

Launch Email Sequence

March 7

Subject line: Nathan

%"\$firstname\$%",

Today, my grandson Nathan turns two.

I could not have predicted it would be this much fun being grandpa Jim (baba) - I truly love my little buddy Nathan.

In fact, he makes it into my new book, *DECIDE - The Ultimate Success Trigger*.

Acknowledgements

As I mentioned in my last book, one of the greatest joys in the last few years has been helping Jessica start her home-based business, so she can be a stay-at-home mom to Nathan. She is doing phenomenally well.

Last but most certainly not least, I want to thank my grandson, Nathan, for helping me stay young and a kid at heart. Thanks to FaceTime and Skype video, I get to visit with Nathan frequently, and when Nathan visits, I forget everything else and get down and play with him, read



Wouldn't trade it for the world.

And, imagine my joy when I found out a couple weeks ago that Nathan has a little sister on the way!

Kind of puts everything in perspective.

Make today the most awesome day it can be.

To Your Success,

A handwritten signature in black ink that reads "Jim". The signature is stylized with a large, looping initial "J" and a smaller "im" following it.

Jim Palmer

Your Dream Business Coach

Author of *DECIDE - The Ultimate Success Trigger* (launches March 9, 2015)

March 9 (email #1)

Subject: On your mark, get set....

%%\$firstname\$%,

It starts in just 4 hours (noon Pacific / 3pm Eastern)...

Your limited-time, once-ever opportunity to get your hands on your free copy* of my brand-new book, *DECIDE - The Ultimate Success Trigger*.

(SEE SNEAK PEEK:

<http://www.getjimpalmer.com/decide/>)

When you claim your copy at Noon Pacific...

- 1) You'll gain my latest and greatest on entrepreneurial success.
- 2) You'll experience the success stories by those who have blazed the trail before you.
- 3) I've even added in some amazing BONUSES when you step up and claim your copy today.

You know....all the good stuff :-)

Once We Open The Doors, You Won't Be Waiting Long At All

Like this: within about 57 SECONDS from the moment you say "Yes, Jim" and claim your copy...

...you will be able to get your hands on a digital-download PDF version to get started on while we get the paperback mailed to you.

Yep.

You will start immersing yourself in less time than it would take you to pour a cup of Joe.

That sure sounds like a sweet deal, now doesn't it?

Check it out now:

<http://www.getjimpalmer.com/decide/>

Once again...

It Opens Up In 4 Hours... And It Will Be A Very Small Window Of
Opportunity

I only have 500 copies to give away.

With more than 50,000 emails going out today (assuming all our partners email today), those could go quick.

Once those 500 are gone... you can still get the book - for the regular price of \$24.95.

So don't miss it.

Once more, here's the link to catch the "preview":

<http://www.getjimpalmer.com/decide/>

See you in 4 hours.

To Your Success,

A handwritten signature in black ink, appearing to read "Jim", with a stylized flourish at the end.

Jim Palmer
Your Dream Business Coach

P.S. *DECIDE - The Ultimate Success Trigger* retails at \$24.95 (\$19.95 on Amazon) but we will give you a paperback copy for FREE - you just cover \$6.95 S&H to receive it.

Not only will that save you big, but you'll also be getting bonuses that will disappear once these 500 copies are gone.

Once more on that link:

<http://www.getjimpalmer.com/decide/>

March 9 (email #2)

Subject:and GO!!!! (It's ON)

Here it is %\$firstname\$%

The doors are open and it's waiting for you:

==> <http://www.DecideForSuccessBook.com/>

Your three bonus videos...

Your bonus report...

And...

Your instant PDF copy of the book (in addition to your paperback copy we'll be mailing you)...

All these things are just sitting there, waiting for you to come by and pick them up.

Only 500 copies available, though.

And as I've said, this is the only time we'll ever be showing you an opportunity quite like this.

Dilly-dally, not.

Again, that "pick it up right now" link:

==> <http://www.DecideForSuccessBook.com/>

See you on the inside...

A handwritten signature in black ink, appearing to read "Jim", written in a cursive style.

Jim Palmer
Your Dream Business Coach

March 9 (email #3 - just 4 hours later)

Subject: Golly gee...

%"\$firstname\$%,

You know me.

I'm a pretty straight-laced guy, normally plain-spoken and to-the-point.

But, right now I just have to say.....

....Golly-Gee Willikers!!!

