Hot Shit Webinars

How They Persuade: Ramit Sethi
Ramit Sethi- Brand Essence

Delightfully Obnoxious
In Your Face
Sage Advice with a kick in the butt
No Nonsense
Choosy about who he works with
Listen for seagulls in business
For example, when I went on a book tour and asked readers, "What do you want me to write more about?" the first person said, "How to make more money." I didn't even remember the first response. I asked more people. Almost all of them said, "How do I earn more?" I was skeptical. After 15-20 people saying the same thing -- or seeing 15-20 seagulls -- I realized I had to dig into why I kept hearing this over and over. I leaned in, listened, and turned that insight into a course.

How to make people beg you to take their money
SHOW, DON'T TELL.
I can tell you 50 things that I can improve about your business...or I can just show you one.
I can tell you how I can help you find love...or I can just show you 2 things to do today.

Very few people actually want to understand something....they want results

Like a burlesque dancer, I'm going to pull down my thigh-halves just another inch so you can get a peek.
How He Persuades?

- Website & General Positioning
- Sales Pages and Funnels
- Emails
- Social Media
Website & General Positioning
Relentless Focus on Reasons to Believe

What?

Why should they care?

Why?

Here's proof that I can solve your financial problems.


Why do so many publications feature my work? Because I've helped thousands of people turn their finances around, and I can help you too.

98% of my material is free, and it's better than anything else you'll find on the net. But don't take my word for it - take a look for yourself, it's completely free.
Use Testimonials to Build an argument not randomly sprinkle them

“In the consulting world, you know, it takes forever to close a sale... And the speed with which an online transaction happens is... it's mind-boggling to me even now. And for the first time I actually made a sale, my husband was like, "Why would anyone pay you? They've never met you." It's the whole idea of someone trusting you so much, trusting you with their money, no matter what the amount is, it's mind-boggling.”

**BUSHRA A.** Student

Not About how great the program is but a unique insight into the process

“If you want to bring something to the world, if you're passionate about something and you're in it for the long game, like you really want to create an online business, I can't imagine a better framework. I can't imagine a better course to go through that will walk you through it step-by-step, this is exactly what you need to do, this is what you need to do at this specific stage and you can forget about everything else... I really feel like, at this point in the process, I can't fail.”

**MATT J.** Student
“If you want the results top performers get, you have to be willing to take the action.”

Use video testimonials but make sure the quotes that support your argument stand out.

“It was worth hundreds of thousands of dollars to me...”

“it was worth hundreds of thousands of dollars to me in terms of how it changed my earning potential and that’s just cash. Then we talk about how happy I am now, “how happy and fulfilled I feel, how excited I am to wake up every day.”

Take unique quotes form the video and make them pop.
He Shows His Journey

Emphasizes his growth & inspires

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He Shows His Journey and makes fun of himself

My class at MIT

0 comments — written on January 31st, 2005

I had a great time teaching my 1-hour class at MIT last week. Here are some pictures and things I noticed...

Uses his past to emphasize The Hero’s Journey

Is anyone listening to me!? Judging by the zero comments...probably not. And yes, I was skinny
He Shows His Journey and makes fun of himself

I get it. I went through every single one of these Invisible Scripts! Just look:

Uses his past to show he “gets it”

Uses different bios for different results

If you’re still curious about more details on how to raise your rates, I put together a free mini-course for you: http://www.iwillteachyoutherich.com/earn1k/chasejarvis-raise-your-rates/

Good luck.

About Ramit: Ramit Sethi is the author of the New York Times best-seller, I Will Teach You To Be Rich. He is the founder of iwillteachyoutherich.com, a blog on personal finance and entrepreneurship where you can learn in-depth techniques on earning more money and automating your finances.

Hi, and thanks for reading. I'm Ramit Sethi, New York Times best-selling author and founder of I Will Teach You To Be Rich, the website I grew from a dorm-room blog into a successful online business with tens of thousands of paying customers.
Every blog post ties into a paid offering

You can use these with friends at work to get “one-and-done” emails and save yourself from wasting time answering follow up questions all day. Just rip off these proven email templates — you have my permission — and use them right away.

***

By the way, I have a TON of scripts in Earn1K — my course on earning side income — including a video of exactly how to over-deliver for your client, and email scripts showing how one student unlocked his first $18,000 in side income (recurring revenue, too). Plus actual surveys and emails and scripts you can use for yourself to get paying clients and rapidly raise your rates. Click here to get free preview materials.
No Blog Post is There Just Because...

