



**Sandi Krakowski's  
Millionaire Swipe File  
And Activation Emails**

**Lite Version: 100 Pages  
50 Email Templates**

Full Version is 548 Pages  
w/ 244 Email Templates  
only at [ARealChange.com](http://ARealChange.com)

## **What Is The Acceptable Usage Of A Swipe File And What Is Not?**

A swipe file is not a collection of marketing techniques giving you free reign to steal or plagiarize what someone else has already written or produced.

A **swipe file** is a collection of words and phrases, of advertising and sales letters that generate sales, or even those that don't work, kept by individuals as brain-food.

Swipe files are kept by savvy copywriters and marketers who write persuasive copy as reference material and ideas for projects.

### **Why you need a swipe file?**

A swipe file is arguably one of your most powerful tools, just as a sharp knife is to a chef.

Simply stated a swipe file is simply a collection of proven promotions and marketing which copywriters regularly refer to for 'guided inspiration' – it is their tool to getting unstuck fast.

### **How to use a swipe file?**

You can use a swipe file to generate ideas, as a template - for laying out great headlines, sub headlines, modeling content that flows like water and captivates your reader, creating powerful CTA's, to create strong closing messages.

**To Purchase The Entire Swipe File,  
Visit ARealChange.com**

**LIMITED TIME OFFER**

**548 pages**

**244 email templates with copy and subject lines**

**\$ 5000.00 VALUE on the low side!**

<http://www.arealchange.com/blog/copywriting-blogging-direct-sales-small-home-business-professionals/fort-knox-millionaire-swipe-file-sandi-krakowski>

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## **Email #1 - Auto Responder followup For an Opt In**

Hey, I'd like to know if you have any questions for me that you think others like you would want to know the answers to. Please email me below your questions, and maybe I'll feature them in my upcoming email newsletter.

<http://www.arealchange.com/blog/question-answers>

Please help me serve you! Email me below. I promise to read every email that comes in.

Thanks! Sandi

<http://www.arealchange.com/blog/question-answers>

## Email #2 –

### SOLO- Campaign

#### Best sent on a Mon, Thurs, Fri morning before noon ET

During the last week we've had so many people begging us to please just let them slip into the 77 dollar 30-minute audit offer we did that I thought I'd open the door again for just a few hours.

I can't guarantee how long this will be open but ..... the door is open again.

<http://www.arealchange.com/blog/30-minute-wordpress-business-audit>

Rose spent 30 minutes with me in her coaching this past Monday..... she's already on her way implementing the changes, has fresh perspective on her ideal client and is super excited about getting the suggestions I gave her into the profit zone this week!

**“WOOOT !! Amazing what a difference 30 minutes and great advice can make !! YOU rock ... thank YOU so much !!”**

#### **-Rose Mis**

For the next few weeks, I'm going to do a ton of these coaching sessions - and I'm really looking forward to rolling up my sleeves and digging into your business.

**Let me do an 'audit' of your website** that could save you tens of thousands of dollars... and hours that you'll never get back.

Denny is a client of mine. She was working with a hosting company, eCommerce company, email marketing firm and others. They didn't update her servers. They discouraged her against Wordpress. She waited... and worried.... and when she came to me, **just 3 hours**

## **later, her site is up and running and taking orders.**

Her new site that is. Check it out for yourself:

<http://missingsecrettoparenting.com/>

Before she came to me she was literally unable to take orders, emails were not coming in, she couldn't update a thing.

## **3 hours and her life changed.**

What could happen if I spent 30 minutes auditing your situation. For the price of two books!

\$ 77 bucks. Far below my regular coaching rate of \$ 285 per hour. If you want in, I'll keep it open as long as I can... . Then, I'm closing the insane offer down.

[GRAB YOUR SPOT NOW Before They Are All Gone!](#)

I look forward to helping you kick major bootie only!

For radical profits!

Sandi Krakowski

P.S. Here's your no-lose guarantee. If, after our session, you don't feel you'll make at least another \$5k during the next 90 days, I'll refund every penny.

P.P.S. I spent just 30 minutes with two of my current mentor clients and they are already on their way to starting their own private coaching program that will sell like crazy!

