TOTAL MONEY MAGNETISM

THE SECRET NEUROSCIENCE OF MILLIONAIRES

AFFILIATE SWIPE PACK

Everything you need to promote Total Money Magnetism

Ready-to-send emails, social posts, video scripts and hooks for Dr. Steve G. Jones's $47 wealth mindset program, backed by its 60-day money-back guarantee.



28 emails

31 social posts and scripts

42 hooks in 14 angles

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INSIDE THIS PACK

Contents

1 **How to use this pack** 3
Your hoplink, the four pages, the placeholders and the disclosure line

2 **28 email swipes** 5
Subject lines, preheaders, the emails and a sending tip for each

- Five-email story sequence for a warm list (5) 5
- Three-email quiz sequence (3) 10
- Three-email free ebook sequence (3) 12
- Single promotions for any time of year (6) 15
- Seasonal angles (3) 20
- Short emails, P.S. lines and newsletter blurbs (8) 22

3 **31 social posts and video scripts** 26
Facebook, Instagram, X and Threads, Pinterest, short video and YouTube

4 **14 angles and 42 hooks** 41
Opening lines for subject lines, posts and videos, with the right link for each

5 **Promotion rules** 48
What keeps your commissions safe, in one page

6 **Help and contact** 50
Andrew Rusbatch, your affiliate manager

Every swipe is also online. Save your hoplink once at aff.totalmoneymagnetism.com/links/ and the emails, posts and ads in the affiliate area show your own link, ready to copy.

PART 1

How to use this pack

This pack holds every swipe from the Total Money Magnetism affiliate area in one file: 28 emails with three subject lines each, 31 social posts and video scripts, 14 angles with 42 opening hooks, and the promotion rules. Keep it open while you write, or copy straight from the .docx version.

The online area fills in your hoplink for you. In this pack you put it in yourself, so every place a link goes shows `{{LINK}}`, and each swipe tells you which page that link should open.

Your hoplink

```
https://www.totalmoneymagnetism.com/?affiliate=YOURIDHERE&tid=YOURTRACKINGHERE&type=video
```

`affiliate=`	Your ClickBank ID (your account nickname).
`tid=`	Your tracking ID. Optional, only you can see it, and it tells you which email, post or ad made each sale.
`type=`	The page your reader lands on. The four below are the ones to use.

The four pages your link can open

`type=video` `/video/`

Dr. Steve G. Jones's 45-minute sales video. He tells how he climbed out of $80,000 of credit-card debt and explains the six-step method.

Suits: Warm readers who already trust you: your email list, your blog readers and YouTube viewers who are used to watching longer videos.

`type=6steps` `/sixsteps/`

The same offer as a written sales letter that people can read at their own pace.

Suits: People who prefer reading to watching, readers on a phone at work, and visitors who arrive from an article or review.

`type=quiz` `/quiz/`

A 60-second quiz, "Do you have a millionaire's brain?", with a free personalised assessment and a free video at the end.

Suits: Cold traffic and social media. A quiz is an easy first click for people who have never heard of Steve.

`type=optin` `/skill/`

A free eBook, "The Skill of Money Magnetism", that readers get by entering their email.

Suits: Audiences who like to start with something free: Pinterest, social posts and newsletters where a gift fits better than a sales pitch.

Six steps before you send anything

1. **Make your hoplink.** Take the format below and put your ClickBank ID where it says YOURIDHERE. The tracking ID is optional; use a short label such as email1 or fb_group so ClickBank shows you which send made each sale.
2. **Pick the page.** Change the end of the link (type=) to the page named on the swipe: video, quiz, optin or 6steps.
3. **Replace `{{LINK}}` with that link.** Use your editor's find-and-replace, one swipe at a time, because different swipes open different pages.
4. **Replace `{{first_name}}` with your autoresponder's tag,** with a fallback such as “there”. In AWeber that is {!firstname_fix}; in Mailchimp it is *|FNAME|*.
5. **Fill in the square brackets.** One true sentence from you, about your own money or why this caught your eye, does more for clicks than anything else in the email.
6. **Keep the disclosure line** in every email, post, article and video description: “I may earn a commission if you buy through my link, at no extra cost to you.”

> **No spam, ever.** Only email people who opted in to your list, and follow CAN-SPAM and the rules of your own country. Anyone caught spamming is reported to ClickBank and removed from the program. Never promise anyone a set income: Steve's results are his story, and each reader's results are their own.

PART 2

28 email swipes

Each email has three subject lines to choose from or to test against each other, a preheader (the grey line many inboxes show after the subject), the email itself and a tip. Placeholders are shown **like this**, and notes for you to rewrite are shown *[like this]*.

Five-email story sequence for a warm list

For readers who know and trust you. Send one a day, or every other day. It tells Steve's story in order, so keep the sequence intact.

01 The Friday visit from the bank

Email 1 of 5 · Day 1 · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **A knock on his office door one Friday afternoon**
2. **He owed $80,000 and slept on his office couch**
3. **Three weeks to find $30,239, or be sued**

PREHEADER

Three weeks to find $30,239, or the bank would take him to court.

Hi **{{first_name}}**,

Picture a hypnotherapist with his own clinic in Beverly Hills. His office neighbours are successful plastic surgeons, and his client list is full of wealthy people.

Now picture the same man sleeping on the couch in that office every night, because he can't afford a room to rent. He owes $80,000 on his credit cards and he's too frightened to open his bank statements.

That man was Dr. Steve G. Jones.

Late one Friday afternoon, a young man from the bank walked into his clinic carrying a briefcase. He handed Steve a formal letter and told him that if the bank didn't receive at least $30,239 by 3pm on the last Monday of the month, his case would go to a debt collection agency and they would take legal action against him.

Steve spent the next hour phoning everyone he knew and begging for help. Nobody could give him anything.

Two days later he was in the grocery store buying tinned beans and crackers, because that was all he could afford, when he bumped into an old friend in the dry goods aisle. What that friend did next is the reason Steve stopped struggling with money.

Steve tells the whole story himself in a free video, and I'd rather you heard it from him:

{{LINK}}

It runs about 45 minutes, so turn your sound on and give it a proper sitting. If you'd rather read, there's a link under the video to a written version.

[Add one honest sentence about a time money worried you, or why this story hit home for you.]

I'll tell you tomorrow what happened when the two of them sat down for coffee.

Talk soon,
[Your name]

Tip: Send it on a weekday morning. If you have had a money scare of your own, replace the square-bracket line with two sentences about it, because readers click for the person they know.

02 The friend who refused to lend him money

Email 2 of 5 · Day 2 or 3 · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **He asked to borrow money and his friend said no**
2. **What happened in the coffee shop**
3. **"You had the brain of a poor person"**

PREHEADER

Dan wouldn't lend him a cent. He offered something better.

Hi **{{first_name}}**,

Yesterday I left Dr. Steve G. Jones in a grocery store, three weeks away from being sued, with a basket of tinned beans.

The old friend he bumped into was Dan, an entrepreneur who owned a successful publishing business. Steve was so desperate that he barely said hello. He blurted out the whole mess and asked Dan if he could borrow the money.

Dan said no.

Then he said, "What if I told you how you could make the money, not just this time, but any time you want?"

He took Steve into the Starbucks next door, ordered two cappuccinos and started talking to him in a slow, sing-song voice. Steve says he felt tingles creep up his spine, his eyelids fluttered, and the fog of fear in his head began to clear.

He walked out clear-headed for the first time in months, with an idea for the small online business he'd been running on the side. He phoned his business partner on the walk back to his clinic. Three weeks later, when the bank's deadline came round, that idea had brought in $59,920. A year after that, his accountant rang to congratulate him on becoming a millionaire.

When Steve asked Dan what on earth he had done to him, Dan said, "You had the brain of a poor person. So I gave you a new one."

That's Steve's story, and everyone's results are their own. The part that stuck with me is what Dan meant by a "poor brain", because I could see some of my own habits in it. Steve explains it in the video, and then shows how he turned that afternoon into a method you can follow at home:

{{LINK}}

[Add one honest sentence: did you grow up believing money was hard to come by?]

Tomorrow I'll send you a two-minute exercise from Steve's book that you can use tonight.

Talk soon,
[Your name]

Tip: If the line about seeing your own habits isn't true for you, change it to whatever did strike you about the story. Keep the closing line, because it gives readers a reason to open tomorrow's email.

03 Why "I don't want to be in debt" backfires

Email 3 of 5 · Day 3 or 5 · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **Why "I don't want to be in debt" backfires**
2. **A two-minute money exercise for tonight**
3. **Your brain skips this one little word**

PREHEADER

Your brain doesn't hear the word "don't". Here's what to say instead.

Hi {{first_name}},

Here's something from Chapter 9 of Dr. Steve G. Jones's book that you can use tonight, whether or not you ever watch his video.

Most of us steer ourselves with fear when it comes to money. "I don't want to be in debt." "I don't want to be broke at sixty." It feels responsible, as if you're taking the problem seriously.

The trouble is that your brain skips the word "don't". If someone tells you not to picture a pink elephant, the elephant is all you can see. So every time you repeat "I don't want to be in debt", you drill the word debt into the part of your mind that's meant to be hunting for money. Fear also switches on your survival wiring, and a brain in survival mode stops noticing opportunities.

So flip it. Rewrite the fear as a specific scene you'd be glad to see, with a number in it. This is Steve's own example:

"When I log in to my internet banking I want to see that there is always at least $5,000 sitting in my everyday account. There is always more than enough to cover my expenses, and there is always more money coming in."

Here are two more from the book:
"I'll never work my way out of debt" becomes "The day my last card hits $0, I cut it up and that payment goes straight into savings."

"I can't afford to leave this job" becomes "By next December my side income covers my rent, and I hand in my notice with a smile."

