

ENQUIRING MINDS MAGAZINE

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Copying the content of this newsletter is a sin paid back in full automatically by nature in due time with an interest.

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How Marketers Can Leverage Major Events on TikTok

TikTok has shared a new report on how brands can tap into “tentpole” events - major cultural, sporting, or industry moments - to maximize engagement and sales. Whether it’s the Olympics, Valentine’s Day, or your own product launch, aligning your marketing with trending moments can amplify reach and impact.

People don’t just watch events on TikTok - they participate by remixing trends, creating their own takes, and sharing reactions. These conversations can start weeks before, peak during the event, and continue long after, offering a much longer marketing window than traditional media.

How to Make the Most of It

- **Engage Early:** Start posting event-related content weeks in advance to catch early momentum.
- **Leverage User Participation:** Encourage audience interaction with challenges, duets, or UGC (user-generated content).
- **Align with Shopping Trends:** If the event drives purchasing behavior (think Super Bowl snacks or Halloween costumes), integrate product promotions naturally into content.
- **Keep the Conversation Going:** Don’t stop posting when the event ends - capitalize on the post-event buzz to maintain engagement.

With TikTok’s dynamic engagement model, brands that act early and stay creative can turn major events into lasting marketing wins.

Here’s the report:

<https://ads.tiktok.com/business/en-US/blog/moments-matter-more>

A photograph of a middle-aged man with grey hair and glasses, wearing a white short-sleeved button-down shirt. He is sitting and reading a newspaper. The image has a blue tint. The text 'RESOURCES AND NEWS' is overlaid in white on the right side of the image.

RESOURCES AND NEWS

Threads Tests Profile Interests to Boost Follower Growth

Threads is testing an "Interests" field on user profiles, allowing marketers to highlight key topics and attract more relevant followers. This move aims to combat declining follower growth by making user discovery easier. With social platforms shifting to AI-driven recommendations, following individual accounts has become less crucial - impacting creators' ability to grow. Threads' new feature could help marketers build audiences more effectively and increase engagement.

<https://www.socialmediatoday.com/news/threads-interests-on-user-profiles/741865/>

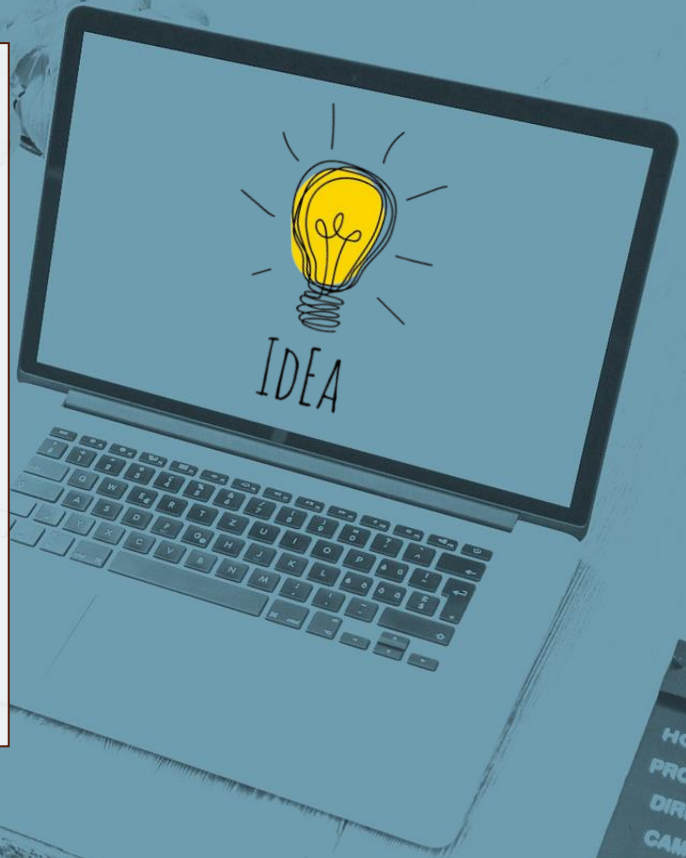
Instagram Adds Ability to Write Comments with AI

Instagram is now testing AI-generated comments on posts.

Some Instagram users are spotting a “pencil with a star” icon next to the comment field. Tap it, and voilà - Instagram serves up a list of AI-generated comments so you can respond to posts without having to think up something yourself.

Remember when social media was about people having real conversations online?

<https://mashable.com/article/meta-test-instagram-ai-caption-comments>



Digg 2.0: AI-Powered Revival Coming Soon

Digg is making a comeback! Founder Kevin Rose and Reddit co-founder Alexis Ohanian have teamed up to acquire the once-popular content aggregator, aiming to revamp it with AI-powered curation. Their goal? To combat misinformation and toxic discourse while making content discovery smarter.

Industry veteran Justin Mezzell, with experience at Google and Facebook, will take the helm as CEO. The acquisition is backed by True Ventures (where Rose is a partner) and Ohanian's Seven Seven Six. Rose will serve as board chair and advisor.

Invites for the new Digg will roll out in the coming weeks as the platform gears up to take on today's competitive social media landscape. Stay tuned!

<https://www.reuters.com/technology/artificial-intelligence/digg-make-comeback-co-founder-rose-reddits-ohanian-bet-ai-driven-revival-2025-03-05/>

The Digg Waitlist

<https://reboot.digg.com/>



Amazon's Insane Fees vs. Temu's New Opportunity – Should You Make the Switch?

Amazon's ever-increasing fees are squeezing sellers, with FBA and referral costs now consuming up to 61% of sales. Meanwhile, Temu is aggressively courting U.S. merchants with commission rates as low as 2% - a fraction of Amazon's cut.

In his video, Steve Chou of 'My Wife Quit Her Job' breaks down the real costs, fulfillment options, and seller experiences on both platforms. If you're tired of Amazon's rising fees, this could save you thousands and reshape your e-commerce strategy.

Why Sellers Are Considering Temu

Amazon is flooded with low-cost Chinese knockoffs, forcing legitimate sellers to compete while paying sky-high fees. Temu, on the other hand, offers:

- 2–5% commission vs. Amazon's 30–50%+
- No fulfillment or advertising fees
- Control over shipping from U.S. warehouses

Some sellers are even **earning more on Temu, despite lower prices**, because Amazon's fees eat into their margins.

The Catch? Temu's Pricing Rules

Temu requires listings to be at least 15% cheaper than Amazon. While Amazon penalizes sellers for lower prices elsewhere, it currently excludes Temu from price-matching. This loophole won't last forever, making now the best time to test Temu.

Should You Sell on Temu?

Temu isn't a replacement for Amazon - it's a diversification strategy. Many sellers are testing the waters while Temu is still offering free advertising and ultra-low fees.

The Long-Term Play: Own Your Audience

Marketplaces always start seller-friendly before increasing fees. Amazon, Etsy, Walmart, and eventually Temu will follow this cycle. The only real solution? Build your brand, own your website, and grow your email list.

For now, Temu is a rare opportunity to escape Amazon's fee trap. You'll find more information in Steve's video here:

<https://www.youtube.com/watch?v=d316-2o53K0&ab>

7 Bizarre but Brilliant Tips for Faceless YouTube Success



Most YouTube advice is the same - optimize SEO, post consistently, blah blah blah. But if you want next-level engagement on your faceless videos, you need psychological tricks, curiosity triggers, and subtle brain hacks that keep viewers watching without realizing why.

From subliminal CTAs to mystery personas, these 9 unusual tips will boost retention, engagement, and subscribers in ways the algorithm loves. Ready to make your faceless channel irresistible? Let's get creative.

1: Use ASMR or Unusual Sound Effects – Oddly satisfying whispers, tapping, or background hums can make your videos strangely addictive and boost watch time. Even a subtle "click" when text appears can enhance engagement.

2: Create a Fake "Mystery" Persona – Give your faceless brand a quirky name, backstory, or even a fictional AI narrator. Audiences love intrigue, and this can build a cult-like following.

3: Bait Comment with Wild Theories – End videos with open-ended, bizarre questions ("Is this proof of time travel?") to spark endless debates, boosting engagement without extra promotion.

4: Make Viewers Feel Like They Discovered a Secret – Use cryptic titles like "You Weren't Supposed to See This" or "The Internet's Best-Kept Secret" to trigger curiosity and boost clicks instantly.

5: Whisper a Secret Easter Egg – At some point in the video, say something weird or unexpected ("If you hear this, comment 'banana spaceship'"). This creates an inside joke, skyrockets engagement, and makes viewers watch longer to find hidden messages.

6: Use AI Voices with Emotional Glitches – Slightly tweak AI narration to add unexpected pauses or sudden excitement. Viewers will subconsciously feel like it's more "human" and stay engaged longer.

7: Hijack Nostalgia in Strange Ways – Overlay 8-bit game sounds, old Windows error tones, or '90s TV static to trigger subconscious comfort and keep viewers hooked.

Bonus Tip: Use Subliminal Calls-to-Action – Subliminal advertising is the art of persuasion hidden in plain sight. It works by embedding subtle cues - whether in images, sounds, or messaging - that bypass conscious awareness and influence decision-making on a subconscious level.

Think of product placements in movies, carefully chosen background music in stores, or split-second flashes of brand logos in ads.

While it might be controversial, the science behind it suggests that our brains pick up on more than we consciously process, shaping preferences and behaviors without us realizing it.

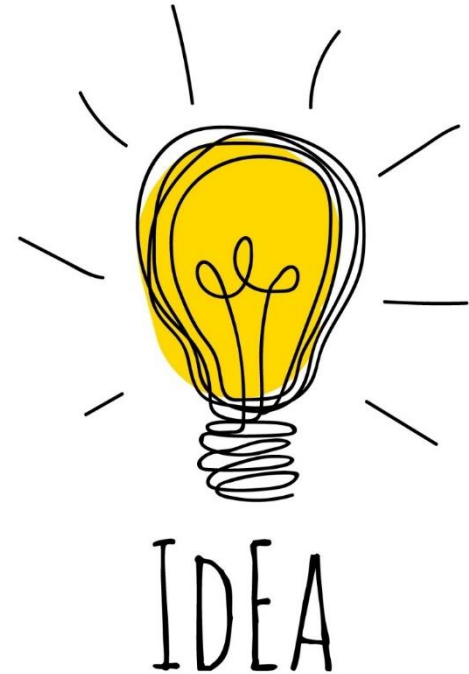
Think of it as marketing that whispers, yet still gets heard.