This is something I want to help you with because even with this small tactic, you can see immediate, astonishing results.

If you’re interested, I’m inviting you to my Dream Job Private List Page, where I share resume secrets and more insights about finding your Dream Job.

You can join here:
He Shows His Imperfections
Uses Counterintuitive Copy

Here’s how my NO B.S. advice on money will teach you to be rich...

→ Save tens of thousands of dollars by focusing on big wins instead of penny pinching — I’ll show you which wins are the biggest and the exact steps to take to save

→ Discover step-by-step how to start earning money on the side using skills you already have. If you don't have an idea, I'll help you find one that brings in over $1,000 a month

→ Throw away your budget and save even more — learn the tested system thousands of my readers have used to automate their finances and spend extravagantly on the things they love
Uses Reverse Psychology

**DO NOT CLICK THIS BUTTON UNLESS YOU DO NOT WANT MY INSIDER'S KIT**

I honestly have no idea why everyone who comes to I Will Teach You To Be Rich doesn't beg me for my Insider's Kit...

**DO NOT CLICK HERE**

(unless you do not want my free material)
Sales Funnels & Sales Pages
His Sales Pages are Massive

4: Write copy that is exhaustive.
I'll spend months writing a single sales page that is based on years of research. That time is spent collecting testimonials, testing offers and getting inside my readers' heads to find the EXACT language they use to describe their problems. The sales page for my flagship course Earnik (earn money on the side) is 47 pages long and it converts very well.
He Tests Everything

5: Test your sales page for head-nods or break-points.
As somebody reads your sales page, you want them to be nodding their head. “Yeah, that’s my problem alright. But does it work in... oh, it does work internationally!”. You also need to avoid break-points - spots in the copy where people lose interest. Online, use a tool like Neil Patel’s Crazy Egg. Offline, print your copy and show it to 5 to 10 prospects. Where it feels awkward, that’s where you need to beef up the copy. It’s important that your testers are part of your target market.
He Imagines Himself as His Ideal Buyer

Great question. So I look at people who are going to buy or have already bought. I know their age, I know how much they make, I know their hopes, fears and dreams. I know as much as I can possibly know. So I go there and I put myself in their head. I say, what is it that they want, what do they not want. And if I get stuck I do what we call the five minute strait-jacket technique. I'm closing my eyes, I'm turning off my computer, I'm turning off my phone. I'm saying, alright, I'm a 27 year old guy, I make $50,000 a year. I have tried a couple of online course on earning money, I read a couple of blogs every day, but it's just not working, and I bought this one course and I felt ripped off. It didn't work. So what do I respond to?
No Direct Access To the Sales Page (Uses Permission Pages)

I Will Teach You To Be Rich

"Follow The Proven System And Word-for-word Scripts To Get A $5,000 - $10,000 Raise"

Are you getting paid what you deserve?

If you’re like many of my readers, the answer is no. You may even be getting underpaid by THOUSANDS of dollars a year.

Hey guys. It’s Ramit Sethi of I Will Teach You To Be Rich. After testing my negotiation tactics and word-for-word scripts with thousands of students -- and watching them get four and five figure raises...many by socially-awkward people who NEVER thought they could negotiate -- I’m ready to start revealing some of them.

Today, I invite you to sign up for my “No Stress Negotiation” List. I’ll show you how you can get paid what you deserve....

Sign up below – FREE – to get started.

Name: 

Email: 

Get Started Now

100% privacy. No games, no B.S., no spam.
Makes you raise your hand and show interest before he makes the offer

"Get My Most Advanced Strategies For Becoming A 6-figure Consultant"

Hey guys, it’s Ramit Sethi of I Will Teach You To Be Rich and in 2012, I doubled my revenue. Did I work 2x as many hours? Of course not. I used “pinpoint systems” to surgically improve the most critical areas of my business.

How do I command $25,000 for a half-day of consulting?

Today I want to share with you how you can use the same advanced strategies I did to move beyond mediocre clients and increase earnings as a freelancer/consultant.

Sign up for the "6-Figure Consulting Insider's List" and learn strategies to:

- Work with high-value clients who are delighted to pay
- Engineer your business model to move up the value chain and generate 2x, 5x, even 10x more revenue (even if you already charge more than your competitors)
- "Scale" and serve more clients -- while increasing your

Sign up below – FREE – to get started.

