

Email Marketing Portfolio

For clients and parties interested in the Online Marketing service of:

Mike Williams
mike@mementum.org
Momentum LLC
<http://mementum.org/blog>

Mike Williams is an evangelist of The Dream who founded two businesses and filled his passport before turning 25. He started his first business before graduating from the University of Wisconsin economics program in 2007 and took its product to mass market shortly thereafter.

Mike's internet marketing work focuses on email marketing, online sales growth, and pay-per-click marketing. His past clients include two leading personal development authors, an enterprise software provider, a top sales consultant, and a well-known ecommerce software developer.

Williams is based on the US East Coast and splits his time between consulting ecommerce clients and growing his travel business.

He blogs thoughts on entrepreneurship and marketing at <http://mementum.org/blog>.

A Quick Note...

My work in email marketing spans several industries and customer profiles. I have worked with clients to complete goals around product launches, relationship building, affiliate promotion, and daily/weekly promotion.

In each example below, the email(s) is preceded by relevant commentary to provide context. Additionally, product and website names/URLs have been edited out.

I look forward to growing your business,

Mike Williams
mike@mementum.org
Momentum LLC

"A return on investment of over 1,000%"

Michael Williams is one of the most brilliant email marketers that we have ever had at MindValley. Month after month Michael was able to come up with excellent new ideas on how to grow our online business and executed the plans flawlessly.

I can easily say that we got a return on investment of over 1,000% from engaging Michael and would strongly recommend him to anyone.

Mike Reining
Creator of [WordButler](#), [Winning AdWords Ads](#), and [Traffic Marks](#)

"Exactly what you want."

"And I thought, 'There's a guy that is smart.' It strikes a chord, it's unexpected, and it's highly relevant. Exactly what you want."

[Drayton Bird](#)

Former international Vice-Chairman and Creative Director of Ogilvy and Mather on an email promotion crafted by Mike Williams

General Promotion and Relationship Building

This email was crafted and used during the Olympics and exemplifies how to fit an offer into your customer avatar's current frame of mind. The product was an ecommerce home study course.

Drayton Bird, renowned copywriter and former International Creative Director of Ogilvy and Mather, specifically called this piece "exactly what you want" during an interview with copywriter Ken McCarthy.

Subject: To people who want more sales -- but keep watching the Olympics instead

Most people won't remember that Michael Phelps was in 7th place half-way through the 100m breast stroke.

What they WILL remember is the gold medal he'll now be wearing along with 7 others.

It's easy to get blinded by the glory of others and not see the hard work, long nights, early mornings and persistence that got them there.

And help them come from behind.

There's always someone a little faster, bigger, or better than you.

But that's an advantage - because now you have a role model, a "best practice" you can study, emulate, and strive toward.

If you've studied your market leader and set up landing pages, a sales letter, and an email list just like them, it's probably perplexing why you aren't approaching their success level.

Or why it's taking so long to happen.

What you missed was the months (or more) of split testing that grew that landing page, the experimentation with different sales funnels to maximize profit, and the subtle email

personalization that builds reader loyalty.

Suddenly, you realize you merely grazed the surface of everything you could be doing to sell and grow.

The difference between many winners and losers is what happens in the background...

... the stuff you don't see.

Following up with your leads, being there when they're ready to buy, making it easier to say YES... these are things you can't easily study.

But here's a way you CAN easily get started with them.

Find out who's interested enough to read your offer and you already know your hottest leads.

You already know who's worth contacting again with a new, more targeted and more specific offer.

How do you make it easier to say yes?

Well, here's one way: {LINK 114}

Thanks,
YYY

This next email did \$10,000 to a list of 18,000 subscribers. It both emphasizes pain points and gives the appearance of teaching by listing out tactics, but to learn *how* to actually execute it the subscriber had to buy. Several side comments give the appearance of a soft sell, with the seller just wanting to “put it out there” for those in need.