Try flashing a subtle "Subscribe" or arrow pointing to the button for less than a second - not noticeable enough to annoy, but who knows? It might be enough to influence behavior.

Pinterest Implementing AI Labels

Pinterest has announced they will start tagging AI-generated or AI-modified posts with a label, making it easier to identify these results in users' feeds. This update does not currently apply to paid ads on the platform.

<https://www.socialmediatoday.com/news/pinterest-labeling-tag-ai-generated-images-pins/741986/>



TikTok Eyes US Expansion for Local Business Services

TikTok may soon bring its Local Services feature to the US, connecting users with nearby restaurants, hotels, and service providers. This initiative lets creators promote local businesses through vouchers and discounts, turning TikTok into a powerful discovery tool for small businesses.

The company has posted nearly two dozen job listings in Seattle, Los Angeles, and New York, signaling plans to expand. TikTok first tested Local Services in Southeast Asia last year, allowing creators to drive traffic to businesses with exclusive deals.

If launched in the US, this move could make TikTok a major player in local commerce, blending social influence with real-world transactions.

<https://www.axios.com/2025/03/04/tiktok-us-local-services-expansion>





Most giveaways collect leads, but let's be honest - many of those leads are just freebie hunters who never buy anything.

Evergreen Giveaways: Your Set-and-Forget Growth Hack for Unlimited Leads & Sales

That's why a smart evergreen giveaway isn't just about growing your email list - it's about making sure those new leads turn into paying customers right away.

This strategy runs on autopilot, continuously bringing in fresh leads and sales without constant updates or relaunches. Here's how to set it up so you stay profitable from day one.

What is an Evergreen Giveaway?

An evergreen giveaway is a never-ending contest that runs on autopilot, bringing in new leads and customers without constant updates or relaunches.

Unlike one-time promotions that require manual resets, this system keeps working in the background, consistently attracting fresh leads and turning them into buyers - with only occasional tweaks to the creative.

Step 1: Optimize for Purchases, Not Just Leads

Most giveaway campaigns focus only on collecting email addresses. That's great for building a list, but if those leads never buy, what's the point?

Instead, set your ad campaigns to optimize for purchases rather than just entries. Here's why:

- It tells platforms like Meta to find people more likely to buy, not just enter a contest.
- It improves return on ad spend (ROAS) by bringing in higher-quality leads.

How to do it:

- Run Meta ad campaigns that target buyers, not just contest entrants.
- Test different campaign structures like Advantage+ Shopping Campaigns (ASCs) with a 0% existing customer cap to focus on new customers.
- Prioritize campaigns that drive immediate conversions instead of just gathering emails.

This ensures that your giveaway isn't just an expense - it's a customer acquisition machine.





Step 2: Use Evergreen Ads That Don't Expire

Many giveaway ads include expiration dates, which means you constantly have to update them. Instead, make sure your ad copy and creative stay relevant indefinitely so your campaign can run without interruptions.

How to do it:

- Keep ad copy timeless. Focus on product benefits and the giveaway prize, not specific dates.
- Use high-quality visuals. If the product is visually appealing, let it shine in the creative.
- Avoid urgency tricks like "Only 2 days left!" Since the giveaway is ongoing, you don't need fake scarcity.

By removing any time-sensitive elements, your ad campaign stays hands-off and scalable.

Step 3: Build a Landing Page That Converts

Once people click the ad, they land on your giveaway entry page - and this is where most brands lose them. A confusing or cluttered page kills conversions, so keep it simple and clear.

Elements of a high-converting landing page:

- A strong visual of the giveaway prize (people need to see what they're winning).
- A short, compelling headline - no fluff, just excitement.
- A clean entry form (Name + Email required, Phone optional).
- Clear call-to-action (CTA) like "Enter to Win Now."
- Giveaway rules and eligibility for transparency.
- Customer testimonials and social proof to add credibility.

One mistake to avoid: Don't ask for too much information upfront. Keep it simple - fewer fields = more entries.

Step 4: The Thank You Page That Drives Immediate Sales

Most brands waste their Thank You Page with a generic "Thanks for entering!" message. Big mistake.

This is prime real estate to turn new leads into instant buyers by offering them an exclusive discount right away.

How to do it:

- Offer a special deal only for giveaway entrants (e.g., 20-30% off their first purchase).
- Reassure them: "If you win, we'll refund your purchase." This reduces hesitation and encourages immediate sales.
- If you don't want to use the Thank You Page for this, you can send the discount via email instead (see next step).

By giving people a reason to buy NOW, you ensure that the giveaway isn't just collecting leads - it's making money.



Step 5: Automate Sales With an Email Sequence

After someone enters the giveaway, the follow-up emails make or break the success of your funnel.

Here's how to structure your email flow for maximum conversions:

Email #1: Instant Value & Incentive (Sent Immediately)

- Thank them for entering.
- Give them their exclusive discount code.
- Remind them that if they win, they'll get refunded. (This removes hesitation to buy now.)
- Add an expiration date to create urgency.

This first email should drive a surge of instant sales.

Email #2: Winner Announcement (Sent Monthly)

Most brands post their winners on social media, but sending an email works even better because:

- Open rates skyrocket. (People LOVE checking if they won.)
- It's another chance to pitch an offer.

Even if someone didn't win, this is a perfect opportunity to offer them a consolation discount to turn them into a paying customer.

Example: *"Didn't win this time? No worries! As a thank you for entering, here's 20% off your next order - valid for the next 48 hours."*

This simple follow-up generates even more revenue from giveaway entrants.

The Results: A Giveaway That Pays for Itself

This approach isn't just about collecting emails - it's a profitable lead-generation system that keeps running without constant effort.

- Cost per lead stays low (typically under \$3.00).
- ROAS remains positive, since sales happen right away.
- The email sequence keeps driving revenue long after signups.

Instead of launching new campaigns all the time, this one system keeps growing your email list and your sales automatically.



Ethical AI Playbook: How to Steal Analyze, Clone & Supercharge High-Converting Marketing Funnels

Want to build high-converting funnels without reinventing the wheel? Here's how to ethically use AI to reverse-engineer, improve, and scale marketing funnels for better conversions.

Building a marketing funnel from scratch is like cooking without a recipe; it's possible, but why make it harder than it needs to be?

The smarter way to build a marketing funnel is to study what already works and use AI to improve, personalize, and scale it.

The key is *reverse engineering* - **not stealing**.

Copying a funnel outright is unethical and short-sighted and no one smart enough to read this newsletter is going to be dumb enough to do it, right?

(In short, NO STEALING!)

Okay, mini-rant over...

What is ethical is analyzing, deconstructing, and refining what already exists, because that's just smart business.

Not convinced? Imagine building a bridge - would you start blindly and hope it holds, or study proven designs and past failures to ensure success? The same logic applies to marketing funnels.

You can ethically use AI-powered tools to:

- Identify high-performing funnels without guessing
- Map out a blueprint based on proven strategies
- Rewrite landing pages & email sequences for max conversions
- Automate your funnel's growth with AI traffic & ads
- Scale & replicate your funnels without burnout

Let's break it down...

The Anatomy of a Winning Funnel

Before we start tweaking and improving, we need to understand what makes a funnel work.

- A high-converting marketing funnel typically includes:
- A compelling landing page (hooks visitors instantly)
- A lead magnet (something valuable in exchange for an email)
- An email sequence (to nurture and sell)



- A sales page (optimized for conversion)
- An upsell/downsell offer (to maximize revenue)
- Automated follow-ups (chatbots, retargeting ads, or SMS)

Now, let's find the best funnels to learn from.

Where to Find Funnels to Swipe (Without Guessing)

Forget about blindly looking at your competitors' sites. Instead, use data-driven ways to find the best-performing funnels.

Best Tools for Funnel Research

- SimilarWeb – See top-ranking competitor websites & traffic sources.
- BuiltWith – Find what funnel-building software competitors are using.
- Facebook Ad Library – Check what ads successful brands are running.
- SEMrush/Ahrefs – Find top-performing landing pages based on SEO data.
- Funnelytics – Visualize how a competitor's funnel flows from ads to sales.

Once you've found a high-performing funnel, it's time to break it down.

How to Ethically Swipe Funnels Without Copying

Important: Stealing = bad.

Studying & improving = smart.

The ethical approach is to reverse-engineer what makes a funnel work without cloning it.

- Look at Structure, Not Content – Focus on how they attract, nurture, and convert - not the exact words.
- Identify Key Hooks & Offers – What makes their lead magnet irresistible? How do they frame their sales page?
- Spot Patterns in Messaging – What emotions do they trigger? How do they overcome objections?

Example: Instead of copy-pasting a competitor's landing page, use AI to analyze it and generate unique, improved content (next step).

Funnel Mapping with AI – Creating Your Blueprint

Once you've studied a successful funnel, map it out using AI-powered tools.

Best AI Tools for Funnel Mapping

- Funnelytics – Drag-and-drop funnel builder with analytics.
- Whimsical – Create flowcharts of your funnel's journey.
- Lucidchart – AI-powered diagramming tool for mapping funnel steps.

Pro Tip: Once your funnel is mapped out, feed it into AI tools like ChatGPT to get suggestions on improvements.

Example Prompt: "Analyze this funnel and suggest three ways to increase conversions at each step."



Rewriting Landing Pages with AI for Maximum Conversions

Your landing page is where first impressions happen. AI can rewrite and optimize it for better conversions.

Best AI Tools for Landing Pages

- Jasper.ai – Generates high-converting landing page copy.
- Copy.ai – Creates engaging headlines, CTAs, and product descriptions.
- Persado – AI-powered language optimization for marketing copy.

Example Prompt: "Rewrite this landing page copy to make it more engaging, persuasive, and conversion-focused. Add a stronger CTA."

AI won't replace human creativity, but it will speed up the writing and optimize messaging. Check over and change the copy to suit your needs, better engage with your target audience, add personality and make it yours.

