

Teleseminar With Matt Furey

Zen Master of The Internet

“The Emperor of Email™”



Matt Furey, The Emperor of Email

A Teleseminar with Copywriter Harlan Kilstein Interviewing Matt Furey

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**If you are not on Matt’s lists, please go to www.mattfurey.com
so you can receive Matt’s emails in your inbox.
If you don’t study them, you are in a coma.**

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MATT FUREY E-MAIL CALL

**Harlan
Kilstein:**

I expect to be joined by the Zen Master of the Internet in just a few moments. This is really going to be a great call. We've got so much content for you. I think you're going to be overwhelmed.

Is there a Zen Master in the room yet?

**Matt
Furey:**

Yes, I have just come on.

Harlan:

Wow! This is amazing! Matt, we have people from all around the world on this call. Just before you came on, there were a number of people from Australia, all over the country, Canada, you name it. It is something that's very, very rare to have you on a teleseminar. You don't speak all that often publicly. I just saw an e-mail from you that said even the limited amount that you *do* speak publicly is going down drastically.

Matt:

The amount of speaking on business and marketing and so on, I decided after my seminar last weekend, which was like knocking a grand slam out of the park in terms of the response from people and how much they loved it and what I delivered, I decided I'm not going to do it anymore. I'd like to go out on a high note. I'm going to devote myself to what I originally became famous for. That's teaching health and fitness, mind power, and self-development.

I'm going to still have my mastermind coaching in business. In terms of doing business seminars, I'm not going to do it for anybody outside the group.

Harlan:

That's amazing. For those of you who don't know, in the spirit of full disclosure, I've been a member of Matt's mastermind group for about the past two years. He teaches stuff that you just don't hear other people talking about. Not only is it the information that he's teaching, it's *the way* he teaches it. The people in his mastermind group are not the typical Internet newbie. You have a very high percentage of people who are physicians, surgeons, brain researches, professionals who are really making it in their fields who are members of the mastermind.

They found their way to you, and once they find their way to you, they rarely leave. I've met lots of these people. They're just in awe of what you do in that mastermind group.

We're going to give you a URL now. On this URL are three e-mails that Matt has written. I'm going to give the URL a couple of times in case you want to go there.

Here's the URL. Matt, are you still with me?

Matt:

Yes, I am.

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Harlan: The URL is <http://sixfigurecopy.com/email.html>. I'll repeat that: <http://sixfigurecopy.com/email.html>. I'll give that again in another 10 minutes into the call if anyone came in late.

We are in an era where just about every day our inboxes are receiving pitches from Internet gurus bragging about what they do, how much they make. How is that you're flying under the radar and doing better than all of them?

Matt: Well, that's a great question. Not just a good one, a great one. I think it's that I don't really sell how to make money on the Internet. That's not how I've made my living. I've made it selling health and fitness and self-improvement as well as martial arts and wrestling. Appealing to niches of people that you wouldn't think — in health and fitness, of course, you would think there's money there. But, wrestling and martial arts? How much money a year can you make selling to that crowd?

Michael Masterson described them as a group of freeloaders and drifters. He said, "How can you make money with them?" But, I have. I've never been considered one of the slick guys to go on the caravan and speak at every seminar every other week or every weekend. I'm not the type of guy who's ever done that because I was never selling how to make money.

The other thing about it is that I have always been an out-of-the-box thinker. I've not followed what they've said and recommended. I've looked at it. I've tested it and found that it doesn't work as well as the methods that I've come up with and that I've used. To bring me in and have me speak, a lot of people have said that it would fly in the face of everything they're teaching. It would make them look bad. They would see a genuine, sincere person in front of the group instead of what they're used to getting. I think that's a lot of it.

You have a lot of people who have never sold on the Internet, except how to make money on the Internet. Did they really make money in the field other than that to prove that it works? Selling how to make money is the easiest thing to sell. A lot of people will tell you that. You're selling money at a discount. Well, get into the fitness field, get into the self-development field, get into the field where there is competition all over the place and good marketers, and then see how good your marketing is, see how good your approach is.

Harlan: Your unorthodox approaches fly in the face of what everyone else is teaching. For example, when everyone is talking about new ways of beating AdWords and Google Slap, you don't even use that at all.

Matt: No, I don't.

Harlan: And you still attract much more traffic than everyone else.

Matt: And convert the traffic. See, half of the people who are on my site are buyers — 40% to 50%. These are numbers that the people who are getting their traffic stampede from Google or the other sources — it's common if you ask what percentage of your list are buyers, it's usually 10%. I'm talking even with the top companies that are the cream of the crop in marketing. Perhaps 10% of their list are buyers. I'm not against Google. If someone wants to use it, no problem. I just never have. I don't feel the need to because I have other ways that I accomplish the job.

They are ways that the Internet gurus don't want to do. I don't think they're any harder. I think they're easier and more beneficial. But, they don't want to do it.