[GRAB YOUR SPOT NOW Before They Are All Gone!](#)

## Email #3 - BIG EVENT special notice email

**Best if sent on Mon, Thur, Fri around noon-1pm ET**

### **“Announcing A Special Fall One Day Mastermind Event With Sandi Krakowski In Chicago”**

In every business there are a select few who are designed, **called and destined** to reach the top faster than anyone else.

These are people who have a dream and a burning passion that does not let up. Not a hobby..... rather, something that propels them forward every day. *They realize they have a purpose on the earth and failing is not an option.*

**This one day, 10 hour Mastermind is for that group of special people.**

It's also for only 10 people. Just 10. *That's it.*

If you believe you were created for more and would like to meet me at **The Trump Towers** in Chicago, IL for a VIP 10 Hour Mastermind event, please [click here now](#).

My clients mean the world to me. I pray for you- I think about you several times each day. You all mean so much to our company. Please know, however, this is not for everyone.... but everyone is *important to me personally*.

If you believe 10 hours with me, lunch and an elegant dinner included, is just what you need to really reach your purpose at a higher level, [here are all the details](#).

With much love,

Sandi Krakowski

ps.... This weekend we're celebrating Labor Day. Be grateful that you can

work, that you can provide for your family and that you have the honor and privilege to reach every dream you have ever thought of. **I wish you many blessings this weekend.**

## ***Email #4 - SOLO- Campaign***

***Best sent on a Mon, Thurs, Fri morning before noon ET***

Special Offer

Settle down...

Before rumors start to fly and people start bombarding my Facebook Page with "Tell us it isn't true!" cries for help... I'm not retiring... but I am retiring one of my top selling products this weekend.

### **What does THAT mean?**

It means that our "**Total Online Blueprint**" which completely changed the lives of so many business owners and was where we revealed (THE ONLY TIME) how we sold out our 2011 coaching program in under 28 hours will no longer be available.

You read that right.... it's retiring. **Going into the A Real Change Product Vault** under tight lock and key to never be revealed again.

To give some of you who have BEGGED us to bring it back when it was completely sold out and on backorder..... an opportunity to grab it one last time, here's what we're doing.

I had my Web Team take the **12 HOURS of MP3's and the entire 286 page Workbook** and put it into a safe place so that we could do a limited 24- Hour "It's Retiring" promotion.

If you've wanted to get your hot little hands on this Top Secret Information where I revealed how we sold out our coaching program in 28 hours and so much more it's nearly ridiculous....

You can, for **24 hours only, until 4:00 pm ET on Sunday**, grab a copy NOW for the limited time offer of \$197.00. At

4:01pm ET it's gone, locked up. Please don't ask for it again.

### **What you'll get:**

- Hour #1- Wordpress, Your Ideal Client, Your Message, Your offer
- Hour #2 & 3 - Your Mindset, Your Purpose And Your Business
- Hour #4 & 5- Facebook Marketing, Headline, Ads and Online Marketing
- Hour #6- Media Buys, Shared Advertising And Offline Advertising
- Hour #7- SPECIAL BONUS SPIRITUAL EVENT
- Hour #8 - MORE Media Buys, Advertising In Magazines, Offline Ads, And PPC
- Hour #9 & 10- Invisible Internet Influence
- Hour # 11- eCommerce Made Easy, Ads On Your Blog & Blogging
- Hour # 12- & 13 - Wrapping it up and WHAT to do for the next 90 days!

If you are serious about your business online- [get yours NOW!](#)

**Once it's gone, it's gone. RETIRED... out of commission, in our product vault... under lock and key.**

With love,

Sandi Krakowski

P.S. This one 12 Hour Course could make the difference if you wanted to get into our coaching program in 2012 and help you create the money it will take for that investment!

If you are serious about your business online- [get yours NOW!](#)

**Email #5 -  
LAST email- end of campaign Solo Campaign  
Special Promotion**

This email is not easy for me to write.

I'm a woman of my word and I don't like to change my mind. Stubborn.. ok. Yes, I'm a true grit don't try to change my mind woman! And proud of it!

