

“Kung Fu and Marketing... The Undisputed King?”



You know, when it comes to Kung Fu movies, Hong Kong is the undisputed King of the hill.

From “*The 36th Chamber of Shaolin*” to “*Master of the Flying Guillotine*”, these movies have a unique charm all their own and if you give them a chance you can really be pulled in. They are special.

One of the things that always fascinated me about kung fu movies was the fact that no matter WHAT the problem was...

...the solution was always the same. Kung fu. That’s it. In a Kung Fu movie, the art of kung fu is always the answer to every question, the key to

every puzzle. Good kung fu can fix every wrong in the world.

Now... what the heck does kung fu have to do with internet marketing?

Well, what if I told you that marketing has its own brand of “*Kung fu*?”

It’s absolutely true.

Marketing’s “*Kung Fu*” is email.

Good email marketing is **the superpower of internet marketing**. The ultimate solution to almost every problem. The perfect key to almost every puzzle. The answer to 99 out of 100 questions.

Simply put, email traffic is the cheapest and highest converting form of traffic you can get.

If you can master the art of good email marketing, then you can absolutely make sustainable wealth and be successful online.

The Ultimate Email Formula...

There are a lot of ways that you can write an email and the truth is none of them would be wrong. In fact, I think there really are no rules when it comes to good email marketing, only a question:

Was it effective?

That being said, there are many ways to FAIL when it comes to writing email. There really is such a thing as bad email marketing, and it’s pretty prevalent.

I want to save you some frustration now and get you started on the right path with an email marketing formula that works practically every time.

I call it the Ultimate Email Money Formula and it basically has 3 parts.

PART ONE - Entertainment Value

PART TWO - Actionable content or lesson

PART THREE – Pitch

Now, I want you to understand that these 3 parts can be flipped in any order as long as they are all present, and if they are done well, the sky is the limit on what you can earn using this powerful tactic.

Let's talk about each part in a little more detail.

PART ONE - Entertainment Value:

Entertainment value can be several things. Maybe a simple motivational quote by a famous person. Possibly a joke that relates to your niche in some way. But many times, we use a simple story for entertainment value.

That story can come from something in your personal life, something someone else told you about, a movie you watched, a book you read, a song you listened to. It can come from anywhere really.

The key here is impact. Did the quote, story, song, whatever produce an emotion in you? If it did then you know it is impactful, and you can use it.

EXAMPLE:

Subject line: about the scarecrow...

Can I share a dumb joke with you really quick? Cool, check this out...

You ready? Alright here it comes...

“Why did the scarecrow win an award?

Because he was outstanding in his field.”

Hardy har har... I know it’s not that good, I get it. Dumb Dad joke dead ahead. However, I kind of love that joke because it reminds me a lot of email marketing.

Let me explain...

END.

Okay that’s good for this part of the example. We’ll continue this example email in part 2 below.

PART TWO - Actionable Content or Lesson

Okay so now we have the entertainment value of the email. What’s next?

The next thing we want is some kind of actionable content or takeaway. This is the part where we circle the thing back around to our readers and give them some direct value.

That’s the beauty of good marketing. It has an absolute. No matter how much you talk about yourself or whatever other goofy subject you can think of it always needs to circle back around to your niche and your prospects.

It was never truly about you; it was always about them. That’s an absolute of good marketing and if you never violate it, you will be in good shape.

So, what do I mean by actionable content? I mean like a “*step 1, do this...step 2, do that...step 3, do the other thing...*” kind of situation. List style content just feels inherently valuable by nature.

Okay, but what did I mean by “*takeaway*”? I mean give them something

directly from the entertainment value you just gave them. Some kind of lesson from it, or opinion on it.

Remember the absolute of good marketing. It's important that you circle everything back around to them.

Let's head back to our example:

Subject line: about the scarecrow...

Can I share a dumb joke with you really quick? Cool, check this out...

You ready? Alright here it comes...

"Why did the scarecrow win an award?

Because he was outstanding in his field."

Hardy har har... I know it's not that good, I get it. Dumb Dad joke dead ahead. However, I kind of love that joke because it reminds me a lot of email marketing.

Let me explain...