Harlan: You have a very unique style that pervades your e-mails (which is the subject for tonight) and your copy. You have gotten the reputation and the title of "The Emperor of E-mail," "The Zen Master of the Internet." We were talking about the other one, "The Viceroy of Video." In all of these, you have a unique style that nobody else online follows. You have a list. You hit your list often.

While some people are worried about unsubscribes, I've never even heard you discuss unsubscribes. How did you get to be "The Emperor of E-mail"?

Matt: A number of top marketers that are household names to many — Dan Kennedy, Michael Masterson, and so on — have said, either directly or indirectly, that I'm the best in the world at this. Or "He's the guy you want to model. He's the guy you want to study. There is nobody who does it better than him." I heard this over and over for quite some time. I said, "Huh. If they're already saying it, I need to be saying it, too!"

"Zen Master of the Internet" came to me in 2003 at a seminar. "Emperor of E-mail" came to me while riding an elephant through the rivers and mountains in Thailand. I was dressed in royal colors like purple. I'm on top of an elephant. I got a photo snapped of me. I said, "Wow! This fits!" I used that. It's just a colorful way of saying what I do with my e-mails and my copy. Find a colorful way to say what you want to say.

Instead of saying, "I'm the #1 e-mail copywriter in the world," just say, "I'm the Emperor of E-mail." Everybody gets it. It's fun.

Harlan: You're being the Emperor of E-mail, you go away and travel with your family frequently. You go to China, where your wife's family is from. From China, from Thailand, from Japan, wherever you are, your list is hearing from you. Your income is growing, even though you're on vacation with your family. We get to read about many of these tales of where you are. What's it like being able to travel when and where you want and being able to make money just by sending a simple e-mail?

Matt: It's the ultimate. When you get really good at this and have other people doing all your order fulfillment, which I do, then my workday, when I'm in China, is often 15 to 30 minutes long. I say 15 to 30. Let's say I wrote one e-mail. I can do it in about 15 minutes.

Sometimes I've done it in 10 or 11 minutes. I think you've been in the room when I've done that.

Harlan: That's right.

Matt: Then, I write a second one for a different list, send it out. The cash machine starts cranking. I'm out having fun the rest of the day, getting a massage, flying to a different city, and so on. It's the ultimate in freedom. It's the ultimate lifestyle to have the power of the Internet no matter where you go. All I need to run my business is a cell phone, a laptop, and a connection to the Internet. As soon as I get on, I start typing away. I type in a stream of consciousness way. I've trained myself to do it that way. That's what I've taught.

If somebody does this, they're going to experience that same feeling of power and freedom as well.

Harlan: It seems to me that the same aspects that made you a world champion in the world of wrestling and combat also contributed to your success online, especially in e-mail, which is the overall thing of discipline. The Zen Master is disciplined about sending e-mails.

Matt: Yes. If you look at martial arts, I won a world championship in Kung Fu. In my earlier days, I competed in wrestling. The term "gongfu" actually means "discipline of." It's a daily discipline. I have a banner in my home, a Chinese banner painting of a rooster. I remember when I was given this. My Kung Fu teacher said, "The meaning of this is, 'Get up every morning. You practice your gongfu.'"

There is business gongfu. There is cooking gongfu. There's relationship gongfu. And so on. It means "discipline of."

So, yes, I get up in the morning, and it's a ritual. To not get up and do my practice — that's what I call it. To me, it's not work; it's practice. I get up and do my practice of writing my e-mails. When I'm done, I feel good. It's like having had a great workout. Then, I reap the rewards of it for the rest of the day, if not days afterward.

Harlan: For those of you who joined us late or don't know who Matt Furey is, I was once in a discussion on a forum about successful copywriters. They were talking about how much this copywriter earned in a year and that copywriter earned in a year. I said, "You guys are studying the wrong person. Matt Furey earns that in *a month*."

If you are not on Matt's list yet, you are seriously in a coma. You should go right now to <http://www.mattfurey.com/> and sign up and *study his e-mails*.

I said I was going to give the URL where we posted three e-mails that we are going to talk about again. It's at <http://sixfigurecopy.com/email.html>. I picked out three e-mails. The reason I picked out the e-mails is to get into Matt's mastermind, you have to be on his list. That's when you find out there are seminars taking place. When you're on Matt's

list, he is going to do something really sneaky almost every day. That is he's going to sell you something.

The first e-mail that we're going to look at is probably one of the first things that I bought from Matt. It was because of this e-mail. So, go over to that page <http://sixfigurecopy.com/email.html>. This is one of your combat/conditioning e-mails. You never give away the elements of what's in your combat/conditioning program. You tease, but you never give it away. Why is that?

Matt: I think what you're saying is I never teach how to do any of the exercises in my e-mails. Is that right?

Harlan: Absolutely. That's it.