AI-Enhanced Email Sequences – Automating Profits

Emails drive major revenue in most funnels. AI can help write, personalize, and automate them.

AI Tools for Email Automation

- ActiveCampaign – AI-driven email personalization & automation.
- Brevo (Sendinblue) – AI-based subject line optimization.
- ChatGPT – Generate full email sequences in seconds.

Example Prompt: "Create a 5-email sequence for a [product type] that nurtures leads and converts them into buyers. Make it engaging and persuasive."

Be sure to check the work over carefully, fact check, and change it to suit your personality or your company's public persona. AI written copy is a starting point, not the finished product.

AI-Assisted Sales Pages & Offers

Want a sales page that converts like crazy? AI can analyze, rewrite, and A/B test variations to improve results.

Best AI Sales Page Tools

- ClickFunnels + AI Copy Tools – Drag-and-drop builder with AI copy.
- Unbounce Smart Copy – AI-generated high-converting sales pages.
- Conversion.ai – Uses GPT-4 to create persuasive offers.

AI doesn't just write sales pages - it analyzes what works and improves it.

AI-Powered Funnel Analytics – Spot & Fix Weak Points

Funnels break all the time. AI can track, analyze, and optimize performance automatically.



Best AI Funnel Analytics Tools

- Google Analytics (GA4) – AI-powered insights on drop-off points.
- Hotjar – AI heatmaps show where visitors lose interest.
- Smartlook – AI session recording & behavior analysis.

Example Prompt: "Analyze my funnel data and suggest optimizations to increase conversion rates at each step."

AI will find leaks in your funnel before they drain your profits.

AI Traffic & Ads for Automated Funnel Growth

What good is a funnel if no one sees it? AI can optimize ad campaigns and automate traffic generation.

AI Ad Optimization Tools

- AdCreative.ai – AI-generated high-converting ad creatives.
- Revealbot – AI-powered Facebook ad automation.
- Google Performance Max – AI-optimized ads across Google platforms.

AI reduces wasted ad spend and scales winning campaigns automatically.

Scaling & Replicating Your AI Funnels for Maximum Revenue

Once you've optimized one funnel, AI helps scale it across different niches and audiences.

- Clone successful funnels and tweak messaging.
- Automate email marketing & retargeting ads for 24/7 conversions.
- Let AI analyze and tweak performance continuously.

Final Thoughts: AI = Smarter Funnels, Faster Growth

AI isn't just about saving time, it's your virtual assistant for building smarter, high-converting funnels that practically run themselves.

Instead of reinventing the wheel, why not learn from what already works? AI helps fine-tune your content, emails, and sales pages so they hit the mark every time.

Plus, with AI-driven analytics and automated ad strategies, your funnel keeps evolving and adapting - no guesswork needed.

The future of marketing? As crazy as this sounds, it's funnels that improve themselves.

If you've been waiting to build your own funnel because the task seemed too daunting, then now is the time to get started.

Harris Fellman

Interview



Editor:

Welcome to our conversation with Harris Fellman, the new vendor liaison at WarriorPlus, but he's also a professional magician and the entrepreneur behind TrafficForMe. Harris's unique blend of digital marketing expertise and magical entertainment provides a fresh perspective on creativity and innovation in business, and with a career that spans significant roles in various industries, including business and entertainment. I think we should dive right in. Harris, it's great to meet you.

Harris Fellman:

It's good to meet you too.

Editor:

Maybe you could start by telling us a little bit about your new role, first of all, as vendor liaison at WarriorPlus and what that entails.

Harris Fellman:

Basically, I was brought on last year, six to eight months ago to help with vendors, to help bring new... So I don't know. Everybody here, anybody reading this or listening to this, knows what WarriorPlus is, right? It's an affiliate-driven marketplace and we have sellers and we have affiliates and we have buyers. And the sellers we call vendors. And thus it's my primary job to, number one, help existing vendors do better, sell more, create better quality products that people will like, and then elevate the best products. And then also to bring on new vendors as well. So I've been just out there talking to other potential new vendors, and then I'm able to pull a couple of levers for vendors. I can't do it for everybody every week or anything like that, but if somebody has a really good product and they have a launch and they're prepared, don't call me the day before and say, "Hey, can you help me out with this?" We can help you reach out and get some more affiliates sometimes. We can help you with, we have, I don't know, a lot of people don't even realise little things.

There's so much that WarriorPlus offers, and by the way, I mean I've been doing digital marketing since before WarriorPlus existed, and I haven't always been on WarriorPlus, so there's so much on there that it's good to have somebody on the inside that you can talk to and say, "Hey, can you guys do this?" Like for instance, a lot of people don't even know that there's advertising.



You can pay 50 bucks a day or 109 a day depending on where it's going to be advertised, and that's another lever that I can help you pull just telling you about something like that. And it's quite effective to be able to advertise right on the marketplace. And some people don't even realise that exists because it's what I call a well-hidden feature.

There's a few like that, like the inline upsell, it just got taken out of beta and I mean, it's been public, it's been a public beta, but the inline upsell is what we call a bump at WarriorPlus, or what they call a bump at WarriorPlus. And not a lot of people know about that. It's the easiest way, I'd say it is the only magic money button that actually exists in all of internet marketing is to add a simple bump so that on your checkout you just have to write three lines of copy and put a product up and some percentage of people will get it if it's a fair offer. So anyway, little things like that, it's just looking at your, so I might look at your sales funnel, I might look at your pricing models and what your product actually is and is it updated enough and whatever. So yeah, I mean all those things.

Editor:

Sounds like an exciting time though at WarriorPlus with the new innovations that are coming through. You mentioned that you've been in the digital product space yourself for quite some time. How did you get involved in WarriorPlus? Were you selling on the platform?

Harris Fellman:

A little bit. So let's get to it then. This is, you don't know it, but you've got me stepping in it. So like you said, I've been around for a long time. A lot of people know me from, I think, 18 or 17 years ago, I had a product called Sal the Site Stealer, where I dressed up like a mafia guy and I taught people how to do copywriting. Hey, forget about it. We're going to... Oh, this isn't going to work for the newsletter. It's a great accent I just did, I sounded like Tony Soprano when he was alive.

But anyway, so I have a company called TrafficForMe, as you mentioned earlier. And that's not the only thing I do, clearly. I still have my traffic company, I still do other things. I have a crypto project, I have the Comedy Magic, which is my real passion. I actually, my real passion is actually making people feel good through comedy and magic and making people feel good by helping them make more money. That's why I like the vendor relationship role because I'm actually able to help vendors make more money, and that's fulfilling for me.



So I had a bunch of product launches up until 2010, 2011, 2012, and I started doing JV management, which led me to doing JV swap management. So basically somebody that I was representing has a large list and I'd go to somebody else and say, "Hey, We'll promote for you if you promote for us." And I would make a percentage of whatever money was made. Anyway, long story short, I reached out to Mike Lantz, I reached out to him, I've known him for forever and said, "Would you be interested in me maybe advising your vendors?" Or whatever. And he's like, "Well, actually, not in the way you're thinking, but yes, we want to bring on new quality vendors and we want to elevate."

So I'm going to say something, I want to be really careful in how I say it. Over the last few years, probably since a little before the pandemic, some bad acting vendors have taken advantage of WarriorPlus and the way WarriorPlus does things. Basically they took advantage of compliance. They actually don't have lax compliance like I think some people think. What happens is a lot of bad vendors would change their sales page after they got approved. So they would put up false testimonials after they got approved. And if we catch it, we might not kick them off from one infraction. That's where I think we're friendly to the vendor. We consider the vendor to be our primary customer. So we want to work with vendors, but then I feel that they've taken advantage. I think some vendors have taken advantage and it's caused WarriorPlus to appear too lenient on things like this compared to...

I mean everybody, I'd say a lot of marketplaces go through it. Like there was a time where you could put anything you wanted up on ClickBank, and then they grew and they started disallowing some things that are, I'd call it more aggressive from a marketing standpoint, but WarriorPlus, most of their products are make money online related, whether it's info products or software or what have you. So that's instantly, according to the rest of the world, this is all baloney. I mean, when people ask me, "How do you make money online?" I'm like, "There's a thousand ways. My problem is, there's too many ways." That's my real problem. I don't know what to take action on, not that will make me the most money, that works the best for me and what have you. So it's the same thing with WarriorPlus, which is, hey, they're making a lot of sales and they're not getting a lot of refunds, so it must be okay. And actually that is a good indicator, the refund rate and then the dispute rate, that is a good indicator if a vendor is selling truly good products.

Editor:

You mentioned earlier Harris, about your magic, your entertainment that you do as well. Bringing that into business I guess must be a challenge, but also something that's quite exciting for you personally to do. What's the reaction been like?...



*Scan The QR Code
To Listen To The Full
Interview Now*



In early 2024, Shamal Borole-Badhe had a vision - a game-changing tool to help freelancers better manage their time and deadlines. But there was one big problem: Zero marketing budget.

No money for ads, influencers, or PR stunts - just an idea and a mission to get it in front of the right people.

Fast forward a few months, and her waitlist had exploded to 50,000 eager users - all without spending a single dollar on marketing.

So how did she do it? Here's a behind-the-scenes look at the exact strategies she used - and how you can apply them to grow your own audience without breaking the bank.

Phase 1: Crafting a Clear & Compelling Offer

Before launching, Shamal focused on defining her target audience and their specific pain points. Instead of relying on traditional "ideal customer avatar" exercises, she leveraged her own experience as a freelancer to shape the product's core message.

She understood that freelancers often struggle with tracking deadlines and managing tasks efficiently. With this clarity, she built a simple but highly effective landing page using Carrd's free plan.

- **Headline:** "Never Miss a Freelance Deadline Again."
- **Visual:** A single screenshot of her prototype.
- **Call-to-Action (CTA):** A button reading "Join the Waitlist."

The landing page was intentionally minimalist, avoiding unnecessary distractions. Instead, it focused on delivering one strong, clear promise that resonated with her target users.

