

Subject Line	Story	Hero	Enemy	Mentor	Emotion (Curiosity)	Problem or Objection	Showcased Benefit, Advantage	Credibility, Authority, Proof, Features	Hook
Chapter 1: Penniless Raging Bull of Persuasion	Kenrick's health club rebellion... demonstration of power, influence and control...	Kenrick	Sales manager	Mom	Anger, frustration, vengeance	Don't know how to manage money	How to sell... how to manage money... prosperity.	Results demonstrated through story... fascinations (specific how to)... took 35 years to amass... bullet-proof guarantee.	Conflict, Kenrick at odds with employer.
Chapter 2: Brunette Bombshell of Persuasion vs. My Mom	Kenrick meets Karen, knocked down a peg... you can close the toughest sales when you know how... demonstration of power, influence and control.	Kenrick	Closer's Bible thumpers	Mom, Karen, Carol Erickson, NLP originators.	Love, lust, anger, fear, awe, shame.	Can't close. But will it work for me? Is this just another one of those closer's bibles?	More than just a course. Personal interaction with Kenrick... Interactive training... unconscious learning.	Results demonstration through story... 35 years of study with multiple NLP originators, Carol Erickson and others... reference to student testimonials...	Conflict, Karen vs. my Mom.
Chapter 3: A Pox on NLP Persuasion		Kenrick	NLP	Zig Ziglar, Bandler, Grinder, Carol Erickson.	Guilt, feeling like a manipulator. Insecurity, inadequacy, feeling like a sales pretender. Anger, at lies and mis-information. Fear and anxiety that you'll be found out. Confusion. Relief. Kindness, and compassion.	Isn't this just more NLP? I've heard it all before. Isn't trying to overcome objections manipulative? Is it tough to learn?	Beyond NLP. You don't have to learn it. Learn the subtleties of handling objections, creating rapport, and pushing hot buttons. Success, sales, and wealth. Self-knowledge... prosperity mindset... unshakable conviction...	In tight with Bandler, Grinder, Carol Erickson. Guarantee.	Controversy, attack on NLP.

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					Admiration.		confidence... clarity.		
Chapter 4: Drunken Bum Sales Manager	Drunken bum sales manager... activate prospect's distaste for sales management... why make some asshole rich when you can have this power? Kenrick gets his own club... demonstration of objection handling skill and power of persuasion ... realization that persuasion is not enough.	Kenrick	Sales Management		Anger, indignation, contempt, enthusiasm, triumph, greed.	Financial lack. Being taken advantage of.	Become an objection handling master. Attract, accumulate, and hold on to large amounts of money. Become successful. Eradicate financial snafus.	Results demonstration thru story... feature/benefit description... testimonial... strategies based on more than 30 years of experience...	Betrayed
Chapter 5: Bungle in the Money Jungle	Kenrick loses his club... begins to put his finger on the underlying problem.	Kenrick	Unconscious beliefs at war with reality. Clients.	Dad	Pride, anger, frustration, confusion, anxiety, fear (of failure, poverty, misery)	Being unable to save money or accumulate wealth. Failure, poverty, misery. Being pushed around by clients or your own	Mental software to handle wealth... skills to haul it in fast. Accumulate wealth with ease. Master money. Deal with both sides of the equation	30-year search... of modern psychology, ancient texts, NLP, hypnosis, sales and persuasion... testimonial... demonstration of sales effectiveness through story.	Against All Odds

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						inner demons.	(making it and keeping it) together. Prosperity.		
Chapter 6: Darker Than NLP Dark-Side Patterns	Kenrick meets Richard Bandler... demonstration of power, influence and control...	Kenrick	The Self.		Happiness, satisfaction. Humiliation. Compassion. Fear (of losing the deal).	Self Sabotage. Stress and worry about not having enough money to make ends meet.	Stop self-sabotage. Make a fortune... enjoy your work... gain self-respect. Fix your head. Take control of your mental programming. Lightning-fast-learning technologies. Fast cash. FU Money (x-months living expenses in the bank). Effortless learning.	Demonstration of objection handling effectiveness thru story... (Mechanism) "Theta" brainwave technology...	Controversy, Evil
Chapter 7: Greatest Sales Hook Ever	Kenrick becomes stage performing persuasion guru. More demonstration of power, influence and control.	Kenrick	NLP		Fear. Greed.	Is this just more NLP? Will I sound like a robot? Too much material to absorb, I won't use it.	Sales hook. Best objection-handling skills. Exclusivity. Savings. Fluid, flexible, spontaneous, creative. Inoculate against objections. Kill quota. Achieve any sales goal. Learn faster and with less repetition.	Never losing the bet. Determined foe not just defeated, converted. Fully searchable transcripts. Theta-Brain Wave Technologies. Comprehensive — theory, experience, shortcuts, all rolled into one. Systematic. Demonstrated.	Bet or challenge (Conflict), Superlative
Chapter 8:		Prospect	Closer's	Sun Tzu,	Surprise.	Will I piss off	Sell more and	Borrowed	Conflict