Use your new sentence every time the old fear shows up.

The hard part is remembering to do it, and that's exactly what Steve's program takes care of. Total Money Magnetism comes with six guided hypnosis sessions that train your mind to make this kind of flip on its own, so you stop having to remember. He explains how it works here:

{{LINK}}

[Add one honest sentence: share your own flipped sentence. Readers love it when you go first.]

Talk soon,
[Your name]

Tip: This email gives real value before it asks for anything, so it often gets replies. Write your own flipped sentence into the square brackets and invite readers to reply with theirs.

04 Everything inside the program

Email 4 of 5 · Day 4 or 7 · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **What you actually get with Total Money Magnetism**
2. **A 202-page manual and six hypnosis sessions**
3. **Everything inside Steve's program, in one email**

PREHEADER

The manual, the six sessions, the Kickstart Guide and three bonuses.

Hi **{{first_name}}**,

If you've been curious about Dr. Steve G. Jones's program but want to know what's in it before you sit down with a video, here's the full list.

Steve built it in two halves. The manual speaks to your conscious mind, and the hypnosis sessions work underneath it, so you act on what you read instead of just nodding along.

The manual is 202 pages and 42 chapters, as a PDF, an ePub and a Kindle file. It covers the five fundamentals of money magnetism (your mindset, relationships with wealthy people, passive income, selling and leverage), the ten principles the ultra-wealthy live by, and more than eight ways to make money outside your job.

The Six Step Millionaire Brain-Building Audio Program is six guided hypnosis sessions of 33 to 40 minutes each. You play one track a day for 21 days and then move on to the next. The first three clear out fear of failure, fear of success and scarcity, and the last three build in the millionaire skills. If you fall asleep halfway through, Steve says it still works.

The Kickstart Guide is 32 pages in three short modules, written to get you moving in your first week.

The audiobook is the whole manual read aloud, for the car, the gym or the kitchen.

There are three bonuses as well. The Millionaires' Mindset is a 49-minute interview with self-made millionaires Winter Vee and Mark Ling about getting out of up to $100k of debt. The 3 Fastest Ways To Make Millions Online is a 30-minute whiteboard class from Mark Ling. The Platinum Millionaire Mind Makers are three hypnosis tracks of about an hour each, for procrastination, creativity and motivation.

Watch Steve explain the thinking behind all of it here:

{{LINK}}

[Add one honest sentence about the part you would use first, and why.]

Talk soon,
[Your name]

Tip: People who are close to buying open this kind of email. If you own the program, say which part you used first and what you noticed, but only what really happened.

05 Questions answered, and the guarantee

Email 5 of 5 · Day 5 or 9 · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **Your questions about Steve's program, answered**
2. **60 days to make up your mind**
3. **Before you decide about Steve's program**

PREHEADER

How long it takes, how you pay, and what happens if it isn't for you.

Hi **{{first_name}}**,

This is my last email about Dr. Steve G. Jones's program for now, so I want to answer the questions people tend to ask before they decide.

How much time does it take? One hypnosis session a day, about half an hour, lying back with headphones on. You can play it at bedtime, and if you drift off, Steve says it still works.

Is it a subscription? No. Total Money Magnetism is a single payment and an instant download, so there's nothing to ship and nothing to wait for. The order page also offers an optional membership called Amazing Self, and whether you add it is completely up to you.

Do I need to be good with money already? Not at all. Steve was $80,000 in debt and sleeping in his office when all this started for him. The program begins with the fears and beliefs that push money away, and only then moves on to strategy.

What if it isn't for me? You're covered by a 60-day, no-questions-asked, 100% money-back guarantee. Email support@totalmoneymagnetism.com within 60 days and you get a full refund.

Checkout goes through ClickBank, which handles the payment securely.

If you've been sitting on the fence, watch the video tonight and decide for yourself:

{{LINK}}

[Add one honest sentence: why you think this is worth trying.]

Talk soon,
[Your name]

P.S. Remember the man from the bank with the briefcase? Everything in Steve's program grew out of the three weeks that followed his visit. The video tells you how.

Tip: Send this one in the evening, when people have time for a 45-minute video. If readers replied to earlier emails with questions, answer one of them here in your own words.

Three-email quiz sequence

These send readers to Steve's free 60-second quiz, which asks for a first name and email at the end, gives a personalised result and then shows his video. A gentle first step for colder or newer lists.

06 Do you have a millionaire's brain?

Email 1 of 3 · Day 1 · Link opens the millionaire's brain quiz (type=quiz)

SUBJECT LINES

1. **Do you have a millionaire's brain? (quick quiz)**
2. **A quick quiz about how you think about money**
3. **Who is most responsible for your income?**

PREHEADER

Eleven quick questions and a free personalised result.

Hi {{first_name}},

Dr. Steve G. Jones has built a 60-second quiz on his 15+ years as a wealth mentor, and it's one of the more interesting minutes you can spend this week.

It asks eleven multiple-choice questions, such as how you'd describe your money situation right now and what you would do with a large tax refund. This is the one I'd think hardest about:

"Who is most responsible for your income? My boss, the government, my partner, or me?"

At the end it shows how close your thinking is to a millionaire's, gives you a free personalised assessment, and then a free video from Steve about unlocking your wealth potential. It asks for your first name and email so it can send you your results.

Take the free quiz here:

{{LINK}}

[Add one honest sentence: your own score, or which question made you stop and think.]

Talk soon,
[Your name]

P.S. Answer with your first instinct rather than the answer you think you should give. Your result is far more useful that way.

Tip: Take the quiz yourself before you send this, so you can talk about it honestly. Mentioning your own score, high or low, makes people curious about theirs.

07 What do you really think of rich people?

Email 2 of 3 · Day 2 or 3 · Link opens the millionaire's brain quiz (type=quiz)

SUBJECT LINES

1. **What do you honestly think of rich people?**
2. **Answer this one before you read on**
3. **Question 3 on Steve's quiz**

PREHEADER

Your answer quietly steers what happens to your money.

Hi **{{first_name}}**,

Here's a question from Dr. Steve G. Jones's quiz. Answer it in your head before you read on.

What is most true about rich people?
a) They usually have a privileged start in life
b) They're greedy and money hungry, and don't mind taking from the poor
c) They're usually normal people that have used their personal strengths and determination to become successful in their field
d) They're usually super intelligent and possess qualities that I don't have

The way I see it, whatever you believe about wealthy people decides how hard you'll go after money yourself. If part of you thinks rich people are greedy, it's no wonder another part keeps money at arm's length.

Steve knows this from the inside. His mother died when he was six, his father took it hard, and most of the family's money went on alcohol. He grew up certain that money is hard to come by. Years later, with his own clinic in Beverly Hills, money still came in and went straight back out again.

The quiz takes about a minute, and the free assessment at the end shows you where your thinking is helping you and where it's holding you back:

{{LINK}}

[Add one honest sentence: which answer would you have picked a few years ago?]

Talk soon,
[Your name]

Tip: This one works well as a reply-starter. Ask readers to hit reply with the letter they picked before they take the quiz.

08

The question about advice

Email 3 of 3 · Day 4 or 5 · Link opens the millionaire's brain quiz (type=quiz)

SUBJECT LINES

1. **What do you do with good advice?**
2. **The last question on Steve's quiz**
3. **What's your millionaire brain score?**

PREHEADER

A funny question to read after I've mentioned this quiz twice.

> Hi **{{first_name}}**,
>
> The last question on Dr. Steve G. Jones's quiz is a funny one to read after I've mentioned the quiz twice already:
>
> "When you are given helpful advice, what do you usually do with it?"
>
> You can leave it and keep battling on your own, listen and only sometimes follow through, or be grateful and start using it straight away.
>
> Most of us know which answer we'd like to give and which one is true.
>
> If you haven't taken the quiz yet, it takes about a minute. You get a free personalised assessment of how your thinking about money compares with a millionaire's, and a free video from Steve once you're done:
>
> **{{LINK}}**
>
> After this I'll leave the quiz alone.
>
> Talk soon,
> *[Your name]*

Tip: Keep this one short and light. If you can, send it only to people who did not click the first two quiz emails.

Three-email free ebook sequence

These send readers to Steve's free ebook, The Skill of Money Magnetism. Readers enter their email, click the link in Steve's confirmation email, and the download is theirs.

09

The Skill of Money Magnetism, free

Email 1 of 3 · Day 1 · Link opens the free ebook page (type=optin)

SUBJECT LINES

1. **A free ebook from Dr. Steve G. Jones**
2. **The Skill of Money Magnetism (free download)**
3. **Six free steps to rewire how you think about money**

PREHEADER

The first six steps of Steve's method, yours free.

> Hi **{{first_name}}**,
>
> Dr. Steve G. Jones is giving away an ebook called The Skill of Money Magnetism, and I think you'll get a lot out of it.
>
> It walks you through the first six steps to automatically reprogramming your brain for wealth, success and abundance.
>
> Steve is a clinical hypnotherapist who has spent over 20 years working with actors, directors, executives and star athletes. Years ago he was $80,000 in credit card debt and sleeping on the couch in his own office, so he knows exactly how it feels when money keeps slipping through your fingers.
>
> Get your free copy here:
>
> **{{LINK}}**
>
> You enter your email, and Steve sends you a confirmation email. Click the link in it and your download opens straight away. If it hasn't arrived within five minutes, check your spam or promotions folder.
>
> *[Add one honest sentence about why you think your readers will like it.]*
>
> Talk soon,
> *[Your name]*

Tip: A free gift is an easy yes for readers, so this makes a good first email for a new or quiet list. Read the ebook yourself first and name one step you liked.