Just 5 hours since we opened the doors for [DECIDE - The Ultimate Success Trigger](#).

Already, your fellow entrepreneurs and Dream Business Builders have claimed so many of the free* copies, I've had to increase the initial shipping order.

Now, I wasn't planning to e-mail you again until morning.

Because of how fast this is moving, and with these things flying off the shelves so fast my marketing guy can't even run a real-time report for me, I found it wise to take a stand for you and check in.

Listen: one of my own coaches taught me this.... and you can swipe this:

"Yesterday, Someone Else
Said 'Tomorrow'... And Now
That's Today!"

Do you want to let another year of slow-to-no-growth creep by?

Are you going to sit by and continue to struggle, trying to find the right place to even begin?

How many more people who recently approached you as "newbies" seeking to pick your brain, are you going to let kick your butt in the marketplace while you stagnate?

Implementing What You'll
Gain Through DECIDE Means,
That Stops Happening To You

Click here to get the full story:

<http://www.DecideForSuccessBook.com>

This is a really good day, so in the spirit of fun, friendship, and support for you, let me say this:

Got Questions? Well, Around
These Parts, We Are Doling
Answers Out With A Giant Ladle

E-mail help@thenewsletterguru.com or call (800) 214-6158 with questions or however we can help.

If you prefer to call in your book order, we will process it over the phone for you. If you catch us off-hours, just leave us a message with your return number and we'll call back in the AM :-)

To Your Success,

A handwritten signature in black ink, appearing to read "Jim". The signature is stylized with a large, looping initial "J" and a cursive "im".

Jim Palmer
Your Dream Business Coach

P.S. As I predicted, over 50,000 - no, make that SEVENTY-FIVE THOUSAND by my rough count - e-mails and social media updates and shares hashtagged #DECIDE - hit the world.

Remember what I said about the person who said "tomorrow"?

Don't let yourself be that 501st person to take action and end up paying full price.

Again, here's that link:

<http://www.DecideForSuccessBook.com>

March 10 (10 hours after weekly ezine goes out)

Subject: They LOVE it!

%"\$firstname\$%",

Customer-Loving™ entrepreneurs and business owners everywhere love [DECIDE - The Ultimate Success Trigger](#).

Here's what just a few of them are saying...

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"If you think this is another feel-good, touchy-feely, self-growth guide – you're mistaken!

When I first picked up this book I thought it will be a re-hash of what I already know and I'll quickly put it down. I was wrong!

Jim's transparent personal stories, real-life examples, step-by-step advice, and bold calls to action turns "[DECIDE - The Ultimate Success Trigger](#)" into the every entrepreneur's ultimate success guide.

Frankly, I think you'll be making a mistake if you don't buy it and don't read it as quickly as you can!"

Adam Urbanski
The Millionaire Marketing Mentor®

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"I've had the privilege of knowing Jim Palmer for many years, and he is an extraordinary coach, entrepreneur and friend. I've read his other books, but [DECIDE](#) is my favorite by far. I felt like I was sitting side-by-side with Jim in a coaching session as he candidly shares what it takes to be truly successful.

What I like most about this book is Jim's authenticity, transparency and true love for those he currently coaches and those who will be coached by reading this book.

If there is anyone that can help you build your dream life, Jim Palmer is the right guy to do it!"

Michelle Prince
America's Productivity Coach



"I have read each of Jim Palmer's books, but DECIDE is in a class all but itself. This is the best down to earth, real and solid business advice book you must read.

Each page contains at least one golden nugget, and Jim's advice is always on target and exactly what I need to hear to achieve better results.

[Get this book now and watch the results you will get](#) if you just follow Jim's advice. The book is the best investment that you can make in yourself and your business right now."

Nile Nickel
Founder, LinkedIn Focus

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"Jim's book, [DECIDE - The Ultimate Success Trigger](#), is by far one of the best books for both new and well-seasoned entrepreneurs.

There are many reasons to read this book, but the biggest reason is this: it is not simply a book of suggestions, tips and strategies. Jim opens up and shares details of his personal journey and the many struggles he faced, and how he overcame them to grow his Dream Business.

After reading DECIDE, you will feel motivated and inspired into action."

Kelly Roach
Business Growth Strategist

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And, here's what someone who has watched the first "Bonus" video you receive when you claim your copy now had to say:



"Great tips Jim Palmer on becoming a celebrity to your target market and the strategies for leveraging your celebrity. You know I'm a big fan! :)

[Looking forward to digging into](#) your new book. Congrats!"