Subject: Knockout Niches

{FIRSTNAME},

When you're looking for the next niche to dominate, what are the characteristics you look for?

I wouldn't be surprised if those questions

were hard for you - it's hard for most people.

They're either caught up in their own niche ("not ready yet") or unsure how to take over the next one.

"What do I do next?" they ask as they fumble over their mouse.

Both of those are bad reasons. If you let yourself believe it, you'll n*ever "be ready" to expand... and there's no reason to not know "how" to expand.

So let me take a bit off your plate and tell you what I looked for the last time I expanded into a niche.

{LINK 87}

I was sitting on my couch cruising the Net, the usual tools in my holster, and here's what I checked out for the different niches I was interested in:

* Discretionary income - does your market have money to spend? It sure is easier if they do. This might seem like a dumb item, but most people don't actually ask this question.

* Ease of Communication - how easily can you target your prospects? Are there forums where they hang out? What are the common search terms for this market? What other "water coolers" does this community hang out around?

* Customer Avatar (this is huge) - How well do you know the main customer identity of your market? Can you identify with them, speak or learn their language, and understand their pain and desires?

Sky diving looks cool, but I have no idea what their Language is and don't even know why someone would want to sky dive... this would make it infinitely harder for me to sell them

effectively.

{LINK 87}

* Market Vitality - how much "new blood" does your market get each year? How many new prospects can you realistically get into your pipeline every day? This could be an important consideration, especially if you're going after "beginner" level prospects.

* Size of the market - how big is the market? Bigger is not always better, but it's important to know how much you can expect to make given your estimated success level.

* Buying Tendencies - Is your market ready to b'uy? What is the venue through which they b'uy? Some markets are still filled with prospects uncomfortable purchasing online. Some international markets can't use PayPal yet.

Getting a clear idea of these 6 traits will help paint you a very clear picture of your next knockout niche... and how your business might fit into it.

It's important to make sure these characteristics line up with your expectations for your business, too.

No one ever releases stuff this quickly, but I don't think this can wait. Summer is upon us and it's the perfect time to take your next niche...

I just put together a package to help you find the next one for your business.

Knock it out here:

{LINK 87}

Thanks,
YYY

PS - No major sales letter or anything, but we've

been nailing niches using the method explained here:

{LINK 87}

(Knock out your next niche for less than a steak dinner.)

We're approaching another niche during July, but you can see how someone else did it here:

{LINK 87}

Who Else Wants Email Promotions That Subscribers Eagerly Open, Carefully Read, and Happily Buy From Again and Again and Again?

Discover How Email Marketing Can Turn Your Prospects into (Life Long) Customers and Your Customers into Screaming, Rabid Evangelists!

My Personal Promise For The Risk-Free, Guaranteed Growth Of Your Business:

Email me today to discuss your business. We'll find the best, most reliable growth opportunities and I'll deliver my work on time, guaranteed. Follow my guidelines, implement my strategies (or let me do it ALL for you), and see the results.

In one month, you can tell if my work is making you more money and converting more customers than before. In a lot of cases, you can tell a lot sooner.

If you feel that I did not deliver what I said I would, just call me for a complete re-write or for your money back. **It's my 30-day risk-free, love-it-or-leave-it, full money-back personal promise.**

Email mike@mementum.org to get started immediately.

The next is an example of how personal storytelling can be used as a marketing tool. This email was specifically recognized by Daniel Levis, a well-respected copywriter and partner to Clayton Makepeace.

Subject: Insanely Bad salesmanship

Hi {FIRSTNAME},

Not long ago I took part in the purely primal,

extremely pleasurable act of our nation's
New past time:

Patrolling an Apple store, head held high,
nostrils flaring.

(Ahhh Apple... so beautiful, yet so so infuriating.)

After a couple laps "just for fun" I finally found
the box I was looking for... and immediately
began enjoying those few beautiful moments
of pure, unrestrained electronic ecstasy.

The slow euphoric journey ended, as it always
does, at the base of the price tag.