Email marketing is often overlooked just like the scarecrow. It's there and has been there forever, doing its thing, and it does its thing really well...

...but because it's been there so long, it's not really sexy and is often forgotten. However, ...

...Email marketing really deserves a reward for being "outstanding." It's as relevant today as it ever was and here's 3 reasons why:

One) 91% of consumers check their email on a daily basis

Two) People who buy products marketed through email spend 138% more than those who do not receive email offers.

Three) With social and other digital channels, someone or something else decides who sees your content and when and where they see it. With email, you decide. You have the control.

If that's not a scarecrow being "outstanding in his field" I don't know what is lol!

END.

Alright, so we built upon our email example there. I took a simple joke about a scarecrow and compared it to email marketing.

In that takeaway you saw me not only give an opinion, but I also used a list style with facts to really cement my point home.

Now the easy part. We are going to pitch whatever it is we are selling.

PART THREE - Pitch

When it comes to pitching many people get uncomfortable. It's like they are fine giving value and free content but when it comes time to pitch something that is for sale, they feel weird, and the pitch is clumsy.

Here's what you need to know about pitching. There are two things that every human wants to know all the time. We are in love with these two things like birds love to fly, or fish love to swim.

What are they? Glad you asked. They are as follows:

One) Where do I start?

Two) What's next?

We all want to know where to start with something.

We all want to know what's next with something.

So, when it comes to transitioning an email to a pitch, just remember the universal rule. People want to know where to start and/or what's next.

It's easy to give that to them after the value you have already given them in the email.

Let's look at our example:

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Seriously though, email really is probably the most important part of your online business if you want to start seeing fast and sustainable results.

And that makes good email marketing pretty much the greatest superpower of all times!

But now what? I've told you it's important. Probably the most important thing. But how do you get started learning this valuable skill?

What is the next step here?

Well, I'll tell you. My good friend Joe Smith has recently just published an absolute gem of an email marketing course that is honestly one of the best I have seen in a long time.

It's fresh and relevant for the current times, it's beginner friendly yet advanced enough to even teach the veterans a few things. And I think if you are ready to get serious with your marketing, this is a great place to start!

(Affiliate link would go here)

[CLOSE]

END.

Okay, so that is what the email would look like with the pitch added in there. And you can easily see the 3 parts to this formula.

Simple yet extremely powerful. Master this, and you can enjoy the sweet profits that good email marketing can provide.

Practice the Ultimate Email Money Formula and remember that it's something that can be applied not just to email, but also any social media platform, blog post, and YouTube as well,

...and then go watch a good kung fu movie..." The Magnificent Butcher" comes to mind.

Speak soon,

A handwritten signature in black ink that reads "Reggie Patterson". The signature is written in a cursive, flowing style with a long horizontal line underneath the name.

Bring Your Email Marketing to Life with the Right Tools

You now have the formula for writing emails that engage, provide value, and drive sales. But to truly make the most of this strategy, you need the right platform to connect your emails to a high-converting system.

That's where the [HBA Funnel Builder](#) comes in.

Here's how the HBA Funnel Builder can help you:

- **Effortless Funnel Creation:** Build stunning, professional-looking sales funnels and opt-in pages in minutes—no technical experience required.
- **Seamless Integration:** Use the Ultimate Email Money Formula to craft powerful email campaigns and connect them directly to optimized funnels for maximum results.
- **Customizable Templates:** Save time with prebuilt templates designed to convert leads into customers.
- **Track Your Success:** Use built-in tracking tools to measure the performance of your funnels and optimize for even better results.
- **Simplify Your Workflow:** Manage everything in one place, from building your funnel to driving conversions with your email campaigns.

If you're ready to turn your email marketing into a full-fledged sales machine, the HBA Funnel Builder is the perfect tool to help you get there.

[Click here to see how the HBA Funnel Builder can transform your email marketing strategy!](#)

Here's my personal email address, and feel free to use it if you have any questions or even if you just want to let me know where you're at with your business.

ReggiePatterson4456@gmail.com

Reggie Patterson is an online marketer, digital publisher and blogger...

You can get an idea of why he's been called the *Retirement Rebel Marketer* [By Clicking HERE](#)



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