



## Ray Edwards Show, Episode 370

### A Conversation With Ben Settle- Email Marketing Jedi

- Speaker 1: [00:00](#) You're listening to the Ray Edwards show, episode 370-a conversation with Ben Settle Email Marketing Jedi
- Speaker 2: [00:05](#) The Ray Edwards show. This is the podcast for prosperity with purpose. There's one guy who I think is the authority in
- Speaker 3: [00:18](#) training when it comes to marketing through direct response marketing copy via email, and that has to be Ben Settle. If you haven't subscribed to his newsletter yet, you must do so. It's required reading for anybody who markets via email. Go to BenSettle.com. Sign up for his newsletter and after you've done that, take a deep dive into this conversation I had recently with ben about email marketing. Copy about fiction writing and so much more. I give you Ben Settle. So Ben, I don't know how long it's been since you and I spoke, but it's been too long. I know that.
- Speaker 1: [00:50](#) I think it's been about a year and a half actually. See, you're the kind of guy who would know these things. I keep tabs and it doesn't surprise me when people ask me about email marketing. I teach a whole copywriting course and I teach how to write emails, but what I actually tell them is you just need to go to bed set. You've got a business I admire because it's, it seems very simple. Is it? Very simple. It's as simple as I can possibly get it, but I have purposely complicated it this year that I hope to get it back to simple next year. So. Okay. Let's unpack that. Why did you purposely complicated? Well, this year, my 10 minute work, they went out the window as far as in practice because I wanted to. I got my years planned out usually one or two or three years in advance and well, I mean just the way I think, um, this year because I knew that we'll play this way.
- Speaker 1: [01:50](#) This year I had, I had a whole bunch of ideas for products I wanted to get created, you know, launched and all that and you've probably seen them all that takes some time. So I said, okay, 2018 is the year I'm going to build out all these offers I've been wanting to do. And then 2019, I'm going to focus just on building my list so I can get back to

just writing one or two emails a day and that's my entire life. Now you and I recently, you and I are in the middle of doing a list, what I call lists swing. Let's swing it. That's part of it. Like that's what I'm going to do. More of that kind of stuff. I'm just getting involved in that. But that's my whole thing for next year. Once all the products were built out and they're all in a nice little. I have my back ends, I'll figure it out. Then I can get back to treating my business like the old school, 1998 Internet marketer where they said there's like an ATM on your computer and you just push a button. Hasn't happened yet, but that's close as I can get it. It's you're getting close. It's going to have. I'm trying. I really am. I pin my pin number. Is that when I'm typing up emails? That's the pin number.

Speaker 1: [02:55](#) Oh my gosh. You mentioned 10 minute work day, so it was like march of 2016. I spoke at one another, then this thing called a web intensive copywriting intensive or something like that. And they had me speak at that and while I was there, Rebecca and I'm uh, Katie came up to me and they said, Hey ben, we have this idea for this product that we think you're the perfect personnel create the program is you're actually doing. And they said, we have this idea of just you sit down, you're writing an email, you don't have to mess with clients or any of that. And I was like, yes, I'm absolutely involved. So it's a total 50 slash 50 joint. They take care of everything. It's 50 slash 50 down the line. Um, but even. But I got to say I feel weird because I kind of didn't contribute all that much.

Speaker 1: [03:40](#) I mean I created the program but I mean that didn't take very long but they have like one other cooperators actually came up. They can put that title 10 minute where I didn't even think of that. I feel like an idiot. Like it's so obvious and they didn't even think of it for the product. They just interviewed me while I was there and then whoever wrote the copy said, here's where I talked to Ben about, he has a 10 minute work day. I thought that's the native program. And then the person who wrote the sales letter, Paul Hollingshead is like a really great copywriter. He's the one that figured out the angle to take and all that to sell it. All I really did was recorded