Or at least where the price tag should have
been.

I don't know about other Apple stores, but this
one never seems to have prices listed. (I'm no
retail expert, but I bet that's deliberate.)

Anyway, I was forced to engage a worker. Who
was about a nickel over 110lbs and not a day
over 16 years old.

He must have been new because he sure
stumbled over those prices and found my shoes
extremely interesting to stare at.

Needless to say, few of my questions were
answered. I was losing momentum. The ecstasy
was wearing off. The train was leaving Euphoria.

"Maybe this mac mini ISN'T so crucial to the
Lakhiani Casa de Electronico?" I thought.

"Ponder it another day?" I mused.

This kid was obviously NOT a salesman (yet).
He was singlehandedly tearing apart the natural,
symbiotic relationship between man and his
electronics.

But then he did something genius.

Something worth more than his weight in gold.

And it set off a series of memories and ideas in my mind that eventually led to a sales strategy I now use on every single website I own (you've probably seen it).

But that's for later.

Ponder it as you wreak havoc today, and in a day or two we'll learn how that Mac Mini found it's way to my living room, resting inside a fleece diaper above my TV...

YYY

PS - Yes, I DID end up buying that box. Stay tuned to see how elegantly that junior giant turned the tables and closed me.

PPS - In the meantime, you don't want to open the way this kid did, and for most people their "opening" is their pay per click marketing.

Check out AdWords System Exposed for a 7-day PPC crash course on turning your own tables: {LINK 110}

Product Launch Sequence – Pay-Per-Click Marketing Keyword Research Tool

This was a 6-email product launch sequence spanning 7 days that pulled an astounding \$14.70 *per website visitor* over the launch period. I designed the launch, wrote the emails, and wrote several copy pages on the website itself.

June 16

Subject: Hindsight might be 20/20 but you still won't believe this (and no you're not dumb)

Hi {FIRSTNAME},

A sweetheart deal.

But it was data and, as they say, the data don't lie.

A spike in traffic that large should be illegal. And even when it finally leveled out again, I was still looking at a 2X increase!

Oh yeah, that was the end of the story... let me start from the beginning.

One of my niche businesses was built on the back of PPC (primarily AdWords) and had been running for 4+ years.

I had continuously tweaked and expanded that keyword list and let me tell you, I optimized the H-E-L-L out of that guy for every last morsel of traffic and profit.

165 ad groups, tens of thousands of keywords, huge list of money-sucking negatives - "scientifically Iron clad"... or so I thought.

But then came along this little tool. It didn't promise the world, but it did promise a total makeover of my keyword list.

"Why not?" I thought.

It was so simple to use, I didn't actually think it could be that powerful.

... but it was. My list was never the same.

Chalk another one up for "looks may be deceiving."

Because in fact, the results were downright stunning...

The Results

- 109% more ad impressions (now over 1,000,000 impressions per day)

- 42% more clicks on my ads

And that's every single day! On a list 4 years in the making!

With 42% more clicks and your list growing that much faster, it'd be even easier to negotiate top affiliate fees and JV deals in your niche!

AND of course you'd have a ton more customers buying your product every single day.

So, how did I do it?

I'll tell you tomorrow.

Until then,
YYY

PS - Don't miss the mini-lesson here. NEVER stop expanding your keyword list. Every time you add another keyword or ad group, you're opening another door for traffic to pour through.

And with more traffic, you have more JV deals, a bigger list, and more income. Do you have a few minutes to open another door to your site today?

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In one month, you can tell if my work is making you more money and converting more customers than before. In a lot of cases, you can tell a lot sooner.

If you feel that I did not deliver what I said I would, just call me for a complete re-write or for your money back. **It's my 30-day risk-free, love-it-or-leave-it, full money-back personal promise.**

Email mike@mementum.org to get started immediately.

June 17

Subject: Here's what ACTUALLY happened... (and why Tomorrow matters)

{FIRSTNAME} - let's finish that story I started yesterday (don't read more if you missed it).

