grade language it'd sound phony, and it would be phony.

Always remember this:

It's impossible to knock-off or copy you, if you do everything with your own personality. There is no other “you” — thus, make sure “you” are embedded in every piece of communication henceforth.

"It" drives your neo-hippie sister-in-law,
Zephyr, into a blind fury...

"It" makes your liberal friends quake in
their earth-tone shifts and hemp clogs...



"What is 'it'? Ah, I am delighted to elucidate.
But first, permit me to send you our next
issue *gratis*.

"We rarely do this sort of thing around here,
so please read on..."

Dear Intelligent American:

What is "it"?

In a word — judgment.

By now you know that liberals have virtually criminalized
"judgment"... and condemned it to the verbal Hades normally
reserved for terms such as "racist" and "serial killer."

Exhibit the merest *souppçon* of judgment in polite society
and you risk denunciation as one who is (gasp!) "judgmental"...
a dreaded, unforgivable censure exceeded only by "conservative"
in many quarters.

If - like us - you believe that sound judgment is one of
the qualities that set us apart from insect life and the
Osbourne family...

If - like us - the hair on the back of your neck bristles
when yet another Jerry Garcia or Bianca Jagger lookalike
proclaims that he/she "would never, ever judge another
living thing"...

...then welcome to NATIONAL REVIEW, where, you will be pleased
to discover, we have our own definition of "judgment," namely...

(over, please)

TAKE 3...

Themed quotes in emails and other content can help inject a shot of influence-creating infotainment into your content, and even your sales materials. Such as the example below. It was one of several emails I sent my list that month (October, as a Halloween theme) starting with a quote from Crowley, an entertaining character in the hit TV show “Supernatural”. It’s like harnessing all those high-paid writers’ talent — free — to help do your selling for you.

Subject line: Price resistance? Never heard of her

“Please. I’ve sold sin to saints for centuries. You think I can’t close one little demon?”

**— Crowley
King of Hell/King of the Crossroads
“Supernatural”**

Some Crowley Month lovin’ about price resistance:

While back, I was interviewed by one of my marketing “heroes” Ken McCarthy.

(“Founding father” of Internet marketing as we know it.)

One question he asked was what’s working especially good now for me these days?

I had several answers for this.

One was this idea of not trying to swim upstream, always trying to out-ninja people with tactics and persuasion choke holds, beating someone into submission with tricks just to get a sale.

I illustrated my point with the movie “Babe”.

Babe (if you never saw it) is about a pig who becomes the world’s best sheep herder.

While the sheep dogs threaten, bite, and yell at the sheep to bend them to their will (taking a lot of time and energy, and coming home exhausted)... Babe simply asks the sheep politely if they will go move to the other fence or into the back of the truck or whatever.

The sheep end up loving Babe.

They do his bidding without any resistance whatsoever

And, they are even *happy* to do it.

So it is with email, copywriting, marketing, and all persuasion.

It’s like A-list copywriter Doug D’Anna told me:

(Paraphrased)

“If I walk into your house

I can get your dog who loves you
to jump out of your lap to come to me,
a complete stranger she's never met.
Want to know how?
Simply by holding up her favorite dog cookie."

Anyway, some cud to chew on, Pork chop.

On a (somewhat) related note:

One thing people have trouble with is getting price out of the way —
whether selling one-on-one or via copy of some sort. And, are always
playing Twister with facts and trying to change the subject whenever
price comes up.

Well, guess what?

When you email using my unruly ways, you don't have to do that.

You don't have to use any lame tricks.

And, you don't have to posture and pretend to be someone you're not.

(Just the opposite.)

"Email Players" subscription info here:

<http://www.EmailPlayers.com>

Ben Settle

Something else to realize about quotes is, they should (1) be relevant to the content and (2) be clear in their message whether someone knows or is familiar with what you are quoting or not. I also like to use quotes at the beginning of book chapters (like this book does), too. They can add a nice, thick layer of fun, context, message clarity, and entertainment when done correctly. Here's another example in one of the dozens of emails I've written to sell my series of "Villains" books. Note the subject line, the quote, and the context via who I am quoting. All of which help drive a message deeper into your prospect's psychology, while also making the experience of buying from you more fun...

Subject line: How to profit from shallow-minded celebrity worship

**"This world around us is preoccupied
with celebrity weddings and videos of cats.
But complicated issues, issues that matter?
They take too much focus.
They take too much time away from texting
and the thousand channels on the satellite dish."**

**— Wilson Fisk AKA "The Kingpin"
"Daredevil"**

Time for a little villain "spotlight."

The quote above is from the villain in the NetFlix series “Daredevil” — and should speak volumes to anyone who is having a hard time getting on track with their business, marketing, goals, and mission.

Fisk is right:

We really do live in a celebrity-obsessed culture.

A few days ago I sent out an email about why I think Trump will win.

The main reason was he’s far more charismatic than the Lizard Queen.

But there’s another reason:

He’s a celebrity.

And, a far more *entertaining* celebrity than Hillary to boot.

And, like it or lump it, Americans especially listen to celebrities, follow celebrities, and are influenced by celebrities who entertain them far more than they are non-celebrities. It’s why boring for-real doctors are ignored by Oprah while a celebrity with no medical training whatsoever will hawk a bestselling book on her show about a medical condition without needing any degrees, credibility, or training.

Bad news for society as a whole.

But, good news for smart marketers like your unrighteous self.

That is, if you get your hot, greedy & wicked little hands on my new book “Persuasion Secrets Of The World’s Most Charismatic & Influential Villains”.

There’s no “how to become a celebrity” advice in it.

But, if becoming a celebrity is your goal (whether world-wide, nationally, or just in your little corner of the Internet), then following the principles inside can make that happen — and make it happen much faster than you think.

If you want it, go here:

<http://www.VillainsBook.com>

Also:

If you send me your receipt before tomorrow (11/6) night at midnight, I’ll send you the 12 “lost” Ben Settle Show podcast episodes nobody else gets to hear but you.

All right.

More tomorrow...

Ben Settle

TAKE 4...

Another way to work infotainment into your sales and marketing is via the spotlighting of entertaining fictional characters. I am not suggesting you break any trademark or copyright laws. But, what I am suggesting is talking about characters you like (or hate) in a way that helps you sell your products and services.

Here is an example:

Subject line: Why Doctor Doom is my favorite business man

Once upon a time, the late, great Stan Lee was asked, of all the Villains he created, which was one of the ones he liked most.

His answer?

Doctor Doom.

Stan said not only was Doctor Doom misunderstood, but he also had these advantages other villains didn't:

- * Ruled his own country**
- * Because of that, he has diplomatic immunity and can't be arrested**
- * His only real crime was wanting to conquer the world, which is not technically a crime, even if he could be arrested**

*** Plus, he had a point of view and purpose as strong as any hero's**

And from a purely business vantage point, I will add to the list:

Not only does Doctor Doom have a clearly defined Mission (i.e. to conquer the world), but he has pride in his work, wants to help humanity (by conquering it) and, as evidenced by a tourism ad for Latveria I saw in the 1989 Marvel Year In Review one-shot special magazine, truly cares about his market, his brand, and his country.

The ad shows a pic of Doom, with his castle behind him.

And it says:

**"Come To Latveria
A Place of Beauty and Order"**

Followed by a note underneath:

"I've lifted the curtain on Latveria's relaxing new travel package so you can enjoy a rustic, romantic, super-hero-free vacation in Europe's most pristine secret little hide-away. Remember, I want you to enjoy yourself, and in Latveria, my word is law!"

Sounds almost like a Trump Tower ad...

And you know what else?

There is another attribute Doctor Doom possesses (that anyone reading this can also possess) that is the “nucleus” of the second book in my Villains book series — “Super Villains of Persuasion” — that can make anyone more successful, any business more profitable, and any man find more enjoyment and success not just in their work, but all of life itself.

You can read all about in chapter one here:

<http://www.VillainsBook.com>

Ben Settle

Here’s another example, playing off an entertaining character, and merging it with an infotaining persona I created for my business:

Subject line: The Dread Pirate elBenbo

All right, enough of all this selling already.

The deadline to get Copy Slacker at a whopping \$300 discount (\$424 vs \$724) ends in less than 30-minutes from the time I am sending this. Depending on when you are reading this email, it could be too late.

Either way, I’m tyrannical about deadlines.

To paraphrase the Dread Pirate Roberts from “The Princess Bride”:

(about why he never makes exceptions to his "execute all prisoners" rule)

I can't afford to make exceptions with deadlines. Because if I did, then everyone begins disregarding them, not taking them seriously, and it's nothing but work, work, work, all the time.

Anyway here's me hoisting the jolly roger link one last time:

<http://www.EmailPlayers.com/slacker>

(If you try to order and it says \$724 at the shopping cart, then that means you're too late, Chuckles.)

Ben Settle

TAKE 5...

