

January Emails

Wednesday, January 1

Subject line: Does this New Year feel ... special?

Hi, Name.

Here we are, standing just inside the threshold of another new year.

Does that mean anything special to you?

For some people, the New Year means a blast of goals-planning-resolutions hoopla.

For others, it's a meditation cushion, journal, hot cuppa, possibly Netflix, and time of quiet reflection, looking back to look forward.

Some hear "New Year's Day" and think FOOTBALL! (#go _____!)

I'm usually in ALL of those camps, at least somewhat.

But this year is different.

The year feels somehow special to me.

I don't quite know how to explain it.

Do you feel it, too?

Maybe it's that we're launching into a new decade.

Maybe it's because I hear "2020" and think of "20/20 vision," which indicates clear, sharp sight--something we all need in this era of distraction.

Or ... maybe it's because 2020 is, according to some sources, the decade in which we'll experience the dawning of the Age of Aquarius, which is supposed to happen in 2025.

Do you know the old song?

It's called Aquarius by, the 5th Dimension.

“When the moon is in the Seventh House
And Jupiter aligns with Mars
Then peace will guide the planets
And love will steer the stars
This is the dawning of the Age of Aquarius...”

Peace will guide the planets?

Love will steer the stars?

I'm not sure exactly what that means, but I am sure it's a New Year's thought I'd like to hang on to.

How about you?

HIT REPLY to let me know.

[Your Name]

P.S. Thanks for having me in your inbox. I treasure your time and attention and hope to make it worth your while by delivering lots of marketing- and brand-building goodness to you in the days and months to come. Stay tuned!

Friday, January 3

Subject line:

Hi, Name.

Here's a neat factoid I ran across the other day:

The word "January" comes from the god "Janus," which means door.

January, then, is a door.

On January 1st, the door opened and we stepped inside.

On January 2nd, we moved inside a little more.

Today, as we stand here just inside the year 2020, our bodies are still blocking the door from closing.

The door between 2019 and 2020 is still open.

I don't know about you, but I'm one of those people who doesn't like to look back unless doing so will help me move forward.

Looking back should help us...

...shorten the learning curve.

...anticipate what's coming.

...build on what's working.

So tell me: What's one important thing that happened to you last year, good or bad?

And how might it shine a light forward on how you should act — or not — in the coming year?

I have a story to tell you about something that happened to me just last month, something that led me to change how I do business.

I'll tell you about it later.

In the meantime, HIT REPLY and tell me about your thing.

Inquiring minds want to know.

And who knows, maybe YOUR thing will be able to help all of us.

Until next time,

Your Name

Monday, January 6

Subject: TBD

I'm a snowbird.

Although the moniker makes it sound as if I like snow, I don't.

Being a snowbird means that, each winter, I leave the chill and snow of Pennsylvania and, like the birds, fly south to balmy Florida for the winter.

Can you blame me? I like to stay warm!

Another thing I like to keep warm — what we all like to keep warm — is our business.

We need to keep the embers of our businesses glowing because those embers are what feed those blazing fires that lead to business success.

If you're looking for a way to keep your business warm — or to stoke the embers into a white-hot fire — I have a suggestion for you.

It's a podcast.

It's MY podcast, called The Brand Success Show.

In each new weekly episode, you'll find interviews with people just like you who are searching for the Secret Sauce that will stoke the fires of success sky high.

These people and their stories are amazing.

They share the challenges, opportunities, tears of joy, and victories they had while creating Brand Success and driving growth in their businesses.

The Brand Success Show is a way for you to keep the embers of your business glowing in preparation for that special moment when the fire "catches" and your success soars!

Check it out [here](#).

Name

Wednesday, January 8

Subject: TBD

Have you heard that Facebook will be advertising in this year's Super Bowl?

It'll be a 60-second spot featuring Chris Rock and Sylvester Stallone. The duo will promote Facebook Groups, partly to help Facebook wash away the stench of its recent misinformation and privacy-practices troubles.

I can't help but wonder what that ad will be like.

*** NOTE THIS WHOLE SEGMENT MAY BE CUT!

[The scene: Rock and Stallone on a split screen video call over Facebook Messenger]

Rock, with trademark cheesy smile: Heeeeeyyyy, Rambo. Whatcha' been up to?

Stallone, deadpan: Don't call me that, turkey.

Rock: Geeeee, touchy! Well, listen, I just wanted to tell you about this new Facebook Group for washed out actors. It's called "a Facebook Group for Washed Out Actors."

Stallone, deadpan: Very funny.

Rock: Isn't it though? But I'm only half kidding.

Stallone, deadpan: Which half?

Rock: All of it. Truth is, Facebook Groups is a great way for old, beaten up actors like you AND young, shining star actors like me, to connect with our fans, and even sell them stuff.

Stallone, deadpan: No kidding. But did you see this group?

