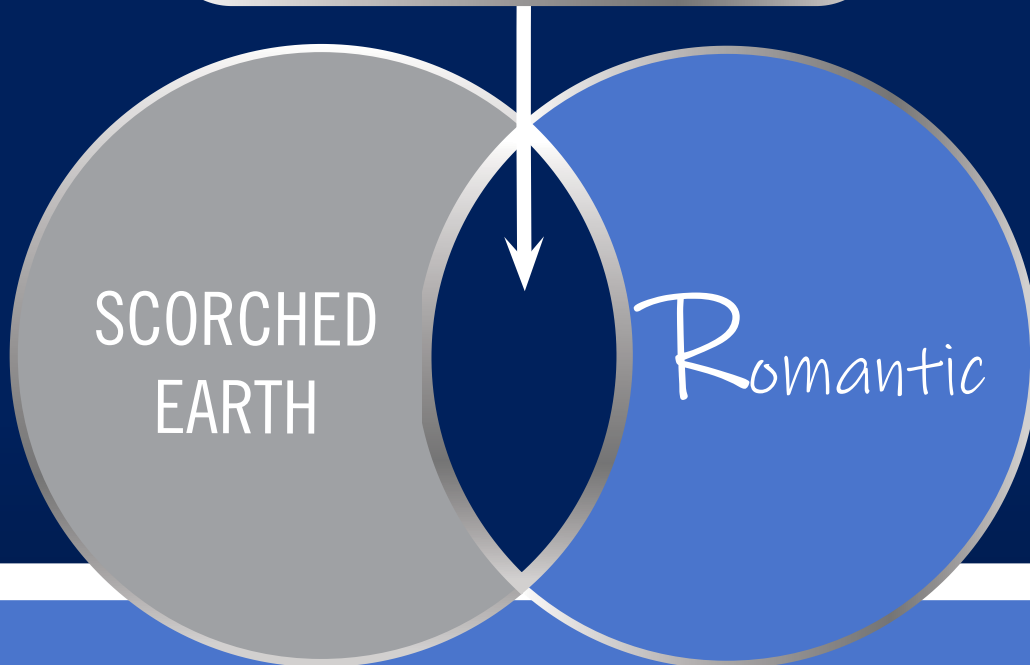


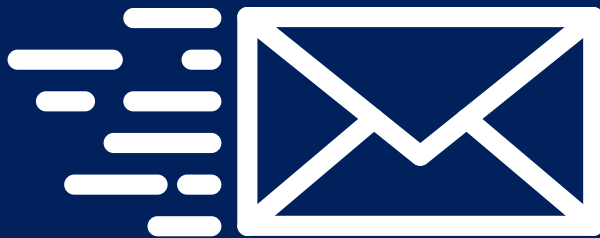
THE THIRD WAY



THE BEST WAY TO
GENERATE LEADS
and Sales From Your Email List

EVEN IF YOU DON'T THINK
EMAIL MARKETING
WORKS FOR YOUR INDUSTRY

SCOTT BYWATER



If you're like many list owners I've met, the words going through your head right now are...

"I don't think email marketing will work for my industry."

Yet email marketing is the single marketing activity with the highest ROI.

In fact, according to Litmus research, it generates a 42x ROI for every dollar invested.

The problem is most businesses do it wrong.

While many marketing agencies and self-proclaimed gurus will tell you 'hitting your list' with aggressive offers on a consistent basis is actually a good thing...

I refer to this as the scorched earth approach, which...



SCOTT BYWATER

is the unseen wordsmith behind hundreds of widely published and super profitable email marketing campaigns including...

An email product launch which generated \$470,000.00 in revenue within 7 days.

Creating over 9,127 email subject lines (and seeing the split-test results) for one of the leading health influencers on the planet.

Strategy and copy which generated in excess of 3,000 attendees and \$5 million in sales to an event.

Combined with dozens of five and six figure campaigns.

LEADS TO SOARING UNSUBSCRIBE RATES AND LIST CHURN

It literally kills the golden goose, while your reputation and brand gets kicked to the curb.

The other email marketing camp is "The Romantics"...