Name: 
Email: 

Get Started Now

100% privacy. No games, no B.S., no spam.
Uses The funnel to Sell (Plus uses Reciprocity)

"Follow The Proven System And Templates To Create A World-class Resume"

If you found your Dream Job, would your resume get you an interview?

If you’re like many of my readers, the answer is no.

Chances are you’d send your mediocre (or worse) resume off into the “black hole of doom” and never to hear a peep from anyone. And then you’d wonder how you’ll ever convince someone to hire you if you can’t even get in the door.

Hey guys, it’s Ramit Sethi of I Will Teach You To Be Rich. After spending 100+ hours learning how to create the perfect resume and then landing job interviews at top-tier companies like Google, Intuit, Sun Microsystems and multi-billion dollar hedge funds -- I compiled all of my best resume and cover letter strategies and tactics into a single, simple program.
Each Permission Page is a Mini Sales Page

In one night, you can have a resume and cover letter ready to impress even the most jaded hiring manager.

Today, I invite you to sign up for my “Overnight Resume Makeover” List. I’ll show you how you can create a resume that opens doors....

1. Even if you don’t have a lot of experience
2. Even if you have holes in your resume
3. Even if you’re trying to switch industries
4. Even if you think you don’t have any accomplishments worth mentioning

I’ll be sending you exclusive material on how you can take control of your career, overcome barriers, set yourself up for success, and of course, lots of proven resume and cover letter strategies and tactics.
Permission Pages Follow a Fixed Template

Today, I invite you to sign up for my "No Stress Negotiation" List. I'll show you how you can get paid what you deserve...

- Even if you’ve never negotiated before
- Even if you’re not sure you’re worth it
- Even if you don’t have 15 years of experience
- Even in this economy...when they "don’t have a budget"

I’ll be sending you exclusive material on how you can take control of your career, overcome barriers, set yourself up for success, and of course, lots of deep negotiation tactics and scripts.

"Many people are convinced they can't afford to make a career change, but there are several strategies to make it a financial reality. Testing a new job on the side and following Mr. Sethi’s advice to become more profitable are two."

- THE WALL STREET JOURNAL.
Strong Headline. Big Promise. Key Benefits. Destroy Objections. Give RTBs

Today, I want to give you access to this powerful network. Sign up for my “Ramit’s Brain Trust” List, and I’ll show you how you can apply the tested strategies top performers use to:

1. Get more done
2. Stay focused
3. Earn more money
4. Make more friends
5. Have more fun

I’ll be sending you exclusive material on how you can take your life to the next level.

"Many people are convinced they can't afford to make a career change, but there are several strategies to make it a financial reality. Testing a new job on the side and following Mr. Sethi’s advice to become more profitable are two."

-THE WALL STREET JOURNAL.
Sales Page Hook - Make a Lofty Claim

ZERO TO LAUNCH...
I Will Teach You
to Be Rich

BREAK THE SHACKLES OF
YOUR JOB,
YOUR CALENDAR, AND
YOUR 9-TO-5 INCOME

What if you could build an online business that
PAYS YOU
to live the life you've always wanted?

The flexibility to control your own hours. The confidence to share your passion with the world. And the freedom to choose how you want to live your life — now and tomorrow.

Introducing Zero to Launch 2.0, the only online business course proven over 10 years, in 50 industries, with 25,000+ paying customers.
"I'm tired of being awkward"

Not knowing what to say can be so embarrassing.

Look at these painful comments I found:

“I couldn’t sit near him without getting nervous”

I can relate. I developed a hard core crush on this guy and I just plain ignored him from then on. We would like joke around and talk a lot but as soon as I developed a crush I could no longer even sit near him without getting nervous. I feel so bad because he probably thinks I hate him or something.

“I’ll randomly remember something stupid I said... and never able to stop beating myself up for it...”
Use Actual Quotes To Drive Pain Points

“I actually want to go and do these things but I get really anxious”

“I literally, doing or saying nothing when I should say something”

“I know what I want to say but I don’t have the way of conveying it”

DO YOU SEE YOURSELF IN ANY OF THESE COMMENTS?
Uses His Story To Shatter Faulty Belief Systems

**Two “WTF” Beliefs That Were Holding Me Back**

One thing I discovered when I was studying social skills was that underneath all of the tactical, "what should I say when...?" details that most people obsess about were 3 crazy beliefs holding me back.

Discovering the truth about these beliefs unlocked possibilities I didn’t know existed before. I want to share them with you now.