Craig Valine

Founder, Enhance Your Marketing Performance (EMP)

=====

Will you join us?

[Claim your personal copy now](#) (before the first 500 copies are gone!)

The book's free - just cover the S&H and I'll have it in the mail to you right away.

To Your Success,

A handwritten signature in black ink that reads "Jim". The signature is stylized with a large, looping initial "J" and a cursive "im".

Jim Palmer

Your Dream Business Coach

P.S. Just a quick recap of everything you get when you claim your VIP launch copy now:

1) Paperback in the mail (*free, just pay S&H - normal price \$24.95*)

2) PDF download version immediately so you get started in about 2 minutes from now

3) Three amazing "BONUS" videos

4) Exclusive "Guaranteed Profit Boosters" guide (also a PDF)

Once more, here's the link (while it lasts):

<http://www.DecideForSuccessBook.com>

(Once the first 500 copies are gone, the launch bonuses disappear and the book goes up to the regular price.)

March 11

Subject: Nathan Says...

%%\$firstname\$,

The first box of books just arrived at our distribution center for mailing to those who have already claimed your copy.

My grandson Nathan was there, and did a "safety inspection" for our staff.

He also has a message for you - click here to see it:



To Your Success,

A handwritten signature in black ink that reads "Jim".

Jim Palmer
Your Dream Business Coach

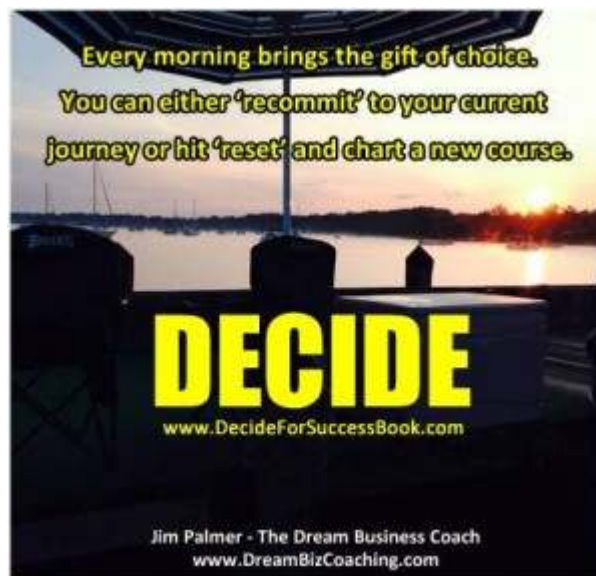
March 12

Subject: Morning (firstname)

%"\$firstname\$%",

What will you do?

Read it, then [DECIDE](#).



<http://www.DecideForSuccessBook.com>

To Your Success,

A handwritten signature in black ink that reads "Jim".

Jim Palmer
Your Dream Business Coach

March 15

Subject: FAQ #1

Hi %\$firstname\$%,

Funny thing.

Lots of people who have [already claimed their copy](#) of *DECIDE - The Ultimate Success Trigger* wanted to know one thing.

Though the hardcopy arrives in the mail super-quick (we've already mailed out hundreds), *can you have a PDF copy to read online immediately?*

Answer: YES.

Congratulations on your decision to take massive action!

[Just claim your copy now.](#)

You will then find, the link to download the PDF version of *DECIDE* is on the same page as Video #1 and the "Guaranteed Profit Boosters" report that you receive within seconds of completing your order.

No waiting.

Easy as that.

<http://www.DecideForSuccessBook.com/>

To Your Success,

A handwritten signature in black ink, appearing to be 'Jim', written in a cursive style.

Jim Palmer
Your Dream Business Coach

March 16

Subject: Quick read, Long Term Results

Hi %\$firstname\$%,

Can it be possible that such an easy, fun, quick book to read is capable of catalyzing a Dream Business?

<http://www.DecideForSuccessBook.com>

Over 250 people have already spoken.

They've all said, the answer is an unequivocal "YES!"

To Your Success,

A handwritten signature in black ink that reads "Jim". The signature is stylized with a large, looping initial 'J' and a cursive 'im'.

Jim Palmer
Your Dream Business Coach

P.S. Only 500 people will be able to get their hands on this for free (just pay S&H)....