Speaker 4: [04:13](#) and uh, and I helped promote it whenever they do, but I don't do much with it. I mean they actually do. Most stories don't tell them that, but that's what I'm talking about. That's a good deal. Otherwise it would cut into my 10 minute work day if I had to do more. I can't have. You don't want to. I would describe your business this way. Tell me if I'm wrong. People come to your site. They have a choice of either opting into your email newsletter or reading the many thousands of helpful email marketing tips you have on your site. They can skip the option if they want to. They're crazy if they do, but my guess is

they probably end up going back and subscribing, actually read a few articles and then eventually they ended up buying email players. The physical printed newsletter that you send in the mail and there is no pdf. There is no download library. You have to read it on old fashioned paper. Imagine that. Which I love. How long does it take you to write the email players newsletter every month? Um, before I answer that, I do want to say one I want to add,

- Speaker 1: [05:16](#) I think you said before they come to my site, they can opt in or not. I don't really care either way. I mean I want them to but if they don't I'd rather than not like on the fence, I'd rather them just not do it. But there's also something like, I don't know, 237 podcasts on there now that I don't do a podcast anymore. So there's that. And, and you mentioned something else that I think is important. He says the whole thing is designed
- Speaker 4: [05:41](#) to get them on my list and you're absolutely right, like in my mind,
- Speaker 1: [05:45](#) uh, all roads lead to the list and there's no reason to have anything on there that's not going to lead to the list and I just throw that in there because I think it's a, it's an important distinction to make these, this is one of the few things that people would as a rule that I don't break and that is so one thing at a time. So that's even if you go on my blog and you try to, you click the link to email players.com where that's where the sales letter for email players is. It still chunks you to an often form first because I don't want them even buying until they're on my list. So to answer your other question about how long it takes. Well it really depends, but I would say on average two, three hours at the most. Maybe not, not very long. I'm a, I'm a really fast writer, so it helps
- Speaker 4: [06:26](#) well have that. Why don't you have an area for your members who pay you every month? Why don't you have an area where they can go download the pdfs of back issues, et Cetera, et cetera.
- Speaker 1: [06:36](#) Well, there's, there's a few reasons for this. So one reason is just as a matter of principle, I don't think someone who joins today, she get for free when other people have been paying for now I understand for some things that it actually would make a lot more sense. But for this, I promised everyone from the very beginning I wouldn't do that. And I think, I don't think you'll ever find anyone who's ever been accustomed mind ever say Ben's. Yeah, he doesn't really veer from this. And a second thing is, is people don't value what they don't pay for. They just don't. They just don't value it. So, um, they get far more value and I don't even sell these very often. So you got

to, there was an insert in this month, kind of like a surprise insert. But I found that when I stopped selling them, I actually made more sales overall because again, I was violating that principle of so one thing at a time when you get a catalog of 80 issues plus whatever, you know, I'm not saying that doesn't make sales, but I went, I probably, I hate using the term 10 x, but I really did like 10 times my average monthly sales as far as backend stuff goes by removing the catalog instead putting a pitch for one thing in each issue.

- Speaker 1: [07:45](#) And that's been helping a lot.
- Speaker 4: [07:47](#) This is not the first printed newsletter you actually published.
- Speaker 1: [07:50](#) That's my second one. I used to have one called the crypto marketing newsletter and that, that ran for about actually exactly 30 issues. And um, toward the last six months of that I started, I launched email players and I said, this is kind of redundant. And it really, it was really generalized knowledge. I was running out of stuff to say basically and uh, or that you know, was maybe got bored of it, but so that now all of those issues are compiled into a book that I only saw maybe once a year called crypto marketing secrets. It's not a big seller or anything, but it works great for. It makes for great bonuses for, for high ticket stuff. It makes really good bonds.
- Speaker 4: [08:27](#) I love the way that you send a little gift from time to time in my newsletter package I get every month. That's always fun when the package is a little thicker. I know there's good stuff in here like, so let's talk about one I just got in the mail, which is super villains of persuasion. And before that there was persuasion secrets of the world's most charismatic and influential villains. These are actual books. So where did this idea come from? What's the end goal with these books?
- Speaker 1: [09:00](#) Well, the, the first book. Okay. So back in about 2000. Yeah, late 2014. There was this website called the proper villains.com. I didn't know anything about this guys. I just thought, man, that is such a cool, you know, it's all, it was just all male self improvement. Right. But they packaged it as this villain thing. It was really infiltrating. And I said, these guys, I don't know these guys. Um, I'll tell you a story about how I do know one of these guys now if you want later. But I didn't know him at all back then and a few months later I said, you know, I kind of want to be a part of this, you know, like I thought it was gonna be something big. I think it would have become something big if they'd stuck around. But I said, can I, can I submit some articles to your site and say, oh, they were already fans of mine.