So how did I get my ads in front of 2X more prospects and basically stockpile that 42% increase in clicks?

I'm cautious to say it, but it was easier than I thought it'd be.

First, here are the cold, hard facts to paint the picture of my battle field:

This was a VERY competitive niche (you'll find out what niche it was later).

I had 165 ad groups.

I had already been building the keyword list for 4 years.

I had a great list of negative keywords - the words I DO NOT want my ads to show up for.

BUT.

You do NOT need to be as advanced for this to work for you.

In fact, the less work you've done on your keyword list (in other words, the more "novice" you are)... the better your improvements will be.

Part of the reason this worked so well (in my other niches, too) is because most advertisers imagine it to be REALLY \$%#\$^ HARD, so they never even try.

... which is GREAT for you because you're about to learn how simple it actually is.

OK, here's what I did to that list:

- 1) I powered up that "not promising you the world but promising to makeover your keyword list" tool and typed in the main keyword phrase for each ad group
- 2) This tool dug into its databases and spit back to me anywhere from 20 - 195 more keywords and keyword phrases related to that ad group
- 3) After quickly eliminating any negatives, I pressed "control + c", "control + v", and then moved on to the next ad group (the simplicity should be illegal)
- 4) I repeated this for every single ad group

... and added 32,746 *new* keywords to my list.

And it only took me about 3 hours (that's 10,916 keywords per hour - no joke).

Now my ads are showing up an average of 1,000,015 (yes, million) times per day on Google and its network.

How much competition do you think there is in all those long-tail phrases? Very little.

You think the bids on those words are lower?
You better believe it.

Am I getting more traffic? 42% more.

When can you get a hold of this power yourself?

Thursday morning.

Talk soon,
YYY

PS - If you are new to PPC, I'm about to make you a seasoned pro. I'm going to share some details tomorrow, but rest assured - your experience level isn't going to matter.

PPS - All it took was a short afternoon of work and voila, 42% more traffic to my site. If you're just beginning PPC or haven't expanded your list lately (or ever), then expect an even BIGGER explosion.

Like I said, mine was built over 4 years and was huge... and I still saw a jaw-dropping traffic increase. On Thursday, I will show how to cart off thousands of new keywords like pillaged goods.

June 18

Subject: the question I never answered (and bloody details)

Alright {FIRSTNAME}, I'm done - no more stories.

The last 2 days I told you how I boosted my daily pay-per-click traffic 42% in 1 afternoon.

Here's the question I never answered:
What did it mean to my bottom line?

It added a permanent 7,222 to my bottom line every single month. Remember, this wasn't just a short-term traffic spike from Digg or Reddit.

Those are nice memories and nice conversation pieces, but no one builds their business on the back of mere traffic spikes.

After stabilization, my traffic was a full 42% higher than before (after the initial spike leveled out). Every single day.

That meant 7,222 more dollars every month,

or 86,664 MORE per year... just from that 1 site.

So what's with this tool?

==> It's called the XXX. (it's not for sale.. yet)

Sometime later last year, I finally cracked under the intensity of building and maintaining the keyword lists of my businesses.

I had already tried all the tricks, tried all the tools, and tried to leverage other traffic sources instead, but...

The tricks don't make a million dollar website - they get you distracted from the fundamentals.

The tools weren't as good as I thought they **should** be. They were either too padded, too cumbersome, or too slow.

The state of these tools showed just how bad this market needed a royal shake-up.

And the fact of the matter is, PPC (pay per click) is still one of the best -- if not THE best -- source of traffic to your business. Unlike SEO, PPC is nearly instant.. and is far less complex.

So I cracked, and decided to build my own tool. The Keyword research process needed a TOTAL overhaul.

I didn't even know if I'd sell it. I just wanted to solve my own damn problem.

I think I did a pretty good job :)

Obviously, many other people were facing the same dilemma I was.