I talked about controversy earlier in this book. Here is another way I've done it — this time for a Facebook post. It could just as easily been an email, a live video, a podcast, or anything else. Infotainment works for any format and media:

Let's talk about fat shaming some more...

(Yay!)

And what I meant by that so everyone can stop losing their shyt over this (or, go ahead and keep on losing it, passion — even blind seething anger towards me based on nothing but your feelz — is encouraged up in elBenbo's Lair...)

I was bantering with Monique about this saying:

=====

My email and copy [while selling in the weight loss niche] created “self shame” when I decided to use that approach (not every email did, not even most) — holding up a mirror and making them realize what their problem is doing to their families (or could).

An example:

In one email I told the story of the late Patrice O'neal. He was obese. Knew it. Ignored the nagging of his family friends and girlfriend.

Whatever. One day he wakes up and can't move his legs. Later, he couldn't speak. Soon after, he couldn't even blink. He was trapped in his own body no way to communicate or even see anyone — just existing like a starfish, forcing his loved ones to take care of him until he died, and left his woman and mom alone who depended on him, etc because he didn't take care of himself when he had the chance.

That is creating self-shaming via creating a vision.

I believe that is only way it works in weight loss.

I believe self-shame is how a lot of great things get accomplished.

I don't think pointing a finger at someone and shaming them judging them, etc will do any good and that is not the kind of shaming I am talking about.

Maybe I should have clarified that in the original post but then this Thread-hole wouldn't be nearly as deep and entertaining...

====

Also, if you think my emails and copy didn't work doing this, ask Jim, he was the traffic and numbers guy. And if you think it didn't get people to use and benefit from the products we sold, well, we got a ton of amazon reviews to prove it.

Cue all the seethers who only skimmed this and saw:

“fat shaming!”

...And didn't read what I said, and starts coming out thinking they are Sarah Connor...

TAKE 6...

Sometimes the wise use of infotainment in your sales letter headlines, email subject lines, article titles, speech titles, podcast episode titles, and even a table of contents (i.e. chapter titles), and other headings can make a huge difference in whether or not people keep reading/listening/watching you, or finding someone else more entertaining to pay attention to, instead.

Here are some examples of infotaining sales letter headlines:

**elBenbo rips off his shirt, beats his chest like King Kong,
and declares from the windy bluff of his ocean-side lair:**

**“The raw focus, concentration, efficiency, and creative energy
these cheap capsules I’ve been taking for the past 11-months... combined with the
unbelievably deep sleeps & vivid dreams
they produce each night... give me an enormous advantage
for pumping out winning offers, sales copy, emails,
and all-other content that’s nothing short of...”**

Unfair!

(Note: The sales letter the above headline was used for pulled over 11% conversion to one of my lists — if anyone tells you infotainment can’t work in long copy sales letters, ignore them, they know not the error of their ways!)

Here's another infotaining headline for an ad in the golf market:

Behold Every Golfer's Wet Dream!

This one is from a magalog that ran for a long time, I have been told:

**Before you even consider joining a gym find out why one
MD says:**

"GET BACK ON THAT COUCH!"

**While the fitness freaks keep pounding the pavement and
pumping iron...just fluffing the sofa cushions could be your
best exercise!**

Finally, one from the late, great copywriter Gary Halbert:

Did You Know You're Pushing Gary Halbert Into A Massive Mental Depression And Driving Him To The Brink Of Suicide?

You can also use infotainment in email subject lines, too, like these did:

"Don't stick your click in crazy"

"The slutacalypse is upon us"

"How to cheat death by playing with yourself"

"Tiger's big stick gets him in trouble"

"Captain Chris and the Temple of Doom" (written by Captain Chris Pizzo)

"Start Your Day With a Six-Pack and a Couple Joints" (written by the grandmaster of infotainment Matt Furey)

It can also be used for nearly any other kind of content title:

Article Titles: "Skeletor's Big Drug Company Branding Secret"

Podcast Episode Titles: "The Cheatsheet Flakebook Proles Use To Get Engagement"

Book Titles: “Never Trust A Liberal Over 3... Especially A Republican!” (By Ann Coulter)

Speech Titles: “Kill The Creatives” (by Richard Armstrong)

Bottom line?

Every word, every page, every piece of content — even the table of contents — can potentially have infotainment, to help keep attention, keep people engaged, and keep people wanting to buy from you.

TAKE 7...

One of the most fun ways to use infotainment is to create a dramatic persona around what you are selling. To explain what I mean by that — in an infotaining manner, no less — consider this chapter from my “Super Villains of Persuasion” book about “Donning The Mask Of Authority”:

Donning the Mask of Authority

“Nobody cared who I was until I put on the mask.”

— Bane

The Dark Knight Rises

Believe it or not, the above quote has one of the most valuable lessons in Villain history about persuasion embedded within.

How so?

Because many great (even iconic) Villains were originally ignored, disrespected, mocked, and shunned. But, the second they put their masks on...

**They Instantly Received
All the Attention, Respect, and Influence
They Desired!**

Case in point:

- **Darth Vader from the Star Wars movies** — originally Anakin Skywalker couldn't even muster up enough clout to have a voice on the Jedi Council after being appointed a seat by the Chancellor (with the other council members insulting him by refusing to recognize his membership). But after he put the Darth Vader mask on, he became a powerful and fearsome presence all the Jedi feared, and all the inhabitants throughout the galaxy obeyed.
- **Puzzle from The Chronicles of Narnia: The Last Battle** — who was a mere talking donkey in a land full of talking animals. Nobody thought him special, or worthy of respect and loyalty. But, when he and his friend (the devious talking Ape Shift) found a lion skin left over by a hunter, Shift made Puzzle wear it to impersonate the lion Aslan, creator of Narnia. The result? Almost overnight, Puzzle went from being a nobody, to the single most influential animal in the country.
- **Jason Boorheev from the Friday the 13th movies** — most people have no clue what he looked like before donning his signature hockey mask. But after he wore it, he became one of the most frightening and iconic Villains ever recorded. Jason's mask was so impactful, even Freddy Krueger in Freddy vs Jason used Jason to "remind" the children in the neighborhood he used to haunt about him, so they'd believe in his existence again, which would allow him to escape hell and take physical form.
- **The Reverend Jonathan Whirley** — the evil leader of the Pagan gang in the movie Dagnet. Sans his mask, he was a mild-mannered reverend, with a soft, unassuming nature. But when donning the Pagan mask, he

became a sinister figure who sacrificed virgins to a giant snake and committed crimes around the city.

- Jonathan Crane — the Scarecrow in Batman Begins was just a non-physically imposing figure in his day job as a lawyer. But when he put on his mask (and especially when he released his fear toxin) he became one of the most unforgettable figures people saw. (And, sometimes, the last person they saw...)

But this phenomenon doesn't just apply to physical masks.

In the movies and comics, actual masks are necessary. And usually, the scarier and more menacing the better. But here in the real world, a Villain's Mask is subtler, less obvious, and can potentially make you far more persuasive and influential than any physical mask can.

In fact, when you don the Villain's Mask correctly...

**You Will Create an Authoritative Personality
People Won't Be Able to Resist Following!**

It doesn't matter if you are a complete nobody now.

Or even if you have the personality of Homer Simpson.

To give you an example, there was once a series of short Q&A documentaries with various Hollywood directors. One of the featured directors was John Singleton who directed the acclaimed Boyz 'n the Hood. And one of the things John Singleton talked about was how certain world-

famous celebrities had to create their own larger-than-life personas in order to stand out in the industry. One of which was 2Pac. According to John Singleton, 2Pac wasn't naturally as eccentric and dramatic as his celebrity persona was. Yes, it was essentially him and his personality. But it was exaggerated.

And the same goes for Ice Cube, too, as well as several other people he'd worked with.

And you know what?

After dealing with some of the most popular personalities in the marketing and business world, I can testify that creating your own larger-than-life personality not only makes you way more interesting, influential, and persuasive... but also extremely unique, too. Especially since most men will never do it. And the reason why they won't do it is because...

They Are Frozen with Fear
At the Mere Thought
Of Even Just Being Themselves!

Can you imagine that?

People are too scared to even be their authentic selves.

(Much less exaggerate their personalities like 2Pac and others.)

To give you an idea of how widespread this fear is, podcasters and influential leaders in the marketing world have invited me to teach their audiences how to be “authentic.”

Yes, it's gotten so bad...

**Men Literally Have to be Taught
How to be Themselves!**

That's why most men live their entire lives fearing what others will think or say about them. Their culture, their teachers, their friends, their family, even their parents have programmed them to fear being themselves, to avoid rejection, and to resist saying, doing, or believing in anything that causes pushback, personal attacks, and being challenged.

The result?

The vast majority of men have become incapable of being noticed.

(Much less respected.)

And this is good news for a Villain who sags up and conquers this fear. Because when you know how to take your authentic personality and augment it (ala 2 Pac, Ice Cube, etc.)...