...before it goes up to regular price and the bonuses go bye-bye.

If I were you, I'd go claim yours right now!

<http://www.DecideForSuccessBook.com>

March 18

Subject: Rough Hump Day?

%"\$firstname\$%",

They don't call Wednesday "Hump Day" for nothing.

Too often it means *"I gotta get over this hump, then it's downhill."*

Was today one of those?

Take it from your pal Jim:

Curve balls and challenges are a regular part of the entrepreneurial journey.

When you're thrown a curve ball, roll with it and look for ways to convert it to an opportunity.

Most importantly...

DECIDE to keep moving forward!

<http://www.DecideForSuccessBook.com/>

To Your Success,

A handwritten signature in black ink, appearing to read "Jim", written in a cursive style.

Jim Palmer
Your Dream Business Coach

March 19

Subject: <\$firstname\$>, let's get out of here

Hi %\$firstname\$%,

You know what happens in that lost-in-time, no-account little town called Squishyville?

Nothing.

Absolutely nothing.

Heck, back when I used to live there (WAAAAY back in the day) they didn't even have a street, because they were still debating how to mix the pavement.

Last I heard, they're still debating whether to raise the speed limit.

For ox carts.

[Here's Your One-Way Ticket To Dreambusinessburg >>>](#)

See you there,

A handwritten signature in black ink that reads "Jim". The signature is stylized with a large, looping initial "J" and a cursive "im".

Jim Palmer
Your Dream Business Coach

March 20 (10 hours after SMU)

Subject: could it be FATE????

%"\$firstname\$%",

Chalk it up to blind, dumb luck.

Or call it fate.

I'm sharing the kind of opportunity you'll see just once - how

One Word Catalyzes
A Dream Business

Before it goes up to full price in the very near future.

One decisive action today, sets you on the path.

<http://www.DecideForSuccessBook.com/>

While you can!

To Your Success,

A handwritten signature in black ink, appearing to read "Jim", with a stylized flourish at the end.

Jim Palmer
Your Dream Business Coach

March 21

Subject: Do this for <\$firstname\$>

Give yourself this gift today.

Check out my interview on Melanie Benson Strick's "Small Business Optimizer" Podcast.

We talk about how to make better decisions.

Here's the link:

[Small Business Optimizer Interview >>>](#)

To Your Success,

A handwritten signature in black ink, appearing to read "Jim", written in a cursive style.

Jim Palmer
Your Dream Business Coach

March 22

Subject: Even Peter can

Not sure about you %\$firstname\$%.

But it *grinds my gears* when:

Visionaries with a mansion-load of gifts and vision...

...settle for a shack in downtown Squishyville.

In Squishyville, they have a weekly meeting to celebrate mediocrity.

In Squishyville, the weekend ends Sunday morning, replaced by a whole day of dreading Monday.

In Squishyville, they can't even DECIDE where they'll all meet to moan and groan.

Goodness, Gracious,
This Grinds My Gears!

For those who get the reference to "this grinds my gears", let me say this:

Even Peter Griffin knows how to [DECIDE](#).

Sure, most of his decisions are plain plum stupid.

But at least you don't hear him *lamenting what "could have been"* with his pals over a beer down at The Drunken Clam.

Now, for the price of just one of those beers, you can get some GREAT Sunday reading.

[Claim your copy today.](#)

Sure, I'll need a day or two to get the paperback in the mail....

...but you'll get an instant download version RIGHT NOW as soon as you complete your order.

Will you [DECIDE](#) to do that much?

Sure beats the Sunday sadness.

Now go get your copy.

Catch you later - this "family guy" is headed to Sunday brunch with the fam :-)

To Your Success,

A handwritten signature in black ink that reads "Jim". The signature is stylized with a large, looping initial "J" and a cursive "im".

Jim Palmer
Your Dream Business Coach

March 23

Subject: Just a couple left

%%\$firstname\$,

Just two more days (and a few copies left) in the drive for you to claim [DECIDE - The Ultimate Success Trigger](#) for just S&H....

...and claim the amazing bonus videos and report!

Let's take just a quick moment and hear from even more Customer-Loving™ entrepreneurs and business owners...

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"After reading [DECIDE](#), I have DECIDED that this is one of the best tools an entrepreneur can own. I felt that Jim really understood the mental struggles EVERY entrepreneur goes through and gave sound credible advice on the head trash we all deal with.