**BELIEF #1: WE THINK SOME PEOPLE ARE “NATURALS”**

**WHAT I THOUGHT:** Some people are just born “naturals.”

**MY INVISIBLE SCRIPT:** I am a loser, I’ll never catch up, I’m not like them

**THE TRUTH:** We all start at different levels, but everyone can improve their social skills. The uncomfortable truth is that socially skilled people get more practice — more interactions, more people wanting to talk to them — resulting in a virtuous circle of becoming better and better.

**BELIEF #2: IT’S “WEIRD” TO PRACTICE TALKING TO PEOPLE**

**WHAT I THOUGHT:** It’s “shallow” to try to practice this. (After all, I can’t improve it anyway!)

**MY INVISIBLE SCRIPTS:** “My skills should speak for themselves,” “They should recognize I’m a nice guy”

**THE TRUTH:** It’s NOT other people’s responsibility to recognize how nice or smart I am. It’s my responsibility. Of course, it is embarrassing to admit I wasn’t born with all the skills to be the perfect gentleman.
Makes The Sale a No-brainer

HOW MUCH COULD YOU EARN WITH ZERO TO LAUNCH?

5 sales per month
2 years = $6,250

See how much adding a second product to your business can make you

0 sales per month
2 years = $0

Advanced students only. Add even more products. Behold, the power of scale!

0 sales per month
2 years = $0

GRAND TOTAL = $6,250
Zero To Launch
Master
12 Monthly Payments of $299
(That’s $9.83 per day)
  • The full Zero to Launch system
  • Access to the Zero to Launch Vault
  • Access to the Zero to Launch Community
  • 8 Online Business Breakthrough Sessions with Ramit
  • Brain Trust Mastery Series
    • Get Instant Access

Save $591 — Pay In Full
If you have any questions or concerns about the course, call or email us.
We’re happy to help.
1-888-933-2761
Email Support

Zero To Launch Pro
Show Don’t Tell
Emails
Welcome Email Sets The Tone

RESPONSE REQUIRED: Confirm your request for your free bonus material

A required CTA

Hey Jimmy,

Plain text + personalization = #winning

You're almost done! Before I can send you the bonus material, I need to be certain I have your permission.

Here's why I only email people who confirm their address...

I'll be sending you proven strategies, "chewy" tactics, word-for-word scripts and more -- all to help you start living a Rich Life. Generally you can expect to hear from me a few times per week, although some of my favorite series, like "how to earn more on the side" and "how to find your Dream Job", include more. This isn't spam; you're about to get some of my best material that I don't share on the blog. Material you can start using immediately.

Are you ready?

Simply confirm by clicking the link below.

Click Here To Confirm

Value, value, value!

urgency

Simple, but it stands out in a plain text email

Thank You,
-Ramit
Emails are “Insider” Material

Ramit’s Hall of Shame

Ramit Sethi
ramit@willteachyoutherich.com via infusionmail.com
to me
11/21/14

Hi Bushra,
I always laugh when I hear someone ask, "What was your most embarrassing moment?"

Do you seriously think I would ever tell you?

For normal people, their most embarrassing moment involves shitting their pants at the age of 20, getting brutally rejected when proposing to their girlfriend of 3 years in front of a crowd at Central Park, or quitting their job and showing up to the new, better job on the first day, only to find out they never actually got the job.

I know people who have done all of these things. You should have seen me laughing as I wrote that last paragraph. God I love it (also, I’m going to hell).

So while I really like you, Bushra, I’m sure as hell not going to tell you my most embarrassing moment.

But I WILL tell you some things that have gone wrong recently.

Failure #1 - I royally screwed up my chance to talk at TED

A few months ago, I got introduced to the woman who chooses the speakers at TED. I couldn’t wait to talk with her -- speaking at TED has been a dream for years. So I got ready, took a taxi to the meeting, and waited in the lobby to meet her. When she came out, we made small talk, then she said, "OK, what do you have for me?"

I had come up with a few ideas over the past couple of days, and I pitched her. As soon as the words came out of my mouth, I could tell it was over. There was zero reaction. She said, "As you know, our audience includes people like Bill Gates... how would this appeal to him?" My response was as weak and sickly as a Russian orphan. As she walked me out, she didn’t even say, "Let me know when you have a better idea." Instead, she said: "Nice to meet you. Thank you for coming in."

It wasn't her fault. It was MINE. I hadn't done my normal level of preparation, and it showed.

UGH

Failure #2 - Brutally rejected at a bar

I hit on a woman at a bar, only to find out that she wasn't interested. Here's why.

