

5

Words That Will Change Your Life

How one small sentence can open up opportunities
you might not have even thought of!



Jeff Cowtan The Cash Trail

Hey, glad you're here but let's talk about why!

When presented with an opportunity to discover **'5 words that will change your life'**, most people won't even bother trying to find out what they are.

Maybe they're cynical ('pah, you're just trying to sell me something').

Perhaps it's something more fundamental...

They're happy to *accept their lot* and are content to live a 'normal' life because, well, that's just how it is!

Of course, for companies, corporations, and even governments, this works fine.

It suits them that the majority of people don't have the desire to *break out of average* in order to lead a truly free and fulfilling life, which means the 'worker bees' can be manipulated, made to slog away and then allowed to retire only when they're told they can!

Now I'm not trying to blow smoke up you're a*se here but the fact that you're reading this tells me there's a very good chance you're like me.

I love learning new stuff, I'm always looking for more and I don't like to be controlled, but instead, would rather be in charge of what I do and when I do it.

And that's what this PDF is all about.

I'm not trying to sell you anything by the way (not yet anyway 😊).

5 Words That Will Change Your Life

There's nothing to buy here, there are no affiliate links (*any links I do include are only to enhance the message I want you to take from it*) and I know it sounds a bit of a cliché...

... but ultimately this is about how YOU can become master of your own destiny using one simple little concept that worked fantastically well for me.

It truly changed my life to the point where I now choose how I want to live and I believe it can genuinely change yours too.



It was these 5 words that ultimately led to me getting my private pilot's license at the age of 52!

A handwritten signature in black ink that reads "Jeff". The signature is stylized and cursive.

Jeff Cowtan – The Cash Trail

5 Words That Will Change Your Life!

Just before I tell you what they are, I need to get something off my chest.

I don't know about you but I regularly sign up to stuff.

Like everyone, I assume I'm going to be sold something but that's not the point.

I often just want to see what other people are offering in order to get my contact details, not necessarily because I want *the bribe* (although sometimes I do)...

... but I want to see how they operate so I can find out how they got to where they are now.

Unfortunately, I'd say more often than not I end up disappointed and not really feeling I've got the value I was expecting.

Of course I could unsubscribe at this point but unless the bribe is REALLY bad, I **rarely** do because of FOMO (fear of missing out)...

... especially if the marketer redeems him or herself with further messaging that makes me think maybe I do need to hear what they've got to say after all.

Now when I reveal the **5 words that will change your life**, there's a possibility you might feel the same.

When you read them you'll realise they're so bloody simple and so obvious that you might even feel slightly cheated.

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I get that...

But I implore you to look beyond this because not only am I going to show you exactly how they enabled me to make up to **£11,000 a week** (nearly \$14,000), which was life-changing money for me at the time...

... but I'm then going to share with you how you can use them to open up so many other opportunities as well.

It's a hugely powerful concept that I still use today and if you really take this on board, I can pretty much guarantee these words will change your life forever!

So, are you ready for them?

Great, let's get ready to *break out of normal*...



I'LL DO IT FOR NOTHING!

Before you say anything, I know it's technically six words but the contracted *I'll* makes it read better!

Now at this point you may well be thinking one of two thoughts...

"Is that it?"

Or

"How can doing something for nothing make £11,000 a week?!"

Let me explain (if you don't fancy reading the whole story, skip to page 11 where I reveal the meat of what this is all about).

I started out in my early career as an optician and hated it.

Every day I couldn't wait to go home.

"It'd be different if it was your own business," they all said.

So in 1998 I bought my own opticians and guess what...

I hated that as well!

The trouble is, the money wasn't too bad, so I put up with it for another seven years.

But then one day, I finally decided enough was enough and it was time to do something different.

The Guardian, Thursday, September 17, 1998 21

ADUR Eye Centre

Adur Eye Centre
48 High Street
Shoreham-by-Sea
West Sussex BN43 5DA
Tel: 01273 454424

“An’ don’t it make your brown eyes blue . . .”

IF you were born with dark brown eyes, that was it; you had dark brown eyes for the rest of your life. But not any longer, thanks to the Adur Eye Centre in High Street, Shoreham, which has taken over the opticians.

Owner Jeff Cowtan has more than 30 different coloured contact lenses which will change your eyes.

“Some people want to be a blue-eyed blonde one week and a green-eyed redhead the next. No matter what colour you require, a lens of that colour can be quickly fitted. It’s the ultimate fashion accessory,” said Jeff who has been specialising in contact lenses since 1993.

Jeff first qualified as a dispensing optician in 1985 and eight years later qualified as a contact lenses optician.

