

The 4 Day Cash Machine Email Campaign

The 4 Day Cash Machine was created by Internet Marketing Guru Frank Kern. It's a quick and easy email campaign that has the potential to bring in thousands of dollars into your business in a matter of hours.

To get the best results, offer a significant discount. You could tie this into a holiday sale like Black Friday, Cyber Monday or make up your own reason for the discount. If you have information products you could offer your returns or older products at a discount.

It's also important that you send all four emails.

The smart way to go about this campaign:

- 1.) Test the campaign with a small segment of your list. Then keep testing until you are happy with the results.
- 2.) Send emails #1, #2 and #3 out at the beginning of each day.
- 3.) Send email #4 at 12:01AM on the final day.

4 Day Cash Machine - CAMPAIGN SAMPLE #1

Email #1 – Send Day 1

Subject: {!firstname} - THANK YOU!

Hi {!firstname},

Every so often I hold a sale to say, "Thanks for being a subscriber!"

Yesterday, I was writing a series of painful checks to the IRS and other taxing authorities. Ouch! And I thought you might be experiencing the same "taxing pain" as me.

So I said to myself, "Self, why not throw a special HALF OFF Video Production Sale as a way to help my entrepreneur friends get back all that money they sent to the IRS yesterday?" And... my "Self" agreed!

Here's where you can grab your half off savings:

<Your Link Here>

Green screen videos, blog, sales, website videos, interviews, training videos and even web Tv shows can all be created at our studio.

50% Off And Get FIVE Free Bonuses!

If the 50% discount isn't enough to have you heading to my special 'half-off' web site, these FIVE free gifts will surely do the trick:

Bonus 1: Private Coaching Call with Me! In this 30-minute session we'll strategize your time in our studio with a focus on creating videos that generate...
CASH!

Bonus 2: Video Traffic Flood Checklist. This is my personal checklist that covers every step of the process in getting your videos generating a flood of ready-to-buy traffic to your website or store.

Bonus 3: Add 1,000 YouTube Friends - Like Facebook and Twitter, to extract cash out of social media, you need to build a following of targeted buyers. We find those prospects and get over 1,000 of them to join your YouTube Channel.

Bonus 4: Performance Coaching Session - before you begin your filming session you'll spend 30-minutes with Barb our performance coach. She's our "Secret Weapon" to helping our clients master being "on-camera".

Bonus 5: One Full Day of Editing Services - All you need to do is get in front of the camera. We take care of everything else. We'll take your video and give it that magical, professional touch.

WHEW!

That's a ton of goodies.... and you get it all FREE when you enroll into my 50% Off Video Production Sale.

Go here right now and claim your spot before they're all gone.

<Your Link Here>

Talk soon,
Charlie

P.S. This special half off sale **ends at midnight on Friday, April 22**. If you'd like to knock out DOZENS of videos and have them start producing cash for your business... and save 50%, then go here now:

<Your Link Here>

Email #2 – Send Day 2
Subject: {!firstname} - Don't Miss Out!

Hi {!firstname},

I wrote yesterday to tell you about the incredible deal you can get on my video studio production package, as my way of saying "THANK YOU" for being a subscriber.

...And I wanted to make sure that you were able to read the email.

Until midnight, Friday, April 22 you can get my comprehensive video production package where you can film dozens of traffic generating, revenue producing video for your business at HALF OFF.

Here's where you can get more information and get half off:

<Your Link Here>

Every so often I hold a sale to say, "THANK YOU for being a subscriber :-)" And after my painful time on Monday writing checks to the IRS and other tax authorities I thought, "Why not throw a sale to help my entrepreneurial friends earn back the money they sent

to the IRS? I can help them, by adding power and compelling video to their marketing arsenal."

Here's where you can get more information and save 50%:

<Your Link Here>

50% Off And Get FIVE Free Bonuses!

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CASH!

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WHEW!

That's a ton of goodies.... and you get it all FREE

when you enroll into my 50% Off Video Production Sale.

Go here right now and claim your spot before they're all gone.

<Your Link Here>

Talk soon,
Charlie

P.S. This special half off sale ends at midnight on Friday, April 22.

Email #3 – Send Day 3
Subject: {!firstname}, last day for video.

Hi {!firstname},

The special half-off sale for video production ends at midnight tomorrow.

Here's the full scoop:

<Your Link Here>

This rare half-off special is my way of saying 'THANK YOU' for being a subscriber :-). And after my painful time on Monday writing checks to the IRS and other tax authorities I thought, "Why not throw a sale to help my entrepreneurial friends earn back the money they sent to the IRS? I can help them, by adding power and compelling video to their marketing arsenal."

Here's the special website where you can save 50%:

<Your Link Here>

50% Off And Get FIVE Free Bonuses!