10 A rich brain is trained, not born

Email 2 of 3 · Day 2 or 3 · Link opens the free ebook page (type=optin)

SUBJECT LINES

1. **Are some people just born good with money?**
2. **He worked sixty-hour weeks and still went broke**
3. **Why working harder didn't fix his money**

PREHEADER

Effort wasn't Steve's problem. Here's what was.

Hi **{{first_name}}**,

For years, Dr. Steve G. Jones believed some people are simply born with a head for money and he wasn't one of them.

It wasn't for lack of effort. He was working sixty-hour weeks at his clinic in Beverly Hills, with plenty of wealthy clients, and he still owed $80,000 on his credit cards. The harder he worked, the faster the money seemed to vanish.

What changed everything for him was finding out that a rich brain is trained, not born. The habits that keep money away were learned, usually in childhood, and they can be replaced.

His free ebook, The Skill of Money Magnetism, gives you the first six steps to doing that:

{{LINK}}

It costs nothing. You confirm your email and the download is yours.

[Add one honest sentence: what did you believe about money growing up?]

Talk soon,
[Your name]

Tip: A short line about the money beliefs you grew up with makes this email feel personal. Keep it to one or two sentences.

11 Did your free ebook arrive?

Email 3 of 3 · Day 4 or 5 · Link opens the free ebook page (type=optin)

SUBJECT LINES

1. **Did your free ebook arrive?**
2. **Check your spam folder for this one**
3. **Your copy of The Skill of Money Magnetism**

PREHEADER

One quick step stands between you and the download.

Hi **{{first_name}}**,

A quick check about the free ebook from Dr. Steve G. Jones, The Skill of Money Magnetism.

After you enter your email, Steve sends you a confirmation email, and the download only opens once you click the link in it. If you signed up and nothing came, look in your spam or promotions folder.

If you haven't grabbed it yet, here it is again:

{{LINK}}

Talk soon,
[Your name]

Tip: Short and helpful works best here. Send it to people who did not click either of the first two free ebook emails.

Single promotions for any time of year

Stand-alone emails, each with its own angle and its own kind of reader. Use them in an evergreen autoresponder, spaced a few days apart, or drop one into your schedule whenever you like.

12 Positive thinking needs a partner

Single send · Any time · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **Positive thinking alone won't make you rich**
2. **What positive thinking leaves out**
3. **Why the money books never seem to stick**

PREHEADER

The thoughts you choose are up against the ones you never chose.

Hi {{first_name}},

Positive thinking is a good habit, and I'm all for it. On its own, though, it rarely changes anyone's bank balance, because the thoughts you choose on purpose are up against a lifetime of thoughts you never chose.

Dr. Steve G. Jones explains it like this. Your brain's first job is to keep you alive, so it treats anything new as a threat, even good things. To your brain, the life you have now is safe. You might be broke, but you're alive, and as far as your brain is concerned that counts as success.

That's why you can read a money book, feel fired up for a weekend and slide back into the same habits by Monday. The advice was fine, but the brain receiving it never changed.

So Steve's program starts with the brain instead of the tactics. Total Money Magnetism pairs a 202-page manual with six guided hypnosis sessions that work on the fears underneath, so the new thinking becomes automatic instead of something you have to keep reminding yourself to do.

Watch him explain the whole idea in this free video:

{{LINK}}

[Add one honest sentence about a money book or course that didn't stick for you.]

Talk soon,
[Your name]

Tip: Good for readers of personal development and law of attraction content. If your list loves affirmations, keep the friendly tone of the opening line so nobody feels told off.

13 The $25,000 session

Single send · Any time · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **Forbes says he charges $25,000 for two hours**
2. **What Hollywood pays him $25,000 to hear**
3. **His clients pay $25,000. This costs far less.**

PREHEADER

Steve's money method, in a package you can use at home.

Hi {{first_name}},

Forbes once wrote, "Dr. Steve G. Jones charges $25,000 for two hour sessions with top executives, actors, directors and producers."

Steve is a clinical hypnotherapist who has spent over 20 years with clients like that, and he founded the American Alliance of Hypnotists, which runs 22 certification programs in hypnosis, NLP and coaching.

Most of us will never sit in his chair. Total Money Magnetism is his money method in a package you can use at home: a 202-page manual, six guided hypnosis sessions, a Kickstart Guide, the full audiobook and three bonus programs. Steve says it is the same system his high-paying clients come to him for.

It's a single payment that is a tiny fraction of one session with him, and it comes with a 60-day, no-questions-asked money-back guarantee.

He tells you how it all started, with $80,000 of debt and a couch in his office, in this video:

{{LINK}}

[Add one honest sentence about why you trust Steve, or why you'd pick a program over a one-to-one session.]

Talk soon,
[Your name]

Tip: Works for readers who value credentials. Don't add other press names or numbers; the Forbes quote and the facts above are the ones Steve's own pages use.

14 It still works if you fall asleep

Single send · Any time · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **A money program you can do lying down**
2. **Too tired for another course after work?**
3. **It still works if you fall asleep**

PREHEADER

Half an hour a day, eyes closed, headphones on.

Hi **{{first_name}}**,

Most money courses ask for energy you just don't have at the end of a long day. There are videos to watch, worksheets to fill in and spreadsheets to keep up, and by week two the whole thing sits unopened.

Dr. Steve G. Jones built Total Money Magnetism for tired people. The heart of it is six guided hypnosis sessions of about half an hour each. You lie back, put your headphones on and listen. Each track carries binaural beats, a slightly different tone in each ear, which take you into the deep relaxation where new money habits take hold.

You play one session a day for 21 days and then move on to the next one. The first three clear out fear of failure, fear of success and scarcity, and the last three build in the habits and strategies of wealthy people.

And if you fall asleep halfway through, Steve says it still works.

There's a 202-page manual too, for the days you feel like reading, plus the whole thing as an audiobook. He explains how it all fits together here:

{{LINK}}

[Add one honest sentence about how busy your own evenings are.]

Talk soon,
[Your name]

Tip: Aim this at readers with long work days, parents and shift workers. Send it in the evening, when the idea of lying down with headphones sounds best.

15 When money comes in and goes straight out

Single send · Any time · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **Money comes in, and then it's gone**
2. **When a decent income still leaves you short**
3. **Where does all your money go?**

PREHEADER

Steve had wealthy clients and $80,000 of debt at the same time.

> Hi **{{first_name}}**,
>
> Dr. Steve G. Jones once described his money like this: "Money comes in. Then it's gone. Every time."
>
> He wasn't short of clients. He had a clinic in Beverly Hills, a growing reputation and plenty of wealthy people booking sessions with him. He also had $80,000 of credit card debt, and as soon as money arrived in his bank account, it was gone again.
>
> A tighter budget would have helped a little. What actually turned it round for Steve was changing the thinking that kept sending the money away, much of it learned as a boy, when his father struggled with drink after his mother died and money always seemed hard to come by.
>
> Total Money Magnetism is the method he built from that, with a 202-page manual and six guided hypnosis sessions that work on the beliefs underneath your spending and saving. He tells the whole story in this video:
>
> **{{LINK}}**
>
> *[Add one honest sentence about a time your own money seemed to vanish.]*
>
> Talk soon,
> *[Your name]*

Tip: This angle suits readers with a fair income who still feel broke at the end of every month. Don't guess at their finances in the email; let them recognise themselves in Steve's story.

16 Prefer reading to watching?

Re-engagement · To readers who didn't click · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **Not a video person? Read it instead.**
2. **The 45-minute video, in writing**
3. **Skip the video if you like**

PREHEADER

There's a written version of Steve's presentation too.

> Hi **{{first_name}}**,

I've mentioned Dr. Steve G. Jones's video a couple of times, and I know 45 minutes is a lot to give a video, especially on a phone or with other people around.

So here's a tip. Under the video there's a link that says "Skip to Text Presentation". Click it and you can read the whole thing at your own pace, starting with the Friday afternoon when a man from the bank told Steve to find $30,239 in three weeks.

Here's the page:

{{LINK}}

Watch it or read it, whichever suits you. I think the story is worth your time either way.

Talk soon,
[Your name]

Tip: Send this only to readers who did not click your earlier Total Money Magnetism emails. Most email services let you pick them out by filtering on link clicks.

17 Your own bonus (template)

Bonus offer · With any sequence · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **My bonus if you try Steve's program**
2. **A little extra from me with Total Money Magnetism**
3. **A free extra from me with Steve's program**

PREHEADER

[Name of your bonus], free with Total Money Magnetism.

Hi **{{first_name}}**,

I've told you about Dr. Steve G. Jones's program, Total Money Magnetism, and I want to make it even better value for you.

If you get it through my link below, I'll send you *[name of your bonus]* as a thank you. *[Two sentences: what it is, and how it helps someone working through Steve's program.]*

Here's how to claim it. After you buy, forward your ClickBank receipt to *[your email address]*, and I'll send your bonus within *[time you can really keep to]*.

Here's the link to Steve's program:

{{LINK}}

You still get everything Steve includes: the 202-page manual, the six guided hypnosis sessions, the Kickstart Guide, the audiobook and his three bonus programs, with his 60-day money-back guarantee.

Talk soon,
[Your name]

Tip: Only offer a bonus you made or have the rights to give away, and deliver it yourself. ClickBank does not send affiliate bonuses. A checklist, a short video of you or a planner that goes with the six sessions works well.

Seasonal angles

Timely reasons to mention Total Money Magnetism, with no deadlines. Send them when the season comes round where your readers live.

18 New year: a different kind of resolution

New year · First two weeks of January · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **Skip the money resolution this year**
2. **A different kind of new year's resolution**
3. **Start the year with your thinking, not your budget**

PREHEADER

Resolutions run on willpower. Here's what runs without it.