He is right on target with his wisdom and observations. This is definitely a book you should start your entrepreneurial life with and live by it. Thanks Jim for not being afraid to stand tall and tell it all."

Dr. Raynette C. Ilg N.D.
Naturopath | Author | Speaker

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"As a founder of several multi-million dollar businesses, I've had my share of successes over the past 14 years. They've afforded my family and me the opportunity to live a life I never could have imagined.

None of these successes would have been possible had I not decided to take action, even in the face of fear, uncertainty and doubt.

When I'm asked the question, "What's your secret to success?" I usually reply by saying "There is no secret." However, after reading this book, I've found I owe much of my success to the very same principles that Jim shares within these pages.

[Read this book and apply its concepts.](#) I can think of no better manual for the entrepreneurial mind."

Bobby Deraco
Founder and CEO, Synapse
Inc. 500 Honoree

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"Jim Palmer's book, [DECIDE](#), is amazing!

The valuable nuggets of information on clearing head trash, acting and moving forward are a must for every entrepreneur."

Cindy McLane
Founder, Transcribe Your Book

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"Being an entrepreneur is not an easy road and very few books tell it like it is. Jim Palmer's [DECIDE: The Ultimate Success Trigger](#) is a warrior's journey at its very best!

Arm yourself with real entrepreneurs baring it all about overcoming and beating the odds; turning failure into strength, and mistakes into lessons. Get a highlighter.

[DECIDE](#) is THE guidebook for the journey ahead."

Brad Szollose
21st Century Workforce Culture Strategist

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Will you join us?

[Claim your personal copy now](#) (most of the 500 copies are gone!)

As I mentioned above:

The book's free - just cover the S&H and I'll have it in the mail to you right away.

To Your Success,

A handwritten signature in black ink that reads "Jim". The signature is stylized with a large, looping initial "J" and a cursive "im".

Jim Palmer
Your Dream Business Coach

P.S. Just a quick recap of everything you get when you claim your VIP launch copy now:

- 1) Paperback in the mail (*free, just pay S&H - normal price \$24.95*)
- 2) PDF download version immediately so you get started in about 2 minutes from now
- 3) Three amazing "BONUS" videos
- 4) Exclusive "Guaranteed Profit Boosters" guide (also a PDF)

Once more, here's the link (while it lasts):

<http://www.DecideForSuccessBook.com>

(Once the first 500 copies are gone, the launch bonuses disappear and the book goes up to the regular price.)

March 25

Subject: Ending Today

Hi, %\$firstname\$%!

I just wanted to give you a quick reminder.

The DECIDE promotion ends today.

Watch this video now:

<http://www.DecideForSuccessBook.com/>

This has been an amazing experience, but I'm shutting it down.

To Your Success,

A handwritten signature in black ink that reads "Jim". The signature is stylized with a large, looping initial "J" and a cursive "im".

Jim Palmer

Your Dream Business Coach

P.S. Just a quick recap of everything you get when you claim your VIP launch copy now:

- 1) Paperback in the mail (*free, just pay S&H - normal price \$24.95*)
- 2) PDF download version immediately so you get started in about 2 minutes from now
- 3) Three amazing "BONUS" videos
- 4) Exclusive "Guaranteed Profit Boosters" guide (also a PDF)

Once more, here's the link (while it lasts):

<http://www.DecideForSuccessBook.com>

(Once the first 500 copies are gone, the launch bonuses disappear and the book goes up to the regular price.)

Partners Recruitment Emails

MARCH 2

Subject line: <\$firstname\$>, join my team!

Hello %\$firstname\$%,

I'm forming an official book launch team to help spread the word of my latest (and best) book...

DECIDE – The Ultimate
Success Trigger

...and would love for you to apply!

We'll supply all the promotional materials you'll need AND you'll be rewarded for being part of the team!

THE REWARDS

- Team members will receive a free PDF copy of DECIDE – and all of my other books as well!
- After the launch I will host a free 45 minute private group coaching call on the DECIDE principles with live Q&A – exclusively for team members!
- And much more ([click here for full details](#))

PLUS! Three lucky team members will be awarded 'Elite Status' and receive some amazing ELITE BONUS REWARDS including:

- A signed paperback copy of DECIDE

- A free digital copy of two of my most popular training programs - "Double My Retention" and "How to Sell From the Stage Like a Pro" (\$394 value!)
- And much more ([click here for full details](#))

DECIDE – The Ultimate Success Trigger goes live Monday, March 9th.

