

Jon Street's £30K Day eFormula

“The Missing Module”

How To Sub Consciously
Program Prospects And
Business Partners To Do What
You Want Them To Do

Not For The Faint Hearted!

Hi

Jon Street here. And I hope you are enjoying the eFormula Marketing business. It is the greatest business in the world bar none.

If you haven't done so already it is imperative you read through the main course and go through the DVD's first. This is a very advanced module, although easy to implement.

I have to admit I thought twice about including this module. Some people reading this may misunderstand it and think that we are using some form of mind control or brainwashing. We are using nothing of the sort

After going through the course you should know me pretty well now. I am as down the line, honest and ethical a marketer as you are likely to find. Which is why I held this module back from the main course.

What you are about to read are secret tactics the most powerful, rich and successful people and companies in the world use...without you knowing it.

These are tactics that ethically persuade people to buy what you want them to buy and spend money when you want them to spend money.

BUT...

Before you start thinking that this is some kind of unethical report on how to con people stop right there. You are wrong. As you will see this only works if you are guiding people to exactly what they want.

Throughout this module I will use weight loss as an example. And what I mean by the above is that if someone doesn't genuinely want to lose weight these tricks and mind loopholes won't work.

If they *do* want to lose weight and you apply them you can make a fortune.

One thing I will say is this. Because you can ethically persuade people to buy whatever you want them to **you must only ever promote quality products that will GENUINELY help them.** If you don't three things will happen:

- 1) You will gain a bad reputation and not be in business for long
- 2) People will unsubscribe from your list in their droves
- 3) Karma will come back and bite you in the ass and you'll probably get hit by a bus.

Use this wisely and ethically and you can pull money from the internet like your PC is an ATM Machine.

Covert Mind Marketing

I am about to walk you through some of the coolest psychological mind tactics you can learn as a marketer. This in itself is a whole course. So what I have done in this module is broken down a few tactics that you can use in your marketing right away that will help build stronger relationships with your subscribers and increase the amount of sales you make.

You can use these in your reports, your emails, ebooks, online videos...anything to do with your business. And they will influence others on a deep, sub conscious level and get them to do things that normally they may not have - like pull out their credit card and buy something they were unsure of. Often it is tricks like these that turns a "maybe" into a "hell yeah give me that product right now!".

This, quite simply, is a module the "Internet Illuminati" didn't want you to see.

Once you know these tricks keep your eyes and ears open. People and companies are using these on us every day. Every single day. And now you can look at what they are doing and smile to yourself knowingly. For hardly anyone else on the planet knows what I am about to teach you today.

This is not based on some flimsy theory or crappy pie in the sky concept. I have studied books on the mind, conversational hypnosis, covert persuasion, NLP and much more to figure this out. And now I pass the tricks over to you.

In truth it would take me hours and hours to explain how and why this all works. Instead I will give you the short script and explain why this is so powerful briefly.

The only thing you need to know is this works. Period.

Here is an example script to use in your videos, emails, etc. The bits I have put in bold black font are explained below the script. These are the mind tactics you can use!

I have firstly given you an example script in weight loss. Then I explain the certain aspects and why we use them, and after that I'll give you a plug in and play template you can use for your marketing.

Script One – Promoting Your Web Site – Weight Loss Example

“When it comes to weight loss *the issue isn’t can you lose weight, it is how are you going to do it quickly and easily.

***I agree that there are so many weight loss scam and quick fix promises out there that you just cannot trust. But what I would add is that there is always a genuine weight loss program out there in between all of the nonsense others are selling**

Let’s face it. Weight loss isn’t easy. And *when it comes to losing weight it is often a persons biggest goal. Unfortunately often you will try a diet, lose a little weight for a few weeks and then stop losing weight altogether. Or you will try a new diet only to find yourself hardly eating at all and you become depressed. We’ve all been there.

The great thing is just by watching this video you have shown that you want to lose weight loss.