Matt: The best way to explain it is to use a metaphor, just like I do in my e-mails. If you give a man of bread, he's no longer hungry. His appetite is satiated. He goes elsewhere to take a nap, fall asleep, and so on. But, if you give somebody a taste — just like you go to the mall where they have a food court. You have the Chinese host standing out there with the plate of kung pow chicken. She has a little toothpick. She hands it to you. You taste it and go, "Mm. This is really good!"

Mrs. Fields discovered the same thing. You give a little bit of a sample, not a whole cookie, not a whole plate of chicken. Just enough to get that person excited, get the mouth watering, make them salivate, make them really, really want more. What happens then is the person gets in line and orders.

If you teach somebody how to do what you are selling, the person likes it. The reader will send you compliments. They'll rave about how wonderful and great you are. They'll thank you upside down and crossways and backwards and so on for teaching them. But, that is not money in the bank. If you develop a style in which you tell stories, you give information that is valuable to your reader, that they love reading, that they can't wait to open the e-mail, yet lacks the how to do it, they don't care. In fact, they'll like the e-mail more. They'll read it faster than anybody else's. They'll get excited, and they'll buy.

There's a fine line there. If you step over the line and being teaching instead of selling and telling stories and entertaining, the person will not buy from you. The perfect analogy is an e-mail you've seen. It's not one of them that you pulled out. It's one that I use just like the one you have here that sold the Inner Circle membership.

I have this diet program that's going to help you lose weight. It's going to help you do this, that, and the other thing.

Harlan: I bought that, too.

Matt: Yeah, right. You can eat more, but you'll end up weighing less. I then go on to explain a little bit about it. I never reveal the secret in the e-mail. I have had hundreds of people

ordering, ordering, ordering all day long in a frenzy when that e-mail comes out. These same people who have ordered from that I have had in a seminar room. I've said, "Okay. If I revealed the secret to you in the e-mail, if I said, 'The whole key to being able to eat more and weigh less is this,' and I tell you in once sentence, all right now you know it. Now, if I say, 'Okay. This and more information like it is available in my Inner Circle group. Sign up now. Go to this link,' would you buy?" No one raises their hand. No one. That is the evidence. That tells you that when you know how to tug a person's wallet without them feeling, "Hey, he's selling me." No, you're tugging it and letting that person know that you have something that's of value to them.

The person expects to have to pay for it. As soon as you cross that line and reveal all in the e-mail, you've gone over the line. As much as they like the fact that you gave them the secret, they *will not* buy that product from you.

Harlan: So, some of the biggest online gurus are now advocating something they call "move the free line" and give away your best stuff. What do you think of that idea?

Matt: Uh. Well, when I can quit laughing, I'll tell you. Anyone who is saying that has never experimented with the way I'm doing it. I'm not saying they can't sell some things with that strategy. You can. You'll sell 10 times more, if not 20 times more, doing it the way I teach. The evidence is they have an e-mail list where 10% of their people are buyers. I have an e-mail list where 40-50% are buyers.

I think the proof is in the pudding.

Harlan: Okay.

Let's look at the first e-mail. The "Burn Fat Faster Than Ever Before." I saved this e-mail because it was one of the first ones that got me to buy. I had just started cardio work. I got this e-mail and did it change my mind! What do you think are some of the critical elements in this e-mail that you'd like to point out?

Matt: Well, first of all, it's one of my eight major styles of e-mail. It's a Q&A format. We know from Ann Landers, Dear Abby — those from Australia and so on, I don't know if they're familiar with them. Basically, there is a very classic format of newspaper columnist. You have this figure that is written with questions each day. In her column, the question and her answer will appear. Then, another question and an answer. This is so hypnotic, it pulls people in. whenever you ask a question, people want to stick around to hear what the answer is.

The key is that I lead by saying, "Had a good question from a reader yesterday and I'm going to cover it now." then, I just get into it. The person is talking about his unique situation. He's concerned about his body and how much cardio he needs to do. He doesn't think that he'll do as much time as a rank beginner doing my exercises, that it won't take him 30 or 40 minutes. He wants to know this.

Then, I reply. In my reply, I do not go into what I call “scientific facts” right away. I get into very simple metaphor and story type of delivery that anyone can relate to.

Harlan: It was that particular metaphor that made me haul out my wallet and do it. It was simple, to the point, made sense, and I bought.

Matt: Yes. Everyone can verify, if they just study the animals I’m talking about. I don’t need a scientific study to present for you to look at this and say, “You know. That’s true.” many scientific studies, we know, can be worked and tweaked to say whatever the hell you want it to say. If you watch Animal Planet, you know that cheetahs, lions, tigers, leopards, panthers, etc. sleep most of the day. Twenty plus hours a day spent sleeping or meditating. One hour of hunting.

On the other hand, you have an antelope. It can run 40 miles an hour. It can run for a long time. Yet, I then use another metaphor of the cage match. If you were to put these two animals into a cage and have them fight, I wouldn’t bet on the antelope. I wouldn’t bet on the deer. The tiger, the lion, the leopard is going to rip them apart. It’s going to be over quickly.

