

Wisdom & Wealth Bulletin - Issue 2



My Unbridled Knowledge & Expertise

Every Month

Introduction

Welcome to the journey

In these letters you will have full access to my unbridled thoughts, perceptions, and knowledge.

Each letter will contain all the content I will be posting on my marketing platforms, for that month, in broken down forms

This is letter 2

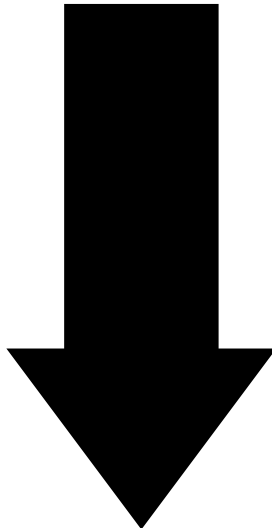
Reading and studying these letters, will teach you many new things about business, give you different perspectives about commerce, teach you about the psychology for all things commerce, and hopefully instill within you a new philosophy, or show you different realities of commerce

If you don't read these letters and learn something new or see something interesting, then I don't exist

What you are about to start reading, is based on **over 15,000 hours of study** and research. Safe for reading my mind, this is the closest you will ever get to knowing what I know.

Read these letters to learn Marketing, Sales, Social Media Mastery, Email Marketing, Organization of Sales and Clients, Webdesign, Running Commerce Software, Writing, Copywriting, Business Ethics and Philosophy, Sales Psychology, as well as the effect business modules will have on those around you.

Ready to get started? **Let's go!**



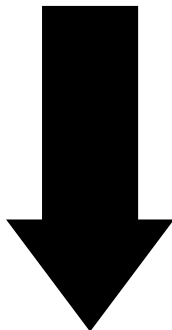
Selling An Offer

What we are discussing today is how to craft and sell an offer, but it's much more complicated than that. An offer requires skills, proper framing, and tons of prior knowledge.

Now, you need to understand that it's easy to monetize knowledge, but crafting a powerful offer is a completely different ball game

What type of offer am I talking about? An offer that can you make thousands of dollars

So where do we start? We start with **SKILLS**



What skills produce a great offer? Well we've already discussed education in Bulletin 1, so it's not hard to understand that webdesign and copywriting in all it's forms, create the best offers

Haven't read bulletin No. 1? Don't worry, maybe you already know enough about monetizing education, pricing, and net sales... But if you don't, make sure to get Bulletin 1 [here](#) (Or get it in the "Library Of Wisdom")

But an offer is not just "I will teach you how to paint", and then you make a bunch of sales... NO

A well crafted offer is framed properly

Number 1 - It Starts With A Claim

When you craft an offer, it needs to be claim based, let's start with some examples



"I will teach you how to paint" - This is a claim

But there's no statistics = Less Persuasive

With Statistics or Numbers

"I will teach you how to paint in 3 months"

Now there are statistics = More Persuasive

But that's not close to a proper offer

Let's be more specific

"I will teach you how to paint lord of the rings models in 3 months"

Now let's add some details

"I will teach you how to paint lord of the rings models in detail, in 3 months"

Now let's add risk reversal

"I will teach you how to paint lord of the rings models in detail, in 3 months, or your money back"

The problem is, if it's skill based instead of monetary gain based, there is a limit to the detail of your offer.

But if it's monetary gain based AND skill learning based, then it's much more persuasive... Why?

Because there is no loss if they make more money than they paid

Having more money is a big stress reliever

So for maximum sales, it's important that your offer is Statistic, Time Driven, Benefit Driven, Monetary Driven, With Risk Reversal

Let's look at another example:

Learn How Make money with Affiliate Marketing

Let's Add **Statistics And Time**

Learn How Make Money With Affiliate Marketing In 3 Months

Now let's add **Monetary Gain**

Learn How To Make \$200/mo With Affiliate Marketing In 3 months

Now let's add **Risk Reversal**

Learn How To Make \$200/mo With Affiliate Marketing in 3 Months, With a 90 Day Money Back Guarantee

Now you have an offer that has statistics, is time driven, is benefit driven, is detailed, is monetary driven, and runs no risk to the customer/client

Okay so now you've crafted an offer, but you're not going to sell it like this... Why?

