



## The first principle of ETHICAL PERSUASION

### RECIPROCITY:

"You, then me, then you, then me. Be the first to give service, information, and concessions. That's a rule of thumb for me. Always be the first to give. Always be the first to contribute. Always be the first to overdeliver. Always be the first to give 100-0 and see what happens -- without any expectation."

YOU GOTTA PAY TO PLAY.  
THERE'S NO FREE LUNCH.



from things you don't like to do.  
from things you don't do well.  
from people you don't want to hang around with anymore.

GOING FOR  
FEEDBACK LOOPS



INSATIABLE  
CURIOSITY

Characteristics of  
**ALL GREAT  
COPYWRITERS**

PASSION

HUMILITY

UNDERSTANDING DIRECT  
MARKETING PRINCIPLES

PRIDE IN YOUR  
WORK



CONTRIBUTE TO  
CONNECT

Brian calls  
himself the  
**DIRECTOR OF  
SALES PREVENTION**

"HOW YOU SELL IS HOW THEY'LL RESPOND."



**BRIAN KURTZ**

WHAT'LL GET YOU  
OUT OF EGYPT,  
WON'T GET YOU  
TO THE PROMISED  
LAND.



NINJA vs. SAMURAI



USE A WELCOME  
MAT NOT A TRIPWIRE

Why "blowing up"  
your customers  
might not be the  
best idea



CUSTOMER SERVICE &  
FULFILLMENT  
ARE MARKETING FUNCTIONS



**O-T-O-T-O-T-O**

(Online to Offline to Online...)



NOT EVERYTHING IS A REVENUE EVENT.  
BUT EVERYTHING IS A RELATIONSHIP EVENT.



**5** WAYS YOU  
GET PAID



\$ € £

- APPRECIATE
- ENHANCE
- REFER
- UTILIZE
- MONEY

**membermouse**

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