Failure #3 - An IWT product you've never heard of

Earlier this year, I came up with an awesome idea for a new course. My modeling indicated it would generate over $1mm/year. It would be totally new, but pull from a genius business model invented decades ago. And it would be massively scalable.
Emails are Quirky & Fun

Watch me take a bath

Ramit Sethi ramit@iwillteachyoutoberich.com via infusionmail.com
to me  

Bushra,

The amount of emails requesting to see me take a bath is mounting quickly. Last I checked, it was approaching the thousand--wait, damnit. I can't seem to find any of those emails. I swear I remembered those.

Today I'm sending you 5 links you might find interesting. But first....

Ramit takes a bath

(ALS Ice-Bucket Challenge)
Opens Curiosity Gap to Get People to Click
Opens Curiosity Gap to Get People to Click
Bee,

A circus performer. A recently laid-off dad. A cellist who just moved to a new city.

I found some of the most unconventional success stories from my [Earn1K course](https://www.ramit.com/earn1k). Then, I hired a professional video crew and flew in students from across the country.

You’ll hear where they were before the course, what techniques and systems they used, and how their lives changed after it.

Today I want to share a few of their stories with you.

**Kirin: From struggle to freedom (in a brand-new city)**

![Kirin: From struggle to freedom (in a brand-new city)](image_url)
Priming Starts weeks before the first sales message

**TEST: The “What do you do?” test.**
Question: “What do you do?”

Ramit Answer 1: “I’m a writer.”
Response: Interest level: 2/5. They’ll say, “Oh that’s cool...I have a friend who’s a writer...he’s trying to publish his book on using cucumbers to generate sustainable energy for —” NO YOUR FRIEND IS NOT A WRITER, HE’S A LOSER.

Ramit Answer 2: “I’m an author.”

**BONUS:** “What do you write about?” = opportunity for hilarious testing.

**TEST: The Office Test:**
Question: “Oh, so do you have an office?”

Ramit Answer 1: “No, I work from home” results in a 90%-95% “Scorn Score,” (e.g., “Oh...” or “Ah... how is that?” followed by a semi-frown).

Ramit Answer 2: “No, I work from a home office.” In this condition, the Scorn Score drops to approximately 50%. Common answer: “Wow, I wish I could do that.”

One word changes everything.

You’re asked the same questions hundreds or thousands of times in your lifetimes — “What do you do?” “Where are you from?” “Where do you live?” “What do you like to do in your free time?” — yet how many of us ever take the time to systematically test them?
Hints at The Need to Reciprocate

Earn1K is open (closes Friday)   [ ]   Inbox   [X]

Ramit Sethi ramit@iwillteachyoutoberich.com via infusionmail.com
to me   Feb 25   ☀

Hi Bee,

You've already learned some of the powerful strategies and tactics that thousands of IWT students have used to make $1,000, $3,000, even $5,000+/month on the side.

On Monday, you learned how I started making money on the side in high school.

Then I showed you how to create a pitch people pay for.

Then we covered the Pay Certainty Technique to focus on clients who can pay -- and make sure you're not wasting your time on looky-loos and freeloaders.

Finally, you learned how to use the Briefcase Technique to make your services irresistible and focus on people who are delighted to pay.

I've already given you enough tools to start making money now.

So have you started?

For most of us, the answer is "no."

Maybe we don't know what to do next. Or exactly what scripts to use when we talk to people. Or how to carve out time and follow through.

And without step-by-step help, it's easy to get sidetracked or overwhelmed... and wait until "someday."

You deserve better. I won't accept my students getting stopped by a minor roadblock like "I don't have a business idea" -- especially when I can help!

That's why I created an in-depth course to guide you and ensure your success.

It's called Earn1K, and I crafted it to walk you through every step and push you to achieve more. Each module breaks down the entire process and shows you exactly what to do next -- from finding your first idea, to landing a paying client and raising your rates.
Address The Price Issue Heads On

AFFORD ZERO TO LAUNCH #1: Payment plans

I'm one of the only people to offer a 12-month payment plan. That brings the investment down to less than $7/day -- less than the price of lunch.

Plus, the course comes with my 60-day, risk-free, money-back guarantee, so you can try the ENTIRE course and then decide if it's right for you.

AFFORD ZERO TO LAUNCH #2: Run the numbers

Let's talk about cost vs. value.

Stupid Ramit looked at a $13,000 consultant's fee and said, "WHAT THE HELL? THAT'S RIDICULOUS!"