You Will Have No Competition!

Not in business.

Not in your professional life.

And certainly not when competing for dames, respect, money, recognition, opportunity, privilege, and all the other perks enjoyed by Villains unafraid of doing what it takes to stand out from the bleating herd.

But you may be wondering, how do you don this Mask?

Especially if you've gone your entire life paralyzed by fear of it?

The answer is simple:

**Take Your Personality
And Exaggerate It a Few Notches.**

If there's an attribute about your personality you enjoy (especially a so-called "negative" attribute) don't hide and suppress it.

Own it.

Blow it up.

And, have fun reveling in it.

For instance, I have made it no mystery to my website readers, customers, podcast listeners, and whenever I speak publicly (or privately) about the contempt I have for large crowds. I would much rather hang out alone (like most Villains, I quite enjoy my own company...) than with a group of 30+ people obnoxiously competing to be heard.

Infotainment Jackpot

So, I don't bother trying to convince people I'm social or fun.
Instead, I do the exact opposite:

I accept and brag about it when people accuse me of being crotchety, antisocial, and "Grinch-like." The last thing I do is hide that negative aspect of my personality.

I Run with It!

That's where the whole elBenbo persona (the Mask I have donned in business) came from. It's an exaggeration of an aspect of my personality one of my ex-girlfriends used to complain about.

But, a couple warnings:

First, there can only be one Bane. One Darth Vader. One Joker. One Scarecrow. One Jason Voorhees. One Pennywise the Clown, and so on.

So, don't try to copy another Villain's mask.

**Your Mask Must Be Unique
To You And Your Personality.**

To copy is to be a fraud.

And to be a fraud is to be completely inauthentic.

Plus, trying to be (for example) another Bane, will just water down the Mask for you both. (While pissing Bane off...)

And the second warning?

Your personality should be lovable. My elBenbo Mask is (I like to think, at least) somewhat lovable. He's not likable, necessarily. In fact, many people hate him. But, he is lovable. And if you paint yourself as an evil, abusive sociopath with no conscience, it could work against you.

So, when it comes to donning your Villains Mask, remember:

If you have a flaw, don't hide it, run with it.

Make it noticeable and unique.

And then own it.

That's how you create a Villainous Mask that transcends you and still be 100% authentic. Do that, and you'll have a mask people either love or hate, with zero indifference.

And that's what you want.

Because at the end of the day...

Indifference Is the Death of All Persuasion and Influence!

So, don your Villains Mask of Authority, and do it soon.

Only then, a true Super Villain of Persuasion can you be...

As you will see, the book that was taken from, along with my other “Villains” books, are all pure infotainment. And, I will talk more about that in just a moment. But first, let’s keep the cameras rolling...

TAKE 8...

In addition to creating a dramatic persona, you can also engage in profitable infotainment by telling dramatic — almost to the point of cartoonish — stories, too. Don't lie about your product, or do anything misleading, of course. Especially in emails, subject lines, or whenever you are selling anything. What I am talking about is something quite different. Take Gary Halbert for example, in a piece of copy (he used to sell a \$26,000 copywriting mentoring opportunity) in his newsletter, where he said being “hung like a horse” was getting him so much female attention, he had to have reduction surgery just so he could have time to study copywriting. I have found using this method can get sales, engagement, and attention even from people who would ordinarily ignore you. For a more recent example, here is part of a story I told to sell a book being launched by the great Brian Kurtz:

Back when child elBenbo was but a wee first grader, he heard a rather morbid birthday song that went something like this:

**“Happy birth-day
Happy birth-day
So you lived another year
Now you know that death is near
Happy birth-day...”**

Why am I bringing up this gloomy tune?

Because I got to thinking about death recently when the (*not* yet late!) great marketing genius Brian Kurtz told me about some hard-won direct marketing data imparted on him by now long-deceased marketing

masters that probably not 1 in 1000 "online" marketers have even heard of, much less studied — least of all the latest social media goo-roo nattering on about his "lifestyle" who isn't qualified to pour water out of a boot, much less teach direct response marketing.

Do you think I exaggerate?

Then think about this for a second:

These ancient, bearded marketing Gandalfs didn't have email.

Or the internet.

Or, even credit card ordering.

(Much less PayPal, Shopify, Patreon, Clickbank, Stripe, etc.)

These guys had to figure out how to motivate a complete stranger who worked probably 10+ hours per day, making 10 cents an hour just to eek out a living... to crank up the Model T, drive 10 miles to the nearest bank for a money order, then another 5 miles to a post office for a stamp while hoping to God Almighty it didn't break down again... and then trudge through 6-feet of snow, only to wait another hour in line to mail back an order card to get a book or some other product he would then have to wait 6 weeks for, with only watching a potato bake each night in the wood stove to pass the time.

All right, maybe it wasn't **that** bad.

(I think I skipped over a generation or five...)

But, even in the 60's, 70's, and 80's it was a far harder row to hoe selling via mail order.

We have it so easy today.

And, the reason why is because of these great old school masters like Brian and his amazing friends.

Which brings me back to my depressing point:

...And then it went in to how the reader could buy Brian's book, why it was so valuable, how to get some great bonuses, etc. Big, fun, exaggerated (not about the product or what it can do, let me be clear...) stories are infotaining, and can help open someone's mind to wanting to buy from you when done right.

TAKE 9...

Another profitable opportunity to use infotaining is in pics and captions. Doing so can help bond you to your audience in ways you can never do with just mere words and dialectic. For example, these...



"\$200+ million Agora Financial flew me in to teach this to their writers and editors. Now you can learn it, too... in less time than it takes to watch your favorite TV show, and without paying me the \$5,000.00 (plus expenses and travel) Agora did."

— Ben Settle
"King of Infotainment"



"My dog Zoe would think you're nutzo to spend this kind of money on a mere t-shirt..."



elBenbo showing off
teaching his woman some skills,
so she doesn't forget who the man is...



The Look On My Face
When I Realized I'd Been
Burgling My Own Sales For Years

TAKE 10...

One of my favorite ways to use infotainment in all my marketing is via the non-malicious mocking of enemies, trolls, or just bad ideas being spread around. Thus, I invented the word “goo-roo” (apparently there is a whole educational platform called “gooroo” I recently found out, whoda thunk it?) to make fun of people calling themselves gurus. Or “ex-spurt” to mock fake experts spreading lies and false information. Or mush-cookie to describe the completely de-balled population of the men in my industry who are deathly afraid to say anything that might upset, offend, or make someone uncomfortable — even though it’d be the truth, and even though it’d make them sales, and would only upset people who would never buy from them anyway. And the list goes on.

Incidentally, don’t copy and use my words above.

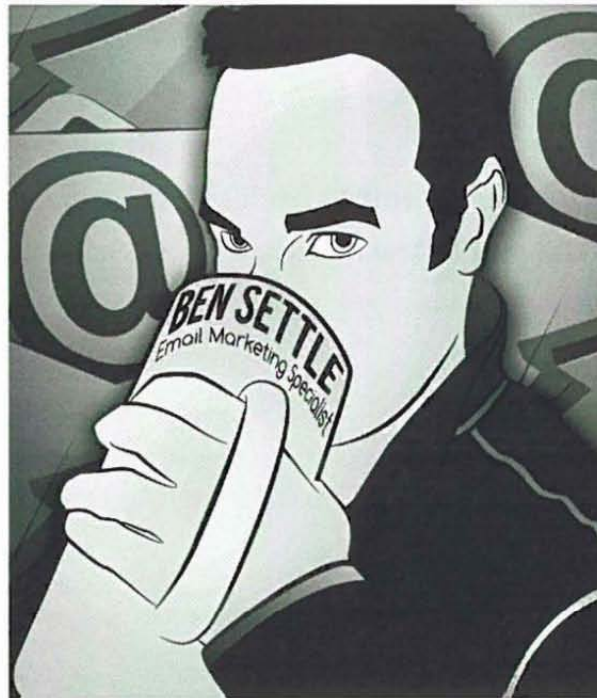
Invent your own — with your own brain, personality, and thinking.

Otherwise, you’ll be just another hack someone else who reads this book will rightfully mock. And you’ll deserve it...

TAKE 11...

These aren't quite as popular as they should be. But cartoons are infotaining — especially in the form of actual cartoon strips (ala the old Charles Atlas “How An Insult Made A Man Out Of Mac” ad that ran for years in comicbooks — easily found online through a simple search), and also cartoon caricatures of yourself in some kind of outlandish get-up (i.e., wearing a cape and mask as a super hero, for example). It could even be something as simple as finding a graphic artist, handing them a pic of you, and saying, “Turn this into a cartoon...” with some mild exaggerations to bring out your personality.

Little things like that placed on your website, for example, bring an air of fun and, yes, infotainment, to your business.



TAKE 12...