> Hi **{{first_name}}**,
>
> Every January millions of people promise themselves this will be the year they sort their money out. They write a budget, cancel a subscription or two, and by February the old habits are quietly back.
>
> Dr. Steve G. Jones says that isn't a lack of willpower. Your brain treats anything new as a threat, even a good change, and it keeps pulling you back to what it knows. A resolution asks you to fight that every single day.
>
> His program, Total Money Magnetism, works on the brain instead. Alongside a 202-page manual, there are six guided hypnosis sessions. You play one a day for 21 days and then move on to the next, so the whole program takes 18 weeks. Start in the first week of January and you'll finish in early May, with new habits that run without you forcing them.
>
> Steve explains how it works here:
>
> **{{LINK}}**
>
> *[Add one honest sentence about your own money goal for this year.]*
>
> Happy new year,
> *[Your name]*

Tip: If your readers' year starts at a different time, such as a new financial year or a new school year, change the first line and the finishing month to match.

19 Money stress around the holidays

End-of-year holidays · Late November to December · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **If the holidays have you worried about money**
2. **Try this when the holiday bills start arriving**
3. **A calmer way to think about money this December**

PREHEADER

A two-minute exercise for when the money worry kicks in.

Hi **{{first_name}}**,

This time of year is wonderful, and it's also when the presents, the travel and the food add up, and the bills follow you into January.

If you catch yourself lying awake thinking "I can't afford this", try an exercise from Dr. Steve G. Jones's book. Your brain skips the word "can't" and "don't", so the fear just drills the problem in deeper. Turn it into a picture of what you do want, with a number in it. Steve's own example is "When I log in to my internet banking I want to see that there is always at least $5,000 sitting in my everyday account." Say your version every time the worry comes back.

Steve knows money stress better than most. Before he turned things round, he was $80,000 in debt, sleeping on the couch in his office and living on tinned beans and crackers.

His program, Total Money Magnetism, has six guided hypnosis sessions that train your mind to make that switch on its own, plus a 202-page manual. It would make a good start to the new year, and it comes with a 60-day money-back guarantee. Here's his story:

{{LINK}}

[Add one honest sentence about how you handle money at this time of year.]

Wishing you a lovely holiday,
[Your name]

Tip: Keep the tone warm and kind. Many readers are under real pressure in December, so lead with the free exercise and keep the program to the end.

20 When your tax refund arrives

Tax time · Your country's tax season · Link opens the millionaire's brain quiz (type=quiz)

SUBJECT LINES

1. **What would you do with a big tax refund?**
2. **Your tax refund says a lot about your money habits**
3. **A one-minute quiz for tax time**

PREHEADER

One question on Steve's quiz asks exactly that.

Hi **{{first_name}}**,

It's tax time again, which makes this a good moment for a question from Dr. Steve G. Jones's money quiz:

"You've just received a large tax return. What do you do with the money?"
a) Put the majority into a high-interest savings account or other investments
b) Donate it to charity
c) Spend it on the thing I've had my eye on for months
d) It goes straight into paying the bills

There's no shame in any of those answers, and paying the bills is often the sensible choice. The quiz simply uses questions like this to show how close your thinking about money is to a millionaire's, and where it might be holding you back.

It takes about a minute, and you get a free personalised assessment plus a free video from Steve at the end:

{{LINK}}

[Add one honest sentence: what will you do with yours?]

Talk soon,
[Your name]

Tip: Tax season falls at different times around the world, so send this when it suits your readers. If tax refunds aren't common where they live, call it "a surprise bonus" instead.

Short emails, P.S. lines and newsletter blurbs

Quick sends of under 80 words, and short pieces to drop into a newsletter or under another email. The blurbs have no subject line, because they sit inside an email you are already sending.

21 Quick one: the coffee shop story

Short email · Any time · Link opens the video sales letter (type=video)

SUBJECT LINES

1. **Quick one**
2. **He asked a friend for a loan and got this instead**
3. **Worth 45 minutes of your evening**

PREHEADER

$80,000 in debt, and a friend who wouldn't lend him a cent.

> Hi **{{first_name}}**,
>
> Dr. Steve G. Jones was $80,000 in debt and sleeping on his office couch when an old friend refused to lend him money and offered him something far more useful. He tells the whole story here:
>
> **{{LINK}}**
>
> It's worth 45 minutes of your evening.
>
> *[Your name]*

Tip: Short emails like this work well on busy days, or between longer emails in a sequence.

22 Quick one: the 60-second quiz

Short email · Any time · Link opens the millionaire's brain quiz (type=quiz)

SUBJECT LINES

1. **Got 60 seconds for a money quiz?**
2. **How close is your thinking to a millionaire's?**
3. **Try this before your next coffee**

PREHEADER

A free one-minute quiz from Dr. Steve G. Jones.

> Hi **{{first_name}}**,
>
> Got a minute? Dr. Steve G. Jones has a free 60-second quiz that shows how close your thinking about money is to a millionaire's, with a personalised assessment at the end:
>
> **{{LINK}}**
>
> I'd love to know how you score.
>
> *[Your name]*

Tip: Invite replies with the last line, then answer a few. Replies help your emails reach the inbox.

23 Quick one: the free ebook

Short email · Any time · Link opens the free ebook page (type=optin)

SUBJECT LINES

1. **Free ebook for you**
2. **The Skill of Money Magnetism**
3. **Free: Steve's first six money steps**

PREHEADER

Dr. Steve G. Jones's first six steps, free.

> Hi {{first_name}},
>
> Dr. Steve G. Jones is giving away his ebook The Skill of Money Magnetism. It covers the first six steps to reprogramming your brain for wealth, success and abundance. It's free:
>
> {{LINK}}
>
> Confirm your email when it arrives and the download is yours.
>
> *[Your name]*

Tip: A good first email for new subscribers, because it gives them something before you ever ask them to buy.

24 P.S. line: the video

P.S. line · Under any email · Link opens the video sales letter (type=video)

No subject line: this one sits inside an email or newsletter you are already sending.

> P.S. If money comes into your account and goes straight back out again, watch this video from Dr. Steve G. Jones. He once had a Beverly Hills clinic and $80,000 of credit card debt at the same time, and his way out wasn't a stricter budget: {{LINK}}

Tip: Add it under an unrelated email you are sending anyway. A P.S. is often read before the email itself.

25 P.S. line: the quiz

P.S. line · Under any email · Link opens the millionaire's brain quiz (type=quiz)

No subject line: this one sits inside an email or newsletter you are already sending.

> P.S. Do you have a millionaire's brain? Dr. Steve G. Jones has a free 60-second quiz that tells you, with a personalised assessment at the end. Take it here: {{LINK}}

Tip: This one suits almost any list, because the quiz is free and quick.

26 Newsletter blurb: the free ebook

Newsletter blurb · In your newsletter · Link opens the free ebook page (type=optin)

No subject line: this one sits inside an email or newsletter you are already sending.

> Free this week: The Skill of Money Magnetism
>
> Dr. Steve G. Jones, a clinical hypnotherapist who has worked with actors, executives and star athletes for over 20 years, is giving away an ebook on the first six steps to reprogramming your brain for wealth, success and abundance. It's free, and you can grab it here: {{LINK}}

Tip: Use the first line as the heading of the blurb in your newsletter layout.

27 Newsletter blurb: the program

Newsletter blurb · In your newsletter · Link opens the video sales letter (type=video)

No subject line: this one sits inside an email or newsletter you are already sending.

> Worth a look: Total Money Magnetism
>
> Most money advice hands tactics to a brain that is wired to resist them. Dr. Steve G. Jones starts with the brain instead. His program pairs a 202-page manual with six guided hypnosis sessions you listen to with headphones on, one a day, so new money habits become automatic. It comes with a 60-day money-back guarantee. Watch his story here: {{LINK}}

Tip: Good for a resources or recommendations section of your newsletter.

28 Newsletter blurb: Steve's story

Newsletter blurb · In your newsletter · Link opens the video sales letter (type=video)

No subject line: this one sits inside an email or newsletter you are already sending.

> From sleeping in his office to his first million
>
> Dr. Steve G. Jones once owed $80,000 on his credit cards and was given three weeks to find $30,239 or be sued. A friend refused to lend him the money and gave him something else instead. Steve tells the story, and what he built from it, in this free video: {{LINK}}

Tip: Story blurbs get read. Put this near the top of your newsletter rather than at the bottom.

PART 3

31 social posts and video scripts

Ready-to-post copy for Facebook, Instagram, X and Threads, Pinterest, TikTok, Reels, Shorts and YouTube. Each post has its own copy button, and in this pack the link shows as {{LINK}}. Every post carries an #ad or affiliate-link disclosure, so leave that in.

Instagram and TikTok don't make links in posts clickable, so put your hoplink, or better still a bridge page on your own site, in your bio and point people there. Change any line so it sounds like you, but keep the facts and never promise anyone money.

Facebook posts

Post on your page or profile, or in groups whose rules allow promotions. Keep the #ad line, or switch on Facebook's paid partnership label if you have it.

Steve's $80,000 debt story

Link opens the video sales letter (type=video)

POST

> Dr. Steve G. Jones once owed $80,000 on his credit cards while he was running a clinic in Beverly Hills.
>
> He had wealthy clients and a smart address, and he was sleeping on the couch in his own office because he couldn't afford a room. Then a man from the bank told him to pay $30,239 within three weeks or be sued.
>
> What happened next is the strange part. Steve went to his friend Dan, an entrepreneur, hoping to borrow money. Dan refused to lend him a single cent. He sat Steve down in a Starbucks instead and talked to him in a slow, sing-song voice until the fear in his head cleared.
>
> Three weeks later, an idea Steve walked out of that Starbucks with had netted $59,920. A year later he was a millionaire.
>
> Steve tells the whole story himself in this video, including the one sentence Dan said to explain what he had done:
> {{LINK}}
>
> #ad (affiliate link)

60-second millionaire brain quiz

Link opens the millionaire's brain quiz (type=quiz)

POST

Why do some people seem to find money easily, while others work long hours for years and stay in the same place?