Phase 2: Creating Urgency Without Spending Money

To encourage immediate signups, Shamal implemented a tiered incentive structure that leveraged exclusivity and FOMO (fear of missing out):

- First 100 signups → Lifetime free access
- Next 1,000 signups → 50% off for life
- All others → Early access before the public launch

This strategy created an immediate sense of urgency and motivated users to join quickly. Since it required no upfront cost, it allowed her to generate demand while maintaining financial flexibility.

Phase 3: Leveraging Organic Communities

With no paid ads, Shamal needed to find her audience where they were already active. Instead of spreading herself thin across multiple platforms, she strategically focused on three online spaces where freelancers discussed their challenges:

- Reddit (r/freelance & r/Entrepreneur)
- X/Twitter (freelance & productivity niches)
- LinkedIn (solopreneurs & business owners)

Rather than aggressively promoting her product, she spent two hours per day engaging in meaningful conversations

How a Newbie Marketer Built a 50,000-Person Waitlist—Without Spending a Single Cent



She answered questions and offered practical advice related to freelancing productivity.

She avoided direct promotion and only mentioned the waitlist when users expressed interest in a solution.

And most importantly, Shamal established herself as a trusted voice within these communities before introducing her product.

By focusing on helping first and promoting later, she built credibility, which in turn led to organic referrals and word-of-mouth growth.

Phase 4: Keeping the Waitlist Engaged

A common mistake many entrepreneurs make with waitlists is failing to nurture signups. Shamal understood that securing an email address was just the first step - the real challenge was keeping those users excited until launch.

To maintain engagement, she sent one strategic email per week, alternating between product updates and valuable content:

Week 1: Behind the Scenes: How I'm Building This Tool

Week 2: Vote on Features! What Do You Want Most?

Week 3: My #1 Productivity Hack for Freelancers

Week 4: Big Milestone! 10,000 People Are Now on the Waitlist!

These emails transformed subscribers into insiders, making them feel like part of the journey rather than passive spectators. As a result, engagement rates remained high, and interest in the product continued to grow.

Phase 5: Implementing a Viral Referral System

The turning point came when Shamal integrated a referral system using SparkLoop's free plan.

Incentives for referrals:

- Refer 3 friends → Move up the waitlist.
- Refer 5 friends → Get extra free months.
- Refer 10 friends → Unlock "Founder" status with exclusive perks.

This strategy gamified the sign-up process and encouraged early adopters to spread the word. Within two weeks, her waitlist skyrocketed from 1,000 to 10,000 - purely through organic shares and recommendations.

Phase 6: Building a Community Around the Product

Unlike many businesses that treat their waitlists as a passive list of email addresses, Shamal saw an opportunity to foster a real community.

She launched a private Slack group for the first 1,000 signups, creating a space where members could:

- Discuss freelancing struggles
- Share productivity hacks
- Provide feedback on the product's development



This community-first approach led to increased word-of-mouth marketing as members invited their peers. Shamal grew greater brand loyalty before the product was even launched, and she got a built-in user base eager to provide testimonials and case studies.

This is how real empires are built - not with ad spend, but with relentless dedication to solving a problem and transforming strangers into true believers.

The fastest way to grow? Make your early users feel like co-founders. When people feel ownership, they become your loudest advocates. Community isn't just a strategy - it's your competitive moat.

Final Results: Growth Metrics

- Month 1: 1,000 signups
- Month 2: 5,000 signups
- Month 3: 15,000 signups
- Month 4: 50,000 signups

Total Marketing Spend: \$0

Key Takeaways from Shamal Borole-Badhe's Growth Strategy

- People join waitlists for value, not hype. Offer a clear incentive for signing up.
- Community beats marketing every time. Build an engaged audience, not just a list.
- Help first, pitch later. Establish trust before introducing your product.
- Make sharing rewarding. Use a referral system to boost viral growth.
- Stay consistent with updates. Keep waitlist members involved in the journey.

Conclusion: Growth Without a Budget? Totally Possible.

Shamal's success proves you don't need a massive budget to create serious buzz. No pricey ads, no viral stunt - just smart organic marketing, word-of-mouth magic, and a community-first approach. The result? 50,000 waitlist signups. All for zero ad spend.

For entrepreneurs and marketers looking to pull this off, the secret is simple: Offer real value, show up where your audience hangs out, and build relationships before selling.

This case study isn't just proof - it's a playbook for turning organic growth strategies into anticipation, momentum, and yes - actual sales. All without lighting your ad budget on fire.



The 10x Facebook Growth Hack No One Talks About

For years, marketers have been laser-focused on Facebook Pages to build their brand, grow their audience, and drive sales. But here's the problem: Organic reach on Pages has plummeted - with some reports showing that only 2-5% of your followers even see your posts.

Meanwhile, private Facebook Groups are quietly becoming engagement powerhouses - often outperforming public Pages by 10x or more.

So, what's the secret? And more importantly, how can you use private Groups to grow your business faster? Let's break it down.

Why Private Facebook Groups Are Outperforming Pages

1. Facebook Prioritizes Groups Over Pages

Facebook's algorithm has one main goal: Keep people on the platform as long as possible.

- Pages are seen as promotional tools - which means Facebook throttles their organic reach to encourage ad spending.
- Private Groups, on the other hand, drive real engagement - so Facebook boosts their visibility in notifications and News Feeds.

Translation?

A post in a private Facebook Group is more likely to reach your audience than one on your Page - even if you have the same number of followers.

2. Members Feel a Psychological Sense of 'Exclusivity'

There's a reason why people join memberships, VIP lists, and insider clubs - it makes them feel like they're part of something special.

- Pages = Passive following (people may "like" it, but they rarely interact).
- Groups = Community belonging (people actively engage, ask questions, and participate).

This psychological effect boosts engagement, loyalty, and trust - which translates to higher conversions and brand affinity.

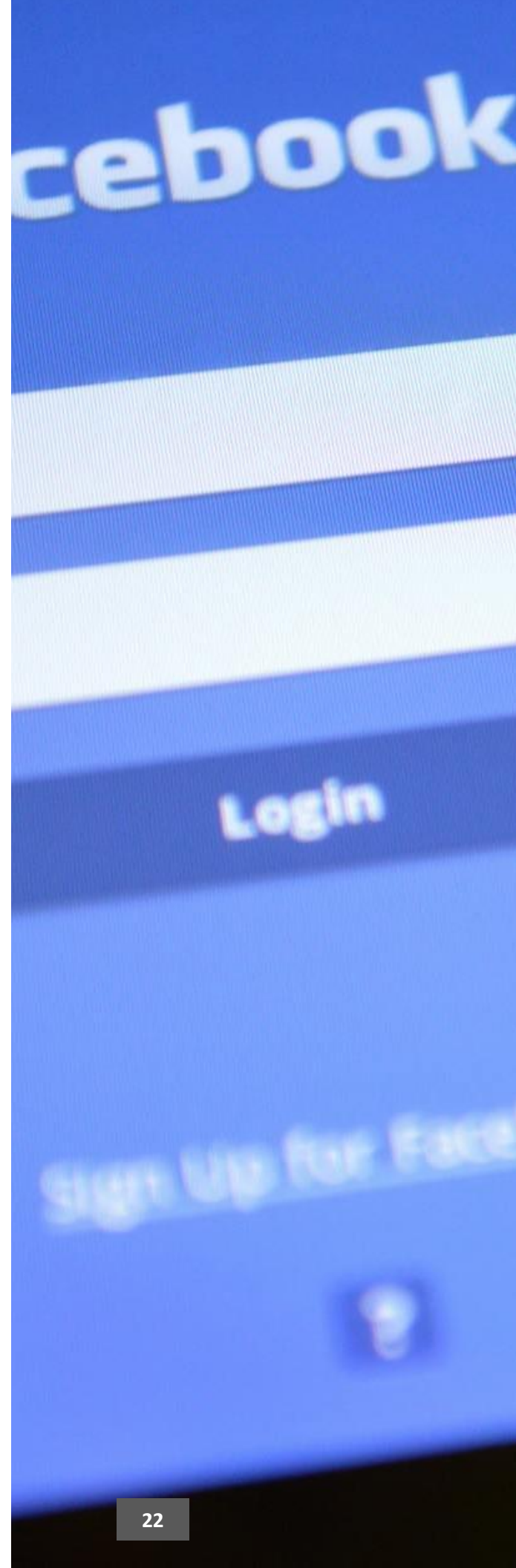
3. The Engagement Hack: Facebook Groups Get More Comments & Shares

Want to know the secret to going viral on Facebook? More engagement = more reach.

And guess what? Group posts get:

- More **comments** (because members feel comfortable interacting)
- More **reactions** (because the environment feels more personal)
- More **shares** (because members want to invite friends into the conversation)

Since Facebook's algorithm rewards engagement, this means free, organic reach - without needing to boost posts with ads.



How to Use Private Facebook Groups to Grow Your Business

Step 1: Create a Group That Feels Exclusive

You want your group to feel like a private club - not just another free-for-all discussion board.

Here's how to make it irresistible to join:

Give it a niche-specific name – Example: "7-Figure Copywriting Secrets (Private Mastermind)" instead of "Marketing Tips"

Make it "Private" but visible – This makes it feel exclusive but still easy to find.

Ask entry questions – This filters out spam accounts and lets you collect emails or insights from new members.

Step 2: Shift Your Best Content from Your Page to Your Group

If your best insights, tips, or strategies are still on your Facebook Page, they're probably getting buried by the algorithm.

Instead, post exclusive content inside your Group to train members to check in daily.

Examples of high-engagement posts:

- "What's your biggest struggle with [niche] right now?" (tons of comments!)
- "Poll: What should I create next - A or B?" (boosts engagement & product insights!)
- "Behind-the-scenes: Here's something I've never shared before..." (builds loyalty & trust!)

Step 3: Use Facebook's Built-In 'Group Growth' Features

Facebook wants Groups to succeed - so they've added new tools to help. Here are a few hidden gems:

Tag Your Group in Page Posts – You can link your Group to your Facebook Page, making it easy for Page followers to join.

Use 'Rooms' for Live Chats – These let you create small mastermind-style conversations inside your Group.

Enable 'Post Approvals' for More Control – If you want to prevent spam while keeping quality high, turn on post approvals.