Taking the ordinary and making it dramatic and entertaining is extremely powerful. Take, for example, the best-selling author and world-renown business educator Robert Kiyosaki. His entire brand — Rich Dad — is based on stories — which are inherently infotaining. The theme being how his “rich dad” taught him all about business, investing, real estate, and success. Thousands of similar books have been written by people who just told the facts — and the vast majority are forgettable. But by using infotainment to teach, Kiyosaki is one of the most well-known business educators on the planet, with millions of copies of his books sold.

It's something I took inspiration from when creating my “Villains of Influence” books (www.VillainsBook.com). Those books teach important lessons on how to be charismatic, influential, persuasive, successful, attractive to women, a leader of men, and how to create financial prosperity. But, if I just came out and wrote the lessons, they would not have had nearly the impact they did by using a Villainous persona and alter ego to teach the lessons, in a unique vernacular and style more in tune with a comicbook villain than just “Ben Settle.”

This goes beyond just books and success, though.

Even governments do the same thing.

Take, for instance, the poster on the next page, which teaches against drunk driving. These are just a few examples of how to make the ordinary stand out, get noticed, and have an impact on the minds (and lives) of those you wish to sell to and serve.

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THE GOOD TIMES GUIDE

1 You need a reason for a 2nd mortgage.
(A typical DUI runs from \$5,000 to \$20,000)

2 You like donating to your defense attorney's holiday fund.
(Defense attorney fees start at \$1,200)

3 Handcuffs are a cool fashion accessory.
(Handcuffs are required when suspects are taken to jail)

4 Jail time is a cheap unpaid vacation.
(Jail time could be up to one year)

5 You want to take a break from driving.
(Suspension of your license from 90 days to 3 years)

6 It looks good on your application.
(DUI will be revealed during an employment background check)

7 Being seen riding in the back of a police car is cool.
(There's no tinted glass in the backseat)

8 A mug shot looks better than your driver license photo.
(Finger printing & photo are required for every DUI arrest)

9 You will be the talk of the town.
(Your friends will cheer while you do sobriety tests at the side of the road)

10 Handcuffs are a cool fashion accessory.
(Handcuffs are required when suspects are taken to jail)

Top 10 Reasons To Get A DUI

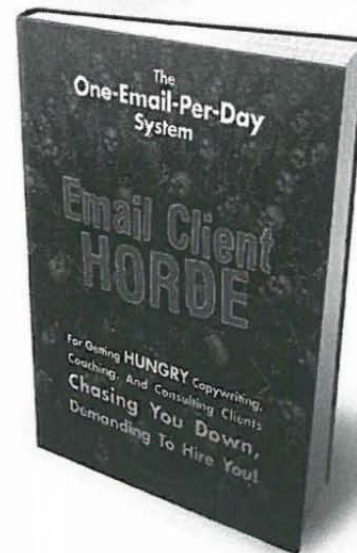
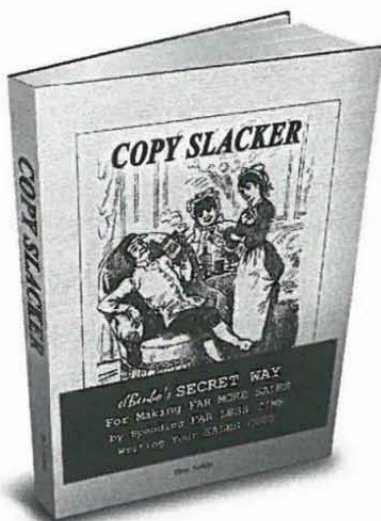
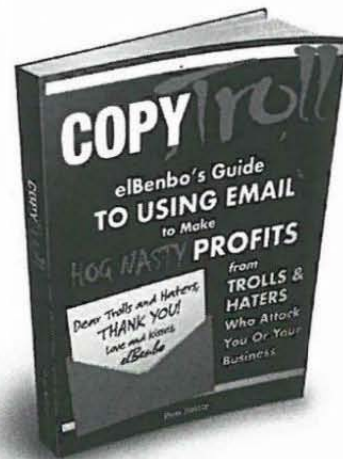
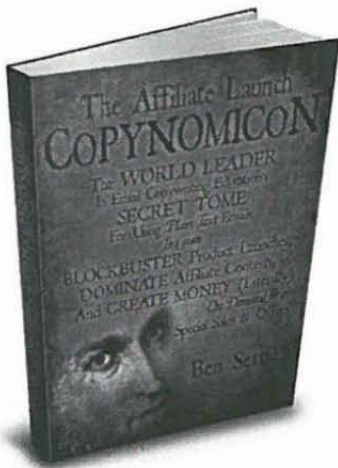
Always use a designated driver or call a cab.
Don't Drink and Drive!

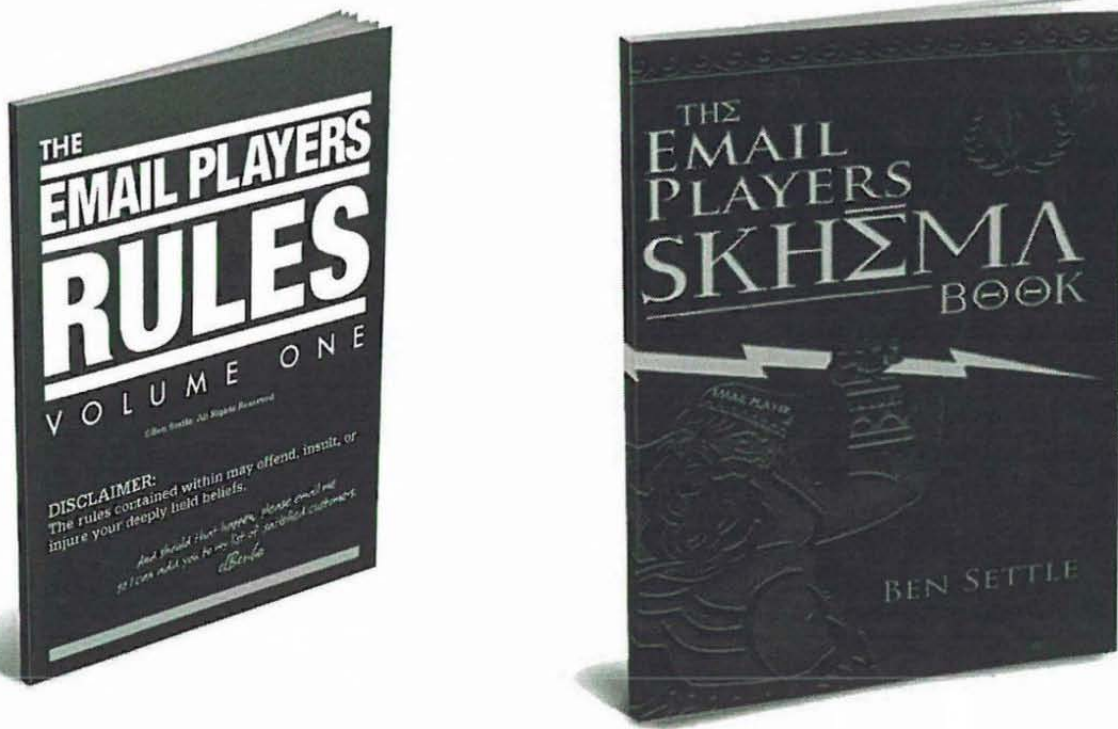
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Fall **PLANTS, PRODUCE & BAKE SALE**

TAKE 13...

If you create products that lend themselves to having covers, the strategic use of infotainment cannot only make it more fun to consume said products, but also reinforce your brand in ways your boring competition will never bother trying to. Whenever I write a book or create a product, I am very strategic about the cover being done in a way that “sticks” to my customer’s psychology, strengthens my bond with them, and does at least one thing to make my brand stand out just a little bit more. Take these book covers from the great Kia Arian:





Each cover stands on its own — and avoids the sameness of most author books — with its own personality (based on my personality), and even in some cases with the characters bearing my “Email Players” brand. (Hard to see on the Copy Slacker cover, but clearly seen on the website it sells on.) The Email Players Rules book also has some verbiage on it taunting trolls. Again, not easy to see in the small pic above, but clearly visible when holding the book.

This was done deliberately. And while it alone won't necessarily break any sales records... when combined with all the other ways to inject infotainment into your marketing and products, these "little" infotaining details compound on themselves, like a snowball growing and gathering momentum, until your brand, products, and marketing stand out from all your so-called competition.

TAKE 14...

I'm a big fan of shaming — not maliciously, but as teaching lessons — and have found it tremendously infotaining when done right.