***You have proven not only do you want to lose weight but that you are unlike the people who just talk about losing weight. You are a go getter and you WILL get to your dream weight no matter what.**

Now I want you to ask yourself something. *how excited would you be if I told you that there is a diet plan out there in which you can lose weight without starving yourself or hitting the gym for hours on end? You would be ecstatic wouldn’t you

Well *right now I want you to visit the domain name www.yourdomainname.com and check out the site. I want you to prove to yourself that you are not just a talker and are genuinely driven to lose weight. You’ll find a very special surprise for you at www.yourdomainname.com which will turbo charge your weight loss without working out or starving yourself!”

END OF SCRIPT

Turn over for the break down of this weight loss template.

Script Breakdown

Now if you just read through that or listened to it you might not think anything of it. You certainly wouldn't know what was going on. However on an unconscious level your mind will be picking up tons of things that you don't even notice.

Check out the breakdown of that script and why we use certain things...

“the issue isn't can you lose weight, it is how are you going to do it quickly and easily”

This is called the “redefine”. It is used to quickly change the directions of peoples thought patterns.

In weight loss the second someone see's something related to dieting etc a barrier goes up in their mind. “Can this help me lose weight”. So we pre empt this by telling them, all be it on an unconscious level “The issue isn't can you lose weight...”. This transfers in their mind as “I can lose weight”

“*I agree that there are so many weight loss scam and quick fix promises out there that you just cannot trust. But what I would add is that there is always a genuine weight loss program out there in between all of the nonsense others are selling”

This is called an “agreement frame”. This immediately lowers peoples defences. If someone agrees with us we are more likely to become friends with them. Why would you befriend someone who thinks your ideas and concepts are total balls?

Well this agreement frame is essentially saying “You're right about what you think about weight loss on the whole”. All this happens under the radar but people think “this guy/girl is just like me”. It lowers their defences.

“When it comes to losing weight it is often a person's biggest goal. Unfortunately often you will try a diet, lose a little weight for a few weeks and then stop losing weight altogether. Or you will try a new diet only to find yourself hardly eating at all and you become depressed. We've all been there”

This is called building “rapport”. Rapport is something that two people have in common. A bond.

Think of your best friend and how many things you have in common. Rapport is an unconscious reaction to someone who feels the same way that you do. You feel a bond. This is HUGELY powerful.

It lowers people's defences so you can speak to them like a friend.

“You have proven not only do you want to lose weight but that you are unlike the people who just talk about losing weight. You are a go getter and you WILL get to your dream weight no matter what”

This is called “pacing and leading”. You put assumptions and thoughts into peoples heads. You tell them “...you want to lose weight...” and “you will get to your dream weight...”

You also get them thinking “Yeah, I’m not like those chumps who just talk about losing weight I’m a go getter!”

“*how excited would you be if I told you that there is a diet plan out there in which you can lose weight without starving yourself or hitting the gym for hours on end? You would be ecstatic wouldn’t you?”

This is called “State Induction”. You get people to feel the way you want them to feel and then tell them to feel the way you want them to. In this case excited about the thought of weight loss without starving themselves or working out. You’re telling them “you would be ecstatic wouldn’t you!”

How Cool Is That?

Can you see how and why that little bit of script at the end of your videos, emails or even articles can completely change the way people are thinking? You can get them to visit the CPA offers, sign up your email lists or anything else using these simple language patterns.

Right now you might be thinking “Hang on, this is all a bit manipulating isn’t it?”. Well yes it is. But think about it we are only helping them do what they want to do. NONE of this would work if they don’t want to lose weight. So instead we are just giving them a helping hand.

Without you realising it this kind of marketing is used in front of YOU every day. That Ferrari that will get you all the women – State induction.

Those frigging annoying adverts where people talk about “Paying your mortgage is hard isn’t it” - Agreement frames.

I could go on and on. But I don’t need to. The point is you now have a script that can put your sales through the roof.

Script One – Niche Template

Below is a template you can use for your market. Where I have put (niche) I want you to insert your niche market.

Where I have put (niche objective) I want you to insert what it is your market wants to achieve. What problem do they want solved.

“When it comes to (niche) the issue isn’t can you(niche objective), it is how are you going to do it quickly and easily.