[Shares his screen and navigates to a Facebook Group called, "Save Yourself from a Total Blackout."]

Rock: Ha, ha, very funny.

Guess how much Facebook is paying for this prime Super Bowl placement?

Well, considering that advertisers this year are paying up to \$5.6 million for 30 seconds, the company has to be looking at somewhere around \$10 million.

How much would you pay to get in front of your ideal audience?

\$10?

\$100?

\$1,000?

\$10,000?

How about \$0.00?

Would you pay \$0.00?

I know it sounds like a gimmick, but \$0.00 is truly what it'll cost you to use Facebook's social media platform to get more eyes on your brand and more qualified leads on your list.

But how to do it?!?

I'm glad you asked :)

Starting next week, on Monday, January 13th, I'm bringing together a group of top Facebook experts who will give you everything you need to grow your list rapidly in 2020.

It's the Facebook "Secrets of the Experts" Mini-Summit, which will bring you a week's worth of free training, strategies, tactics, and tips that will lead to rapid list growth.

And guess what? The Mini-Summit is free to attend as well.

Learn more here.

And if you have any questions, HIT REPLY to let me know.

Wishing you HUGE list growth in 2020,

Name

Friday, January 10

Subject: TBD

Hi, Name.

Since my last email, several people have written in to ask about the upcoming Facebook “Secrets of the Experts” Mini-Summit.

Specifically, they asked:

- What is a summit?
- What experts will be on the summit?
- If it's free, can it really be valuable?

Great questions.

I have answers.

What is a summit?

According to the dictionary, a summit is the highest point, or peak. It's like Kistler Ledge in the Pocono Mountains. Or Mount Everest in the Himalayas.

A summit is also the topmost level attainable.

And a conference of highest-level officials.

Putting it all together, that's what the Facebook “Secrets of the Experts” is — an online conference that brings together some of the world's top Facebook experts. During the conference, these experts will share their best Facebook tips, tricks, and strategies for growing your business.

When you register, you'll receive an outline of the teaching topics and sessions so you can tune in and tune up your Facebook presence.

What experts will be on the summit?

You will be learning from some truly amazing people.

There's Amanda Tobinski, founder of Magnetic Media Group, a full-service advertising agency. Amanda's jam lies in Facebook ads; she'll share the secrets of making ads work for you. Amanda is all about empowering entrepreneurs to grow and scale by tapping the power of

today's technology. She'll free up your time, help you bring in leads like crazy, and save you from technology overwhelm.

Next is Marc MaWinney, creator of the 600+ episode podcast, "Natural Born Coaches." More pertinent to you, though, is Marc's amazing Facebook group, The Coaching Jungle. That group has almost 17,000 members, and Marc is going to show you how to find the gold in YOUR Facebook group.

Stop here with me for a moment.

Imagine the difference in your business and life if you could reach into Facebook, find your ideal customers, and draw you to them, whether through ads, groups, or the other strategies you'll learn about.

More ideal customers = more revenue.

More revenue = more freedom to do the things you want to do.

Outsource those tasks and projects that bore you to tears.

Focus more on the deepest aspects of your work — the aspects that flow from your WHY.

Serve more people in better ways.

Spend more time with your family. Travel. Golf. Serve your community.

That's really what it boils down to, isn't it?

That's really why you're in business.

The discoveries you'll make in the Facebook "Secrets of the Experts" summit won't be a magic bullet.

But it sure will show you the right path and the fastest way to use Facebook to get there.

Sign up here:

Name

Monday, January 13

Hi, Name.

What do you know about sonnets?

Yes, sonnets ... like Shakespeare, Keats, Hayden.

Honestly, I don't know much about them; all I learned back in college is stored somewhere in the inner folds of my mind.

But when I ran across an article called, "When in Distress, Try Sonnets," curiosity pulled me in.

Flamboyant writing almost kicked me out ... until this line caught my eye:

Thank you, Heraclitus: We don't have to master "The Tibetan Book of the Dead" to realize that **the stream of consciousness keeps on fluctuating**. It was Heraclitus who said **you could not "step twice into the same river."**

Maybe it's because all my focus and attention of late have been fixed on the Facebook "Secrets of the Experts" Summit, but I thought of Facebook when I read those bolded words:

the stream of consciousness keeps on fluctuating.

you could not "step twice into the same river."

Facebook is like that.

It's an ever-moving stream of your, my, and everyone else's consciousness.

And hardly a day goes by without some new Facebook update, making it impossible to step twice into the same river.

In my mind's eye, I saw a new title: "When in Distress, Try Facebook."

I'm speaking about distress in a business sense here. Not personal.

Large in scope but small in size, Facebook encapsulates infinitely malleable spirits within a finite frame.

FIT IN EARLY ON?

Subject:

Hello, Name.

I left the month of December leaving a heavy set of skid marks behind me.