If you want to be part of this movement and very important book, please click here:

<http://www.getjimpalmer.com/team/>

To Your Success,

A handwritten signature in black ink, appearing to read "Jim", with a stylized flourish at the end.

Jim Palmer
Your Dream Business Coach

MARCH 4

Subject line: %\$firstname\$, I shot a video

...for the soon-to-be-revealed launch page for the new book, *DECIDE*.

Overall, we've pulled together a book sales page unlike anything we've ever done before.

I'd like you to be on the "A" team when we open the doors on Monday.

Can I please count you as a "YES"?

[Click here and let me know >>>](#)

To Your Success,

A handwritten signature in black ink that reads "Jim". The signature is stylized with a large, looping initial "J" and a cursive "im".

Jim Palmer
Your Dream Business Coach

P.S. I'm normally a super-early riser, around 5:00 AM Eastern. So this is a little past my bedtime, but this is so exciting.

Oh, did I mention: the new book will have an audio option! (*A "first" for Success Advantage Publishing!*)

As I said above: *DECIDE* is unlike any book I've created, up until now.

[You have got to get in on this!](#)

E-Mail For Those Who Don't Buy The Book

Hi %\$firstname\$%,

Thank you for your interest in claiming your copy of *DECIDE - The Ultimate Success Factor*.

Unless you have multiple e-mail addresses and used a different e-mail to complete your book order...

...our records show that within the past 24 hours, you [expressed interest in claiming your copy](#), but did not complete your order.

Did you have technical difficulties and need our assistance getting the order through?

Do you have questions before you claim your copy?

Something else?

Just wanted to make sure you know:

We're Here To Help

E-mail: help@thenewsletterguru.com

Phone: 800-214-6158

At the rate these books are flying off the shelves, all 500 will be gone soon.

Operators are standing by, as it were.

And/or, if you want to go back to the website and complete your order now, [click here](#).

To Your Success,

A handwritten signature in black ink, appearing to read "Jim", with a stylized flourish at the end.

Jim Palmer
Your Dream Business Coach

P.S. Again: if you've already claimed your copy of DECIDE, it probably just means you either have multiple e-mail addresses with us, or else you just purchased a few minutes ago and our system hasn't caught up yet.

If either of the above: oops, sorry! :)

Otherwise, please know we're here to help ensure you claim your copy before all 500 are sent out!

Follow-Ups For Purchasers

Day 0

Subject: READ FIRST %\$firstname\$% - your bonuses and first video

Hi %\$firstname\$%,

Congratulations on your wise decision to claim your copy of *DECIDE - The Ultimate Success Trigger*.

In a moment, I am going to show you a link where you can immediately access:

- A PDF copy of DECIDE for immediate download, so you can get started while the paperback is in the mail
- The "Guaranteed Profit Boosters" Special Report (a special bonus)
- Your first BONUS video

But first, a little about the video.

Straight from the vault of Dream Business Academy, I have prepared a powerful lesson called

"Profit Now By Creating
Celebrity Expertise"



This is a key market-positioning technique.

See, everyone loves a "winner" - and this video shows you how to create winning positioning that will bring prospects, clients, and customers flocking to you.

Are You Ready To Take
A Bold Step Forward?

Great!

The PDF copy, bonus report, and video await you now.

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Click Here Now To Claim Your
Bonuses And First Video >>>

<http://www.decideforsuccessbook.com/t26g/>

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If you need assistance, and if we can be of service in any way, please let us know at help@thenewsletterguru.com.

Enjoy! :-)

To Your Success,

A handwritten signature in black ink, appearing to read "Jim", with a large, stylized initial "J" that loops back.

Jim Palmer
Your Dream Business Coach

Day 1

Subject: see this %\$firstname\$%?

%\$firstname\$%,

I wanted to take a moment real quick just to check in, and congratulate you again on your wise decision to claim your copy of *DECIDE - The Ultimate Success Trigger*.

Did you have a chance to watch the video I sent you yesterday?

Here it is...or here it is again (as the case may be):

"Profit Now By Creating
Celebrity Expertise"



Have you ever visited my [Dream Business Academy](#) website?

You should check it out.

Throughout the event webpage, you'll see videos featuring attendees of Dream Business Academy, sharing their successes and "wins".