Yet, these cats that spend most of their day relaxing, unwinding, and preparing for the chase are lean. They don’t have much fat. Why? When they run, when they *do* move, they go at full throttle. For a cheetah, it’s 70 miles an hour. The cheetah might only be able to run 70 miles an hour for a quarter of a mile, but if he’s done his homework and studied his prey, that’s all he’ll need. He’ll get lunch.

That’s really for someone to understand. I think I then go into talking about the car.

Harlan: You go into comparing it with cardio and start talking about Combat Conditioning and Combat Abs. You talk about some of the elements, but you’re teasing us with Hindu squats. We don’t know what they are. We don’t know what the Royal Court —

Matt: You don’t know how to do them. The only thing I tell you about them is that if you do these for only three or four minutes at the beginning, it will lower your resting heart rate more than if you’re going out and doing long slow distance cardio. It’s not how long you train. It’s what you do when you train.

One of the things you will see here also is my usage of capital letters. It’s a very different sentence if I say, “It is not how long you train; it is what you do when you train” as opposed to, “It is NOT how LONG you train; it is WHAT you do WHEN you train.” That’s exactly how people will read that sentence when it’s written that way.

I tend to use a lot of caps in my e-mails for emphasis. Not a whole sentence at a time or a whole paragraph at a time, because that’s considered rude and shouting. If you use a word here and there, it really grabs people and hits them with the emotion that you want to use.

Again, you nailed it. I talk about these exercises. I tell people they are the solution. Blubber is going to drop from your body in a few minutes a day. But, I don't tell you how to do these exercises. You'll learn how to do them; you'll get the secret when you get the course.

Harlan: Your e-mails reflect your own personality. In person, when you're teaching, you don't pull any punches. You don't pull any punches in your e-mails either. It's considered impolite to say that people are fat or that there's blubber, but you go right into it.

Matt: Yes, I do. It's not so much that it reflects my unique personality. It's partly that. It's also that because the average person today is so afraid of offending anyone, when you use language like this, people are shocked! They begin to laugh. For example, I already have lined up an e-mail for tomorrow. I'll tell you that is one of the other secrets. Everything you're seeing in your day, everything that goes on is fodder for your e-mails.

I swim a mile a day. Earlier today, I went to the swimming pool in our gated community to start my workout at 6:00. I figured I would swim for about an hour and then I'd be ready for this call. I got to the gate. There was a sign on it that said, "Due to an accidental fecal discharge, this pool is closed. We're very sorry."

I called my wife and said, "Somebody shit in the pool. Instead of saying that, they had a board meeting. 'How are we going to explain this?'"

Instead of using very simple terms, they say, "accidental fecal discharge." That little story I just told is great material for an e-mail tomorrow. Maybe more than one. We'll see. The point is that it's ludicrous to try to please everyone and to try to make sure that every word you use doesn't offend anybody.

People are sick and tired of it. People are tired of the thought police.

Last weekend, at the seminar, there was a lady there who had her 14-year-old daughter. They're from Vancouver, Canada. She was a very nice lady and her daughter was a wonderful little girl. She's been fed a bunch of nonsense by the school system. We were talking about brainstorming. She raised her hand and said, "In my school, we don't use the word 'brainstorm' because it's violent. We use the word, 'thought shower.'"

Once again, it gives me more material for another e-mail. "Oh, we're going to have a 'thought shower.'" Everybody who heard this was disgusted. They were like, "You've got to be kidding me! Now you can't even use the word 'brainstorm'? How can a word be violent?"

That's, I think, a big part of what I do. I'm not afraid to use language that other people would not use. Because of that, it makes people want to read what I've written because nobody else has the stones to do it today.

Harlan: You don't get letters saying, "Dear Mr. Furey, You saying the words 'fecal discharge,'" — and if it does, who cares?

Matt: That's right. We really don't care. Here's the difference. I'm not deliberately trying to offend anyone. No. I'm just being myself. I'm just writing the way I normally write and talk. There will be people who get offended from time to time. They are so few and far between that you would be foolish to alter your writing just to get the approval of one or two people when the masses really like it. That's what draws them to you.

Harlan: If you got on the call late, we're looking at e-mails that Matt has written at <http://sixfigurecopy.com/email.html>.

Yesterday was my birthday, so I would like to do something for everybody. When Matt says something, it sounds simple. But, I discovered that you have to study what he says. I'm recording the call. I'm going to have it transcribed. I would like to give it to you. There's no price, etc. If you're on my list at <http://sixfigurecopy.com/>, I will post it as soon as it's ready. There's nothing to buy. I will just give you that, because I really want you to study what he says.

There are some people who talk about it. Then, there's somebody who does it everyday. It works.

The next e-mail (#2) is the one that you did for my finger healing product. This e-mail converted at 9.67%, which is pretty darned good for an e-mail. I wonder if you would go through it. The tone of this e-mail is very different from the tone of the preceding e-mail. This must be another one of the different styles that you're using.