The model for this is the late, great Earl Nightingale. Listen to any of his old broadcasts and informational products. He is great at shaming — indirectly — via the use of stories and examples. When he picks on a “type” of person, it's not only amusing to read (infotaining), but it makes you not want to be that type of person. Take the following snippet, for example, from his “Strangest Secret” video (not the audio version — the video is different). He is talking about a mythical composite of the average man in society, and how the average man wastes his entire life watching TV, doing nothing to achieve his potential as a human being, and essentially shames everyone watching who is doing the same thing, but without pointing fingers or being malicious about it. It's pure infotainment, and an extremely effective method of influence and persuasion:

“... he sits there for about five and a half or six hours — 25 percent of all free time now is spent in front of the tube according to the latest statistics. Now there's nothing wrong with this particularly, except that he's watching other people who are earning excellent incomes in the pursuit of their careers while he doesn't make a nickel. And he gets the only two things you can get from watching TV on that kind of a schedule...he gets red eyes and a hollow head. Now this is not meant to be an indictment of television. I've got a couple of television sets at home. I have a couple of cars at home, too. But I don't drive around the block for six hours.”

Listen to anything by Earl Nightingale, and you will hear him do this sort

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of thing relentlessly — as well as illustrating every point with a story, example, metaphor, or image, as opposed to coldly lecturing you. He was one of the great all-time infotainers. And it's why he was arguably the single most popular success teacher of the 20th century.

TAKE 15...

One of the most ancient forms of infotainment — besides mere storytelling — is using parables to make the process of learning inherently more interesting and relevant. The master at this was Jesus Christ in the New Testament. The world's biggest religion was — in many ways — created based on infotainment in the form of parables, as that was the primary way He taught.

One of the best explanations from this comes from Joe Vitale's book "The Seven Lost Secrets of Success," when he quotes the great ad man Bruce Barton (another amazingly effective infotainer):

"(Jesus) told His listeners stories," Barton wrote in a private memo in 1951. "The story, 'A certain man went down from Jerusalem to Jericho and fell among thieves.' Every one of His listeners knew some man who had fallen among thieves on that dangerous Jerusalem turnpike. They listened to the story and remembered it. If He had said, 'I want to talk to you about why you should be a good neighbor,' nobody would have listened."

Parables can make the teaching of the ordinarily dry and mundane imminently fascinating if you match it with the pains, fears, and desires of those you wish to persuade. It also seeps right into the mind in a way people enjoy learning and, I will add, buying from...

TAKE 16...

Speaking of Jesus Christ, Bruce Barton, and the Bible... I mentioned how Bruce was an amazingly effective infotainer. And one reason why is, he knew how to use historical and Biblical analogies. Even hardcore “fire breathing” atheists respond to Biblical language because, as the great copywriter Clayton Makepeace once noted, it’s embedded in Western culture and vernacular. Thus, here is another example Vitale reprinted from Barton using infotainment (via a 1924 radio broadcast) to influence and persuade businesses to advertise:

“Those of you who were brought up on the Bible will recall the account of Joseph’s very remarkable business career. It tells how he left his country under difficulties and, coming into a strange country, he rose, through his diligence, to become the principle person in the state, second only to the King.

“Now, my friends, the Biblical narrative brings us to that point — the point where Joseph had made a great success and was widely advertised throughout the country — it brings us up to the climax of his career and then it hands us an awful jolt. Without any words of preparation or explanation, it says bluntly:

‘And Joseph died, and there arose a new King in Egypt which knew not Joseph.’

“Now that sentence is one of the most staggering lines which has ever been written in a business biography. Here was a man so famous that everybody knew him and presto, a few people die, a few new ones are born, and nobody knows him. The tide of human life has moved on...

“Now, my friends, let us apply that story to modern business. An hour ago there were in this country sick, in bed, several thousand old folks. It is perhaps indelicate for me to refer to that fact, but it is a fact...In this single hour which has just passed, those old folks have died, and all the good-will which advertising has built up in their minds has died with them — all the investment made by that past advertising has gone into another world where the products are not for sale.

“And in this same hour another thing — equally staggering — has happened. There have been born into this country several thousand lusty boys and girls to whom advertised products mean no more than the Einstein theory. They do not know the difference between a Mazda Lamp and a stick of Wrigley’s chewing gum. Nobody has ever told them that Ivory Soap floats or that children cry for Castoria...

“The tramp of human feet is ceaseless across the stage of time...For every day and every hour the king — which is the public — dies; and there arises a new king which knows not Joseph.”

That is infotainment at its finest.

And when you look for it, you’ll see it in the most unexpected places. And when you do, make sure you study, model, and be inspired by it for your own sales, marketing, and business efforts.

TAKE 17...

Scathing and mocking editorial content can also be influential and infotaining. One of my favorite examples — which I talked about during my teaching to Agora at the beginning of this book — is from an old comicbook newsletter from a company called “Collector’s Choice.” I bought all my comicbooks from them, despite it being overall probably more expensive (due to shipping) and having to wait longer than everyone else who shopped at the local comicbook store... because of the newsletter they sent each month with my shipment. They were especially fun to read back in the early 90’s when Marvel started to become more crassly commercial, sacrificing story and even their best talent to shove more titles (especially X-Men and Punisher), cover gimmicks, and character guest stars into their books, pissing off fanboys and collectors (and even their own talent) alike to appease stock holders and squeeze out more profits.

There was one example I specifically remember of how raw truth editorial can be fun, infotaining, and persuasive.

What happened was this:

The editor told a fictional story about what it must be like in the Marvel boardroom. Adding another Punisher title just because (Marvel had six titles already), throwing in more trading cards and pop-up covers to put out more variants of the same titles just to get more money from the collectors and not because there was any actual reason to. Of getting the ideas to Todd McFarlane — who had just quit Marvel to start Image Comics because of this very type of thinking, in some ways — and basically making fun of the entire circus comicbooks had become.

Infotainment Jackpot

If he'd gone on a typical complaining rant, whining about the industry, etc... it'd have had little or no impact.

But, he didn't.

Instead, he told a story, added some amusing drama to it, and made a serious point about some of the shenanigans going on in the comicbook industry — especially at Marvel at the time — that drove his point across. It got a lot of fans nodding in agreement who were getting fed up with all these things, and going broke on comics the way they'd arrange it so you had to buy 10 titles — many you ordinarily wouldn't — just to know the story that could have been told in one title.

If you aren't a comicbook fan, and this is all lost on you, that's okay — the point is, scathing and/or mocking editorial can be extremely fun to write and fun to read for your customers. Doing what that editor did built trust in his readers and, even though he would discourage us from buying some titles, overall I suspect his sales only went up. I know I ended up buying more as a result. And, I doubt I was the only one.

Just another example of the power of infotainment...

You can also see a great example of this — although far less in the “real world” — via the old Weekly World News rag. They had a columnist named Ed Anger. He's an unapologetic right-winged guy who would go and on about the state of affairs in the world. He is like a cross between Archie Bunker and The Onion. Everything in the publication was fake and entertainment-only, but he still made some good points. Points that would not have the impact they were

Infotainment Jackpot

intended to have if he just was another old angry white guy pounding his fist on the desk.

Bottom line?

When you can dress your editorial points up — serious or not serious — in infotainment, you can get away with a lot more, get attention you might not ordinarily get, and have an impact you would not otherwise have.

TAKE 18...

Another great way to inject some infotainment into your business's marketing is via commentary, predictions, opinions, and even gossip about celebrities. There is a reason why the celebrity gossip rags sell off the shelves in grocery store checkout lines. And that reason is the inherent infotaining nature of the entertainment industry itself.

Here are some examples from emails I've written, but they could be just as easily adapted to any other marketing media:

Subject Line: Surge Has A Heart-To-Heart With Tiger Woods

Almost every day now, someone asks:

"Surge, you teach the exact opposite of what everyone else teaches in golf. Why should I listen to you, instead of just mimicking what Tiger and other pros on TV do?"

Good question.

And I have so many answers, I'll just keep it simple and focus on this one:

Attributes.

Do you have Tiger's unique physical stature?

His unbelievably supple body?

His extraordinary flexibility?

I know I don't!

Not too many other people do, either.

Fact is, it's Tiger's unique physical characteristics that probably allows him to turn as much as he does and have less pain than anybody else who is doing it with normal stretching limitations.

But his gifts haven't insulated him from pain, have they?

Or from serious injury and surgery, either.

Yes, it's probably let him play longer, where somebody else would have been incapacitated a lot earlier. But if you or I tried his swing over the long haul we would be in constant pain and injury, too.

Personally, I think it's the knee that's going to get him.

It's one thing to turn and tighten the muscle.

It's another thing to snap it as hard as you can snap it intentionally, hyperextend it, lock it down, and claim that that is how you hit the ball farther, and the farther you want to hit it, the harder you want to hit it, the more you snap your hips and snap your knee locked.

Physiologically that's crazy.

It's like me saying, "You know, the left side of my head is hurting me. How about you just smack me on the right side and we'll try to transfer the pain." And you just keep saying, "Smack me harder, harder, harder!"

So in The Surge's opinion, Tiger has just defied it all.