Then, go a little further down and you'll see a huge collection of testimonials and endorsements - many of them graciously given to me by "names you know".

Learn more about this inside the video - the first of 3 you are getting as my "THANK YOU" for your choice to claim your copy of Decide - The Ultimate Success Trigger.

(And, be sure to leave a comment below the video.)

To Your Success,

A handwritten signature in black ink, appearing to read "Jim", written in a cursive style.

Jim Palmer
Your Dream Business Coach

Day 3

Subject: 2nd "bonus" video for you

Hi %\$firstname\$%,

Click here to watch the second BONUS training video I promised you:



It's called "The Amazing Power Of Video Marketing".

Again, this video comes to you for free because you claimed your copy of *DECIDE - The Ultimate Success Trigger*.

Listen: this is a key concept.

The other day, we spoke about creating celebrity expertise.

One of the major big breakthroughs I experienced as I created my Dream Business, was launching my internet-TV website, *NewsletterGuru TV*.

Aside from publishing books (DECIDE is book #6), nothing I have done in business and marketing has helped me more in terms of positioning myself as a celebrity expert, than the weekly episodes of *NewsletterGuru TV*.

That intro of me "diving" off the plank, alone, has started conversations that have led to clients and customers! :-)

Give yourself the gift of watching the video now.

Then, be sure to leave a comment!

Again, here's the link:

<http://www.decideforsuccessbook.com/4p9a/>

To Your Success,

A handwritten signature in black ink that reads "Jim". The signature is stylized with a large, looping initial "J" and a cursive "im".

Jim Palmer
Your Dream Business Coach

P.S. What we covered in that video is a tiny piece of the Dream Business Academy experience.

To discover what you'll gain when you join us in San Diego, [click here now](#).

Day 4

Subject: %\$firstname\$% needs to see this

%\$firstname\$%,

Did you have a chance to watch yesterday's video?

Wanted to make sure you saw the whole thing, because there's something really amazing going on here.

At our [Dream Business Academy](#) events, we film an episode of NewsletterGuru TV right in the room.

You get to see me narrate the video, interact with the audience during the video, and then see the equipment and process I use to produce an episode.

Again: this key plank in the Million Dollar Platform has done more for my business than anything except writing books (Book #6 should be showing up in your mailbox any day now!)

Video buids relationships. Relationships are the backbone of every successful business.

Here it is again:



Again, be sure to leave a comment!

To Your Success,

A handwritten signature in black ink, appearing to read "Jim". The signature is stylized with a large, looping initial "J" and a cursive "im".

Jim Palmer
Your Dream Business Coach

Day 6

Subject: DECIDE video #3 for %\$firstname\$%

Hi %\$firstname\$%,

As promised, here's your third video:



When you claimed your copy of DECIDE, I promised to send you, at no-cost, three business-building, Customer-Loving™ training videos to help you build your Dream Business Now.

You really have to see this one.

From the [Dream Business Academy](#) vault, these are the "6 Steps To Creating A Dream Business".

I used these to propel myself

From Stocking Shelves Part-Time,
To Owning Multiple Profitable
Businesses, In Just 5 Short Years

Many people pay thousands of dollars to learn this formula.

And, up until now, it has been one of my hush-hush, top-secret business-building strategies.

You'll love it.

So [watch the video](#).

Follow the steps.

And, please post a comment and share with me what you think!

To Your Success,

A handwritten signature in black ink, appearing to read "Jim", with a stylized flourish at the end.

Jim Palmer
Your Dream Business Coach

P.S. What we covered in that video is a tiny piece of the Dream Business Academy experience.

To discover what you'll gain when you join us in San Diego, [click here now](#).

Day 9

Subject: Get it done [BONUS video]

Hi %\$firstname\$%,

Here is a ***SURPRISE*** bonus video - my gift to you for claiming your copy of *DECIDE - The Ultimate Success Trigger*.



Discover how to make sure you get the important things accomplished.

Simple, yet profound and possibly life/business changing.

You'll love it.

So [watch the video](#).

Follow the steps.

And, please post a comment and share with me what you think!

To Your Success,

A handwritten signature in black ink that reads "Jim". The signature is stylized with a large, looping initial "J" and a smaller "i" and "m" following.

Jim Palmer
Your Dream Business Coach

P.S. What we covered in that video is a tiny piece of the Dream Business Academy experience.

To discover what you'll gain when you join us in San Diego, [click here now](#).