Matt: Yes. Let's just start with the headline. I knew that your product was about mudras or finger postures. In Chinese, they call them shou shi. I cannot write an e-mail without at least a speculative headline. I wrote one. I forget what it was, but it was something like "The Power of Your Fingers" or something like "The Secret Power of Your Fingers." Then, I started writing it.

Along in there, I then started to see that the best way to explain the effect a finger gesture could have is if somebody flipped you off or gave you the middle finger. I saw that in there. I changed the headline then.

If we go through this, you just start with the opening. "This is not an ordinary email." That line alone sets people up to think, "Oh-oh. What's he going to reveal in this?" It makes them very curious.

"It contains subject matter that may make you uncomfortable." Now, they're being challenged to not be uncomfortable, to sit there and be the brave soul that they want to be.

“Then again, it may change your life for the better.” I’m now talking about something that either is going to make you uncomfortable or it’s going to change your life.

Every one of these sentences is short, pithy, and hypnotic. I want the reader to get to the next sentence and to the next sentence. I want them to not be able to stop.

“What I’m about to discuss with you may sound outlandish. It may cause you to sneer or smirk.” Again, they’re still being challenged. “It may trap you in your ego - where so many feel comfortable with the idea that they already know almost everything - even the things they clearly don’t. As the saying goes, ‘don’t bother me with facts, my mind is already made up.’”

I’m really throwing out a challenge.

Harlan: They’re sucked into the e-mail and they don’t even know what you’re going to talk about yet.

Matt: They still don’t even know what I’m going to talk about. Now, they really *must* keep reading.

“Well, I’m not going to “bother” you with facts today. I’m simply going to give you a different view of things in our world. Things we take for granted. Things that we use every single day - yet know so little about. Things like your hands and fingers.”

People know. Well, what do I know about my hands and fingers.

“Previously I’ve written about exercising your hands in order to eliminate pain, as well as to strengthen your ENTIRE BODY and MIND. I’ve hinted at how certain exercises for the hands open the meridians of the body and promote greater chi flow. I’ve even told you that in China, I have studied many books and courses on how to train your hands and fingers - but not just for super-human strength. No. The main purpose of many of these exercises is to keep your mind and body sharp - even in your latter years.”

Now, I’m hitting the biggest — the next paragraph contains the current #1 fear of Americans. It’s not heart disease; it’s not cancer. It’s Alzheimer’s. I then go into that.

“No Alzheimer’s. No dementia. No wandering around in a daze, totally unaware of who you are and what you’re here for. No breakdown of the internal organs - which are the keys to great health.”

“Anyone who thinks his muscles are where his strength comes from has never had a kidney stone, stomach virus or some other difficulty that knocks the best of the best on their can.”

So, I'm getting into the organs of the body and saying, "You might think your muscles are everything, but it's actually your organs that are controlling and running the whole show."

"Okay, the above is all well and good - yet did you know there are even MORE reasons to train your hands and fingers - and even more benefits to doing so than you can possibly imagine at this very moment."

"Including healing your body of pain; improving communication; enhancing your career and ability to earn a good income."

"Here's the deal: How you use your fingers has a long, long, long history in Asia. Specific hand positions, known as "shou shi" here in China - contain automatic feedback to your brain and central nervous system - as well as to the Universe itself. Those who've reached the highest levels of energy work will tell you that you can change your life by changing the way you use your fingers; even by placing your fingers in various positions that don't look like much of anything."

"Well, if you think putting various fingers together doesn't influence or affect you or anyone else, then flip the bird to the next 10 people you see and notice the reactions."

So, this paragraph is key. It's designed for the skeptic, for the person who says, "Oh, come on! What you do with your fingers doesn't have anything to do with anything."

"True, this is a crude example of what I'm talking about, but I think it illustrates a point. Whenever you see those big giant statues of various Chinese or Indian saints, take a look at how the fingers are positioned. Ever wonder why these positions were chosen. They were chosen because they affect your jing, qi and shen - aka your physical body, energy body and spirit body."

"With a specific hand seal or finger movement, I have watched a friend in China turn a roomful of people around. Without being conscious of what happened, these people turned around, took a seat, and began patiently waiting for him to talk."

"I have watched a kung fu master slice through bricks with the insides of his fingers. He did this, by the way, after preparing himself with a variety of hand seals or finger gestures that increased the flow of chi in his body. I have watched old men do amazing things with "mind power" - and much of it they attribute to how they train their fingers."

"But HOW these people train their fingers is not the standard "get a hand gripper" advice you hear about today."

Now, I'm selling against their other ideas of what they do for their hands.

“In fact, the finger exercises that benefit your mind, body and circumstances in seemingly super-natural ways have nothing to do with gadgets, grippers or anything like that.”