I agree that there are so many (niche) scam and quick fix promises out there that you just cannot trust. But what I would add is that there is always a genuine (niche) program out there in between all of the nonsense others are selling

Let’s face it. (niche objective) isn’t easy. And when it comes to (niche objective) it is often a persons biggest goal. (In this paragraph talk about why most people will fail in the market. Something the prospect will identify with)

The great thing is just by watching this video/reading this you have shown that you want to (achieve objective)

You have proven not only do you want to (niche objective) but that you are unlike the people who just talk about (niche objective). You are a go getter and you WILL get to your dream (goal) no matter what.

Now I want you to ask yourself something. How excited would you be if I told you that there is a (program that helps you achieve objective)? You would be ecstatic wouldn’t you

Well right now I want you to visit the domain name www.yourdomainname.com and check out the site. I want you to prove to yourself that you are not just a talker and are genuinely driven to (objective). You’ll find a very special surprise for you at www.yourdomainname.com which will turbo charge you to your (niche objective)

END OF SCRIPT

As I have said you can use this script in your emails, squeeze page, promotions, sales letters, videos...anything! It works like gangbusters.

A Hypnotic Language Email

Below is an example email promotion promoting someone else's product in the muscle building niche market. Like before I will give you an example, then break the example down and finally give you a template to use.

"Hi [first name]

*Recently I have received several emails from people just like you who want to grow masses of lean muscle fast.**

*The problem is if you really want to learn the juicy stuff, the stuff that really works, you need to spend a little cash.**

*I want you to start thinking of building muscle as a process rather than something that should just happen to you by accident. It takes work and anyone who is telling you different is lying. Fact.**

Whilst my weekly newsletter provides you with awesome information free of charge (I know that because people like you send me emails telling me so all the time) if you really want to speed things up and build masses of lean muscle you need to check out a full training program that will help you get there more quickly.

Rather than me telling you all about what you will get when you sign up to the course I thought I'd send you some testimonials from people like you who have already taken the course and built muscle like they never have done before.

testimonials from people who have bought the course previously

As you can see people using this training program are getting good results. And that's why I have sent you this email [first name]. I am only interested in those who want to genuinely build muscle. People who will take action rather than just talk about it. You are one of them, unless I have got you very wrong.

If you are genuine about building muscle [first name] visit this web page right away and prove to myself, and yourself, that you have what it takes

Link to product you are promoting

End Of Email

An Exercise

So why is that email above so powerful? Seems like a normal email right?

On the surface it seems like a normal email. But below, deep in peoples sub conscious we are setting off triggers that they don't even realise are happening.

I want you to take five minutes to do an exercise. And genuinely do it. The temptation is there to flick through to the pages that explain why I am using these commands and paragraphs. If you flick through without doing this exercise you will be a worst marketer for it which means less money in the long run. So do it. Now.

I want you to read the sentences and then in the space directly below them write down why you think they might be being used. Really think about what the underlying message of that sentence might be.

Don't worry if you get them wrong. The main thing is you start really thinking about marketing and it's power when done properly.

"Hi [first name]

Recently I have received several emails from people just like you who want to grow masses of lean muscle fast.

The problem is if you really want to learn the juicy stuff, the stuff that really works, you need to spend a little cash.

I want you to start thinking of building muscle as a process rather than something that should just happen to you by accident. It takes work and anyone who is telling you different is lying. Fact.

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If you are genuine about building muscle [first name] visit this web page right away and prove to myself, and yourself, that you have what it takes

Link to product you are promoting

End Of Email

“Hi [first name]

Recently I have received several emails from people just like you who want to grow masses of lean muscle fast.

This is an embedded command telling people what they want to be like. Inexperienced marketers write things like “Do you really want to earn cash online Jon?....”. Experienced marketers write “Jon I know you want to earn cash online”

Tell people what they want and they will want it.

The problem is if you really want to learn the juicy stuff, the stuff that really works, you need to spend a little cash.

This suggests that spending some money will help them get what they want. Why prepare them for just free information? This says to them “If I want to build muscle properly I need to spend cash”

I want you to start thinking of building muscle as a process rather than something that should just happen to you by accident. It takes work and anyone who is telling you different is lying. Fact.

Again this is an embedded command. “I want you to start thinking...”. You are telling them they should think building muscle takes work. It does, so this is ethical.