Smarter Ramit looked at a $25,000 fee and said, "I trust myself to apply this material. Even if I apply just one thing, it will be worth way, way more than $25K over the next 10 years. Investing in myself is the best investment I can make."

Some people only look at the COST of something. These are the people who find a $4 coffee, $125 dinner, or $1,000/month personal trainer "ridiculous."

Others focus on the VALUE. As long as they can afford it, they know they earn money to spend it on a Rich Life, and they’re unapologetic about focusing on value -- what they get from it -- not just cost.

When I paid $25,000+ for that class, I knew the cost was high... but I knew the value was higher. And I could use what I learned for years, decades... forever. Paying a one-time fee was a no-brainer.

If you think about the value, how much could Zero to Launch be worth to you?

- For Felicia, it was worth $50,000 in 7 months
- Erin made more in 2 weeks than in the entire previous year
- And Naveen made $10,000 before he even had a website

That's just in a few months. Calculate out what that's worth 2 years, 5 years, 10 years. This pure ROI calculation is staggering.

By the way, if you're wondering how much money your online business could generate...

I created a calculator to show you exactly how much you could make with an online business. The numbers may surprise you. I made it fully adjustable, so you can choose if you'll launch a "baby" business, an intermediate business, or even a highly advanced business.
Makes an Apples to Oranges Comparison

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**AFFORD ZERO TO LAUNCH #3: Consider your other options**

Who are we kidding? ZTL isn't your only option. What else could you do?

- **Top-tier MBA:** $150,000 (btw, not designed to help you start an online business)
- **Business Coach:** $18,000 (no guarantee. Some are great, some are quacks)
- **DIY:** Sure, you could do it. To show you what's involved, let me tell you how I grew my business: Building IWT cost me millions of dollars in technology, staff, and learning. I read thousands of websites, courses, and books, and sifted through some very good advice and a lot of junk. How much would it be worth to save those years of sweat and tears? (Also, if “do it on your own” was viable... wouldn't you have done it already?)

Plus, none of the above options comes with a guarantee.

What would happen if you shelled out $30,000+ for your first semester of an MBA and realized that it wasn't right for you? Or you graduated and discovered that the material wasn't enough to help you start an online business?

**SORRY!**

With Zero to Launch, you can take the ENTIRE course and then decide if it's right for you with my 60-day guarantee (I'll even eat the credit card processing fee).

**I'll always be honest with you. If you genuinely can't afford the course, do not join. If you have credit card debt, do not join. But if you reflexively respond to any new opportunity with “I can't afford it,” it's time to radically think the way you approach investing in yourself.**

Start here with the Zero to Launch Calculator.

The course closes this Friday, 1/30 at 11:59 p.m Pacific.

See you inside,

-Ramit

P.S. My friend Tim Ferriss recently invited me on his podcast. We talked online business for over 2 hours. If you want to get to know me a little better and how I built IWT, check out the interview here: [Turning a Blog into a Multi-Million-Dollar Business with Tim Ferriss](#)
Social Media
Drives His Brand Essence Home

Ramit Sethi
March 2 at 7:08am · Instagram

Sorry, life coaches

IF YOU POST A BUNCH OF INSPIRATIONAL QUOTES EVERY DAY

YOUR BUSINESS IS PROBABLY UNPROFITABLE
Celebrates Haters
Use Social Media To Educate & Start Discussions
Emphasizes his “who”
Takes Pride in Being “Nasty”
# Your Plan of Action to Persuade Like Ramit

<table>
<thead>
<tr>
<th>What are you struggling with?</th>
<th>Persuade Like Ramit</th>
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<tbody>
<tr>
<td>Low engagement on social media</td>
<td>Show your brand essence</td>
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<tr>
<td>Low Open Rates of Emails</td>
<td>Use quirky subject lines</td>
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<td>Use subscribers as insiders</td>
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<td>Low Click Through of Emails</td>
<td>Open curiosity gaps</td>
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<tr>
<td>Sales Page Conversions</td>
<td>Strong hooks and actual pain point quotes</td>
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<td>Subscriber Engagement</td>
<td>String welcome email</td>
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<td>Each blog post feeds into a paid offering</td>
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<td>Sales Funnel is weak</td>
<td>Prime them for sale way before the actual offer</td>
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<td>Lead them to the sale</td>
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<td>Use reciprocity</td>
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<td>People not ready to pay your price</td>
<td>Use price comparisons</td>
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<td>Use strong RTBs</td>
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<td>Strong Value Proposition</td>
<td>Different bios for different results</td>
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