Harlan: We’re about 3/4 of the way through the e-mail. You haven’t given away a single clue, other than this is something you probably don’t know about but really works.

Matt: Right. Exactly. Then, it ends with “They also don’t require hard, hard work. All they require is your willingness to learn, practice and apply.”

“If you’ll do this, I can assure you that you will be blown away with the results.”

Then, I ask the question, “Are you hungry for more?” That’s basically saying what I did in an earlier question you asked. I don’t give them the loaf. I give them a taste. Now they have to make the decision.

“I certainly hope so because I have a recommendation for you. It’s called Finger Healing. I not only give it a double-thumbs up” — which is a finger gesture or movement — “but I’m positive you will, too. That’s why I’m telling you right now to use your index finger” — so, I’m even using what I’m saying in this same way — “to click the following link to order NOW.”

“Go to http://mattfurey.com/finger_healing.html and see for yourself the difference a few non-obscene finger movements can have upon your life.”

Yeah. The conversion on that was pretty amazing. I think that if I had used any other headline like “Flipping the Bird in China” — in that title of the e-mail alone it also plays into “Oh my God! What happened? Did the Chinese Communists arrest somebody for flipping the bird?” It plays into fear; it plays into curiosity, and so on. Plus, it’s sort of like, “Who would have the guts to say that in the headline. Flipping the bird? I’ve got to read this! What is *this* about?”

That headline is really important for provoking curiosity.

Harlan: You certainly pushed the curiosity in this. I remember years and years ago, I saw you at Dan Kennedy’s last Copywriting Boot Camp. You got up and spoke. Since that time, you went from being the personal trainer to one of the paramount forces online. If you check online, nobody can find any of your products on copywriting or writing e-mails readily available.

Why is that? You’re the first person who is the teacher of this stuff who just doesn’t sell his stuff.

Matt: I’ve always looked at this way. I have a lot of other people who are in the fitness industry who would love to be copying what I’m doing to compete against me. There are a lot of people in the self-development industry who would love to know everything I know so

they can compete against me and outsell me. They view me as a competitor. Then, you have the whole martial arts training. I film everything. I record everything so I have a record of it. But, I release very little of it.

With all my trainings you've been to in the last couple years, almost nothing has been released. Literally, almost nothing. Even to the people in the group, they've got to take copious notes and they have to remember.

Harlan: Matt does something that other people don't do. When you go to one of Matt's meetings, there are no laptops in the room. There are no recorders in the room. You want to pay attention. Matt wants your brain working. Therefore, you have to handwrite the notes. Otherwise, you're going to miss it when the facts come furiously at you. What's all that about? The no laptops thing.

Matt: Because people are easily distracted. When somebody can look into a computer screen, they will tune you out. They won't listen. Or they'll start looking at e-mail or they'll start surfing the Internet. You're up there trying to deliver an important message, and people are sitting there looking at two or three other messages at the same time. If you eliminate the other factors, you have a better chance to get people's attention.

The same applies to e-mail. When you write an e-mail the way I do, your job becomes just that. You've got to get people's attention the same way you've got to get them away from everything else they're looking at and focusing on. Tune them right into your e-mail.

I've had my students tell me flat out that when my e-mail shows up in their box, they just look at the headline and they feel a buzz of energy. "Oh, my God! I have to read this one!" We've talked about that a little bit. I've even taught my students how to create that sort of buzz in your e-mails through the way you program your mind before you write, the way you breathe, the way you think, and so on. I think that's huge.

If I'm going to have a positive effect on people, I need their whole minds involved. That's a quick answer to your question there.

Harlan: We recommended earlier that people go to <http://www.mattfurey.com/>. You've got a new book called 101 Ways to Magnetize Money. You also do a lot of master the mind with Psycho-Cybernetics. Where would they get on that list to get hints on managing their minds?

Matt: That list is <http://www.psycho-cyb.com/>. You can also get here at <http://www.psycho-cybernetics.com/>, but I shortened it for calls like this. I can very easily get to the point. At <http://www.psycho-cyb.com/>, you'll see a variety of different things, including the 101 Ways to Magnetize Money book. I just released that in August. It's already at best-selling numbers. I have people ordering 30, 40, 100, 200 copies of it at a time to give it away to people in their companies.

One guy I talked to today bought five, one for himself, one for his wife, and three for his kids. They study it as a family. It's really gratifying.

If you look at the e-mails I'm doing on that subject, you'll see the same formula applies. I do not send out these e-mails that teach you the latest meditation/visualization and how to do it. I think that's a big reason why the book is flying out of our warehouse very quickly.

Harlan: In your e-mail strategies about not giving it away, you're doing the same thing in video as you're moving to dominate video. Would you share some of the things about what's wrong with the video on YouTube today?

Matt: There are so many things. If I were to isolate the biggest one, it's the same objection I have to the way people write their e-mails. They get on YouTube and they teach. For example, let's take exercise. It's a niche I've made a ton of money in. somebody will get on there and teach three, four, or five exercises, explain how to do them, demonstrate them, and so on. Then, have the URL to the website preceding the clip as well as finishing the clip. They'll brag about how they got two buyers out of 40,000 visitors. *If* they get that many people to look at their clip.