- Speaker 1: [09:47](#) I guess I didn't even know that, or at least one of whom was and I. and they said, yeah. And I said, okay, so I have this idea, I want to write a series of articles about persuasion because they weren't attacking that. They weren't talking about that. They were talking about how to dating and like all this other stuff that they didn't actually have a how to be a persuasive person and so I wrote these 10 articles over the course of a month or two and then they mysteriously took the site down. They just, for whatever reason, the advantaged and I, I didn't know that since everybody uses the fricking code name, I don't know who's what, where even I had a code name named Ruud. We're gonna use our real names on it so it's nice and anonymous built into. But uh, so I, I subsequently found out what happened, but since it went down I said I'm not going to let these articles. I wrote code to waste so I'm going to compile them into a book. And I did. And that's what that book became. And it turned out to be the best selling book I've ever written. I mean, it's, even to this day it's,
- Speaker 4: [10:41](#) I'd like to see rude. Have a throw down with Jordan Peterson. Well, you know, I just, I don't want to get sued for beating them up and I don't, I don't. It seems like the type that would sue somebody maybe now you wrote the first book and then did you. Did you write the second book from scratch or is it just more stuff that you had created for the proper villain website? I wrote the second book from scratch. I wrote it this last July actually, and then the third one has already been written, but I'm not gonna Watch it till next summer and it's a trilogy. This is a separate line of books from your Zombie books?
- Speaker 1: [11:17](#) Yeah, it is. It's weird because they have the same cover artists, so there's a similarity there and I have an idea actually of some fiction books. I'd like to base off of them and that may take place in the same universe as my monster books. I'm not sure yet, but you know I. I love writing fiction. This is one reason I did all this work this year to build all these offers because next year I'd like to get back into fiction writing. I'll time to do it.
- Speaker 4: [11:42](#) So you got to 10 minute workday product, you got your newsletter, you've got two different lines of books, you've got a bunch of copywriting related books. What else is happening in the Ben Settle The universe?
- Speaker 1: [11:57](#) Well, as of this week, I'm writing the book, I already wrote it, so I'm reading the sales letter for which I launch it in. Well email players, I'll launch it to them first at a huge discount but in January, but it's a book called copy troll and it's about how to make sales from people that troll you and if it's turning out to be the most fun project I've ever worked on and the sales letter is, has been. So

I've been taking screenshots when people told me and just making, trolling them in the screen and I hope it sells if it doesn't, at least it was fun working on it. But uh, but I realized this in October, the October 2018 email players issue was about this topic and I did not know that it was going to be nearly as popular as it was with my play. My customers, they loved it. They were using in there, man, I did what you said I may, and I'm like, okay, I got to expand this into like a real product and that's what that's all about. So that's when I'm most recently working on.

Speaker 4: [12:54](#)

I used to get really upset when I got trolling messages from trolls. Then I learned from you, you should use that as an opportunity to market to your list. So like recently back in August, I had somebody troll me and I'm, I was selling a high ticket workshop so it got me fired up and I thought I remember what master Ben told me to do. So I wrote this scathing critique of this guy's troll messages that he sent to my support team and this email was off the hook at selling the high ticket workshop. I mean we sold more off this one email that I sold off the entire series of emails sent since that time.