Because unless you've developed an entire network (discussed in future bulletin), you are going to have to understand traffic and leads

first let's define traffic



What is traffic in marketing? As I'm sure you've already guessed, it refers to a large amount of people going through a specific place (just like real life)

But there are two types of traffic - Cold and Warm

Let's discuss Cold Traffic 1st

Cold traffic, is a large amount of people who all possess one quality... They don't know or care about you or your brand

That's exactly why they are "cold"

It means they need to be "warmed up", or used as "cold traffic"

Cold Traffic is not convinced by you or your product, they often don't even think they need it, and that's exactly why it's harder to sell to them than "Warm Traffic"

Cold Traffic comes from: Ads, DMs, and Emails

Now that you understand what "Cold Traffic" is, let's discuss "Warm Traffic"

Warm Traffic, is a bunch of sale's prospects who are already "warmed up"

Meaning they are already half convinced that you are a person who knows what they are talking about, and the stuff you sell works really well. They usually just need a little bit of convincing, or none at all

Warm traffic typically comes from your social media account, your email list, your followers, and your real life friends + family members

So why is traffic relevant? Because without traffic, you can't generate leads, and without leads, you are never selling that well crafted offer.

Now let's get to leads. First of all, what is a lead?

A lead is what traffic turns into when it's nurtured and turned into a potential client or customer

Did someone visit your gumroad product page and didn't buy? They are a lead

Did someone visit your twitter profile and start liking your tweets? That's a lead

Did someone join your email list? That's a lead

Without leads, you won't be making any money with your well crafted offer

So first we are going to discuss how to generate leads, and leads can be divided into two categories.. **Inbound and Outbound**

Let's start with Inbound leads

Inbound leads are leads who come to you

Ways inbound leads happen is:

Did you setup an email list, and people started joining it? If they start clicking on the links in your emails because they may want to buy your products, they are now officially an inbound lead - Arguably the best kind of leads

So here's how you setup an email list in summarized detail

You can either go automated or non automated

Automated means you can send emails in sequences that run based on subscriber behaviour, but with non automated emails you need to manually send or schedule the emails every week

Automated Email Software - Emailoctopus

Non Automated Email Software - Revue

The best one to go with is automated, so let's break it down

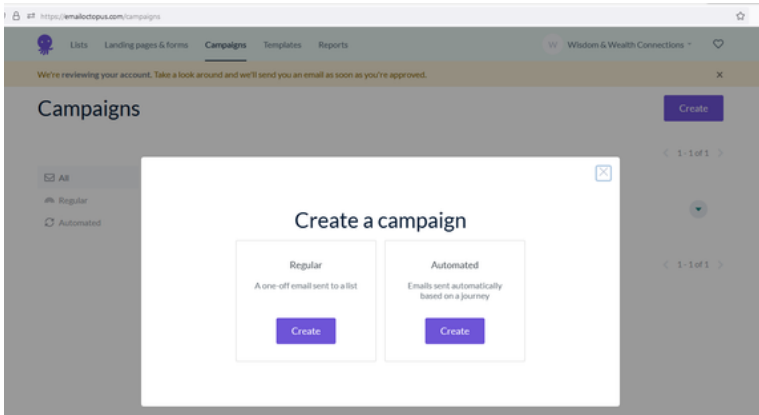
First you need to create your emailoctopus account, your 1st 2,500 subscribers are free