Dr. Steve G. Jones has been a clinical hypnotherapist for more than 20 years, and he believes the difference starts in the brain. He put together a 60-second quiz that shows how closely your thinking about money matches the way a millionaire thinks.

It's free. When you finish, you get a personalised report on what may be holding you back and what to do next.

If you take it, I'd love to hear in the comments whether your result surprised you:
{{LINK}}

#ad (affiliate link)

The two-minute fear-flip exercise

Link opens the video sales letter (type=video)

POST

Here's a money exercise you can do tonight in about two minutes.

Write down one money worry the way you usually say it to yourself. For a lot of people it sounds something like "I don't want to be in debt."

Now rewrite it as a scene you'd be glad to see, with a number in it. Dr. Steve G. Jones gives this example: "When I log in to my internet banking I want to see that there is always at least $5,000 sitting in my everyday account."

His reason makes a lot of sense when you think about it. Your brain skips the word "don't". Tell someone not to picture a pink elephant and the elephant is all they see, so if you keep repeating "I don't want to be in debt", the word your mind holds on to is debt.

The exercise comes from Chapter 9 of his Total Money Magnetism manual. The rest of his program is built so your mind starts doing this on its own, without you having to remember, and he explains how in this video:
{{LINK}}

#ad (affiliate link)

Free eBook: The Skill of Money Magnetism

Link opens the free ebook page (type=optin)

POST

If you'd like to start with something free, Dr. Steve G. Jones has a 39-page eBook called The Skill of Money Magnetism.

It takes you through six steps. The first gives you turnaround statements, the positive lines Steve used to push away negative money thoughts while he was thousands of dollars in debt. Another has you go through a typical day hour by hour and pick five jobs you could hand to someone else, now or later on.

It costs nothing, and the PDF opens on your phone, tablet or computer, so it's there whenever you want it:
{{LINK}}

#ad (affiliate link)

Why money books wear off by Monday

Link opens the video sales letter (type=video)

POST

Have you ever read a money book, felt fired up for a whole weekend, and then slid back into the same habits by Monday?

Dr. Steve G. Jones says the advice in those books is usually fine. The trouble is that it's handed to a brain that is wired to treat anything new as a threat, so the brain receiving it never changes.

That's why his Total Money Magnetism program comes in two halves. A 202-page manual speaks to your conscious mind, and six guided hypnosis sessions work underneath it. You lie back, put your headphones on and play one session a day, and the new thinking becomes automatic.

It's a single payment of $47 and it comes with a 60-day money-back guarantee, so you can try the whole thing properly. Steve explains it in this video:
{{LINK}}

#ad (affiliate link)

Instagram captions

Paste the caption under a photo or carousel and add the hashtag set as the last line or the first comment. Keep #ad at the start, and put your link in your bio.

The fear-flip exercise

Link opens the video sales letter (type=video)

CAPTION

#ad Your brain skips the word "don't". That one fact changes how you should talk to yourself about money.

Say "I don't want to be in debt" over and over and the word your mind locks onto is debt. Dr. Steve G. Jones, a clinical hypnotherapist for more than 20 years, says fear also switches on your survival

wiring, and a brain in survival mode stops noticing opportunities.

His fix takes about two minutes. Rewrite the fear as a picture you'd be glad to see, with a number in it. His example: "When I log in to my internet banking I want to see that there is always at least $5,000 sitting in my everyday account."

Use that sentence every time the old worry shows up. It's one exercise from Chapter 9 of his Total Money Magnetism manual, and his free video explains the rest. Link in my bio.

HASHTAGS

#ad #moneymindset #wealthmindset #abundancemindset #affirmations #subconsciousmind #mindsetshift #debtfreejourney #moneyhabits #selfimprovement

'You had the brain of a poor person'

Link opens the video sales letter (type=video)

CAPTION

#ad "You had the brain of a poor person. So I gave you a new one."

That's what an entrepreneur called Dan told Dr. Steve G. Jones, at a time when Steve owed $80,000 on his credit cards and was sleeping on the couch in his own Beverly Hills office.

Steve had asked Dan for a loan. Dan refused to lend him a cent. He sat Steve down in a Starbucks instead, and what he did there is the reason Steve later built a whole program around the idea that a rich brain is trained, not born.

A year after that afternoon, Steve was a millionaire. He tells the full story in his free video, and it's the link in my bio.

HASHTAGS

#ad #millionairemindset #richmindset #wealthmindset #mindsetiseverything #hypnosis #successstory #personaldevelopment #financialfreedom #growthmindset

Millionaire brain quiz

Link opens the millionaire's brain quiz (type=quiz)

CAPTION

#ad How closely does your brain match a millionaire's when it comes to money?

Dr. Steve G. Jones made a free 60-second quiz to answer exactly that. You answer a few quick questions, and at the end you get a personalised report on what may be holding you back from the wealth and success you want, and what to do next.

It takes about a minute. The quiz is the link in my bio, and I'd love to know your score in the comments.

HASHTAGS

> #ad #moneymindset #millionairemindset #wealthbuilding #mindsetquiz #richmindset #abundance #lawofattraction #selfgrowth

Free eBook: find your peak hours

Link opens the free ebook page (type=optin)

CAPTION

> #ad Do you know which hours of the day you do your best work?
>
> Dr. Steve G. Jones has three quick questions for finding your peak performance time: when you feel most focused, and when you're least likely to be interrupted. Once you know your window, you plan the important work around it and get more done for the same effort.
>
> It's step four of his free 39-page eBook, The Skill of Money Magnetism. The other five steps cover negative money thoughts, picturing exactly what you want, winning back hours, learning from people who have already made it, and putting procrastination behind you.
>
> The free download is the link in my bio.

HASHTAGS

> #ad #productivitytips #timemanagement #morningroutine #successhabits #moneymindset #freeebook #selfdevelopment #focus #goalsetting

Hypnosis you just listen to

Link opens the video sales letter (type=video)

CAPTION

> #ad A money program you can do lying down with your headphones on.
>
> Dr. Steve G. Jones's Total Money Magnetism comes with six guided hypnosis sessions of 33 to 40 minutes each. You play one session a day for 21 days, then move on to the next. The first three clear out fear of failure, fear of success and the feeling that there's never enough. The last three wire in the millionaire habits.
>
> Each session uses binaural beats, a slightly different tone in each ear, to take you into deep relaxation. And if you fall asleep halfway through, Steve says it still works.
>
> His free video explains how it all fits together. Link in my bio.

HASHTAGS

> #ad #selfhypnosis #hypnosis #binauralbeats #sleephypnosis #moneymindset #subconsciousreprogramming #abundancemindset #meditationmusic #wealthmindset

X and Threads posts

Each post fits in 280 characters with the link included. Keep #ad in the post itself so it shows before anyone clicks.

Steve's debt story

Link opens the video sales letter (type=video)

POST up to 280 characters

> Dr. Steve G. Jones had a Beverly Hills clinic, wealthy clients and $80,000 of credit-card debt. He slept on his office couch.
>
> A year later he was a millionaire. It started with a friend who refused to lend him a cent. #ad
> {{LINK}}

60-second quiz

Link opens the millionaire's brain quiz (type=quiz)

POST up to 280 characters

> How closely does your thinking about money match a millionaire's?
>
> Dr. Steve G. Jones made a free 60-second quiz that tells you, with a personalised report at the end on what may be holding you back. #ad
> {{LINK}}

The word your brain skips

Link opens the video sales letter (type=video)

POST up to 280 characters

> Your brain skips the word "don't".
>
> Say "I don't want to be in debt" and the word it holds on to is debt. Hypnotherapist Dr. Steve G. Jones has a two-minute exercise that turns that around. #ad
> {{LINK}}

Free eBook

Link opens the free ebook page (type=optin)

POST up to 280 characters

> Free 39-page eBook from Dr. Steve G. Jones: six steps for thinking about money the way wealthy people do.
>
> The hour-by-hour day exercise in step two is worth the download on its own. #ad
> {{LINK}}

Sixty-hour weeks

Link opens the video sales letter (type=video)

POST up to 280 characters

> Steve G. Jones was working sixty-hour weeks and was still $80,000 in debt, so effort wasn't his problem.
>
> What a friend did for him in a Starbucks is the part of his story I keep thinking about. #ad
> {{LINK}}

Fall asleep and it still works

Link opens the video sales letter (type=video)

POST up to 280 characters

> Six hypnosis sessions, 33 to 40 minutes each. You play one a day for 21 days, then move to the next.
>
> Dr. Steve G. Jones says if you fall asleep halfway through, it still works. #ad
> {{LINK}}

$47 and a 60-day guarantee

Link opens the video sales letter (type=video)

POST up to 280 characters

> Total Money Magnetism is a single payment of $47 with a 60-day money-back guarantee.
>
> You get a 202-page manual, six guided hypnosis sessions, the full audiobook, a Kickstart Guide and three bonus programs. #ad
> {{LINK}}

New Year money goals

Link opens the video sales letter (type=video)

POST up to 280 characters

> If your New Year money goals tend to fade by February, Dr. Steve G. Jones has an explanation.
>
> The plan goes to a brain that's wired to treat anything new as a threat, so his method starts with the brain. #ad
> {{LINK}}

Pinterest pins

Use the title and description on a tall 1000 x 1500 pin, set the pin link to your hoplink or your bridge page, and keep #ad in the description.