Now the "Romantics" believe including any offer at all in an email communication should be avoided...

So they write the equivalent of "Love letters" that contain no offers or "call to action" whatsoever.

What's more, they subscribe to the endless content theory, believing if they just keep writing, the sales will magically appear out of nowhere.

In reality, this is...

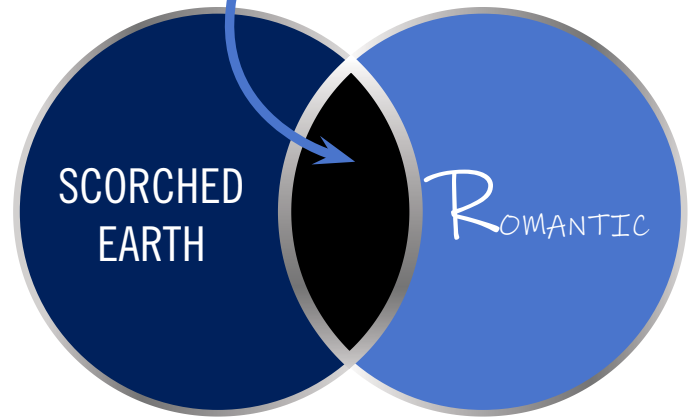
AN UNPREDICTABLE, INCONSISTENT AND PAINFULLY SLOW MARKETING STRATEGY

There is a better approach, which I refer to as The Third Way...





THE 3RD WAY



This fast, authentic approach builds trust with high value clients, while also generating leads and sales... without the scorched earth factors.

Truth is, you have to make offers.

Otherwise you won't sell anything...

However in order to work with high value clients and produce marketing your mother would be proud of...

You need to do it in an appropriate way.

I've refined the entire process so it's simple to follow.

The most important component of the Third Way is something I refer to as "Open Loop Offers."

Let's take a quick
look at an example:

This is
Cameron Strachan
from Automatic Golf.

He sells products and coaching that helps golfers get deeper satisfaction and enjoyment from the game.



We split-tested two emails to his list.

- That means we sent ½ the list email 1, and the other half email 2.

Here's the first email

SUBJECT: The "4% Thinking Secret" for Consistent Ball Striking

Hi NAME,

What if adding raw power to your swing and mind-blowing consistency to your overall game...

Was as simple as flicking on a "thinking switch"?

Let me explain...

You've probably heard of the Pareto Principle...

And the fact that for many events, about 80% of the effects come from 20% of the causes.

It was discovered by Vilfredo Pareto who found that 20% of Italians owned 80% of the wealth.

But the principle repeats itself in all things - nature, business and yes...

EVEN GOLF.

And it's fractal - meaning just 4% of your activities generate 64% of your results.

Below is one of the most important graphs that helps explain the Pareto Principle and how you can get better results with the least amount of stress and effort.



Bottom line: If you focus on the really important stuff you'll get a breakthrough.

Yet this is easier said than done, because most golfers struggle to stop thinking about all the rubbish. Yes, they're constantly thinking about:

- Their grip
- Stance
- Swing plane
- Forearm plane
- Body pivot
- Wrist cock
- Weight shift
- Backswing length

Yet for the most part, thinking about these things will slow you down.

They make golf harder, not easier.

That's why I created [the Automatic Golf Bible](#)

Make no mistake - if you can leave thoughts about your technique alone, you'll have a breakthrough.

You'll also light your learning system on fire and it will reward you with better golf.

They key is to simplify.

To think less and not more.

Like to know more, so you can hit every tee shot further and unleash true consistency?

Then check out [The Automatic Golf Bible](#) now.

You'll be glad you did :)

Cameron Strachan

Now the second email is exactly the same, except there's a "twist" at the end, which I've circled below.

Here's the second email

SUBJECT: The "4% Thinking Secret" for Consistent Ball Striking

Hi NAME,

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Was as simple as flicking on a "thinking switch"?

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- Their grip
- Stance
- Swing plane
- Forearm plane
- Body pivot
- Wrist cock
- Weight shift
- Backswing length

Yet for the most part, thinking about these things will slow you down.