If the 50% discount isn't enough to have you heading to my special 'half-off' web site, these FIVE free gifts will surely do the trick:

Bonus 1: Private Coaching Call with Me! In this 30-minute session we'll strategize your time in our studio with a focus on creating videos that generate...
CASH!

Bonus 2: Video Traffic Flood Checklist. This is my personal checklist that covers every step of the process in getting your videos generating a flood of ready-to-buy traffic to your website or store.

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Bonus 5: One Full Day of Editing Services - All you need to do is get in front of the camera. We take care of everything else. We'll take your video and give it that magical, professional touch.

WHEW!

That's a ton of goodies.... and you get it all FREE when you enroll into my 50% Off Video Production Sale.

Go here right now and claim your spot before they're all gone.

<Your Link Here>

Talk soon,
Charlie

P.S. This special half off sale **ends at midnight on Friday, April 22.** That's tomorrow!

Email #4 - Sent at 12:01 AM on the final day. (Use your email scheduling feature to send this out automatically.)

Subject: {!firstname} - FINAL NOTICE

Hi {!firstname},

The special half-off sale for video production ends at midnight *tonight*.

Here's the full scoop:

<Your Link Here>

This rare half-off special is my way of saying 'THANK YOU' for being a subscriber :-). And for taking action to use video to replenish the cash the I.R.S. has sucked out of your business on tax day.

Here's the special website where you can save 50%:

<Your Link Here>

50% Off And Get FIVE Free Bonuses!

If the 50% discount isn't enough to have you heading to my special 'half-off' web site, these FIVE free gifts will surely do the trick:

Bonus 1: Private Coaching Call with Me! In this 30-minute session we'll strategize your time in our studio with a focus on creating videos that generate...
CASH!

Bonus 2: Video Traffic Flood Checklist. This is my personal checklist that covers every step of the process in getting your videos generating a flood of ready-to-buy traffic to your website or store.

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WHEW!

That's a ton of goodies.... and you get it all FREE when you enroll into my 50% Off Video Production Sale.

Go here right now and claim your spot before they're all gone.

<Your Link Here>

Talk soon,
Charlie

P.S. This special half off sale ends at midnight TONIGHT. I'll most likely never offer a discount again.

4 Day Cash Machine - CAMPAIGN SAMPLE #2

From: Quick Sales System
Subject: [QSS Customers] Happy Holidays...
Date: December 20, 2011 5:21:33 PM EST
To: Charlie McDermott

Having trouble viewing this email? [Click here](#)

Happy Holidays!

We have a very special limited time offer for you Charlie!
For the next 3 days and 7 hours we are giving you a 30%
discount on some very cool products of ours.

====> [Click Here to access this offer](#)

Happy Holidays

CHRIS

Chris Koehl
Founder, QuickSalesSystem.com



[Click Here to manage your mailing options](#)
Strategic Systems, Inc
8918 W. 21 Street N., Suite 200
PMB #278
Wichita, Kansas 67205
United States
(800) 918-3502

Delivered By
 **Infusionsoft**

From: Quick Sales System
Subject: 2 days left Charlie...
Date: December 21, 2011 10:30:11 AM EST
To: Charlie McDermott

Having trouble viewing this email? [Click here](#)

2 days left to save 30%!

Charlie,

Thank you very much for being a QSS customer.

For the next 2 days we're giving you a 30% discount on some very cool blueprint products.

====> [Click Here to access this offer](#)

Happy Holidays,

CHRIS

Chris Koehl
Founder, QuickSalesSystem.com



[Click Here to manage your mailing options](#)
Strategic Systems, Inc
8918 W. 21 Street N., Suite 200
PMB #278
Wichita, Kansas 67205
United States
(800) 918-3502

From: Quick Sales System
Subject: 1 day left Charlie
Date: December 22, 2011 10:30:04 AM EST
To: Charlie McDermott

Having trouble viewing this email? [Click here](#)

1 day left to save BIG.

Charlie,

Wanted to let you know there's only 1 day left to get 30% off our blueprint products.

These blueprints are complete done-for-you QSS systems already built. You just copy and paste and your site is built.

For the next day we're giving you a 30% discount.

====> [Click Here to access this offer](#)



Happy Holidays,

CHRIS

Chris Koehl
Founder, QuickSalesSystem.com

[Click Here to manage your mailing options](#)

Strategic Systems, Inc
8918 W. 21 Street N., Suite 200
PMB #278
Wichita, Kansas 67205
United States
(800) 918-3502

From: Quick Sales System
Subject: Last call Charlie...
Date: December 23, 2011 5:00:09 AM EST
To: Charlie McDermott

Having trouble viewing this email? [Click here](#)

Last day left to save BIG.

Charlie,

Wanted to let you know today is the last day to get 30% off our blueprint products.

These blueprints are complete done-for-you QSS systems already built. You just copy and paste and your site is built.

====> [Click Here to access this offer](#)

Happy Holidays,

CHRIS

Chris Koehl
Founder, QuickSalesSystem.com



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