Two-minute money worry exercise

Link opens the video sales letter (type=video)

PIN TITLE up to 100 characters

> The 2-Minute Exercise That Turns a Money Worry Into a Money Goal

DESCRIPTION up to 500 characters

> Your brain skips the word "don't", so "I don't want to be in debt" keeps your mind fixed on debt. Clinical hypnotherapist Dr. Steve G. Jones shows how to rewrite any money fear as a clear picture with a number in it, like "there is always at least $5,000 sitting in my everyday account". From his Total Money Magnetism program. #ad (affiliate link)

PIN LINK

> {{LINK}}

BOARD IDEA

> Money Mindset

IMAGE ALT TEXT

> A handwritten notebook page where a money worry is crossed out and rewritten as a positive goal with a number in it

Millionaire brain quiz

Link opens the millionaire's brain quiz (type=quiz)

PIN TITLE up to 100 characters

> Do You Have a Millionaire's Brain? Take the Free 60-Second Quiz

DESCRIPTION up to 500 characters

> Find out how closely your thinking about money matches a millionaire's. Dr. Steve G. Jones, a clinical hypnotherapist for more than 20 years, made this free 60-second quiz, and you get a personalised report at the end on what may be holding you back and what to do next. #ad (affiliate link)

PIN LINK

> {{LINK}}

BOARD IDEA

> Wealth Mindset and Abundance

IMAGE ALT TEXT

> A person sitting at a kitchen table with a coffee, taking a short quiz on their phone

Free eBook: six steps

Link opens the free ebook page (type=optin)

PIN TITLE up to 100 characters

> Free eBook: 6 Steps to Think About Money Like the Wealthy Do

DESCRIPTION up to 500 characters

> The Skill of Money Magnetism is a free 39-page eBook from Dr. Steve G. Jones. Six steps: turnaround statements for negative money thoughts, five questions to picture exactly what you want, winning back hours each week, learning from people who have made it, finding your peak hours and putting procrastination behind you. Free PDF for phone, tablet or computer. #ad (affiliate link)

PIN LINK

> {{LINK}}

BOARD IDEA

> Personal Growth Reading List

IMAGE ALT TEXT

> A tablet on a desk showing the cover of a free eBook about money habits, next to a notepad and pen

Find your peak working hours

Link opens the free ebook page (type=optin)

PIN TITLE up to 100 characters

> 3 Quick Questions to Find the Hours When You Do Your Best Work

DESCRIPTION up to 500 characters

> Plenty of people believe money only comes to those who work like a dog, and wear themselves out trying. Step four of Dr. Steve G. Jones's free eBook, The Skill of Money Magnetism, helps you find your peak performance time with three quick questions, so you can plan your day around it and get more done for the same effort. #ad (affiliate link)

PIN LINK

> {{LINK}}

BOARD IDEA

> Productivity and Time Management

IMAGE ALT TEXT

> A daily planner open on a desk with a two-hour block of the morning highlighted

From $80,000 in debt to a millionaire

Link opens the video sales letter (type=video)

PIN TITLE up to 100 characters

> $80,000 in Debt and Sleeping in His Office: How Dr. Steve G. Jones Turned It Around

DESCRIPTION up to 500 characters

> He had a clinic in Beverly Hills and wealthy clients, and he was sleeping on his office couch with the bank demanding $30,239 in three weeks. A friend refused to lend him a cent and took him to a Starbucks instead. A year later he was a millionaire. Watch Steve tell the story and explain the method he built from it. #ad (affiliate link)

PIN LINK

{{LINK}}

BOARD IDEA

Inspiring Success Stories

IMAGE ALT TEXT

An empty office at night with a couch, a desk lamp and a pile of unopened bills on the desk

TikTok, Reels and Shorts scripts

Each script runs 30 to 45 seconds spoken. Say the commission line out loud, put #ad in the caption and switch on the platform's paid partnership or branded content label.

The Starbucks story (reel)

Link opens the video sales letter (type=video)

SCRIPT

[ON SCREEN: Beverly Hills clinic. Sleeping on the office couch.]
This man ran a clinic in Beverly Hills and slept on the couch in his own office.

[ON SCREEN: $80,000 of credit-card debt]
His name is Dr. Steve G. Jones. He owed $80,000 on credit cards, and the bank gave him three weeks to pay $30,239 or be sued.

Quick note: I get a small commission if you buy through my link.

[ON SCREEN: "Can you lend me some money?"]
He asked his friend Dan for a loan. Dan said no, took him to a Starbucks instead, and talked him through the fear in a slow, sing-song voice.

[ON SCREEN: 3 weeks later: $59,920]
Three weeks later, an idea Steve walked out of that Starbucks with had netted $59,920. A year later he was a millionaire.

[ON SCREEN: What Dan told him afterwards]
What Dan told him afterwards is in Steve's free video. Link in my bio.

CAPTION

#ad He owed $80,000 and his friend refused to lend him a cent. Then this happened. Full story at the link in my bio. #moneymindset #successstory #hypnosis

The word your brain skips (reel)

Link opens the video sales letter (type=video)

SCRIPT

[ON SCREEN: "I don't want to be in debt."]
If you say this sentence to yourself, your brain hears something very different.

[ON SCREEN: Your brain skips "don't"]
Your brain skips the word "don't". So "I don't want to be in debt" drills one word into your head, and that word is debt.

Heads-up, I get a small commission if you buy through my link.

[ON SCREEN: Write a picture with a number in it]
Clinical hypnotherapist Dr. Steve G. Jones says to flip it into a scene you'd be glad to see, with a number in it.

[ON SCREEN: "There is always at least $5,000 in my everyday account."]
His example is: "When I log in to my internet banking I want to see that there is always at least $5,000 sitting in my everyday account."

[ON SCREEN: Link in bio]
Use it every time the old worry shows up. Steve's free video shows the rest. Link in my bio.

CAPTION

#ad Try this with one money worry tonight and tell me what you wrote. #moneymindset #affirmations #mindsetshift

Millionaire brain quiz (reel)

Link opens the millionaire's brain quiz (type=quiz)

SCRIPT

[ON SCREEN: Do you have a millionaire's brain?]
There's a 60-second quiz that tells you how closely your brain matches a millionaire's when it comes to money.

[ON SCREEN: Free. 60 seconds.]
It was made by Dr. Steve G. Jones, who has spent more than 20 years as a clinical hypnotherapist working with actors, executives and star athletes.

I get a small commission if you buy anything through my link, but the quiz itself is free.

[ON SCREEN: Your personalised report]
You answer a few quick questions, and at the end you get a personalised report on what may be holding you back from the wealth you want, and what to do about it.

[ON SCREEN: Comment your score]
Take it, then come back and comment your score, because I want to see how everyone does. It's the link in my bio.

CAPTION

> #ad Free 60-second quiz: how closely does your brain match a millionaire's? Link in my bio. Comment your score. #millionairemindset #moneymindset #quiz

Free eBook: winning back hours (reel)

Link opens the free ebook page (type=optin)

SCRIPT

> *[ON SCREEN: "I never have enough time in a day."]*
> People who get stuck in their careers say this to Dr. Steve G. Jones all the time, and he has an exercise for it that takes one sheet of paper.
>
> *[ON SCREEN: Your day, hour by hour]*
> You write out a typical day hour by hour. Then you rank every task by how far it moves you toward your goal.
>
> Quick note, I get a small commission if you buy through my links.
>
> *[ON SCREEN: 5 jobs you could hand to someone else]*
> Then you choose five of those jobs you could hand to someone else, either now or later on. Most people find at least one they could let go of this week.
>
> *[ON SCREEN: Free eBook, link in bio]*
> That's step two of six in Steve's free eBook, The Skill of Money Magnetism. It's 39 pages, it's free, and it's the link in my bio.

CAPTION

> #ad One sheet of paper and one honest look at your day. Free eBook at the link in my bio. #timemanagement #productivity #moneymindset

YouTube video ideas

Each idea gives you a title, the points to cover, a description and a pinned comment. Say the disclosure early in the video and tick YouTube's paid promotion box.

The two-minute money exercise (do it with me)

Link opens the video sales letter (type=video)

TITLE up to 100 characters

> The 2-Minute Money Exercise a Hypnotherapist Uses (Do It With Me)

WHAT THE VIDEO COVERS

> 1. Open on the sentence "I don't want to be in debt" on screen and ask viewers what their brain hears when they say it. Hold the answer for a moment.
> 2. Say early on that you'll share a link and may earn a commission if they buy through it.
> 3. Explain the idea from Chapter 9 of Total Money Magnetism: the brain skips "don't" (the pink elephant example), and fear switches on survival wiring that stops you noticing opportunities.

4. Do the exercise live: write a money fear, then rewrite it as a scene with a number in it. Read out Dr. Steve G. Jones's $5,000 everyday account example, then the two extra examples (the last credit card cut up at $0, and side income covering the rent).
5. Ask viewers to write theirs in the comments.
6. Close: the exercise is one piece of the program, and the hypnosis sessions are there so your mind makes the switch on its own. Point to the link.

DESCRIPTION

Your brain skips the word "don't", so the way most of us talk to ourselves about money keeps us fixed on the very thing we're worried about. In this video I go through a two-minute exercise from Chapter 9 of Dr. Steve G. Jones's Total Money Magnetism manual that turns a money worry into a clear goal with a number in it.

Watch Dr. Steve G. Jones explain the full program here:
{{LINK}}

I may earn a commission if you buy through my link, at no extra cost to you.