Step 4: Monetize Your Group Without Selling Directly

A huge mistake marketers make with Facebook Groups? Turning them into a sales pitch.

DO NOT:

- Spam your Group with ads, links, and promotions.
- Post "buy my thing" every day - people will leave.
- Treat your Group like an email list (it's a community, not a billboard).

Instead, Do This:

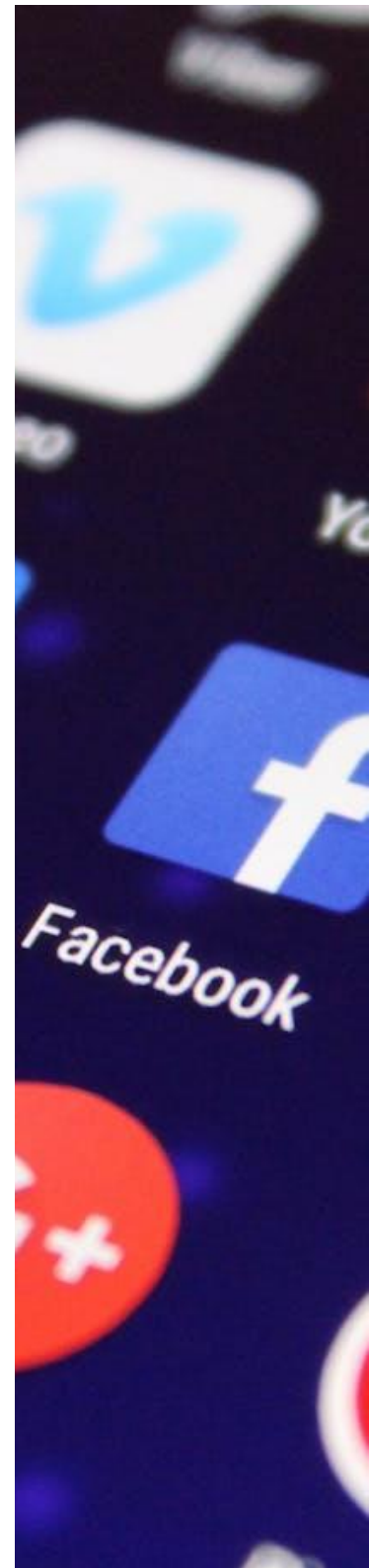
- Build trust FIRST – Post value-driven content and create engagement before ever making an offer.
- Soft-sell through 'value posts' – Example: Share a strategy and mention a paid resource at the end (instead of leading with it).
- Create an irresistible 'VIP' upgrade – Offer paid access to deeper coaching, templates, or mastermind-level content.

Bottom Line: Facebook Groups = More Engagement, More Sales, Less Effort

Public Facebook Pages are dying - but private Groups are thriving.

If you want to build a loyal audience, get free organic reach, and make more sales, the smartest move in 2024 is to start and grow a private Facebook Group around your brand.

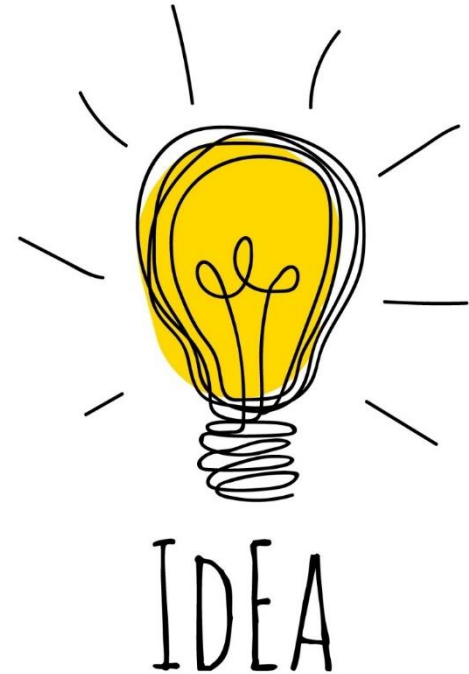
Action Step: If you don't have a Group yet, create one TODAY! If you do, start shifting your best content inside - and watch engagement soar.



Meta is Bringing AI Agents to Millions of Small Businesses

Meta is rolling out AI that'll handle your customer service 24/7 across Instagram, Facebook, and WhatsApp while your team focuses on what humans do best.

<https://opendatascience.com/meta-aims-to-bring-ai-agents-to-millions-of-businesses/>



Facebook Now Lets Creators Monetize Stories

Facebook is expanding its creator monetization program to include Stories, giving creators another way to earn money on the platform.

Previously, Facebook merged its in-stream ads and performance bonuses into a single monetization program, making it easier for creators to earn from videos, Reels, photos, and text posts. Now, Stories are part of the mix, offering even more revenue potential.

According to Facebook:

“We know today many creators share Facebook Stories with their fans. Now, they can earn money from that same content while engaging with fans via Facebook Stories, without any additional steps.”

The monetization will be performance-based, rewarding creators for high-quality content rather than just longer clips. This update is rolling out globally to all creators in the Facebook Content Monetization program.

<https://www.socialmediatoday.com/news/facebook-adds-stories-creator-monetization-program/742486/>



Drop Shipping in 2025: Can You Make Still Bank Without Losing Your Mind?

If you've ever dreamed of making money online without stocking inventory, packing boxes, or draining your savings on upfront costs, drop shipping sounds like the perfect business model. Run a store without ever touching a product? Sounds like a dream, right?

But here's the reality: Drop shipping in 2025 is not the wild west it used to be. Gone are the days when you could slap a random gadget on a Shopify store, run a few Facebook ads, and watch the cash roll in. Do it the wrong way, and you'll be drowning in refund requests, angry emails, and one-star reviews faster than you can say "shipping times may vary."

So... is drop shipping still a good business model?

The short answer: YES - but only if you do it the right way. The lazy, low-quality approach is dead. But with smart product selection, reliable suppliers, solid marketing, and an actual focus on the customer experience, drop shipping is still a profitable and scalable way to build an online business.

This definitive guide will show you how to start, how to avoid the biggest mistakes, and how to turn your store into a real income stream - whether you're looking for a side hustle or a full-time business.

Let's dive in - because if you're going to do drop shipping in 2025, you might as well do it right.

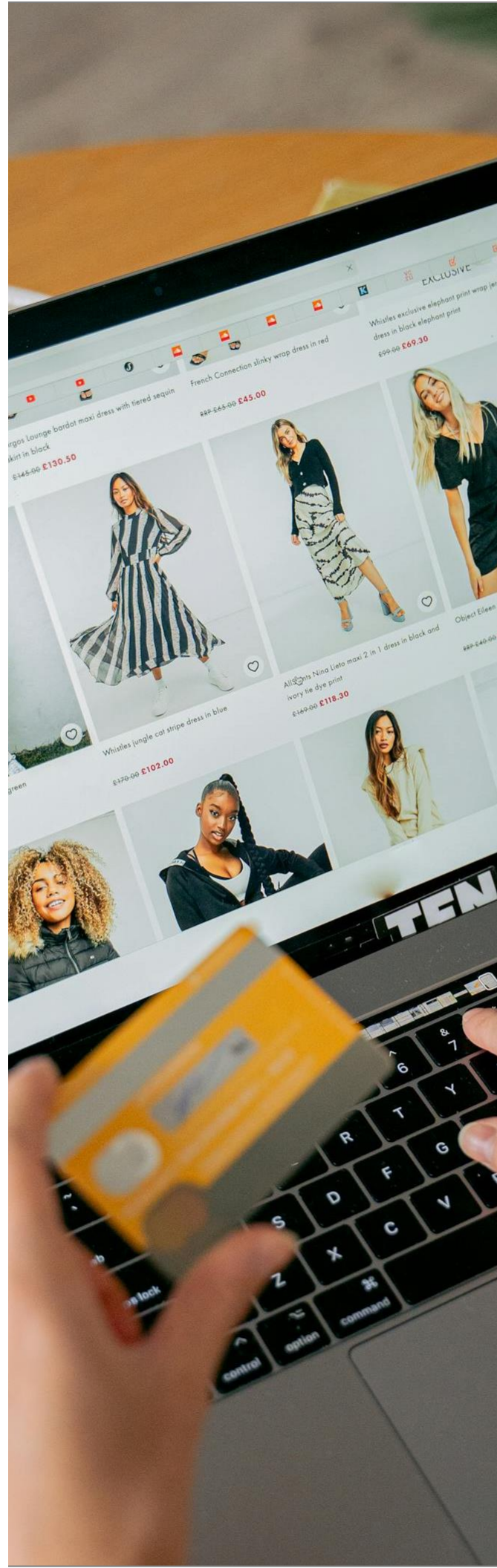
What Is Drop Shipping and How Does It Work?

Drop shipping is a business model that allows you to sell products online without handling inventory. Instead of buying products upfront and storing them in a warehouse, you only purchase them from a supplier after a customer places an order. The supplier then ships the product directly to the customer.

Here's how it works step by step:

1. You create an online store and list products from a third-party supplier.
2. A customer purchases a product from your store at retail price.
3. You forward the order to your supplier, paying them the wholesale price.
4. The supplier ships the product directly to the customer.
5. You keep the profit - without ever touching the product.

Drop shipping is attractive because it has low startup costs, no inventory risks, and the flexibility to work from anywhere. But it's not as simple as throwing up a store and waiting for money to roll in. The key to success lies in choosing the right products, finding reliable suppliers, and marketing effectively.





How to Get Started with Dropshipping in 2025

Starting a drop shipping business is relatively straightforward, but each step requires careful planning to maximize your chances of success.

Step 1: Choose a Profitable Niche

Many new drop shippers make the mistake of trying to sell everything in a general store. This is a surefire way to fail. Instead, you need to focus on a specific niche where people are actively looking for solutions.

Good niches typically fall into three categories:

- Problem-solving products – Items that make life easier or solve a specific issue.
- Passion-driven markets – Pet lovers, fitness enthusiasts, and hobbyists who buy repeatedly.
- Trending products – Items gaining popularity that haven't saturated the market yet.

For inspiration, check platforms like Ecomhunt, Sell The Trend, and TikTok hashtags like #TikTokMadeMeBuyIt to see what's catching attention.