What they don't realize is that they're lucky they got *anybody*. Something is better than nothing, but if you're going to plant seeds, it's better to have a harvest than it is to just get a potted plant growing if you want to feed a lot of people. If you want to feed yourself, your family, and be able to travel the world like I do, you wouldn't go on YouTube and teach what you know. What would somebody go to your site to buy from you? Why would they do that?

There are three things people do when they go to YouTube before they click on a video to watch. First, what is it? Second, how long is it? Those are the first two things. Now, if they watch the video and you are flat-out teaching and you don't know how to entice, you don't know how to sell, as soon as they finish watching that clip, they do not go to your website to buy. They go and look for the next clip!

After they've watched enough clips to satiate their appetite, they're now full; they're no longer thirsty. They then move on and go somewhere else on the Internet. It's a huge mistake. Nobody is really doing it right.

I haven't really used much video online to date. I do have one clip at <http://www.mattfurey.com/> showing me speaking in public on the power of imagination. It's a couple minutes long. Over the next month, I think people are going to be astounded when they see what I'm doing.

You've seen some of the roughs that I showed at the last meeting in August. Again, you saw the show of hands. I asked the audience point-blank, "Okay. What if I taught you what I'm talking about here? What if I showed you how to do it? Would you go to my website and buy something?" The answer was hands-down, "No!"

I said, “Okay. How about this? You watch this. Are you excited? Do you want more? Would you go buy?” All hands are raising. “Yeah. I want to know more.”

That tells me that I’m really on to it. It’s going to be revolutionary. I think you’ve named it appropriately. “The Viceroy of Video.” Thank you for that idea.

Harlan: Okay.

Matt, how long does it take someone to learn how to write Furious E-mails?

Matt: One of the remarkable things about my approach is that somebody can learn it very, very fast. I don’t say this to make a sale. I say it because it’s true. On two different occasions, I’ve taught e-mail copywriting. The first time was to nine people. They paid \$10,000 for a two-day event. Inside of those two days, I had everyone in that room writing killer e-mails. Just awesome, awesome e-mails. These were people who were very doubtful about their ability to write. Not just e-mails, but writing in general.

Afterwards, these same people then put their skill to use on their websites and/or for others as an e-mail copywriter. They started cleaning up.

Two years later, I held another event where I took 60 people and attempted to do the same thing. I promised that inside of two days, I would have them writing kick-butt e-mails. Well, the night before the two days, I gave a free event that was three hours long called Zero Resistance Writing. I programmed their minds. I taught them how to breathe. I taught them how to think. I gave them a new mental picture.

The next day was when the work or the practice began. I had two people who were disruptive elements in the room. They didn’t believe they could do it. I tossed them, gave them a full refund, sent them home. This was \$5,000 a pop. Sixty people. That was \$10,000 I sacrificed because I wanted the entire room to get this.

I worked and taught these people, gave them breathing exercises, gave them e-mails to write. One by one, I had them come up and read their e-mails. It was just amazing. Nobody could believe it. They thought a miracle had been worked. My conviction is so strong that I believe I can teach anybody to do this if they’ll just follow my directions.

I have had many people that will swear that they thought it was the hardest thing in the world to learn. Once they opened their minds and allowed my teaching in, they changed.

I’ve not taught that many people other than these two rooms and the people in my mastermind. I made a set of CDs of the event I held three years ago. People, just from listening to the CDs over and over, dramatically improved their results in writing e-mails.

One guy, a very famous fitness entrepreneur, got these from me. He sent me an e-mail and said, "You just made me another seven figures." This guy is funny. His name is Ryan Lee. He used to write HTML e-mails for years. This gets back to they might be making money, but if they did it my way, they'd make a lot more. Ryan did the exact opposite of myself. He had HTML e-mails. He taught. He had pictures showing exercises. He got my course. He immediately changed styles, went to text only, told stories, used metaphors, and stopped teaching. His income skyrocketed. It's the ultimate story.

There are many others of people just starting from scratch. My brother Sean had never written copy. The first client he landed writing 20 e-mails for a month paid him \$8,000. His very first client. If you do the math, that's almost six figures a year.

It's very exciting to think what my teaching on this can do for people. The only people who cannot make it work are those who do not believe in what I'm saying. If someone won't believe me, I can't help them. If you give yourself just a tiny crack in the door, just a little bit of room to look through, then your life will change. It's going to be astounding.

Harlan: That's amazing.

Matt, can we pry one of your products from you?

Matt: Well, we got together and talked about this. I thought about it and thought about it. What I've done is put up my e-mail copywriting seminar from three years ago on my site at <http://www.emperorofemail.com/>. I believe that's the site.

Harlan: <http://www.emperorofemail.com/>?