Speaker 1: [13:36](#)

Oh, I love that. I love hearing that. You got to let these troll, you know, they're so generous with their time and their energy to build our businesses for us. That's the thing to me. I love it. I think you should ask my girlfriend. She says she be. Feels like a third wheel. Whenever I get some troll knows. I just ignore him. I'm like, I just. This is man. The people I've been trolled by. I got the best troll ever got this. Oh God, I love this guy. I wish. The only reason I would say I got off all my. I don't have any social media anymore, but when I was on twitter, this was not a couple months ago, there was a celebrity, a hiphop artist rapper who started calling me and my customers like white supremacist Nazis and you know, all this stuff. And I'm like, yeah,

Speaker 4: [14:21](#)

you had the attention of a celebrity hiphop.

Speaker 1: [14:23](#)

Oh, this guy's point. In fact, I almost started telling, you know, players say if you want to get like easy sales, just like control this guy, he'll call you white supremacists and then turned into it. He will. It doesn't matter what you say. He will heal. You're automatically right. Including my girlfriend who's like unrepentantly Hispanic. There's nothing white about her. You call her a white supremacist. So great. And of course he made money off it too. We both did. I told her exactly. No one was going on. She was kind of rattled because you sleep now. Wait a minute. What's he me? This forest. Does it make sense? Of course it doesn't make sense. This guy is like incoherent. She's a crazy person. I said save this. And she did. And she

said, Oh my God. She landed like two clients, no consulting clients and some sales.

- Speaker 1: [15:04](#) And, and that's what I did is I just took that and I and I created what I called the right supremacist sale. Suddenly my copy, slacker product and it was. I mean it was great. I think I did it over \$30,000 in sales in five days. There's this house I want to kind of want to buy. I think Matt have a good house now. I own my house free and clear. It's great. But there's a house that want to get down in gold beach, which I think you're familiar with. Gold beach and this is a much price of your house. And I don't really like being in debt. I don't really want a mortgage. That money went into a fund and we jokingly call it in copy troll because I tell this story, the house that [inaudible] built because Talib Kweli is the guy's name and I mean I could not ask for a better business partner. I mean, I look at my trolls is my unpaid interns. I, they control me all they want. In fact there's two pages and copy troll, right? Just reprint when people have said about me. And it's funny, like I love this and then after that I say here's what the grownups are saying. And then I put like Gary Bencivenga is of testimonial and use what the basement dwellers was there, but I couldn't do it without them. I really couldn't. And, and sodas.
- Speaker 4: [16:13](#) Well it's super kind to them to help us out and I encourage you, if you want to troll me, just be vicious. Yeah, go for it. Then we'll play. Make a bunch of money. You'll be more pissed off and you were to start with.
- Speaker 1: [16:26](#) That's the thing. Like the more, the more angry they get, the better the sale is. I mean, and as honest people don't internalize it or let it get to him because he understand a troll is. Isn't that an emotionally mature person? It's not about you. It's not. It's about they're in some kind of pain, emotional pain. It could be whatever it is. Somebody's hurt them somewhere in their life night. I almost feel a little bad for songs. I know some, I had some abuse and all that. In order for them not to, to just stop the pain, they have to try to make other people feel bad about themselves. It's just how old they are and once you understand that mentality, you can't be mad at them, but you can use it and they'll try and they'll try to do everything. They'll, they'll try to bring your business style. It's like the more they try just the better. You'll often, they have no power. They can't do anything to you. It doesn't. Yeah.
- Speaker 4: [17:17](#) Well, I mean it seems to me that you intentionally communicated in a way that's designed to polarize people.