Most of us could NEVER do what Tiger has done to his body, for as long as he has done it.

But you know what?

I could straighten Tiger Woods up in 5-10 minutes.

I wouldn't be able to explain everything to him that fast, but I could tell him what to do real quick, get him to do it, and he'd immediately start feeling better and hit the ball better. Then ultimately my goal would be to explain to him why all that has to be. I'm a firm believer that you don't just tell people what to do, you explain it to them so they can understand it.

This is one reason why I created The Swing Surgeon Inner Circle:

(LINK)

Take attributes, for example.

One of the big "secrets" of golf is finding out what YOUR unique physical attributes are, and then adapting my swing to fit into your

attributes. We all have unique attributes that give us certain advantages in any kind of sport. Ben Hogan, for example, was TRIPLE jointed.

Think that gave him some unique advantages?

Of course it did.

And yet, people will sit there and try to copy his swing, even though they are not triple (or even double) jointed.

It's no wonder so many people have no consistency.

If you don't know how to figure out how to find your unique attributes and work them into your swing, you're not alone.

Very few people even on the PGA Tour get this.

And it's the FIRST lesson in The Don Show -- which is my private "closed circuit" Internet TV show where I can get detailed on the points I could not squeeze into my regular lesson videos.

And it's ONLY accessible to my inner circle members at:

(LINK)

The Surge!

Subject line: Bruce Lee "Beyond The Grave" Lessons

One of the most popular questions I'm asked is, "how did Bruce Lee REALLY die?"

And the short (if not disappointing) answer to this is: As far as I know, Bruce died of an allergic reaction.

I know that's not as sexy as being assassinated by ninjas or whacked by the Chinese mafia...but that's what the evidence points to.

And you want to know something strange?

In a weird way...this was sort of Bruce Lee's last and most powerful fighting lesson to all of us.

I mean, think about it.

The way Bruce Lee -- perhaps the greatest fighter who ever lived -- died proves even people who are seemingly "invincible" ...have weaknesses -- an "Achilles heal" that can be exploited and used against them.

In fact, some of the best martial arts movies use this theme all the time.

Take the movie "Ninja Scroll" for example. A great anime movie. The hero of the story, a swordsman named Jubei, is attacked by a demon who has solid rock for skin.

He can't be cut or hurt. Except...in his eyes.

His eyes were still vulnerable and so Jubei threw a knife in his eye. The so-called "invincible" demon had a weakness.

My point?

Everyone -- no matter how "invincible" they are -- has weaknesses. Quite frankly, the human body is rife with "tender" spots that can be exploited by everyone from small children to 80-year-old ladies riddled with arthritis.

Which is why even the strongest guy in the world -- with multiple black belts and years of experience -- can be severely beaten by a 90 lb. weakling who understands just the bare basics of street-fighting.

And while it may sound almost impossible...you can do the same thing.

All you need is the knowledge. And the monkey simple basics of where the "weak spots" on the human body are...and how to get to them in a fight quickly and easily...without needing to be lightning fast or having years of practice in the dojo.

- Sifu Matt Numrich

P.S. For more information on how street-fighting works -- and why it's almost laughably easy to learn -- check out

LINK

Subject line: How celebrities will lose weight in 2012

Hey you :)

In the coming weeks you will hear from lots of celebrities like Mariah Carey, Jennifer Hudson, Janet Jackson - about their weight loss success.

They'll have all kinds of bizarre diet ideas, too.

Some will be really extreme.

Some will be really hard for anyone without a personal trainer or private chef to do.

And some will just simply not work for anyone but them.

I've studied a lot of celebrity weight loss plans.

And I can tell you, doing things like fasting on honey water or working out 7 hours per day with a \$300 an hour trainer or cutting out ALL sugar is just not realistic for most of us.

If you're super woman go for it!

But if you're like the rest of us -- hard working, not a lot of time, and under a lot of stress without a bunch of money to spend, then there are MUCH better and easier (and faster) ways to get the same results.

I write about a bunch of them in my _____ book:

LINK

But, I have to warn you:

Don't even bother with my book if you don't have an open mind.

These aren't the "usual suspect" diet ideas.

In fact, I would bet not even 1 in 1000 fitness trainers or diet experts even knows about them.

They're that different.

That unique.

And that controversial.

I won't tell you to avoid all sweets.

Or to starve yourself.

Or to not even binge eat (without guilt) once in a while.

You can see some of these tips at:

LINK

TAKE 19...

If you tie your marketing into TV shows, you will tap into yet another vein of infotainment that can keep your audience and customers engaged and always wanting more. This is especially true of popular shows — whether loved or hated. Here is an email from when the show “King Of Queens” was on and popular — and, thus, already in the minds of my market at the time. All I had to do was reference it to instantly make my marketing message more interesting, fun, and likely to be responded to:

Subject line: The King of Schemes

I don't watch a lot of TV.

But a friend recommended I watch a particular episode of the show "King Of Queens", as he said it contained a powerful business building secret.

After watching it, I had to admit he was right!

The episode DID have a great lesson in it.

One that, if you follow it, can make your entrepreneurial career far more profitable, less stressful and more rewarding.

Anyway, here's what happened:

One of the characters (Doug Heffernan) got suckered by his neighbors into a water filter pyramid scheme. And what happened was, the

neighbors skipped town after Doug invested a bunch of money in the opportunity, leaving him with a bunch of water filters that sat in his garage he couldn't sell.

Doug tried getting everyone in on the "action", too.

His friends.

His family.

And even his co-workers.

No such luck.

In the end he had to eat the losses and he was just another chump who got suckered into a business scheme.

This happens ALL the time, too.

And not just with water filters.

All KINDS of schemes, scams and rip-off syndicates are pouring onto the Internet. You may even have been suckered by one already (I was suckered by a LOT of them).

So be careful.

Do your due diligence.

Infotainment Jackpot

And always, Always, ALWAYS make sure the products are solid, the payout plans are generous and that they have mechanisms in place to make selling "hands off" (so you don't have to mess around doing personal selling yourself, unless you want to).

Otherwise, you could end up just like Doug:

Broke, confused and humiliated.

To see the only home based business endorsed by David Bach (10 time best-selling financial author and Oprah.com featured financial expert), go to:

LINK

It covers all the important "must haves" above.

Plus, it's a lot of FUN, too.

SIGNATURE

Think up ways to tie popular culture into your marketing, and you almost can't lose.

TAKE 20...

To get deeper into the celebrity-gossip angle, there are few things more entertaining and infotaining than tabloids. Tabloids are the biggest selling publications in the world, and have been for decades. One of the reasons is the style in which they are written. In fact, the great copywriter John Carlton once suggested that a good way to write advertising headlines is to write them as if you were writing them to talk about the product or service in the National Enquirer or other tabloid. One of his most infamous ads — extremely successful — even had this tabloid-like headline:

Amazing Secret Discovered By One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks And Slices...And Can Slash Up To 10 Strokes From Your Game Overnight!

If you take out that tabloid-like “one-legged golfer” bit, it’d sound like any other golf ad. And, it’d be boring, as a result. But that tabloid-ish addition makes it far more infotaining and, thus, far more effective.

Here’s how I applied John’s principle to the prostate problem niche:

Subject line: Prostate problems get man arrested!

So here’s a bizarre prostate story.

I don’t know exactly how true it is or not (so take with a grain of salt), but it does serve as a valuable lesson for guys like us.

Anyway, here’s the scoop:

While back, a man was suffering serious BPH misery.

Specifically, he was not getting any sleep at night due to constantly having to get up to hit the head. And by “constantly”, I mean 9 or more times in a single night.

Can you imagine that?

He’d get less than 40 minutes of sleep at a time!

Anyway, at first he tried toughing it out.

He snuck in naps when possible.

Cut back on his water intake (bad idea, by the way).

And he even took medication.

But nothing really helped and he was averaging maybe an hour or two of sleep each night. Anyway, long story short, he managed to somehow function like this for several weeks before his boss threatened to fire him for (literally) dozing off at his desk. Then, not long after that he got ticketed for dozing off at the wheel while driving home!

Then, it happened again.

And again.

And again...

Until, apparently, they took his drivers license away. But since he had no other way of getting to work (I don't know why he didn't take the bus), he kept driving anyway until he got caught and, eventually, arrested!

Now, obviously this guy wasn't the brightest bulb.

But his story is kind of useful.

You can't mess around with not sleeping.

Otherwise, not going pee will be the least of your problems.

Something to think about.

For ideas on how to shrink your prostate, go to:

Now you try it — think up a tabloid-like angle for whatever you sell. The more stuffy and “professional” your audience, the better. Then, watch what happens. It could be your next big marketing hit.

TAKE 21...

Another of my favorite ways to add infotainment to my marketing is via the use of startling facts that jolt people out of their daily slumber and complacency. The more startling and the more full of contrast the thing you say, the better.