Matt: Yes, I believe so. Let's just double check here. Yes, that's it. <http://www.emperorofemail.com/>. You'll see me riding the elephant in Thailand, giving a thumbs-up. You see me pointing at you with my two fingers there, using a Harlan Kilstein finger gesture. That is a magnetic gesture there. Here's an offer for this program that people paid \$10,000 a person to be involved in. I have let it go to a select number of people since it was recorded for \$5,000 a pop. Recently, after talking to you, I thought, "You have this great group of guys from all over the world. They're working their butts off. They want the one thing that is going to put the key in the door and unlock the gate of riches, the treasure trove of riches."

This is really it. Great Internet marketing is great e-mail copywriting. You cannot just put up a website and expect all the money to just drown in your bank account. You've got to continually bang the drum and send out e-mails. I'm offering this program for \$995.

I'm also throwing in a special bonus from a year ago. I talked about the Zero Resistance Writing program that I had done. That really set the tone for what happened a year ago with the 60 people minus two. It really taught them the breathing exercises, taught them

the mindset so that if they just follow this every single time they write, they will start, even if they're no good at writing at the present moment, they will get into a state of flow, into the stream of consciousness that allows the words to just flow out of your mouth and onto the paper and out to your customers or prospects. Money comes back to you.

That bonus is huge. I can't even put a price tag on the value of that. Nobody has ever taught it. I've never seen anybody cover it. If somebody has writer's block, "Well, get over it." I teach you how to not have it in the first place. If you do have it, I teach you how to get over it.

It's not on this page, but the other things I will do is throw in a copy of my brand new book 101 Ways to Magnetize Money; I will also throw in a copy of the CDs from that event. Again, not on this page, but we have my word. I'm sure you recorded this so you know what I said. We'll also send you a copy of my new magazine, Mastermind Magazine. It's replete with some really awesome articles from a best-selling crew of people in the fields of health, wealth, and wisdom.

I will also send you an 8x10 photo you can frame and put up as well as the Zen Master mouse pad that you can put right on your desk. Everyday, you look at it and you get excited about the e-mail that you're going to write.

One last thing. This is really awesome. This is truly awesome. I just got it in a couple of days ago. I have this new coffee cup. A lot of people drink coffee in the morning. This is a Zen Master of the Internet coffee cup. It looks blue. You can't see anything on it. When you add the hot liquid to it, I suddenly come flying through the universe like Superman, pointing right at you. It energizes you to write these awesome, kick-ass e-mails.

I tell people, "If you drink from this coffee cup every morning, you'll be having breakfast with me. I will be giving you the words and the emotion to really do a great job sending out e-mails and banking the big bucks."

All of those things I will send to you if you order this tonight.

Harlan: A lot of people, when they come on a call, do it as an affiliate. Matt is someone that I respect utterly. I told Matt I'm doing this because this is something that works. I'm not doing this as an affiliate. As a matter of fact, I told Matt that I won't take a dime for this. This is something that can change your career.

Matt: You're not kidding. We have a track record of e-mails going back several months. You've tried to get me on this call back in December. You wanted to get me on in January. This is when I finally agreed. I have insisted that I give you a percentage of all the sales because I think it's the right thing to do. All of these people are your customers. I wouldn't even have access to them. They wouldn't even know who I am if it wasn't for you. Every single time, all the way up to today, you have held true to what you've said. You said, "I don't want anything."

In your last e-mail, you said, “If you insist, I will give a donation to your foundation.” I have schools in China that I have built for kids in very poor and remote areas. They don’t even have schools. I built two schools already. We have a third one going up right now. It will open either this year or next year. I’ll probably take you up on that part of it and make a big donation to that foundation to help support kids in these areas get the schooling that they so desperately need.

I appreciate that. It’s most common for a person doing the teleseminar and the person who comes on to do a split. But, you have really shown me that you mean it. I am deeply moved by that. I hope that shows people on this call your deep sincerity with what you’re saying. You really truly believe in what I teach. You have written me numerous e-mails telling me how many additional six-figure per month businesses you’ve started following this formula.

Harlan: That’s right. Sitting in Matt’s Mastermind, I actually had an idea. Matt shot it down. It became a Yoga product. I had another idea. Matt shot it down. It became finger healing. When you plug into the Zen Master, the money just flows. There’s no higher recommendation I could give than to learn how to write e-mails from the person who is the single best e-mail copywriter that there is.

Matt, I want to thank you for being on the call. It’s just an honor to get you on the call. For anybody who missed any part of the call, get on my list at <http://sixfigurecopy.com>. I will get you a transcript and a recording at no charge at all for downloading it.

Matt, thanks so much. Regards to your family.

Matt: It’s been my pleasure. Thank you. Thanks to everyone who’s been on this call.

Harlan: Okay. That last URL was <http://www.emperorofemail.com/>. Everybody, have a great night. Bye!

Matt: Bye.