From consultants to SEM agencies, big business to bedroom marketers... everyone was getting strangled by the time sucking task

of keyword research.

I decided pretty quickly to release this tool for 2 reasons:

- 1) It will make a lot of people's lives MUCH easier
- 2) I could make a few dollars in the process and build my brand

That's why you don't see us going through some elaborate launch process with blogs, affiliates pounding their lists, and the like... it's already obvious to me that people want this solution.

Little "convincing" is needed.

You either advertise on PPC or you don't.

If you do advertise, you already know how hard it is to build and maintain a winning keyword list. Your problem has been solved, once and for all.

If you don't advertise on PPC, you probably aren't making much money.

Don't worry. I'll help you get your act together...

When you order this tool, you can also get a 7-day PPC crash course (included free) to cover the basics and get you your first PPC traffic.

The XXX is going on sale to my list (that means you) TOMORROW - Thursday around 8am or 9am Eastern time.

I'm going to offer a ridiculous discount for the first few days and include the usual guarantee so you can try it without any doubts.

It's built on cutting edge technology (Adobe Air platform - if you're a techie), so it's ultra

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light-weight and blazing fast - when I type in "PPC" it gives me 438 related keywords in under 10 seconds.

Watch for my email tomorrow. I'll give you all the bloody details of how XXX works and why the other tools can't satisfy your PPC needs.

Talk soon,
YYY

PS - If you haven't touched your keyword list in a while, I know the exact feeling. You've either forgotten about one of the most critical components of your business... or you dread going anywhere near it.

Just like me, in one short afternoon you can add 36,746 NEW words (or more) to your account... and never worry about it again.

PPS - Judging by the email I get, I understand you may be deathly afraid to try pay-per-click. Well... here's your best chance.

Not only have I taken care of the keyword research for you, but I'm also willing to toss in a 7-day "get the basics" crash course on PPC. You'll be up to speed in no time.

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June 19

Subject: [Time sensitive] XXX now available!

{FIRSTNAME},

XXX is now available for download!

I built it to cure my own PPC traffic problems, but found out many others had similar sufferings.

There's a 3.5min demo at the top. Watch it and solve your PPC woes here:

LINK

I think you'll really like it. There's a nice launch price for right now, too.

And just to be upfront, the deal is time-sensitive.

LINK

Thanks for reading,
YYY

PS - It's a no-brainer if you're in PPC, but it turns out it's pretty useful for SEO and Blogging, too. There are case-study results right on this page:

Click here: LINK

June 20, Subject: What a click mean could mean to you today

It was sunny and beautiful outside, kind of like in the movies.

Or, at least it looked that way from my office at 3pm.

I was still back at eBay, working at my "job" but thinking about my play, i.e. what would soon become YYY.

California is beautiful almost year round, and in the summer it's incredible. Well, I had sweat running down my back and felt like I was trapped under a desert sun.

I was about to sign up for an AdWords account - my name and email were already filled in. All I had to do was click. Just push the button.. how hard can it be?

Hard as hell, apparently.

I slowly raised my finger from my mouse, let it hang mid-air as a sweat bead ran down my spine, and just as that bead hit the bottom the Hammer came down.

And I clicked submit, recoiling to the back of my chair immediately afterwards.

I did it. I had committed my fate to start YYY and begin learning PPC power moves. Well, I'd get there, but for now I had to figure out what the inside of an account looked like.

It looked pretty scary. I logged out pretty quick - I was still in the office and didn't need some nosey coworker snooping around my door and peaking in.

It would have to wait.

But not long.

I got started that night, building my keyword list for our sole niche business at the time. I had about a hundred words by the end of the night, exhausted from a 12 hour day at the office and the mental taxation of pouring through thesauruses, dictionaries, and whatever else that could tell me different related words in my niche.

That was about 7 years ago.

It wasn't fun then, and it isn't fun now. Just last year I'd go through the same scenario, except now there were some rudimentary tools to help me. Now I could get a few hundred words in a night, but it still wasn't enough.