Below are some examples with email.

Again, just because these are emails, doesn't mean they aren't easily "translated" to any other media — especially social media, or any other kind of platform you use to market with.

Subject line: Cocaine in your prostate

So this is kind of freaky.

But remember yesterday when I droned on and on about the virtues of drinking enough water (at least half your body weight in ounces per day)? And how doing that can help your enlarged prostate symptoms over time?

Well, there's something I forgot to mention.

Not all water is created equal.

In fact, lots of people have investigated tap water.

And you know what they find?

Tap water can have not just the added fluoride and chlorine you are probably already familiar with... but also hormone drugs (which can screw with YOUR hormonal levels), aspartame and even rocket fuel and cocaine!

Told you this would be a bit freaky.

Anyway, the point?

Yes, drink lots of water.

But NOT tap water.

And I would stay away from most bottled water, too.

A lot of it is just tap water.

To see the kind of water I drink, go to:

Subject line: Famous fitness author drops dead of heart attack

Hey - ever hear of Jim Fixx?

He was a famous fitness author.

In fact, he wrote the 1977 best-selling book "The Complete Book of Running" and is given credit for starting America's fitness revolution in the first place -- and promoting the health benefits of regular jogging.

People thought he was the picture of health.

Almost a perfect human specimen.

Until one day (at the early age of 52) he dropped dead of a heart attack on his daily run!

It was shocking!

People were stunned!

How could this happen?

Apparently atherosclerosis had blocked a few coronary arteries.

Now, does this mean running is going to kill you (or that it killed him)? No! Not necessarily. But it does illustrate that jogging and cardio isn't going to save your life in any way.

In fact, it's rather **HARD** on your body.

That's why I wrote _____.

There is no running required.

No hard exercise needed at all.

It's VERY easy exercise.

And it "programs" your central nervous system to make your stronger and sculpt your body in just minutes of "exercise" (that's so easy it's almost effortless) per day.

More:

I'm giving it away at 50% off for early bird customers.

To join the discount list, go to:

URL

TAKE 22...

Something else that is infotaining, fun, and outright profitable is taking troll comments, hate mail, and even outright slander & other false accusations against you or your business... and turning them into reasons to buy. One of the most profitable examples of this I ever used was when a rapper started accusing me and some of my customers (including non-white customers) of being "White Supremacists!" and "Nazis!" on Twitter, for merely disagreeing with his politics. Or, in one case, not liking his music.

My response?

A sales event.

But, not just any sales event — a sales event in his honor, which was not only infotaining, but extremely profitable for me, and fun for my customers to buy from. Below was the first email. Read it, then think of a way to turn attacks against you into sales. For my entire methodology for doing so, check out my Copy Troll book — www.EmailPlayers.com/troll. Readers of this book can have it for a discount. Contact me via my site for details. In the meantime, though, here is an example of how it's done:

Subject line: The Write Supremacist Sale

Recently, a rapper named Talib Kweli on Twitter started calling Yours Vanilla and some of my "Email Players" subscribers white supremacists -- including, amusingly, non-white subscribers.

Apparently, this is a thing for him, shrieking "Racists!" at everyone.

No matter though, it was truly a gift from The Almighty.

Why?

Because while I don't know much about his white supremacists, what I do know about is being a **Write** Supremacist — especially when it comes to writing email and sales copy.

And, I've decided to hold a sale to celebrate in the magnificent Talib's honor.

Here's the deal:

From now until Friday, September 21st at midnight (EST), you can get a \$100.00 discount with free shipping on my popular "Copy Slacker" product — which reveals the exact method I've used to bang out sales letters very fast (in mere days instead of weeks or months) — and in a way that removes a lot of the feeling of overwhelm, stress, and frustration from ad copy.

Plus, I will also throw in these two rare & valuable bonuses, too:

Bonus #1 — "From Zero To \$100,000 In 30-Seconds"

Back when I did consulting, I once showed a client (in the first 30-seconds talking to him) a secret way of writing emails that generated \$100,000 in sales for him in a month (December) where he usually gets \$0 sales.

But, it didn't just stop at that \$100k.

He did at *least* \$230k the next month in January.

Including banking almost \$19k in a single day.

Obviously, your milage will vary.

(He sells a high ticket product, has a big list, a rabid market, strong marketplace positioning, etc).

But, I have found it works great for any market that is emotional.

And I'll send you a short video explaining how it works and how to use it when you get Copy Slacker by the deadline.

Bonus #2 — “Success Secrets Of An Unrepentant I-Hole”

I recently shot this 53-minute video for a customer's private Facebook group.

And, here are a few of the secrets it reveals:

* A popular Manhattan consignment shop's secret for legally and ethically attaching high prices to products and services (including copywriting services) that aren't even that valuable. (And have your customers not only love you for selling it to them, but even want to buy

MORE from you. There is nothing logical or rational about why people buy like this, but they do, and this video explains it in detail.)

*** The persuasion technique used by history's most popular politicians that is so powerful, it works to get millions of voters to vote against their best interests!**

*** 3 pick-up artist secrets for making your sales copy, marketing, and other persuasion endeavors irresistible to respond to. (Some of the greatest negotiators in history routinely used these exact same methods, too, and they work even better today online.)**

*** How to profit from any software (without using or even buying it) that uses technology and AI to "write" subject lines, emails, and other sales copy for you.**

*** How to protect yourself against all the social media platforms kicking anyone right-of-center off (i.e. Facebook, Twitter, etc).**

*** Why even email isn't safe from all the big tech company banning and de-platforming. (And why even liberal marketers so far left they have one foot in Venezuela are not immune to being de-platformed, either.)**

*** elBenbo's "Brady Bunch" theory on where the culture war is headed. (Not directly related to marketing — but knowing this can help you prepare, profit, and prosper from what's coming.)**

*** The Donald Trump secret to getting the heated, emotional, and passionate attention (and sales) of lukewarm leads (or, if you're a guy, chicks) who usually ignore you.**

*** The controversial reason why trying to create harmony in your marketing is the surest way to destroy your sales, your personal brand, and your entire business.**

Again, the deadline to get Copy Slacker at \$100.00 off, along with these two bonus videos, is Friday at midnight (EST).

Grab it at this link, while you still can:

<http://www.EmailPlayers.com/slacker>

Ben Settle

For another example — less flamboyant and more subtle, and not based around a sale — here's another way it can look like, in the dating niche:

Subject line: The secret gay world of ____

An angry ankle-biter comments:

**“Man you have got to be the worst person in this world towards women !
If you have not beaten with an ugly stick already then let me know
because I would truly love to do it. You are a sick man !! Excuse me for
calling you a man you wimp ass. I bet you are repressed gay! We all can**

get along much better in this world without guys like you. AMEN
LORD !!”

Yeah, that’s me.

Get out my gay confession and I’ll sign it.

Unfortunately, this is what you get from angry men who were raised by a single mom and didn’t have a strong father figure in their life. I’ve known many guys like my new friend above.

And, they all share the same traits:

- * Raised by single mom

- * Have lots of friends who are girls, but can’t get a date to save their lives

- * Think being more sweet, more romantic, giving more gifts, and giving more of their attention to girls will somehow magically make those girls like them as anything more than a shoulder to cry on (while those same girls go chase another man)

Are very angry that things aren’t working the way they think they should

Take their anger out on guys like me who tell the truth

But whaddya gonna do?

Ankle-nippers gonna nip.

He's more than welcome to keep doing whatever he's doing and not getting dates, not getting any love, and not getting laid because he makes himself repulsive to women. Or, he can use my methods in my _____ eBook and, by as early as tonight in some cases, be instantly more attractive to girls he talks to and likes.

It's the simplest thing in the world.

But, what isn't simple is making the decision to change.

And, what's even less simple is sticking with that decision and trying something new — even if it's a bit uncomfortable (and that's the beauty of my system: it doesn't take you way out of your comfort zone, there are no cheesy one-liners to memorize or anything like that).

Anyway, it's your call.

You can be like the guy above and bitch at me.

Or, you can start getting more dates.

If you want the latter, click here:

(LINK)

SIGNATURE

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When you understand how self-loathing trolls, haters, and slanderers think, and realize they are merely projecting, and they have no real power over you... you may start to almost look forward to hearing from them. Because if you take what they say and use infotainment to “flip” it into an email, social media post, or other marketing piece... it can be some of the easiest sales you ever make.

TAKE 23...

When all else fails... and you don't have the time, energy, or mental "bandwidth" to think up something infotaining to do or say, simply work in some kind of bizarre zombie, monster, or mythical beast into your marketing campaigns. The late, great copywriter Eugene Schwartz once wisely observed:

"In a world of beauty, the ugly thing stands out."

And, I would say this goes double for the bizarre and weird in an ordinary world full of mundane routines, copycat marketing, and the dull existence most people lead. Give someone an infotaining adventure and performance... and you can nab their attention, their patronage, and their long-term loyalty.