As you would expect, the new centre in Shoreham has a full range of ordinary frames and lenses, including varifocal, bi-focals etc. You can choose from more than 250 different specialised frames and Jeff can obtain any designer frame a customer may require – but contact lenses are his forte.

Advertiser’s Announcement



■ Jeff Cowtan, owner of The Adur Eye Centre, with a small selection of the frames he has on display.

A leader in this field, Jeff spends one day a month working on complex eye conditions at the Queen Alexandra Hospital, Portsmouth, dealing with such conditions as keratoconus.

Jeff deals with all the different types of contact lenses at his shop – gas permeable lenses, soft lenses, bifocal lenses, tinted lenses and lenses for astigmatism.

The eye, particularly the cornea, requires a good supply of oxygen to remain clear so it is essential to get the correct lenses.

As the name implies, soft lenses are soft and floppy like a jelly. They also have an almost magical ability to absorb water which carries oxygen through the lens to the cornea.

Bifocal, or toric lenses, and astigmatic lenses are specially-designed lenses to correct every-day eye problems.

Generally speaking there is no great price difference between the cost of contact lenses and spectacles.

Jeff also has several special offers on contact lenses.

You can buy three pairs of FreshLook (rep. FreshLook) fashion colour lenses for £49, that’s green, blue and hazel.

Then you can get £20 cash back when you buy precision UV disposable contact lenses. These lenses protect your eyes from the harmful effects of UV rays and are the first disposal lens to incorporate an ultra violet absorber, blocking up to 90 per cent of UV rays.

Offer’s a sight for sore eyes

Long story short, I was so desperate to get out that I sold the opticians (virtually gave it away) and agreed that the new owner would pay me out of the profits.

In the meantime, I began doing locum work a few days a week while dabbling in setting up a new consumables business.

Unfortunately, my heart wasn't really in 'selling ink cartridges' so it hardly got out the starting gate, but then something else happened that really threw a spanner in the works.

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It turns out the guy who bought my business buggered it up completely.

Not only had he run it into the ground but he'd also gone bankrupt.

Consequently, he knocked me for the money he owed me and I'll tell you, at the time it really stuffed me up!

After building the business up, not only had I spent yet another seven years doing something I hated, but now I had absolutely nothing to show for it.

It also meant I was skint!

The sales letter that changed everything!

Fast forward a few years and I was still struggling.

At the time I was desperately trying to avoid going back to being a full-time optician by trying to teach myself how to build websites (and still doing a bit of locum work to make ends meet).

But I wasn't really getting anywhere.

Then out of the blue, I happened to receive a sales letter from one of the top direct-mail marketers in the UK.

It was highly compelling.

Basically, it was selling a two-day marketing course with a view to setting up your own marketing business.

It also cost five grand!!

Five K?

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I didn't have that kind of money!

However, the sales letter was so powerful that I discussed it with my wife, who concluded, as I did, that *'there did seem to be something in it!'*

Now it might seem irresponsible, but we decided I'd borrow an extra £5,000 on my mortgage and go on the course...

BUT, there was a proviso.

If it didn't work out, we agreed that I'd finally give up my dream of doing something different and go back to what I was qualified in (*at least then I could start earning some decent-ish money again!*)!

So that's what I did...

Went on the course that is.

And loved it!

Now at the time, selling information products on CDs and DVDs was the big thing, and included in the price were the rights to a load of these types of products to rebrand as our own.

The deal was, we'd be shown how to market them through paid advertising and also how to write effective sales copy (using one of the direct marketer's own sales letters for demonstration purposes).

Another part of the arrangement was that any sales letters we wrote ourselves afterwards, would be assessed before we put them out (*as long as they were related to the included products!*)!

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It all seemed great and after the course was over I got stuck in.

Well, to cut a long story short, I did what I was shown, developed a few products and wrote my first sales letter, which I excitedly sent off for analysis.

A few days later I got an email back to say it was ok-*ish* but I'd actually missed some of the fundamental points that made people want to buy.

To be honest it was a bit disappointing but at least I was given some pointers as to where I could make improvements, so onwards and upwards as they say, and back to the drawing board.

And this is where it gets interesting!

I decided to be a little cheeky and took the sales letter that was used for demonstration purposes and used it as a template.

I literally substituted the headline, subheadings, paragraphs, images, lists, and everything to do with the general layout, and adapted it so the context was the same, but it fitted with my products perfectly.

At the end you wouldn't have known I'd effectively *stolen* it because although the structure was the same, it seemed a completely different letter.

Anyhoo, I sent it off again for further critique and this time, the reply I got back was very different!

The main man (one of the top marketers in the UK don't forget) told me that it was REALLY good and I should run it.

So I did.

And started making a few sales.

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Not enough to retire on but initially enough to break even.

Unfortunately, there was a further problem.