Make sure you send them a valid website url

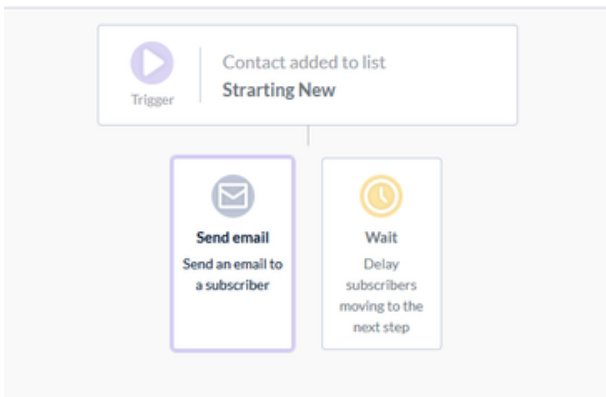
Type in your details, respond to all the information they request for your account to be verified

Now you get to automation. If you are familiar with computer interfaces figuring this out should be fairly easy

First you need to go to campaigns and click on create campaign, then you select "automated"



You should already have created a list where your new subscribers will be saved, then you click on "send email"



What you do here is click on "send email", then they will ask you a few things like the name of the email, and the template you want to use for your email

I could break down how to write a good email too, but then it will start to get a little ridiculous lol

But don't worry, I will do a full break down in a future bulletin

Now what you do on the Emailoctopus campaign screen, add 1 day delays between every new email. And send 3-4 emails per week, then you put a 3 day delay so your next email only sends the next week - rinse and repeat

Now you have a list that sends 4 emails every week to build a relationship with your subscribers. Remember - 80% educating them, 20% selling to them

That's only number 1 of generating inbound leads. Next one is building a personal brand:

Building a brand takes months of hard work and research, but I'm just going to teach you everything you need to know down below

"I already know how to build a brand!"

You may be surprised how much there is to know about building a brand.

Let's get started - Get a twitter account

No not an instagram, not a tiktok, and not a youtube channel. You've got to start in the best place possible, and that's twitter

Believe it or not, but getting past 1000 followers on twitter is a secret to everyone who isn't in money twitter

What's money twitter? It's the community on twitter full of businessmen making over 4-6 figures every month

Hell, I'd be surprised if you aren't reading this because that's where you came from

So what's tip number 1?

Your name - Yea, believe or not making money on twitter requires you to have a proper name

Don't get me wrong, you can make a lot of money with a dumb name, but you could make a lot more with a good one

Here's what your name needs to establish:

Your niche and what you do

"Affiliate Marketer"

"Webdesigner"

"Data Analyst"

"CEO of x Company"

Here's the most effective way of naming on money twitter

Your Unique Name| Your Niche

Wisdom & Wealth| CRO Funnels

Yea, pretty straightforward stuff, but you'd be surprised how many people get that 1st step wrong lol

Now on to the bio, arguably the most **VITAL** part of building a personal brand

Your bio needs to explain your experience (credibility), what you offer your audience (Content), and how you help clients/customers

Like this:

Eyan|Affiliate Marketer

With 5 years of experience in affiliate marketing, I will sell 15 of your products every month, for 60% commission. Follow Me for Weekly Tweets and threads about marketing and sales

Eyan has proven his experience, what he's offering his audience, and what he's offering his clients, all in less than 160 words

Now the twitter header

The twitter header is an extension of the bio

Anything you did not have space for in the bio.
you summarise in the twitter header, in 10
words max

"15,000 hours in experience and 6 figures
generated for clients"

Then the last important part, the pinned
thread

The pinned thread is an excellent way of
showing people checking out your profile, that
you know your stuff

So it's important that it educates or goes into
great detail about something you offer your
audience

Mine is about 20 mistakes people make when
building landing pages, and I build landing
pages and sales funnels as a service

Pretty straightforward stuff, but it often takes
people 10 months of research to figure this
stuff out

Why do you need a profile like this? To generate inbound leads

People see your profile, they see you know your shit, they see you offer cool services, they see you educate people on valuable shit, and they follow you

These people will often click on your links, and if they click on any of your links, they are inbound leads... Why?