They'll make golf harder, not easier.

In fact, if you can do just ONE THING with your thinking, you'll have a breakthrough.

You'll also light your learning system on fire - and this will reward you with better golf.

The question is... what is this ONE THING the best golfers in the world know about, that almost everyone else is oblivious to?

I pondered this question for years.

And I've finally found the solution, which I'm opening the lid on in [The Automatic Golf Bible](#)

It's so simple, you'll kick yourself when you hear it.

And yet it will literally make you...

Hit your Tee Shots further and straighter into the fairway (or into play).

Nail down your accuracy, so you automatically stop slicing, hooking, duffing or shanking.

Ensure your clubhead is naturally in the ideal position through impact.

And all this will give you an injection of confidence so strong, you'll be able to play the best golf of your life!

Like to know the "ONE THING" thinking secret elite golfers swear by?

Then grab [The Automatic Golf Bible](#) now.

You'll be glad you did :)

Cameron Strachan

Guess which one performed best

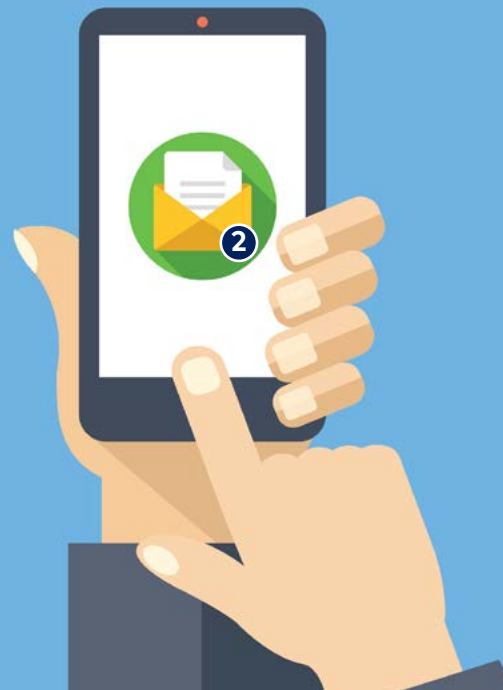


Yes, it was email #2.
Here's the breakdown:

eMail 1: 5 Sales @ \$97=485

eMail 2: 9 Sales @ \$97=873

**That's an 80%
better conversion rate!**



Yes, one tiny piece of text was the difference between the two.

Bottom line: these deceptively simple 'open loop offers' are a fun and irresistible way to turn every piece of email communication into a highly effective sales machine.

You can't not know right?
You have to click to find out the answer!

It's like turning off the TV two minutes before the end of a Game of Thrones episode. Not going to happen, is it?

You always want to resolve the story bouncing around in your brain.

And it's not just Game of Thrones...



WHAT DOES EVERY SINGLE TV SHOW END ON?

A cliff-hanger to the next episode.

They never resolve the story.

Same with every single morning show, just before the ad break...

It's the one technique used across every single genre.

In case you're wondering if 'open loop offers' will work in your industry or business, here are some examples of the different open loop offers used in wildly different businesses.

Account Software

Did you know there's a simple way to check how much more profitable you were this year than last year ?

And it takes just 10 seconds. In fact, you can press just one button within X, Y, Z software.

Would you like to know what that button is ?

Then [CLICK HERE](#)

Online Courses. i.e. YouTube Ads

There's a simple YouTube script I'm using right now, with almost all of my students, which is generating double the average results.

And it applies to virtually every industry. Yet it's so simple. In fact, it's just 17 words.

Would you like to know what those words are ?

You'll find them in the first module of my FREE Mastering Youtube course, which

you can grab [HERE](#)



Event Promotion. i.e. how to invest in property

Right now, there's seven under the radar suburbs in Sydney where all the metrics suggest you can buy a house at 17-27% under market value.

Most real estate agents don't know about them. Same with mortgage brokers.

In fact, 99 out of 100 people are completely oblivious.

I've kept them close to my chest until now, however I'll be sharing what they are - and the pockets within those suburbs which offer the highest rental returns -

when you
**JOIN ME AT THE PROPERTY
INVESTORS LOCATION SUMMIT**
this Saturday.