I learned it from that 1st business - If I wanted to quit eBay and unshackle my life, I'd need another income. To get that income, I'd need a traffic. To get traffic.. well, I'd need a keyword list. A Big one. To get a big list I'd need-- well, you get the idea.

It all comes down to that list of yours. How big it is, and how extensive it is. Are you still spending hours to get a few hundred keywords? Don't you think your time is more valuable than sitting around thinking about "words"?

Are you happy when some phree tool gives you 50 related terms? I hope you aren't selling yourself that short.

It doesn't have to be that way. Type in a keyword, and XXX spits out related terms, long-tail terms, and can even estimate the traffic value plus the estimated cost per click.

Type in a term and You can get that data in a matter of seconds - all in one place.

Isn't that better than what you're doing now?

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<http://mementum.org/blog>

Get the special launch price for XXX here:

LINK

Don't let the sweat trickle down your back like it did mine. Had I not clicked, I would probably still be at eBay, staring out the window at the beautiful weather.

Where are you right now and where are you going? Will more traffic to your website get you there faster? I think it will.

Here's a way to do it.

Point your mouse here and let the hammer come down:

LINK

Thanks,
YYY

PS - That 1st niche business I mentioned? That was the 1st one I used XXX on - it's the 2nd case study listed:

LINK

PPS - There's a 7 lesson PPC crash course included if you want it.

June 23

Subject: What Vince says

Dictionary is the only place that success comes before work.

Hard work is the price we must pay for success. I think you can accomplish anything if you're willing to pay the price.

Hanging in my rec room, next to the doorway and above the light switch, is a piece of artwork containing several Vince Lombardi quotes -

including the one above.

Vince was coach of the Green Bay Packers in the 1960's and led them to 5 league championships during his 9 years. He never spoke of success without also mentioning hard work, dedication, and teamwork.

Real glory, he said, was getting knocked to your knees and standing back up.

The framed piece of art (created by a relative and given to me for my birthday) keeps me going on those tough days - the ones that knock me to the ground. I look at it every day.

What I've noticed during my study of Vince is that he held high expectations and was a fanatic goal setter.

He's not the only highly successful person with those traits, either.

During this year's college basketball tournament, I saw the same thing in Kansas' coach, Bill Self.

Before their Final Four match against #1 North Carolina, he concluded his pre-game pep talk with a quote by Lombardi.

He told the players they'd get what they expected. And then said this:

"I expect a Big CELEBRATION in this locker room in about 2.5 hours."

Kansas went on to dominate UNC for most of the game, and won by 18 points. How did they begin that journey?

By visualizing the result.

The 1st step towards a destination is understanding what that destination is, and what it will feel like when you get there.

Before I start attacking my goals, I imagine what my life will be like AFTER achieving them.

That's what I did before designing and developing the XXX.

What will my PPC strategies and daily activities look like once I've automated them with a tool? What will it feel like building a 75,000 keyword list in 2 days instead of 2 weeks?

What will I be doing with the 35 hours of work (per website) I just eliminated?

I imagined the relief and ease of having the tool and then used those feelings and visualizations to drive my efforts and decisions.

What will it feel like when you hit the goals (I hope you've taken the time to set) for your business? If you could automate your keyword list building, what would you be doing with that extra time?

How much traffic does your site need to hit your revenue goals for this week? What will your life and business look like when you get there?

Visualize the goals already completed, and then show the dedication to take your business there.

Thanks,
YYY

PS - The XXX is blowing past the expectations I had for it. I've found this often happens when you take the time to imagine and feel the end BEFORE doing anything else - having already felt the end result, understanding how to get there becomes 2nd nature.

And you knock your expectations out of the park.

You can do that with your traffic by clicking here:

LINK

The XXX will knock your traffic goals out of the

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park. Before you use it, make sure you've checked your bidding caps & budget because your ads will be showing up at least 110% more often. You can get it here:

LINK

The pre-launch special ends soon.

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