PINNED COMMENT

Write your money worry, then your flipped version, in a reply below. If you'd like the full program, Steve's video is here: {{LINK}} #ad

What's inside Total Money Magnetism (review)

Link opens the video sales letter (type=video)

TITLE up to 100 characters

Total Money Magnetism Review: What's Inside Dr. Steve G. Jones's Program

WHAT THE VIDEO COVERS

1. Open with Steve's situation in one line: a clinic in Beverly Hills, $80,000 of credit-card debt, sleeping on the office couch. Say that the program came out of what happened next.
2. Disclose: you're an affiliate and may earn a commission if viewers buy through your link.
3. Walk through what comes inside, in order: the 202-page manual (42 chapters in four parts, PDF, ePub and Kindle), the Six Step Millionaire Brain-Building Audio Program (six hypnosis sessions of 33 to 40 minutes, one track a day for 21 days, 18 weeks in all), the 32-page Kickstart Guide, the full audiobook, and the three bonuses.
4. Explain how the two halves work together: the manual speaks to the conscious mind, the sessions work underneath it.
5. Say who it suits (people who want to change how they think and act about money, and are willing to listen once a day) and give your own honest opinion. Do not promise any income.
6. Price and risk: a single payment of $47, with a 60-day money-back guarantee by emailing support. Point to the link.

DESCRIPTION

A full look at what comes inside Total Money Magnetism by Dr. Steve G. Jones: the 202-page manual, the six guided hypnosis sessions, the Kickstart Guide, the audiobook and the three bonus programs. I also cover how the program is meant to be used day by day, the price and the 60-day money-back guarantee.

See the program here:
{{LINK}}

I may earn a commission if you buy through my link, at no extra cost to you.
Results vary from person to person, and nothing in this video is financial or investment advice.

PINNED COMMENT

Questions about what's inside? Ask below and I'll answer. Here's the link to the program: {{LINK}} #ad

Taking the 60-second millionaire brain quiz

Link opens the millionaire's brain quiz (type=quiz)

TITLE up to 100 characters

Do You Have a Millionaire's Brain? I Took the Free 60-Second Quiz

WHAT THE VIDEO COVERS

1. Open with the question on screen: does your brain match a millionaire's when it comes to money? Say you're going to find out on camera.
2. Disclose early: the quiz is free, and you may earn a commission if anyone buys through your link later.
3. Introduce Dr. Steve G. Jones in one sentence: a clinical hypnotherapist for more than 20 years.
4. Take the quiz on screen, reading each question out and giving your honest answers.
5. Read your personalised report and react to it honestly, whatever it says.
6. Ask viewers to take it and post their result in the comments. Point to the link.

DESCRIPTION

I took Dr. Steve G. Jones's free 60-second quiz to see how closely my thinking about money matches a millionaire's, and read out my personalised report on camera. Take it yourself here, it's free:
{{LINK}}

I may earn a commission if you buy through my link, at no extra cost to you.

PINNED COMMENT

What did your report say? Post your result below. The free quiz is here: {{LINK}} #ad

Why working harder didn't fix his debt

Link opens the video sales letter (type=video)

TITLE up to 100 characters

Sixty-Hour Weeks and Still $80,000 in Debt: What Finally Changed for Dr. Steve G. Jones

WHAT THE VIDEO COVERS

1. Open on the contrast: a Beverly Hills clinic, wealthy clients, sixty-hour weeks, and still $80,000 of credit-card debt and a bank demanding $30,239 within three weeks. Ask what was really going wrong, and hold the answer.
2. Disclose early that you'll link to Steve's program and may earn a commission.

3. Tell the Starbucks story as Steve tells it: Dan refused to lend him a cent and talked him through his fear instead. Three weeks later the idea Steve walked out with had netted $59,920, and a year later he was a millionaire.
4. Reveal Dan's line: "You had the brain of a poor person. So I gave you a new one."
5. Explain Steve's point that most money advice is handed to a brain wired to treat anything new as a threat, which is why it wears off by Monday.
6. Close with what Steve built from it (manual plus hypnosis sessions) and point to his video. Make clear his story is his, and results vary.

DESCRIPTION

Dr. Steve G. Jones was working sixty-hour weeks at his own clinic in Beverly Hills and was still $80,000 in debt. In this video I go through what changed for him, starting with an afternoon in a Starbucks with a friend who refused to lend him money.

Watch Steve tell his story and explain his program:
{{LINK}}

I may earn a commission if you buy through my link, at no extra cost to you.
Steve's story is his own; results vary from person to person.

PINNED COMMENT

What's the one money belief you grew up with? Tell me below. Steve's full story is here: {{LINK}} #ad

PART 4

14 angles and 42 hooks

Pick the angle that fits the people you talk to, then use one of its hooks as your subject line, the first line of a post or the opening of a video. Each angle shows the page your link should go to and the ready-made swipes that go with it.

1 From $80,000 in debt to a millionaire in a year

Who it suits: Broad personal-development and money-mindset audiences. Works for email lists, bloggers and YouTube channels.

Dr. Steve G. Jones ran a clinic in Beverly Hills with a list of wealthy clients, yet he had $80,000 of credit-card debt and slept on his office couch. A year after one afternoon with a friend, he was a millionaire. He tells the whole story himself in the video.

- **A hypnotherapist with a clinic in Beverly Hills was sleeping on his office couch at night because he couldn't afford a room to rent.**
- **The bank gave Dr. Steve G. Jones three weeks to find $30,239 or be sued. What happened in those three weeks changed his life.**
- **Dr. Steve G. Jones treated wealthy clients all day in Beverly Hills, then slept on the couch in his office because he owed $80,000 on his credit cards.**

Link opens the video sales letter (type=video). The video tells Steve's story in his own words, so it carries on exactly where your hook stops.

2 The friend who refused to lend him a cent

Who it suits: Story lovers: podcast hosts, mindset Facebook groups and email lists that like a personal note.

When Steve was in trouble, his friend Dan, an entrepreneur, refused to lend him any money. He sat him down in a Starbucks instead and talked to him in a slow, sing-song voice until the fear in his head cleared. Steve walked out with an idea for his small online business that netted $59,920 in three weeks. That figure is Steve's own story, so keep it for email and organic posts and leave it out of paid ads.

- **Steve asked his friend for a loan. His friend said no, sat him down in a Starbucks and started talking to him in a slow, sing-song voice.**
- **“You had the brain of a poor person. So I gave you a new one.” That is what Steve's friend Dan told him after one afternoon in a coffee shop.**
- **The best thing a friend ever did for Dr. Steve G. Jones was refuse to lend him a cent.**

Link opens the video sales letter (type=video). Dan's words only make sense once people hear the rest of the story, and the video is where Steve tells it.

3 Working harder isn't the answer

Who it suits: People who already work long hours: nurses, shift workers, small-business owners, parents juggling two jobs. Good for bloggers and Facebook pages.

Steve was already working sixty-hour weeks when he was deepest in debt, so effort was never his problem. Total Money Magnetism starts with the way the brain handles money, then moves on to the five fundamentals and the ten principles the ultra-wealthy live by.

- **Steve was working sixty-hour weeks and still couldn't afford a room to sleep in.**
- **If long hours made people rich, every nurse and every cleaner would be a millionaire.**
- **Two people work the same sixty-hour week. One is still broke at sixty, and Dr. Steve G. Jones says the difference starts before either of them gets to work.**

Link opens the written sales letter (type=6steps). Readers who arrive from a blog post usually prefer to read, and the written sales letter lets them do that instead of sitting through a 45-minute video.

4 The 60-second millionaire's brain quiz

Who it suits: Cold traffic of every kind: social followers, solo ads, quiz and personality-test fans, new email subscribers.

The free quiz takes 60 seconds and gives a personalised assessment plus a free video presentation from Dr. Steve G. Jones. It is the easiest first click in the whole funnel, because nobody is asked to buy anything.

- **Answer a few questions for 60 seconds and Dr. Steve G. Jones will tell you how closely your brain matches a millionaire's.**
- **Some people are wired to hold on to money and some are wired to lose it. A free 60-second quiz shows which way your brain leans.**
- **Before you read another money book, find out what your own brain does with money. It takes 60 seconds.**

Link opens the millionaire's brain quiz (type=quiz). A quiz is a small, fun yes for someone who has never heard of Steve, and the results lead straight into his video.

5 The money sentence to stop saying

Who it suits: Self-help, journaling and affirmation communities. Strong on Instagram, Pinterest and blogs.

Chapter 9 of the manual explains that saying “I don't want to be in debt” drills the word debt into your mind. Steve's fix is to flip each fear into a specific picture with a number in it, such as always seeing at least $5,000 sitting in your everyday account. Sharing the exercise gives your audience something useful before they ever click.

- **“I don't want to be in debt.” Dr. Steve G. Jones says this sentence, said with the best intentions, keeps people exactly where they are.**
- **Tell someone not to picture a pink elephant and the elephant is all they see. Steve says money worries work the same way, and he has an exercise that turns them around.**
- **Write down the money worry you repeat most often. Then read what Chapter 9 of Steve's book asks you to do with it.**

Link opens the free ebook page (type=optin). People who enjoyed one free exercise usually want more of them, and the free eBook gives them six steps in exchange for an email address.

6 Change your money habits while you lie back and listen

Who it suits: Busy people, audio and podcast listeners, and hypnosis, meditation and sleep audiences. Good for YouTube, podcasts and email.

The program has six guided hypnosis sessions of 33 to 40 minutes each, with binaural beats that play a different tone in each ear. You listen to one track a day for 21 days, then move to the next, over 18 weeks. They were recorded by a clinical hypnotherapist with over 20 years in practice who founded the American Alliance of Hypnotists, and Steve says they still work if you fall asleep halfway through.

- **Put your headphones on, lie back for about 35 minutes, and let a clinical hypnotherapist work on the way you think about money.**
- **Most self-help needs you to remember to do something. Steve's sessions still work if you fall asleep halfway through them.**
- **The man who founded the American Alliance of Hypnotists recorded six sessions for one problem: the way people think about money.**

Link opens the video sales letter (type=video). Hypnosis fans want to hear Steve's voice before they buy, and the video gives them 45 minutes of it.

7 Why budgets and money books wear off by Monday

Who it suits: Readers of personal-finance and budgeting blogs, book reviewers and money podcasts.