Step 2: Find a Reliable Supplier

Your supplier makes or breaks your business. If your product takes six weeks to arrive, looks different from the listing, or breaks after one use, you'll be dealing with a flood of refund requests and angry customers.

In 2025, the best supplier platforms include:

- Zendrop – Offers fast U.S. and international shipping.
- CJ Dropshipping – A great alternative for branding and private labeling.
- AliExpress (Use with Caution) – Only work with high-rated suppliers who offer fast shipping options.
- Printify or Printful – Perfect for custom, print-on-demand products like T-shirts, mugs, and phone cases.

Before selling anything, order a sample from your supplier. This helps you check the quality and gives you real product photos for your store.

Step 3: Set Up Your Online Store

Many new drop shippers get stuck in "website perfection" mode. Your store needs to look clean, professional, and trustworthy, but you don't need to spend weeks tweaking colors and fonts.

Start by setting up a Shopify store - it's the easiest platform for beginners. Choose a simple theme like Debutify or Dawn, add your product listings, and include high-quality images and descriptions.

Your product descriptions should sell benefits, not just features. Instead of writing, "16 oz stainless steel water bottle", try something engaging like, "Keep your drinks ice-cold for 24 hours with this leak-proof, insulated water bottle - perfect for workouts, road trips, and everyday hydration."



Trust signals are also crucial. Include customer reviews, shipping policies, and a clear refund policy to make your store feel legitimate.

Step 4: Get Traffic and Make Sales

Your store is live - now what? The biggest mistake new drop shippers make is assuming customers will magically find them.

In 2025, the most effective ways to drive traffic and sales include:

- TikTok & Instagram Reels – Create short, engaging videos showcasing your product in action. A single viral post can generate thousands of dollars in sales overnight.
- Facebook & Instagram Ads – Start with a small budget (\$10/day) and test which products perform best.
- Pinterest Marketing – If your niche is in home décor, fashion, or crafts, Pinterest traffic is incredibly valuable.
- Influencer Marketing – Send free products to small influencers and let them promote for you. Micro-influencers (5K-50K followers) often convert better than huge accounts.
- SEO & Blogging – Write helpful content related to your niche. This builds organic traffic over time.

If you want the easiest, fastest way to get sales, focus on TikTok. In 2025, TikTok has become one of the top marketing platforms for e-commerce, and one viral video can outperform thousands of dollars in ad spend.

Avoid These Common Drop Shipping Mistakes

Many people jump into drop shipping thinking it's a quick cash grab. While it's a fantastic business model, there are plenty of ways to fail. Here's what to watch out for:

1. Choosing the wrong products – Research before you sell. Just because you like a product doesn't mean it will sell.
2. Ignoring shipping times – Customers expect fast delivery, and anything over two weeks can hurt your business.
3. Poor product descriptions – A bland description won't sell. Focus on benefits, not just features.
4. Not testing your supplier – Ordering samples helps you avoid low-quality products and bad suppliers.
5. Expecting overnight success – Most successful dropshippers test multiple products before finding a winning one.

Is Drop Shipping Still Worth It in 2025?

Absolutely - but only if you do it right. Gone are the days of selling cheap junk with slow shipping. In 2025, the key to success is fast shipping, high-quality products, strong branding, and engaging video marketing.

Building Your AI Agent in 2025: The Online Marketer's Ultimate Playbook

If you're an online marketer in 2025, you're probably drowning in content creation, customer support, lead generation, email follow-ups, and ad optimization - all while trying to stay sane. The to-do list never ends, and cloning yourself is – for now - not an option.

But here's the next best thing: An AI agent.

Think of it as your unstoppable, tireless, never-gets-distracted virtual employee - handling the repetitive tasks that eat up your time so you can focus on growing your business. No sick days, no coffee breaks, and definitely no "I'll do it later."

In this guide, you'll discover what an AI agent is, why it's a game-changer for marketers, and how to build one - even if you're not a tech wizard.

By the time you finish reading, you'll know how to put AI to work for you, not against you. Let's dive in.

What the Heck Is an AI Agent?

An AI agent is a digital assistant that can take action on its own based on data, rules, and machine learning. Unlike a chatbot that just answers questions, an AI agent can actually perform tasks - like responding to leads, optimizing ads, scheduling social media posts, or even writing content for you.

Think of it like Siri or Alexa for your business - but instead of telling you the weather, it's generating leads, closing deals, and keeping customers happy while you sleep.

In short? It's the employee you wish you had - but without the salary.

Why Every Online Marketer Needs an AI Agent

If you're running an online business, you're constantly drowning in tasks. An AI agent can take over the boring, repetitive, and time-consuming parts of your work, so you can focus on strategy and growth.

Here's how it can supercharge your marketing:

1. Automate Lead Generation & Follow-Ups

Imagine someone visits your website, downloads your freebie, and then... you forget to follow up. Lost lead. Lost sale. Lost opportunity.

An AI agent can automatically follow up via email, Messenger, or SMS - customized for each lead. No more letting warm leads go cold.



Example

- Someone downloads your lead magnet.
- Your AI agent sends a personalized email five minutes later.
- If they don't respond, it follows up automatically in two days.
- If they reply, it books them a call or sends them to your offer.

This alone can double or triple your conversions - and you don't have to lift a finger.

2. Create Content at Scale

You know you need to post consistently on social media, write blog posts, and send emails. But who has time for all that?

An AI agent can write social media captions, blog posts, product descriptions, and even email sequences - all based on your style and previous content.

Example

- Give your AI agent a topic ("Write a LinkedIn post on AI marketing trends").
- It generates multiple drafts in seconds.
- You edit and schedule - saving hours every week.

With tools like Jasper, Copy.ai, and ChatGPT API, you can have AI-powered content ready in minutes.

3. Optimize Your Ads in Real Time

If you run Facebook or Google ads, you know manual optimization is a nightmare. You're constantly tweaking bids, testing creatives, and adjusting budgets.

An AI agent can automatically optimize your ads based on performance data - so you spend less and convert more.

Example

- Your AI agent analyzes ad performance every hour.
- It pauses underperforming ads and scales winning ones.
- It tests new creatives automatically.

Instead of wasting money on bad ads, your AI agent keeps your campaigns profitable 24/7.

Tools like Adzooma and Revealbot already do this - and you can build your own custom AI agent for even more control.

4. Handle Customer Support (Without Hiring a Team)

Customers ask the same questions over and over. Instead of answering manually - or hiring expensive customer support - your AI agent can handle common inquiries instantly.

Example

- Someone asks, "Where's my order?"
- Your AI agent checks tracking info and replies in seconds.
- If it's a complex issue, it routes the customer to a human.



5. Personalize Your Sales Process

AI agents don't just automate - they make your marketing more personal. Instead of sending the same email to everyone, your AI agent can tailor each message based on customer behavior.

Example

- If a lead clicks on your email but doesn't buy, your AI agent sends a custom follow-up addressing objections.
- If they watch 80% of your webinar, it sends them a special offer.
- If they abandon checkout, it reminds them with a time-sensitive discount.

Personalization increases conversions - and AI makes it effortless.

How to Build Your Own AI Agent (No Tech Skills Needed)

Okay, so you're sold on the idea. But how do you actually build an AI agent?

Relax - you don't need to be a coder. There are tons of easy tools that let you build AI agents without writing a single line of code.

Step 1: Choose Your AI Agent's Job

What do you want your AI to do?

- Automate customer support? Use ManyChat, Drift, or Zendesk AI.
- Generate content? Try Jasper, Copy.ai, or OpenAI's GPT API.
- Optimize ads? Check out Adzooma, Revealbot, or Madgicx.
- Follow up with leads? Use HubSpot, ActiveCampaign, or Lemlist.

Pick one job to start - you can always expand later.

Step 2: Set Up an AI Workflow

Most AI tools let you train them with simple inputs:

- Give it example questions & answers for customer service.
- Upload past content so it learns your writing style.
- Set ad rules for automation.

You don't need to understand AI - just give it the right instructions.

Step 3: Automate & Refine

Once your AI agent is live, test it and tweak as needed.

- If it's a chatbot, improve responses over time.
- If it's writing content, edit & refine outputs.
- If it's optimizing ads, monitor results and adjust settings.

AI gets smarter over time - so let it learn and improve.



THE **BIG** SECTION



Eugene Schwartz, AI & the Science of Desire: How a Copywriting Rebel Hacked Human Nature (and What It Means for the Future)

If you've ever struggled to write copy that sells, you're not alone. Even the best marketers hit roadblocks when it comes to turning words into money.

But long before digital marketing, one man figured out the formula - and his insights are just as powerful today as they were decades ago.

His name? Eugene Schwartz. His book? Breakthrough Advertising. And if you truly want to master marketing, this might be the most valuable book you'll ever read.

Let's dive into who Schwartz was, what he discovered, and how you can use his timeless copywriting secrets along with AI to dominate online marketing today.

Who Was Eugene Schwartz?

Born in 1927, Eugene Schwartz was one of the most successful and sought-after copywriters of his time. He never wrote for a salary - instead, he was paid royalties based on performance, meaning his earnings were directly tied to how well his ads sold.

And let's just say... they sold a lot.

Schwartz was famous for writing legendary direct-response ads that pulled in millions. He didn't just write words - he tapped into deep psychological triggers that made people feel like they had no choice but to buy.

His work wasn't about manipulating people - it was about understanding them so well that he could connect a product to a desire they already had.

The Unexpected Copywriting Ritual that Made Schwartz a Legend

One of Schwartz's most famous anecdotes is about how he wrote copy. He would sit down at his desk, a pen in one hand and a glass of wine in the other (yes, really). He'd then read through product research and customer insights, waiting for the perfect angle to hit him.

But here's the kicker - he only wrote for 33 minutes a day.

That's it. No more, no less.

Why? Because he believed that writing great copy wasn't about forcing creativity - it was about letting the research do the work and channeling existing desires. He didn't "invent" demand; he found it and gave it the right words.

Imagine that - just 33 minutes of focused, high-impact work could create ads that brought in millions of dollars.