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Persuasion Cage Fight			Bible thumpers.	Robert Ringer.	Bitterness. Aggression.	the customer? Is this manipulative? Will I get laughed at for using a hackneyed trick the customer sees thru? Will it work for my profession?	faster. Escape the daily grind of conflicted thinking and sales stigma. Towering confidence. Take control in virtually any sales situation. Commission dollars. No struggle or strain. Commit skills to habit-force. Smooth as silk in a game situation. Elegant and sophisticated. Think positively about wealth accumulation, asking for money, raising prices, and financial independence.	wisdom (credibility) from Art of War and Robert Ringer. The War Room. Opportunity to practice and get feedback. Comprehensive . Theta Brainwave technology. List of different kinds of professions who are using.	
Chapter 9a: Persuasion Karate with Mr. Miyagi	Wax on, wax off.	Danny		Mr. Miyagi, Sun Tse	Aggression. Frustration. Fear. Calm composure and unshakable confidence. Self-hatred.	Is it hard to learn? Will it work for me? Flummoxed by objections.	Fastest system for wealth accumulation. Deepest wisdom on sales and persuasion. So confident as to be feared. Smoothly counteract every objection. Verbal	Success story. Testimonial. Examples of analogies, metaphors, and anecdotes. 24 power-patterns for dismantling the 39 top show-stopping objections. Embeds patterns in muscle	Off-Beat

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							wizardry is second nature. Easy to learn.	memory. Simple and straightforward. List of trades and professions who use it. Borrowed wisdom of Mr. Miyagi.	
Chapter 9b: Advisor Opens a Million Dollar Case	Advisor Opens Million Dollar Case.	Tony	Disobedient Prospects.	Kenrick	Contentment, gratification, satisfaction.	Prospects who try to control and stonewall the sales process.	Fast, easy sales. Compliance. Eliminate hidden beliefs that sabotage your attempts to get and keep money. Open the financial floodgates. Making sales becomes routine and predictable.	Success story. Actual interaction from transcript.	
[DEADLINE] Chapter 10a: Money, Prestige, Power Play		Prospect	The Prospect's own Ego	Kenrick	Embarrassment. Pride. Love.	Too much to take in. I don't want to be greedy or materialistic.	Money. Prestige. The trappings of wealth. Making money enjoyably. Natural confidence. Just have to use a little a day, becomes automatic, simple. Savings. Sales spike, less effort, you enjoy selling more. Confidence	Insanely driven to master all things persuasion. 30 years maniacal question for knowledge. 365 day guarantee. Testimonial.	

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							up, pressure down, wallet fattening. Just a few minutes a day yields benefits for far into the future. Double income and confidence.		
[Times Up] Chapter 10b: Stop Manipulating Me		Kenrick	Sellers, marketers, persuaders, your own resistance to them.	Kenrick	Irritation, annoyance with being sold to. Anxiety about making (needing to make) the sale. Self-flagellation, (Muddled with worry over spending money. Conflicted because it promises to help to make money they desperately need. Should I get this or shouldn't I? Why can't I just make a decision?) Fear of loss. Embarrassment in having to agonize over the decision to buy things they want or need. Surprise, (pattern	I don't want to be sold. Resistance to being sold robs you of your freewill, keeps you from doing the things you want to do anyway.	Objection handling mastery. Money in the bank. Prosperity. Freedom (FU Money). Quick and easy.	365-day guarantee. 35 years in the making. Happens for EVERYONE who does the work.	Conflict, battle between buyer and seller. Manipulation.

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					interrupt, mind bending language.)				
[Times Up] Chapter 10c: Tripled Income in Half the Time	Tripled Income in Half the Time	Kevin from Canada	Tight fist ed clients	Kenrick	Pride of accomplishment, worry (about money), relief (about money). Confidence. Safety (nothing to lose), fear of losing out on the deal. Incredulity.	Too much month at the end of the money...	Max money in minimum time. Learn to obliterate sales objections. Beef up your sales and bank account. \$924 savings. Rout out damaging beliefs about wealth and money. Make accumulation come easy.	No risk guarantee, customer success story, testimonials.	
Subject Line: FINAL NOTICE		Prospect	Faulty internal beliefs about money.	Kenrick	Relief, fear of loss. Safety.	Trouble selling. Misdiagnosis of the real roadblock to sales. Lack of money.	Solve the mysteries of wealth. Most powerful and practical sales skills in existence. Sales techniques become more potent and profitable. Improve your mindset, improve your career.	Guarantee.	
One Day Pissed-Off Offer, Today Only	Kenrick gets hate mail	Prospect	Kenrick	Kenrick	Anger, defiance, relief,	Too much to absorb.	Massive shift in your selling ability. Rewire your money brain. Get off the hamster wheel of lack. 40% off. Obliterate	Deep trainings. Customer testimonial.	Conflict, Injustice

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							even the most entrenched objections. Smile while customers agree with you. Increase closing ratios and commissions.		
[One Day Only] Unfair, Politically Incorrect Offer	Kenrick gets hate mail part 2	Prospect	Kenrick	Kenrick	Anger. Gratitude, so glad to have you as clients. Mirth, (laugh at objections.)	Don't want to be forced to buy BOTH courses.	40% off. Easier to acquire wealth. Don't get beat by objections. Works for all professions. Unfair advantage.	35 years in the making. Client testimonial.	Conflict, Injustice
LAST CALL [1-Day Offer Expires at Midnight]					Overwhelm. Frustration. Fear of loss (losing the deal).	Too much information.	Positive change happens automatically. Never take NO for an answer again. Savings, 40% off. Blow past quota.	Unconscious learning sessions.	