Because they might turn into customers or clients once they click on your links

Or they might join your email list (which is also a link), and turn into inbound leads when they click on the links in your emails

Now we get to **Outbound Leads**

Outbound leads are leads that you manual go to, and they do not come to you like inbound leads do

Here's how **outbound leads** are found



Outbound leads are typically generated through outreach

Which is another course all on its own haha, but am I gonna tell you about it? Jip

Outreach means exactly what it says, you reach out to potential customers and clients

Cold Outreach vs Warm Outreach

These are intertwined with warm traffic and cold traffic

Because they are very similar, but not exactly synonyms

Cold Outreach is reaching out to people who don't know you, and don't care about your brand, in the attempt to get them to care about it by solving their problem

Warm Outreach, is when you reach out to your buddy to buy one of your products. Chances are, they will trust you and buy it much easier than a stranger would.

This is what outbound is

Your message go out, instead of coming in

Outbound is work you do manually, and it also generates the most leads, if you're brand is still growing

But if you have a twitter account with 200k followers who love the stuff you teach, your INBOUND leads will be more than you can generate alone using Outbound

Inbound happens on autopilo as long as you keep educating your audience, while outbound you need to do manually and it can very time absorbing

Now what you do, is use **INBOUND** and **OUTBOUND** marketing, to generate leads for the offer you crafted at the start of this bulletin

Think it's going to be a sh#t ton of work?

Well you'd be right... But luckily I specialize in solving that problem

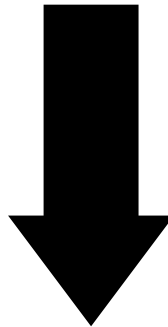
I can build you a high converting email list, landing page or sales funnel that generates leads and revenue on autopilot, click below and we can get started

Done For You Lead Generator

Not Interested? Whatever, it's not like you hurt my feelings or anything :(

Well now we get to the philosophical part of the bulletin

Last time we spoke about ethics in business, this time are talking about long term money and time investment



Long Term Monetary And Time Investment - Philosophy

What I'm about to discuss is purely aimed at western society and culture (Europe and America)

Let's talk about society for a second, and something very wrong with it.. What am I talking about exactly?

Marriage

No no, I'm not bashing on married couples, I'm bashing on indoctrination and false perception

And no, this isn't going to be a masculinity article, this is going to be about your perception of reality, and why it will most likely negatively affect your mental and physical well being if you watch your step

"But Wisdom I'm happily married and my life is great", yea, for now

Listen I'm not saying all married couples are doomed to divorce or something, I am talking about something much more dark

It's hidden under the guise of goodness, and with decades of media indoctrination getting married seems like a no brainer, but it really shouldn't be

Building a long lasting romantic relationship with someone you hold dear, really doesn't need to be agreed upon by a contract

The consequences for both parties is devastating, but this isn't just about the inevitable financial ruin you will bring upon yourself if your marriage fails, but the reason people think it's a good idea in the first place

Marriage was normalized under the idea that union needs a contract, and that love needs to be bound by law, and that getting married is the equivalent of living a fairytale

You want to know how I know it's not a fairytale? The fact that the divorce rate in america is literally 50%, isn't even the deeper problem

Marriage, is the illusion that you will spend the rest of your life with someone, instead of people deciding it for themselves

Once the contract has been signed it's
ridiculously hard to get out of it unscathed
(impossible actually)

So why on earth would people leave each-
other if they love each-other so much?
Because they are naive and immature

Most couples get married at the age of 22-24,
so what exactly is wrong with that?

Well I'm sure you've met people who are your
age who have absolutely zero idea what they
are doing with their life. Still going to parties,
still working the same old 9-5, and achieving
nothing significant in life

Believe it or not, but this is happening to 99%
of the 18-32 Population, the reason?

Immaturity.