BOTTOM LINE: If you have a list of names... and a product or service of any kind... 'Open Loop Offers' will work for you, no matter what industry you're in.

Do you get why this is the world's most underrated marketing tool?

By using "open loop offers" instead of "scorched earth offers" or writing content emails with no offers at all, it changes everything.

Email marketing is the single marketing activity with the highest ROI. Full stop.

In fact, according to Litmus research, it generates a 42x ROI for every dollar invested.

And if you're not using them regularly, you're simply leaving money on the table and not building an asset for the future.

Ok, so now you know how to structure an offer via email...

What are you going to write about



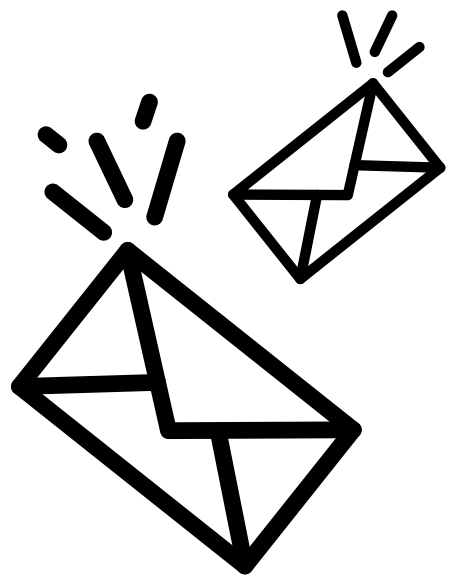
A lot of business owners get stuck here because, quite frankly, they think their industry is boring.

Or they think nobody is going to read their emails anyway.

Or they don't see the value in what they know, because they don't think it's special (as they're living and breathing it 24/7).

Well, put all those concerns aside because it doesn't matter what business you're in, I'm going to put a pin in those "belief balloons" [when you book a 15 minute call with me](#)

In fact, I'll show you exactly how to create 100 concepts you can turn into emails and how to write those emails at least 4x faster than you ever dreamed possible.



I look forward to chatting
with you soon,

Scott Bywater

WHO IS

Scott Bywater



Scott's journey into copywriting began back in 2003 when at rock bottom and out of desperation, he ran a small classified ad in the Sydney Morning Herald.

Since then, he's gone on to become the un-seen wordsmith behind hundreds of widely published and super profitable email marketing campaigns including...

An email product launch which generated \$470,000.00 in revenue within 7 days...

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Strategy and copy which generated in excess of 3,000 attendees and \$5 million in sales to an event.

Combined with dozens of five and six figure campaigns.

Over the last 17 years, he has written for some of the biggest names on the planet including gurus like: Kerwin Ray, Scott Hallman, Jay Conrad Livingston of 'Guerilla. Marketing' fame and Direct marketing giants in their day, Bodytrim and The Learning Annex...

Together with Aussie Franchises including ChemDry and Jim's Mowing, and leaders in the digital marketing space such as Jon Giaan, Knowledge Source, Mark Rolton and Dymphna Boholt.

He runs what many regard as the highest level private marketing group in Australia: "Elite Marketers"...

And is a sought after corporate speaker, including most recently at James Schramko's Superfast Business Event, and for Dale Beaumont and Ben Simkin's masterminds.

Using email marketing to grow his business and that of his clients, Scott's stumbled across many business owners who didn't think their list was a decent quality, or that email marketing would work for their industry.

He saw a need for training on how to get an email list to create consistent revenue, which is why he's in the process of launching The Simple Email ROI System with a mission to help business owners leverage their most undervalued asset.

If you're like most entrepreneurs, you've invested tens, even hundreds of thousands building your email list, and Scott can help you...

Leverage it to generate sales consistently via "open loops", and without being pushy
Build the lifetime value of your existing clients
Enhance the value of your asset via a 'value first' approach

All while communicating in your own voice, via an approach which sets you apart and builds a deeper bond with potential clients.

To learn more about how I can help you send an email →

@ scott@scottbywater.com.au

or check out

www.scottbywater.com.au