Lessons from Breakthrough Advertising

You may have heard about his concepts like market awareness levels and strengtheners, but if not, we'll cover those later in detail.

First, here are three golden nuggets from Breakthrough Advertising that you can use right now to make your copy irresistible:

1. The Five Levels of Sophistication

Not only do markets have different awareness levels, but they also evolve over time. Schwartz laid out five stages of sophistication, each requiring a different approach:

- Stage 1: You're the First – If you have a truly new product or idea, your message is simple: introduce it and explain how it works.
- Stage 2: Competitors Arrive – Now, you must prove why yours is better than the rest.
- Stage 3: Market Saturation – Consumers have heard every claim. You need a new unique mechanism to stand out.
- Stage 4: Overloaded Market – Here, you must dramatize your benefits and tap into deep emotions.
- Stage 5: Skeptical Market – The audience is jaded. You need strong proof, credibility, and guarantees to win them over.

How to Use It: Identify which stage your market is in and adjust your copy accordingly. If people have seen hundreds of weight loss ads, another “lose 10 pounds fast” claim won't cut it. Instead, introduce a new mechanism - something fresh and exciting.

2. Ads Should Sound Like News, Not Ads

Schwartz understood that people don't like being sold to - but they love discovering new, exciting information.

That's why his ads often read like breaking news. Instead of saying, “New supplement burns fat,” he'd frame it like:

“Harvard Scientists Discover Natural Compound That Triggers Instant Fat Burn”

◆ **How to Use It:** Write your ads and subject lines like news headlines. Make them feel like a must-read story, not a sales pitch.

3. You Don't Create Desire - You Channel It

One of Schwartz's most famous teachings is that you cannot create demand - it already exists.

Your job as a marketer isn't to convince people they need something. It's to find an existing desire and show them how your product fulfills it.

◆ **How to Use It:** Instead of pushing your product, ask yourself:

- What do people already want?
- What pain are they actively trying to solve?
- How does my product naturally fit into their desires?

Frame your offer as the solution they've been looking for all along.

Most marketers struggle to move prospects from mild curiosity to a burning need for their product - but Schwartz mastered the art of transformation.

Here's how you can tap into human psychology to create unstoppable desire for what you sell...

From Lukewarm Curiosity to Burning Desire: How to Make Your Product Irresistible

Eugene Schwartz laid out powerful principles for creating desire in marketing. His book Breakthrough Advertising is a goldmine of persuasion techniques.

Based on his teachings, here are 15 top ways to create desire for your product or service, and please note:

You don't have to do ALL of these at once! I mean, if you're like a super-hero of online marketing, then go for it. But if you're a mere mortal like me, then find your favorite or the one that best pertains to your product, and simply start there.

1. Identify the Market's Awareness Level

Schwartz taught that prospects exist at different levels of awareness:

- Unaware → Don't know they have a problem.
- Problem-Aware → Know they have a problem but not the solution.
- Solution-Aware → Know solutions exist but not yours.
- Product-Aware → Know about your product but aren't convinced.
- Most Aware → Know and trust your product but need a final nudge.

Your message should match their awareness level to maximize desire.

Example: A new "smart" refrigerator ad:

- Unaware: "Did you know 30% of your groceries end up forgotten in the fridge?"
- Problem-Aware: "Sick of moldy leftovers? We get it."
- Solution-Aware: "What if your fridge reminded you before food expired?"
- Product-Aware: "Introducing FreshTrack 3000."
- Most Aware: "Click here to save 10% on the only fridge that texts you."

2. Channel the Existing Desire (Don't Create It)

You cannot create demand, but you can channel existing desires into your product. Find what people already want and position your product as the means to fulfill that desire.

Examples:

- "Do you want to lose weight? We have a proven way to do it - without giving up your favorite foods."
- "You love dogs? So do we. Meet people who think a golden retriever is the perfect third wheel."

3. Use the Power of Specificity

Schwartz emphasized that vague claims don't sell - specific numbers, concrete facts, and precise details do. Instead of saying "grow your business fast," say "increase revenue by 37% in 60 days." Precise data builds trust and believability, making your offer feel real, measurable, and far more compelling to potential buyers.

Examples:

- Instead of "Lose weight fast," say "Lose 7 pounds in 14 days with just 10 minutes a day."
- "Hot, fresh pizza delivered in 30 minutes or less - or it's free."
- "Reduces wrinkles by 32.8% in 4 weeks. Yes, we measured."

4. Trigger the "Mass Desire" Behind Your Product

Every market has a deep emotional drive (e.g., wealth, status, love, security). Your job is to find a way to link your product to that pre-existing desire to make it irresistible.

Examples:

- "A Rolex isn't just a watch - it's a statement."

- “Our coffee beans are so exclusive, they have their own fan club.”

5. Use Fascination & Curiosity

People are naturally curious about things they haven't seen, heard, or understood before - especially if it feels exclusive, mysterious, or off-limits. As an online marketer, you can tap into this by framing your product as a hidden secret, a breakthrough discovery, or an insider tip that only a select few will know.

Examples:

- “The Little-Known 3-Second Trick That Ends Back Pain Instantly.”
- “You won't believe what happened when this guy ate only fast food for a month!”
- “The weirdest plant in the Amazon may be the key to perfect skin (no snake venom required).”

6. Showcase Unique Mechanisms

A "Unique Mechanism" is what makes your product work in a way others don't. But what if your product isn't unique? Then don't stop until you find a unique way to present it.

Examples:

- Instead of "New diet pill," say “The Only Fat-Burning Formula Using the Alpine Ice Hack.”
- “The only vacuum with Cyclone technology - never loses suction.”
- “Our secret? NASA-developed pillow foam that cradles your dreams.”

7. Tap Into the Prospect's Imagination

Make your offer come alive by immersing your customer in the experience. Instead of saying “Lose weight fast,” say “Imagine slipping into your favorite jeans effortlessly, feeling lighter, healthier, and more confident every day.” When they see, feel, and desire the result, taking action becomes irresistible.

More Examples:

- “Imagine starting your day with boundless energy, a flat stomach, and zero cravings...”
- “The happiest place on Earth - imagine your child's face when they meet Mickey.”
- “Picture this: You wake up refreshed, your back doesn't hurt, and you actually WANT to get out of bed.”

8. Use "Future Pacing" to Make Benefits Real

Help your customer mentally step into their future after using your product. Instead of just stating benefits, show them the results: “Picture yourself a month from now - more productive, stress-free, and effortlessly landing high-paying clients.” When they can see their transformed life, they're far more likely to buy.

More Examples:

- “Three weeks from now, you could be debt-free and making \$10k a month working from home.”
- “Don't miss out - a year from now, you'll desperately wish you'd started today.”
- “Next year, your stress could melt away as your bank account achieves six or even seven figures.”

9. Overcome Skepticism with Proof & Credibility

Overcome skepticism by showing, not just telling. Back up your claims with real testimonials, data, case studies, or expert endorsements - anything that makes your offer undeniable. Instead of saying “This works,” prove it with “Used by 10,000+ happy customers with a 92% success rate.” Trust leads to conversions.

Back up your claims with strong...

- Testimonials - "Reviewed by 5,000+ happy users. Even Bob from accounting loves it."
- Scientific studies - "Harvard researchers confirm: This supplement reduces blood pressure by 37% in 8 weeks."
- Case studies - "Here's how Monkey Inc. grew 57% more bananas with just three well-timed applications of our product."
- Demonstrations - "Watch this demonstration to see exactly how our product cleans your second story windows with no ladders or hoses."

10. Use "Reason Why" Copy

Don't just tell people your product is great - prove why it's different and better. Explain the unique mechanism that makes it work, the science or strategy behind it, and why it outperforms the competition. When customers understand why it delivers results, their trust increases, and buying feels like the obvious choice.

Examples:

- "Our collagen is sourced from deep-sea fish, which has been proven to absorb 3x better than bovine collagen."
- "We skip the middleman and pass the savings on to you."
- "Our seats don't recline because we'd rather save you money than let you nap."

11. Use "Mechanization" to Justify Price & Value

Customers don't just want a product - they want to understand why it's worth the price. Justify the cost with high-end materials, advanced technology, or exclusive features: "Handcrafted from Italian leather and built to last 10 years." When the value is clear, the price feels like an investment, not an expense.

Examples:

- "We handcraft each watch using rare Swiss titanium, making it last a lifetime."
- "\$10,000 in fuel savings over 5 years. That's why it costs more upfront."
- "Yes, these socks cost \$20. But they last 5x longer, so who's really winning?"

12. Stack Benefits on Benefits

Stacking benefits makes your offer feel irresistible and packed with value. Instead of just one big promise, layer multiple perks: "Not only will you get a website that converts, but also AI-powered analytics, done-for-you SEO, and 24/7 support." The more they get, the more they feel like they're winning.

More Examples:

- "Not only will you lose weight, but you'll also have clearer skin, more energy, and deeper sleep."
- "The best battery life, the fastest chip, and the most powerful camera ever."
- "Learn to code, build an app, get hired, and impress your cat."

13. Use Emotional Storytelling

Emotional storytelling turns information into inspiration. Facts might prove a point, but a story makes people feel it - and feelings drive action. Instead of just saying "This course helps beginners make money online," tell a success story: "Meet Sarah - she went from struggling to thriving in just 60 days."

More Examples:

- “Meet Duane - he couldn’t boil water, and now he’s running a five-star food truck with a waitlist longer than a Taylor Swift concert!”
- “Meet Anna. She used to walk 3 miles for clean water. Now, she goes to school instead.”
- “Jeff hated choosing shirts. Now, he just opens a box each month and looks amazing.”

14. Amplify Pain Before Offering the Solution

Highlight the problem first - make them feel the frustration, struggle, or loss - before presenting your product as the solution. “Tired of wasting hours on marketing with zero results? Frustrated by low engagement? You’re not alone. But with this proven system, you can turn things around in just 30 days.” Pain drives action.

More Examples:

- “Are you sick of wasting hours in the gym and seeing zero results? Here’s why 97% of workout routines fail...”
- “Embarrassed by flakes? Never again with Head & Shoulders.”
- “Your coworkers’ phone calls, Karen’s gum-chewing, and Jim’s loud breathing? With these noise-canceling headphones, all of these are GONE.”