Most money advice hands a list of tactics to a brain that treats anything new as a threat. The advice was fine, but the brain receiving it never changed. Total Money Magnetism changes the brain first with the manual and the hypnosis sessions, then gives the tactics.

- **Plenty of people read a great money book on Saturday, feel fired up all weekend, and are back to their old habits by Monday.**
- **The budgeting advice was fine. Dr. Steve G. Jones says the problem was the brain it was given to.**
- **In over 20 years as a clinical hypnotherapist, Dr. Steve G. Jones kept seeing the same pattern in clients who wanted more money.**

Link opens the written sales letter (type=6steps). Book readers like to read, and the written sales letter suits them better than a long video.

8 A free eBook of six money habits

Who it suits: List builders and cold audiences, Pinterest and Facebook groups, and anyone who would rather start with something free.

“The Skill of Money Magnetism” is a free 39-page eBook in six steps: turnaround statements for negative money thoughts, five questions to answer before sleep, an hour-by-hour look at your day with five jobs to hand off, learning from people who have made it, finding your peak hours, and beating procrastination. It comes with Steve's newsletter series, which carries on the conversation for you.

- **Five questions, five minutes, just before you fall asleep. Dr. Steve G. Jones puts them near the start of his free eBook.**
- **When Dr. Steve G. Jones was $80,000 in debt, he used a handful of positive lines to push the old money thoughts away. He has written them down in a free eBook.**
- **There's a free eBook that asks you to go through a normal day hour by hour and score every task. Try it once and you'll look at your week differently.**

Link opens the free ebook page (type=optin). A free download is the gentlest first step for cold readers, and Steve's newsletter series follows up for you.

9 Building something on the side of a job

Who it suits: Side-project, work-from-home and career-change audiences. Good for YouTube, blogs and email.

Part Two of the manual covers passive versus active income, passive income models and 7 steps to a "Golden Nest Egg", and the last hypnosis session is called Passive Income Creation. One of Steve's own fear-flip examples turns "I can't afford to leave this job" into a picture of side income covering the rent. Sell the thinking and the methods, never an amount of money.

- **"I can't afford to leave this job." Dr. Steve G. Jones asks you to cross that sentence out and write a different one, with a date in it.**
- **Steve's program spends fifteen weeks on your thinking before it plays its final session, Passive Income Creation.**
- **Chapter 17 of this book is called "How a broke hypnotherapist sleeping in his patient chair was freed from the 9-5 slog forever". The hypnotherapist is the author.**

Link opens the video sales letter (type=video). The video joins Steve's own escape from the 9-to-5 to the method, which is what a side-project audience wants to hear.

10 When money comes in and goes straight back out

Who it suits: Broad everyday audiences: family and budgeting groups, parenting pages, Facebook and Instagram.

Before he was wealthy, Steve's own words were "Money comes in. Then it's gone. Every time." He was six when his mum died, and much of the family's money went on alcohol after that, so he grew up certain that money is hard to come by. The Kickstart Guide begins with the money you grew up with, because that is where the beliefs start.

- **"Money comes in. Then it's gone. Every time." That was Dr. Steve G. Jones, years before he became a millionaire.**
- **What did the adults around you say about money when you were seven? Dr. Steve G. Jones thinks the answer still shapes what happens to your pay.**
- **Steve was six when his mum died, and soon most of the family's money was going on alcohol. He grew up sure of one thing about money, and it followed him all the way to a clinic in Beverly Hills.**

Link opens the millionaire's brain quiz (type=quiz). People who recognise themselves in this angle are curious about their own habits, and the quiz answers that question for them first.

11 A fresh start in January

Who it suits: Every publisher in late December and January, and again at any natural new start such as a birthday, a new tax year or the start of a month.

The program runs for 18 weeks, one track a day for 21 days per step, and the Kickstart Guide clears out old money beliefs before day one. That gives a New Year audience a real plan with a start and an end date. Keep the promise to the plan, never to a figure by December.

- **Start Steve's program on 1 January and the last session plays in early May. The first three sessions have nothing to do with money tactics.**
- **Before you write “save more money” on your New Year list, take 60 seconds to find out how your brain handles money.**
- **Write this year's money goal as a picture with a number in it, never as a fear. Dr. Steve G. Jones explains why the wording matters so much.**

Link opens the millionaire's brain quiz (type=quiz). In January people are in the mood to assess themselves, and the quiz turns that mood into a first click.

12 $47 once, with 60 days to change your mind

Who it suits: Warm audiences who already know the product: email follow-ups, review sites and people who watched part of the video.

Total Money Magnetism is one payment of $47 for the manual, the six hypnosis sessions, the Kickstart Guide, the audiobook and three bonuses. It is covered by a 60-day, no-questions-asked, 100% money-back guarantee, and one email to support gets the money back.

- **Dr. Steve G. Jones gives you 60 days to try his whole program, and if it isn't for you, one email gets your $47 back.**
- **For $47 you get 60 days to see whether your thinking about money really changes, and a full refund if it doesn't.**
- **If you have been on the fence about Total Money Magnetism, this is the part of the offer I would read twice.**

Link opens the written sales letter (type=6steps). People who have already decided want the price and the guarantee in front of them, and the written letter lets them scroll straight there.

13 Two self-made millionaires on getting out of debt

Who it suits: Online business, affiliate marketing and entrepreneur audiences. Good for YouTube business channels and business email lists.

Bonus 1 is a 49-minute interview with self-made millionaires Winter Vee and Mark Ling about their route from up to $100k in debt to millions in the bank. Bonus 2 is Mark Ling's 30-minute whiteboard class on the three fastest ways to make money online, in plain English, with no need to be good with computers. These are their own stories, so present them as what they did, never as what the buyer will make.

- **Two self-made millionaires sat down for 49 minutes and explained how they went from up to $100,000 in debt to millions in the bank.**
- **Mark Ling stands at a whiteboard for 30 minutes and draws three ways to make money online. You don't need to be good with computers to follow it.**
- **Most money programs give you one voice. This one comes with a recording of two self-made millionaires describing the "financial rut" they had to think their way out of.**

Link opens the video sales letter (type=video). Business audiences want to see the whole package, and the video ends with the offer and its bonuses.

14 Knowing what to do and still not starting

Who it suits: Productivity, student and small-business audiences. Good on YouTube, blogs and Instagram.

Bonus 3, the Platinum Millionaire Mind Makers, is three hypnosis tracks of about an hour each: Stop Procrastination, Unlimited Creativity and Unlimited Motivation. Step five of the free eBook covers procrastination too: a to-do list ranked by importance, the hardest task first and 90 minutes of uninterrupted work.

- **Plenty of people know exactly which job they should do first in the morning and still open their email instead.**
- **Dr. Steve G. Jones recorded an hour-long hypnosis session for the days when you know what to do and can't make yourself start.**
- **Ninety minutes, phone in another room, hardest task first. Step five of a free eBook adds one more habit to that list, and it's the pleasant one.**

Link opens the free ebook page (type=optin). The free eBook's procrastination step gives this audience a quick win, and the newsletter series introduces the full program later.

PART 5

Promotion rules

Breaking these can cost you your commissions, so read them once before you post. The full rules are at aff.totalmoneymagnetism.com/rules/.

Do

- Tell readers you may earn a commission, using the line above.
- Describe the product as it is: a $47 money-mindset program with a manual, audio and self-hypnosis tracks, backed by a 60-day guarantee.
- Send paid traffic to your own website or bridge page first.
- Rewrite the swipes in your own voice so your readers hear you, not a template.
- Email Andrew for a website review before you run Google or Bing ads.
- Use tracking IDs so you know which posts and emails bring sales.

Don't

- Promise income, results or a set amount of money.
- Bid on brand keywords such as "Total Money Magnetism", or use the brand name in search ad copy.
- Point ads straight at a Total Money Magnetism page or at your hoplink.
- Use words like "scam" or "fraud" in your ads or copy.
- Email people who did not ask to hear from you.
- Present yourself as the owner or creator of Total Money Magnetism.
- Invent deadlines, limited places or price rises that are not real.
- Give investment or financial advice in your promotions.

Google and Bing advertising

- **Do Have Quality Websites.** Affiliates are required to have quality websites. Do not just create a landing page, fill it with some of the free articles provided in the affiliates area. Instead, create original content and make your website valuable to your visitors. Make your website look good as well.
- **Do Have Your Website Reviewed.** Contact us via the Affiliates Page before you start a Bing or Google Ad Campaign. Your websites need to be reviewed to make sure that you are following the rules. We can also help you with tips on marketing and optimization during the review process.
- **Do Not Do Brand Keyword Advertising.** Affiliates are not allowed to bid any brand keywords like "Total Money Magnetism".
- **Do Not Use Brand Words in Ad Copy.** You are not allowed to use brand words in any copy. Do not list phrases like "Total Money Magnetism".
- **Do Not Directly Advertise to Any Total Money Magnetism URLs.** Affiliates are not allowed to directly advertise to Total Money Magnetism URLs.
- **Do Not Use Direct Hoplink Advertisement.** Do not advertise directly to a Hoplink URL. Use your own website instead. This is poor marketing practice and your ads are likely going to get denied.

- **Do Follow Our Other Rules.** For our other promotion rules. Please check out our General Promotion Guidelines for Total Money Magnetism.

PART 6

Help and contact



Andrew Rusbatch
Affiliate Manager, Unica Publications
andrew@unicapublications.com

Email Andrew for a website review before you run Google or Bing ads, for a commission boost if you are a super affiliate, for a review copy if you have a large list or a busy site, or for anything you need that is not in the area. Put your ClickBank ID in every email so he can find your account.

The affiliate area, with your own link filled in: **aff.totalmoneymagnetism.com**