The money I was going to get from the sale of my business had been earmarked to pursue any new venture that I became involved in.

But now that money was never coming, I ran out of funds very quickly and couldn't afford to buy more stock.

Of course I could borrow, but at that time I was suffering a little from imposter syndrome and started to have doubts as to whether I could take the risk, especially after borrowing money from my mortgage in the first place.

So for now, I just put everything on hold.

Sadly, this couldn't go on.

Time was ticking by and it was getting to the point where I'd have to admit defeat and honour the promise I'd made to my wife that I'd give up the dream if it didn't work out.

I decided on one last throw of the dice!

Around 18 months after I'd been on the course, I decided to make one last-ditch attempt at changing my life by emailing the guy who'd run it, and making him an offer that, as it turned out was really difficult for him to refuse.

In the email I reminded him that he'd been very complimentary about my sales copy once and suggested I write some for him.

But here's the thing, I also said...

I'LL DO IT FOR NOTHING!!!

Obviously, by this time I was just an old customer and he couldn't even remember who I was, but **my offer to do it for nothing got his attention** and made him want to find out more.

To cut another part of this long story short, he messaged me back and after a few more emails back and forth, we arranged to have a telephone conversation to discuss things further.

Now, I should point out that I was already on his mailing list (which is why I'd received the sales letter that changed everything).

So it was no surprise that during the time we were waiting to have a chat, I received another letter from him (this time selling a self-development course).

Unlike previously though, this one was very poorly written (*in my opinion*)!

So when the time came that I finally got to talk to him, after introductions and pleasantries I was able to drop into the conversation that I'd received his last mailshot.

To which he said...

"Yeah, it was crap wasn't it?!"

To be honest it threw me a bit but straight away I agreed.

He then asked me if I thought I could do better, to which I obviously said yes!

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His reply...

“Ok, there’s your first project!”

I was blown away.

HERE I WAS BEING GIVEN AN OPPORTUNITY TO WRITE COPY FOR ONE OF THE TOP DIRECT-MAIL MARKETERS IN THE COUNTRY AND HE'D NEVER EVEN MET ME!

Well, to cut a long story short (*I know I keep saying that but it really does help with the flow 😊*)...

... I knew I had to do a good job so decided to pull the same trick again.

Even though I didn’t have access to the self-development product, I knew I could get enough information about it from the poorly written sales letter...

... and then substitute it into the structure of another highly successful letter, to produce an outstanding bit of copy that appeared completely original.

Sidenote: Whenever I receive a sales letter I’m tempted to buy from, I keep it. In this case, I used a particular piece I’d received many times from another direct-response marketer in the UK. I knew it was successful because a printed letter campaign is very expensive so 'the big boys' don't keep sending them if they're not making any money!

Anyway, once I'd 'stolen' another successful letter and adapted it in the same way I had before, I sent it off.

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Well, a few days later I got a call from the main man again saying that we've got to meet.

He invited me up to his office and **that's when my life changed forever!**

He couldn't believe that an ex-optician could produce copy of this standard but was very keen to tell me that he was going to run it.

Now, something else you should know is that when a marketing campaign is launched, the usual sequence of events is that you get the most income from the first mailing.

If you then run a follow-up campaign you get about half the turnover again, and each time you run it thereafter, roughly half again.

WELL MY LETTER DOUBLED THE CONVERSION OF HIS ORIGINAL!

Needless to say, he was delighted and even though I'd offered to do it for nothing (which I was happy to honour), he insisted on paying me **£6,000** (roughly \$8,500).

By the way, he made over £100K (approx. \$127,000), but that's another story!

After that I was invited to write more sales material but now, I'd officially get **5% of the turnover**, the going rate at the time!

Over the next few years, I wrote letters that brought in well over **£2,000,000** each (\$2,500,000+), which meant my cut was over £100,000 a piece (roughly \$127,000)!

It was more money than I'd ever earned in my life and in my first year alone I had tripled my income as an optician!

How about this though?

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One of these letters only took me six weeks to write and as a result of the first mailing when it went out, it pulled in over £1,300,000.00.

I literally made £66,000 (5% of £1,300,000) in just 6 weeks!

And that my friends is how I came to make up to £11,000 a week!

It actually turned out to be significantly more than £66K in the end although I did write some extra stuff and the remaining money came in from subsequent mailings!

Since then my career as a direct-response copywriter went from strength to strength and I've now written sales material for other highly successful marketers in the UK, and have been responsible for sales well in excess of **£20,000,000!**

How you can use 'I'll do it for nothing' to get more!

Everything above came about from offering to do something for nothing... or to put it a better way, **something of value at no cost!!**

However, if you suggest to most people to work for nothing, the majority would have the mindset of 'why should I?'

Which of course is understandable.