- Speaker 1: [17:25](#) Yeah. I mean I'm not trying to get trolls necessarily, but it does bring the craziest hot sometimes.
- Speaker 4: [17:30](#) What's, uh, what's the next big thing for Ben Settle?
- Speaker 1: [17:33](#) Well, after all this stuff gets done that I've been talking about, I would really like to get back into a, there's an idea for a, the uni course books are done. There were seven books. It's done, but I have this idea to create an ultimate edition where we put all seven of them under the same cover and write a bunch of appendixes and all that and um, create a bonus novel to go with it, which is not really a coherent novel, but it's going to be a set of short stories that all interconnect that fill in any backstory that the novels created and I want, I would love to do all this next year. I think that would be a great goal for me. Are you going to make this one of those big doorstop or books? I would like to. I want it to be one of those things where they drop it on their foot. It'll break a toe, but it won't be that big because at Mondo, none of my books are that thick.
- Speaker 1: [18:22](#) Just to make this interview even more incoherent than it already is because of me. I'm good luck to my editor making this all work. You recently quit all your social media. Why? Because I realized it was um, well, first of all I was never that active in it anyway. The most active. I was a for about a 100 year time when I had this facebook group that was ridiculously was like a surreal experience. It was so like people got so attached to it that some people have got like angry at me when I ended. It was just weird, but I got second place feeling I feel like a babysitter. So I, that's the only time I was really that active in there. But I decided, I just realized that I, I, I'm not, I'm wasting too. I'm might even that active on there and I'm wasting time on it.
- Speaker 1: [19:07](#) Right. Like I'm sitting there wasting time. So the first one is the facebook. It's like this is really making the dahmer this site anyway. It really is. I mean, I mean it just says. And then how will you know which game of thrones character your, you know, the, the good news is, I won't have any game of thrones spoilers when I'm not on the site. I got off there and I said, Oh man, this is great. And like the first week I was off my productivity shot through the roof and I was like, this is crazy because I'm not spending my time even looking at anything by getting tagged in stuff that I have to go deal with. Any of that meant getting any of these private messages from people I don't know it all. And this is so good. Now I must get rid of twitter too.
- Speaker 1: [19:47](#) And so I got rid of twitter and I've replaced this with, with working more and instead of. And then I've been



reading a lot of, uh, reading more so like I've been reading a lot of autobiographies actually. And I, it dawned on me, I'm like, I am much better off and much prefer spending time in the heads of people of great people. Then in the heads of a bunch of pros on facebook and twitter and all this. And I often encounter students who will talk to me about how hard they're working and how they're not making any money and I always knows the answer to this. I asked him, well, how much of your marketing efforts are on social media last where I spend most of my time, that's your problem. And thinking about sending some emails to people and sell them something. The greatest irony of this so far has been, and I've been on facebook since end of October and I've been on twitter since the beginning of November and I'm telling, I don't know how this worked out this way, but I only know this from hearsay because I'm not on there.

Speaker 1: [20:44](#)

But I actually am more popular on there when I'm not on there now. People. It's weird. It's the weirdest thing where I'm telling people start talking about me on there now because I get the screenshots and they were talking about me like in the copywriter's Club a little bit the other day. And I'm like, this is, this is funny because I'm not even on here. And, and it's just, it's one of these weird things that people are coming now I'm hearing from people I never used to hear from before by email because they can't, they don't have that connection with me anymore. So I actually have a mental spot where I can sell them better. Now they don't. They can't easily ignore the emails if they want to hear from you. They have to be on the list and it's a very interesting thing. Unintended benefit, let's put it that way.

Speaker 3: [21:23](#)

That is awesome. Thank you for doing this interview for being my friend and for showing up the way you do in the world. Oh, thank you ray. And it's been. It's been really good to see you again and talk to you again. Ben Settle. He's a good one. Sign up for his newsletter of Ben Settle Dot Com. You will not be sorry. Until next week, my friends. My prayer for you is that you enjoy long life, good health piece for you and peace for your house.

Speaker 2: [21:49](#)

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