Don't believe any of that BS they tell you
about people maturing by the age of 20, they
don't. In fact, I'm fairly certain because of
how degenerate society has become. people
under 35 have significantly lower maturity

So what is the result? The result is 20-35 year olds who are immature, suck at communication, think they are grown ups but have they have zero idea what they are doing in life. As cliché as it sounds, these people have not "found themselves", as they say

These people have not come to an understanding of who they are and what their aspiration are

I've dated many woman, and 99% of them if I said something I want to do with my life, they WILL ALWAYS come along

But this is bad, because there are only two types of woman who think like that:

A woman who is incredibly mature and has all her shit figured out, and has decided she is your ride or die girl, and a girl who is incredibly immature and will keep making empty promises as long as she is infatuated with you (Untill ofcourse shit hits the fan, that's when what they really want comes out)

And there's that word that carries the most relevant - INFATUATION

These are the reasons for the failure of marriage... Infatuation, and Immaturity

Before people turn 35, they are not grown up mentally, this means they will make choices that they did not properly think through, because their neocortex is underdeveloped

The neocortex is responsible for the development of human cognition

So what happens when two people of the opposite gender who have an underdeveloped neocortex, who think they are adults and can make adult choices comes together? They get married

Getting married is traditional, but it's also been fed to from childhood to engineer us to think marriage is an intelligent idea

But marriage is not what it seems. The bond between lovers can be established without getting "married", as they say

So now we know why immaturity plays a role, but what does infatuation have to do with it?

Infatuation or passion, if you were not aware, is the 1st stage of the psychological stage according to American psychologist and Psychometrician - Robert Sternberg

Passion is characterized by infatuation

Infatuation is typically present in the first few years of a romantic relationship

You know that feeling when you fall in love that your gf or bf could not possibly do something wrong, and you feel like every single moment spent with them feels like you are in heaven?

That's infatuation... But there's one problem

Most couples get married during this stage, and that's the equivalent of driving a bus while you are drunk

It might feel like a good idea, but the moment you are sober you realize that you nearly ruined, destroyed, or ended your own life

You see...

Once this stage is over, love typically gets
much less intense

You still love them very much, but you can
also think straight now (You are sober), and
that's exactly when people think twice about
getting married

BUT... One day love dies, yea that's right it
just dies...

Because love is a choice, not a feeling

And you know when these two things
happen? When a couple is already married

And that is the reality, that is what marriage
is really like

You need to wake up every day and
consiously DECIDE to love your partner

Even if she doesn't shine like the sun
anymore, even if there's no hormonal
instinct making you addicted to her
(infatuation), you need to love her anyway

And you know what? THAT IS HARD

To change your entire perception of reality and consciously decide to love your partner everyday, despite the magic feeling being gone? That shit is basically impossible for immature people

Most young married couples are immature and naive, and they live under the illusion that marriage is going to be just as amazing as the first years of their relationship (IT WONT BE)

But you need to make it work anyway, that's what love is, that's what a longterm relationship is

Marriage is not a fairytale, it's an excuse to not leave each other, and it's an illusion for young couples to ruin their own life's

Because you when these young couples realize they can't keep loving eachother?

When the kids are already born! So now you are dragging your kids into this shitshow, and they will most likely develop psychological problems cause their mom and dad hate eachother

There is a chance this won't happen, but there is definitely a chance it does happen

My Advice?

If you love a woman or man with all your heart, build a commitment to them, and love them long, but don't get married until you are sober, until the infatuation fades and your love is challenged

You know how to prove you really love someone? When it's hard to love them, that's when you prove whether you are meant to be together


And if you fail? You're either immature or incompatible

IMPORTANT - Talk about it

You both need to understand that love dies eventually, and if you don't keep it alive, your relationship won't survive

Did she get pissed at you because you told her love can die? She's not ready

That Was A Long One Haha

Need Some Guidance In Your
Business? Let Chat 

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Until Next Time