It's also why most people will always be working to the point where they're only ever just about keeping their heads above water, until they're old enough to start thinking about checking out!

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But rich and successful people often do things for nothing.

In general they give much more than they get, especially at the beginning of any new venture.

They do this because they know that a *'speculate to accumulate'* type of approach will invariably bring in much higher rewards and they're looking for the quickest way to get the most out of what they're trying to achieve.

Ironically, doing or giving something away for nothing nearly always leads to accumulating much more than if you charged for it straight away.

In other words, the ROI (return on investment) for doing something for nothing is nearly always exponential!

Why 'I'll do it for nothing' is so effective!

It's very easy to think that if you do something or give something away for free, the recipient is likely going to take advantage and exploit what you're offering.

Strangely enough, in the vast majority of cases the exact opposite is true.

On the whole, most people are pretty decent and rather than take advantage, they almost feel guilty about **just taking**, which in turn inevitably leads them to want to pay somehow, either there and then, or at least at a later date.

Think about it.

If a friend offers to do something for you for nothing, especially if you know it's what they do for a living, it almost feels awkward taking it and you feel the need to give something back.

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This is why a *'doing it for nothing'* strategy is so successful for getting new customers!

Ways in which you can use this to your advantage

Global companies with massive profits often give free trials of products or services, so why can't you do the same?

Freebies

If you're starting out in business (or even if you've got an established business), offer a trial of your product or service for nothing and it'll help potential customers trust you and want to do business with you in the future.

Applying for jobs

When you apply for a job, a potential employer has absolutely no idea whether you're any good or not and they're actually taking a bit of a gamble taking you on if they've got to pay you straight away.

However, if you were to offer your services temporarily for free, not only would you stand out, but you can prove yourself and then get to the bigger bucks that much quicker!

Starting a business

Very often when people start a business, they do it because they feel they've got something to offer that other people will naturally want, and so it should be easy to sell stuff.

In reality, this is so far from the truth.

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If potential customers don't know anything about you, or your product, they're not going to buy from you but will instead go to your established competitors who they know already.

So how do you get over this?

Simply **remove the risk of buying from you** (you're an unknown entity don't forget) by offering a sample of whatever it is you're selling for nothing!

This does a couple of things.

Everyone likes a bargain and *what better bargain than something for nothing* so if you offer this, once they're satisfied (and hopefully delighted) that you're not going to rip them off...

... they'll more than likely WANT to buy stuff from you, meaning you can turn them into customers for life!

Getting testimonials.

Ask any successful marketer and they'll tell you that one of the most important parts of an effective sales campaign is to include glowing testimonials.

But what if you haven't got any?

Once again it comes down to the old 'I'll do it for nothing' strategy, or at least a variation of it.

You can always give your product or service away 'for free' in return for honest feedback, which, when people have paid nothing, they're generally more than happy to provide.

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In fact, they're often so pleased about not being charged, it makes them want to 'big up' the product or service even more!

Acquiring leads

This is an obvious one!

Giving something of value away in exchange for someone's contact details is a tried and tested strategy that you probably know already.

But have you really thought about it in the way I discussed earlier?

As I said before, when I've given my details over in return for something, more often than not I end up disappointed but I STILL remain on the list because of FOMO, especially when the marketer redeems him/herself and makes me feel I do need to hear what they've got to say.

This is why email newsletters are such a brilliant form of marketing.

It goes without saying that what you're giving away for nothing (your lead magnet), should be something of real genuine value, but even if it's not perfect...

... you can still build and nurture a really productive relationship with your subscribers if you're as honest and upfront with them as possible.

I hope that comes across in this PDF 😊!

And on that final note...

When you do something for nothing...

... it's often not just a win:win...

It's a WIN:WIN:WIN!

- You're getting something out of it - to prove yourself and get your foot in the door.
- The recipient is getting something out of it because they can obviously try you out without any risk.
- And if they've got customers, they're getting something out of it because they get the benefit of what you can do, which they may not have had otherwise!

So with that all said, I really hope you've got something out of me prattling on about this subject.

I truly believe it's one of the most powerful concepts you can use that can lead to a richer, happier, healthier, and more successful life.

It literally changed everything for me to the point where I've never looked back.

Giving to get is nothing new, in fact nearly all successful people will tell you the same thing.

But if you're starting out or aren't yet where you want to be, I can pretty much guarantee that putting it in the context of **'I'll do it for nothing'** can get you there that much quicker!

Ok, one more final, final note...

I really hope you enjoyed this free guide.

If you'd like more stuff like this, why not subscribe to **The Cash Trail Updates**, my free, weekly (or thereabouts) newsletter where I help turn those crazy, wild flashes of genius floating around in your head, into something you can use to make life better or sell for a profit!

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