Whilst my weekly newsletter provides you with awesome information free of charge (I know that because people like you send me emails telling me so all the time) if you really want to speed things up and build masses of lean muscle you need to check out a full training program that will help you get there more quickly.

Social proof. “(I know that because people like you send me emails telling me so all the time)”. In other words you are telling them people like you love my newsletter so you should too...or you’re weird☺

An anticipation loop is also used. “If you really want to speed things up...”. It will get them to read more in the email. Intrigue is created.

Rather than me telling you all about what you will get when you sign up to the course I thought I’d send you some testimonials from people like you who have already taken the course and built muscle like they never have done before.

This called an external reframe. You are saying to the person “Of course I would tell you this course is good, I am a marketer. So why not listen to people like you”.

testimonials from people who have bought the course previously

Social proof. People just like them have built muscle.

As you can see people using this training program are getting good results. And that's why I have sent you this email [first name]. I am only interested in those who want to genuinely build muscle. People who will take action rather than just talk about it. You are one of them, unless I have got you very wrong.

Ego and group collaboration. You are saying to them “you are an elite subscriber. I know you are or you wouldn't get this email”. This makes them think “I am ready for this”

If you are genuine about building muscle [first name] visit this web page right away and prove to myself, and yourself, that you have what it takes

A mental challenge. They will want to prove you and them right by clicking on the link. “I have got what it takes!”

Link to product you are promoting

End Of Email

Script Two – Email Promotion Template

Below is a promotion template you can use for your market. Where I have put (niche objective) I want you to insert what it is your market wants to achieve. What problem do they want solved.

Please understand that this needs to be used in conjunction with the promotion tips in the eFormula main course. DO NOT replace the techniques in the formula. Merge them together.

“Hi [first name]

Recently I have received several emails from people just like you who want to (niche objective)

The problem is if you really want to learn the juicy stuff, the stuff that really works, you need to spend a little cash.

I want you to start thinking of (niche objective) as a process rather than something that should just happen to you by accident. It takes work and anyone who is telling you different is lying. Fact.

Whilst my weekly newsletter provides you with awesome information free of charge (I know that because people like you send me emails telling me so all the time) if you really want to speed things up and (niche objective) you need to check out a full training program that will help you get there more quickly.

Rather than me telling you all about what you will get when you sign up to the course I thought I'd send you some testimonials from people like you who have already taken the course and (niche objective) like they never have done before.

testimonials from people who have bought the course previously

As you can see people using this training program are getting good results. And that's why I have sent you this email [first name]. I am only interested in those who want to (niche objective). People who will take action rather than just talk about it. You are one of them, unless I have got you very wrong.

If you are genuine about (niche objective) [first name] visit this web page right away and prove to myself, and yourself, that you have what it takes.

Link to product you are promoting

End Of Email

The Results Speak For Themselves

When I made my first thirty grand in twenty four hours on the internet I was unaware of these little tricks and tactics for increasing sales.

The first time I used them I generated over a hundred thousands in a weekend.

The second time I tried them I generated twenty six grand in three hours. And nine grand of that is a recurring income and has been coming in every month for four months since then (it will continue to do so).

Bottom line is this, combined with the eFormula, puts your cash through the roof.

Incidentally you may be wondering why one promotion did well over 100K and the second "only" did twenty six grand plus nine grand recurring? Well the answer is because I closed the offer down. I had sold out ALL PLACES in three hours. I expected it to take at least a day. But no. Using the tactics in this module I was able to rake it in at lightning speeds.

I'm sure you can now see why I was a bit unsure as to whether or not to release this information. It is that powerful that when used in marketing you can persuade people to buy your stuff, or the stuff you promote, in their droves.

I was concerned that people would use it unethically. But as you can see by now unless you are promoting exactly what someone in the niche wants, this won't work because the embedded commands and tactics won't align with their desires and goals.

Also if you did use this ethically you'd be a moron and lose your business virtually overnight.

So it is with great pleasure and excitement I have bought you this missing module. Use it wisely and respect the power of what you have just learned.

I promise you just put these techniques into play and watch your business
E.X.P.L.O.D.E

Happy eMarketing

Jon Street