15. Create Urgency & Scarcity

Make them feel like waiting means losing out. Urgency pushes action, so use limited-time offers, countdowns, or exclusivity: “I wish there were more, but as of right now there are only 3 spots left - once they’re gone, they’re gone.” Scarcity makes your product feel more valuable, and when people fear missing out, they buy now instead of ‘thinking about it.’

More Examples:

- “Only 500 bottles available. Once they’re gone, they’re gone.”
- “Only 24 hours left to save BIG.”
- “We made 500 pairs. You have 24 hours. Don’t be the person who missed out.”

No Need to Feel Overwhelmed - Start Small and Win Big

You don’t need to do all 15 at once. Pick one, test it, and refine as you go. Maybe you start with a unique mechanism, or you tap into curiosity. Marketing is about experimentation, so start where it feels natural - and watch the desire for your product take off.

Schwartz’s principles aren’t just about selling - they’re about deeply understanding human nature. By applying these techniques, you can turn lukewarm interest into unstoppable desire for your product.

“Strengtheners” Turn a Boring Statement into a Must-Click Message

According to Eugene Schwartz in Breakthrough Advertising, "strengtheners" are words or phrases that amplify impact, heighten emotion, and intensify the reader’s response to a claim.

They don’t introduce new information but make existing ideas more powerful, vivid, and persuasive.

Strengtheners inject energy, urgency, and credibility into your copy, turning a passive reader into an engaged prospect.

Whether it’s boosting curiosity, reinforcing proof, or magnifying desire, the right strengtheners make your message unforgettable - compelling people to act.

Mastering these subtle yet powerful tweaks can transform your good copy into high-converting copy, setting you apart from any competition and boosting your sales sky-high.

7 Powerful Strengtheners to Instantly Elevate Your Copy

1: Before & After Comparison

Weak: "This strategy increases conversions."

Strengthened: "This remarkably simple strategy increases conversions faster than you ever imagined."

Weak: "This skincare product reduces wrinkles."

Strengthened: "This dermatologist-approved skincare formula visibly reduces wrinkles in just 7 days - guaranteed."

Weak: "You'll get more energy from this supplement."

Strengthened: "Feel an unstoppable surge of energy that lasts all day - without the crash."

2: Adding Urgency or Intensity

Weak: "This training will improve your skills."

Strengthened: "This game-changing training will dramatically improve your skills in just days."

Weak: "This course will help you grow your business."

Strengthened: "This breakthrough, step-by-step course will skyrocket your business growth in just weeks."

Weak: "Sign up now and start seeing results."

Strengthened: "Act fast! Only 5 spots left before the price doubles - get results starting today!"

3: Boosting Credibility

Weak: "Thousands of people use this product."

Strengthened: "Over 25,000 happy customers swear by this product - just read their stories!"

Weak: "This method has worked for a lot of people."

Strengthened: "Over 50,000 people worldwide have used this scientifically proven method with stunning success."

Weak: "Experts recommend this approach."

Strengthened: "Harvard researchers and top industry leaders recommend this approach for one simple reason: it works."

4: Heightening Curiosity

Weak: "There's a new way to lose weight."

Strengthened: "The shocking new fat-loss trick doctors don't want you to know - melts pounds without diet or exercise."

Weak: "Our app makes productivity easier."

Strengthened: "Imagine doubling your productivity in half the time - with an app so simple, it feels like cheating."

Weak: "Learn how to make money online."

Strengthened: "This bizarre side hustle is paying people \$5,000 a month - without a website or social media."

5: Making Offers Irresistible

Weak: "Get a discount when you order now."

Strengthened: "Limited-time only! Get 40% off today - plus an exclusive bonus gift."

Weak: "Free trial available."

Strengthened: "Try it FREE for 14 days - no risk, no commitment, and you keep the bonuses!"

Weak: "Order now and get a discount."

Strengthened: "Order within the next 24 hours and get 50% off - plus a surprise bonus worth \$97!"

6: Strengthening Calls to Action (CTA)

Weak: "Sign up for our newsletter."

Strengthened: "Join 100,000+ marketers and get exclusive, game-changing strategies delivered to your inbox weekly!"

Weak: "Download your free guide."

Strengthened: "Grab your FREE 7-figure marketing guide now - before we start charging for it!"

Weak: "Check out our membership program."

Strengthened: "Join thousands of happy members and unlock VIP access to exclusive content, live coaching, and weekly bonuses!"

7: Enhancing Emotional Impact

Weak: "Our coaching program helps you succeed."

Strengthened: "Say goodbye to overwhelm, frustration, and self-doubt - this life-changing coaching program puts success within your reach."

Weak: "This parenting book will help you connect with your kids."

Strengthened: "Imagine a home filled with laughter, love, and deep connection - this must-read parenting book shows you how."

Weak: "This meditation app helps with stress relief."

Strengthened: "Imagine feeling calm, focused, and in total control of your day - just 10 minutes with this app can change everything."

Why Strengtheners Work

- They increase emotional engagement and make claims feel more powerful.
- They heighten curiosity and drive urgency.
- They add believability by reinforcing proof elements.

Every. Word. Counts.

Schwartz emphasized that great copy doesn't just inform - it excites, persuades, and compels action. Strengtheners help make that happen.

The right strengtheners take copy from meh to magnetic - turning casual interest into burning desire.

Whether you use urgency, proof, curiosity, or emotion, strengthening your message makes people feel like they'd be crazy to miss out.

How to Combine Eugene Schwartz's Copywriting Genius with AI to Write Copy That Sells Like Crazy

You've witnessed how Eugene Schwartz's Breakthrough Advertising revolutionized copywriting by teaching marketers how to tap into existing desire, structure messages for impact, and amplify persuasion with strengtheners and proof. But what if you could supercharge his principles with AI?

The good news? You can. AI tools can enhance, accelerate, and refine your copywriting process, making it easier than ever to apply Schwartz's timeless strategies.

Here's how to merge AI with Schwartz's techniques to craft high-converting copy faster and more effectively.

1. AI for Market Research & Awareness Level Targeting

Schwartz emphasizes that great copy starts with understanding your audience's awareness level - are they completely unaware of their problem, or are they just looking for the best solution?

How AI Helps:

- AI-powered tools like ChatGPT, SparkToro, and AnswerThePublic can analyze audience conversations, search queries, and trends to reveal what people are thinking and how they talk about their problems.
- Use AI sentiment analysis to determine if your market is skeptical, desperate for a solution, or just casually interested - so you can adjust your messaging accordingly.

2. AI for Crafting Strengthened Copy

Schwartz's strengtheners make copy more vivid, urgent, and emotional - and AI can help refine them instantly.

How AI Helps:

- Use AI to rewrite weak copy into high-impact messaging by prompting it to "strengthen this headline" or "make this CTA more persuasive."
- AI-driven tools like Hemingway Editor and Grammarly can analyze your writing for clarity and power, ensuring every sentence packs a punch.

Example

Weak: "This course helps you grow your business."

AI-Enhanced Strengthened: "This game-changing course will skyrocket your revenue and turn leads into loyal customers - fast."

3. AI for Generating Unique Mechanisms & Hooks

Schwartz taught that markets evolve, and when they get flooded with similar claims, you need a new unique mechanism to stand out.

How AI Helps:

- Use AI brainstorming tools like Notion AI, Copy.ai, or ChatGPT to generate fresh, unique angles for your product.
- Ask AI to scan competitor copy and identify what hasn't been said yet - then frame your offer in a way that feels new and exciting.

Example:

Overused: "New weight loss pill."

AI-Enhanced Unique Mechanism: "The only supplement using thermogenic microburners, designed to melt fat while you sleep."

4. AI for Testing & Optimizing Copy

Schwartz didn't just write copy - he tested and optimized it relentlessly to see what actually worked.

How AI Helps:

- AI-powered A/B testing tools like Unbounce, Writesonic, or Persado can predict which copy variations will convert best before you even launch.
- AI heatmaps (Crazy Egg, Hotjar) can show where users engage with your copy so you can tweak headlines, calls to action, and offers for better results.

5. AI for Automating Urgency & Scarcity

Schwartz knew that people act faster when they fear missing out - which is why urgency and scarcity work so well.

How AI Helps:

- AI-driven personalization tools (Dynamic Yield, OptinMonster) can display real-time stock limits, countdown timers, and exclusive offers based on user behavior.
- AI chatbots can respond instantly to hesitant buyers, reinforcing urgency by reminding them of limited spots or upcoming price increases.

Example:

Generic: "Limited spots available."

AI-Enhanced Personalized Urgency: "Only 2 spots left in your region! Secure your access before enrollment closes tonight."

AI + Schwartz = The Ultimate Copywriting Edge

Schwartz's copywriting techniques are as powerful today as they were decades ago - but AI gives you speed, precision, and deeper insights that weren't possible before.

By using AI to research your market, strengthen your messaging, create unique angles, optimize conversions, and automate urgency, you can write copy that sells like crazy - faster than ever.

Ready to test this out? Try combining one Schwartz principle with AI today and watch your conversions soar!

Why Breakthrough Advertising is a Must-Read for Online Marketers

If you're serious about writing copy that converts, Breakthrough Advertising isn't just a book - it's a masterclass in human psychology, persuasion, and high-impact marketing.

Yes, it's dense and not an easy read - but the lessons inside can change how you sell forever.

Here's why it's worth your time:

- It teaches you how to deeply understand your audience.
- It shows you how to structure messages for maximum impact.
- It helps you create offers that feel impossible to ignore.

This isn't about trendy marketing tactics that fade in a year - it's about fundamental principles that have worked for decades and will continue working forever.

Bottom Line: Learn from the Best & Apply It Today

Eugene Schwartz wasn't just another copywriter - he was a sales genius who understood what makes people tick. His approach wasn't based on luck; it was built on research, psychology, and time-tested persuasion techniques.

If you take just one lesson from **Breakthrough Advertising**, make it this: People already want something - you just need to show them why your product is the answer.

Start applying these principles today, and you'll see stronger engagement, higher conversions, and bigger sales.

Which of these lessons are you excited to try first?



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