Here's an example from the prostate niche:

Subject line: I wonder what bigfoot's prostate looks like

I've always been fascinated by bigfoot.

Maybe it's because I live in bigfoot country (more or less), not terribly far from where the famous Patterson-Gimlin film was taken that is always shown on the science fiction shows and history channel.

Anyway, I got to thinking about BF's prostate.

I bet he has a healthy one!

(Assuming BF's even have HAVE prostates...)

Why do I say that?

Well, think of how clean he must eat.

All the folklore and researchers say he lives mostly on berries, fish, and other healthy, natural foods found out in the boonies where he lives.

No refined sugar.

No alcohol.

No pizzas, ice cream, soda... or other junk foods that get guys in trouble.

Instead, BF eats clean foods.

Good foods.

The kind that help keep your prostate healthy and small -- with no excessive inflammation (and, if you live in a first world country, there is a good chance you are in a state of inflammation, which is MURDER on your prostate).

Sometimes eating right can fix a lot of problems.

And you can do worse than eating like BF.

To see another delicious food that can help shrink your prostate naturally and quickly, check out _____:

URL

I eat this food like dessert.

And you know what?

I think maybe BF does, too...

Zombies are another go-to source of infotainment that rarely fails — especially in this day and age where popular culture is obsessed with the topic, and can't seem to get enough of it.

Here's an email example:

Subject line: Biz opp zombies that'll eat your brain

I was the original "biz opp zombie."

What's a biz opp zombie?

A biz opp zombie is someone who basically lurches around from one biz opp to the next... never truly alive in their business, and always trying to infect friends and family with their "opportunity" they themselves hate doing (misery loves company, after all...) They desperately hunger for new recruits and customers for their super product or "ground floor opportunity", and they want nothing more than to turn everyone they come into contact with into zombies, too.

It's pretty spooky stuff.

And kind of pathetic, too.

Again, I was the WORST of them all.

I was already broke when I joined my first home business opportunity, but found all kinds of "creative" ways to get into more debt chasing the next deal, product and opportunity.

I constantly pushed products on people.

Tried to "sponsor" everyone and their mother into my opportunities.

And with every "no" I became MORE determined to infect more people with my biz opp zombie plague (this psychological tomfoolery is how many biz opp's make their money, by the way).

It was NOT a pretty sight.

And I still feel like an idiot about it sometimes.

So when my partners and I decided to create _____ — URL — we made absolutely certain there would be no chance any of our members would be able to do that.

In fact, we totally removed the "human element."

With ____ you don't talk to anyone.

Never personally sell anything to anyone.

And you sure has heck don't talk to everyone within 3 feet of you (as many biz opps will insist you do).

The human element is gone.

And so is the "zombie" element, too.

That's what makes it such a great fit for the average person who hates selling, doesn't want to push things on people, but still wants a full time income working just a few hours per day.

Anyway, just something to consider.

For the full scoop on how ____ works, go to:

URL

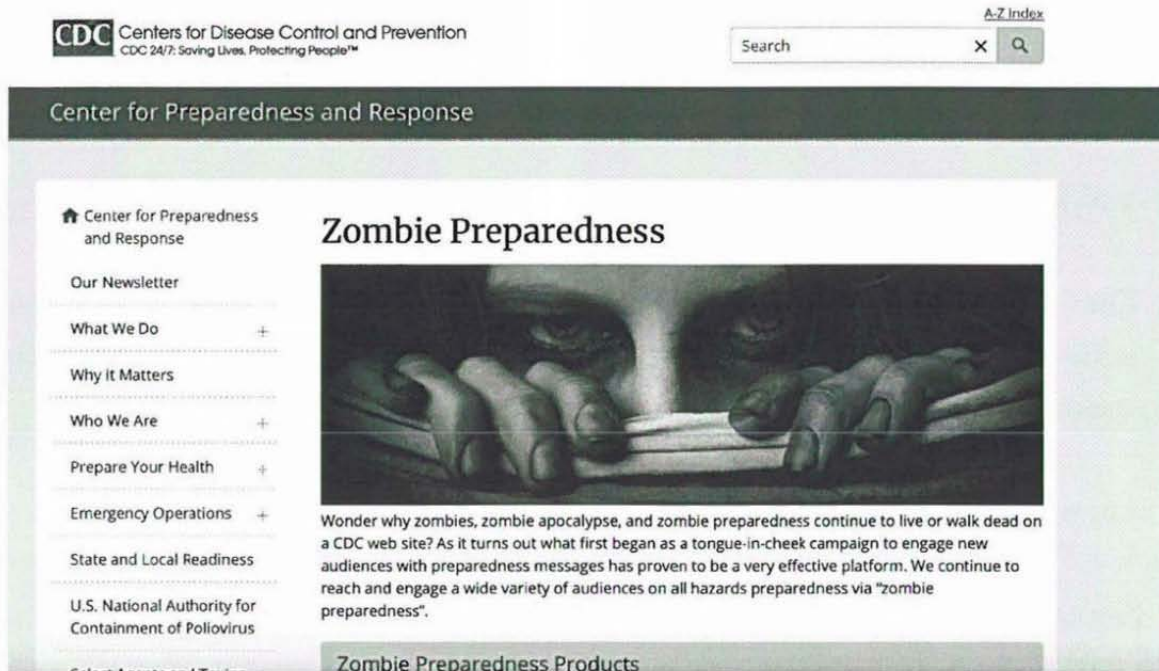
SIGNATURE

What's that?

You want to see how this can be applied to more "serious" markets by more "serious" institutions? All right, Chuckles, then ponder this:

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The Center for Disease Control (CDC) of the United States government used infotainment — via zombies — to teach disaster preparedness to the country. You can read all about it at <https://www.cdc.gov/cpr/zombie/index.htm> (NOTE: URLs change over time, but any search engine can show you where it's at if they move the URL).



The result?

According to Dave Daigle — the man behind the campaign, and who headed up the communications for the CDC's preparedness department at the time — it was (literally) a server-melting success.

He told The Atlantic at the time:

“We posted it on Monday. By Wednesday, the server crashed.”

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In fact, they got triple the traffic a CDC preparedness warning typically gets over a 10-day span. But, not because of “good writing” or “brilliant advertising” or “professionalism.”

No, it was because of infotainment.

Use it wisely, and it can move mountains...

TAKE 24...

Finally, to round out this final act and book, I want to give you some leads on resources I personally use to study and draw inspiration from when it comes to infotainment. I highly suggest you check them all out:

- **The Weekly World News** — WeeklyWorldNews.com (I suggest buying their back issues bundle, they are pure infotainment)
- **Gary Halbert** — TheGaryHalbertLetter.com (a natural at infotainment, even if he never called it as such — but he did teach about the power of bringing “entertainment value” to advertising when it makes sense to)
- **Matt Furey** — MattFurey.com (the man I first learned this concept from, a true master of the craft, especially when it comes to email marketing... frankly, I'd probably be pumping gas for a living if it weren't for this great man's teachings and influence on my business)
- **Dan Kennedy** — DanKennedy.com (not only does he use infotainment regularly, but he has a book called “Make Them Laugh And Take Their Money” — which is an excellent read on the subject)
- **Earl Nightingale** — Nightingale-Conant.com (I recommend buying his teachings from the company he founded, instead of getting them free on YouTube, etc, you will value them more if you pay for them, plus it shows respect to the old master)
- **The New Testament Gospels** — any Bible translation will do (in some ways, the biggest religion on the planet was based firmly on infotaining)

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teachings from Jesus — as it even says He only spoke in parables — which are pure infotainment — and if it's good enough for God...)

- **Cable news** — especially the programs with debates and arguments (the first program to effectively use infotainment was 60 Minutes. Since then, Fox News, etc all mix it with hard news)
- **Rush Limbaugh** — RushLimbaugh.com (Rush Limbaugh is another master at using infotainment, all his broadcasts are packed with many of the principles and concepts in this book)
- **Michael Savage** — MichaelSavage.com (ditto with Michael Savage who I believe is one of the greatest storytellers of our day, he has a book called “Psychological Nudity” which has very little political views in it, but is all stories he told on air, well worth reading)

NOTE: URLs change, but these people and resources are easy to find

TAKING A BOW

“Showmanship, George. When you hit that high note,
you say goodnight and walk off.”

— Jerry
Seinfeld

This book is just the beginning of what’s possible in this fun new world of building businesses with infotainment. Each time you implement what you’ve learned here you’ll almost certainly get some new insight or idea for taking things farther and making more profits.

And, when you do, implement it as soon as possible.

That’s how to get the biggest and best results from this information.

To get a daily infotaining email about this and other marketing-related topics delivered to your inbox, be sure to hop on my list at:

www.BenSettle.com

FIN.

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“Don’t drink and drive! But if you do, call me!”

—Saul Goodman
Breaking Bad

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