**But what has occurred since we had that special promotion last weekend is bothering me. On a personal level.**

Our customer care department has been swarmed with emails. We are humbled and blown away by how many of you have begged, pleaded and some of you, one I'm thinking of right now.... **said they were going to talk to GOD about this!** You missed the special "Total Online Blueprint" retired product promotion we had. *And your notes are so frantic I have to admit, you caught my attention.*

I'll be straight with you, I can't STAND IT when people launch something, put a deadline on it, and then don't end the promotion. It's false advertising if you ask me. So we have made a commitment to be true to our word and to be honest with the things we offer. *If it says it's not available after 12 noon, it's not available.*

But then.... grace comes in and you realize that some people sincerely missed out and they really want a second chance. So much so that they are summoning GOD to get them one!

So... here's the deal... before our entire client base... I'll do it.

I am a woman of my word... but I also have a soft heart, so this is your last time!

You can, for **24 hours only, until 2:00 pm ET on**

**Saturday, September 10th**, grab a copy NOW for the limited time offer of \$197.00. At 2:01pm ET it's gone, locked up. Please don't ask for it again.

### **What you'll get:**

- Hour #1- Wordpress, Your Ideal Client, Your Message, Your offer
- Hour #2 & 3 - Your Mindset, Your Purpose And Your Business
- Hour #4 & 5- Facebook Marketing, Headline, Ads and Online Marketing
- Hour #6- Media Buys, Shared Advertising And Offline Advertising
- Hour #7- SPECIAL BONUS SPIRITUAL EVENT
- Hour #8 - MORE Media Buys, Advertising In Magazines, Offline Ads, And PPC
- Hour #9 & 10- Invisible Internet Influence
- Hour # 11- eCommerce Made Easy, Ads On Your Blog & Blogging
- Hour # 12- & 13 - Wrapping it up and WHAT to do for the next 90 days!

If you are serious about your business online- [get yours NOW!](#)

**Once it's gone, it's gone. RETIRED... out of commission, in our product vault... under lock and key.**

With love,

Sandi Krakowski

P.S. This one 12 Hour Course could make the difference if you wanted to get into our coaching program in 2012 and help you create the money it will take for that investment!

If you are serious about your business online- [get yours NOW!](#)

## **Email #6 - Special Weekend Clinic Solo Promo Email**

**Email is my playground.** Yes, I have to admit it, it's the one realm of copywriting that when I owned my own Marketing and Copywriting firm I enjoyed more than anything else.

Writing an email that generated a client 6-figures in profits was a rush like no other in the online marketing world! And it's one that I've been working on for the last 14 years.

My first company was built on two principles- newsletters and PPC. That's it. 30,000 clients, 4.5 million in profits, and these were our two modes of connection- new clients came from PPC and organic traffic, connection was done through newsletters.

The world sure has changed online! Now we can connect with our friends and clients in so many different ways! The neat thing is.... people can choose how they want you to connect with them!

Email  
Social Media Blogs  
Direct Mail Video

and the list goes on!

**But there's one critical aspect in all of this that changes everything.** If you don't get this right you'll be another let-down marketer online wondering why you couldn't make it.

This one thing dictates whether or not your emails get opened, read and consumed. As a matter of fact, this thing is so critical if you master it, you can take your expertise into PPC campaigns, social media and more!

I'm talking about subject lines. Friends, if your subject lines don't cause rapid reading, you're in big trouble. But.... if you can come up with sub-

ject lines that make people STOP what they're doing and read your email, you've won!

Here's the deal, if you get the art of subject lines right... you can take those subject lines and make them PPC campaigns. You can also use these subject lines in your social media marketing and posts. It's amazing how this works!

### **Are you struggling with subject lines?**

I have a gift for you..... 1200+ subject lines that have been used, tested and proven to create ridiculous open rates.

[Get your Emails, Autoresponders and Newsletter On Steroids guide NOW!](#)

Never again rack your brain to write a good subject line.

### **All the work has been done for you!**

With love,  
Sandi Krakowski

PS.... if you drop the ball with a poor subject line, I hate to break it to you but in the mobile smartphone world we live in, you're done. Toast! However... write a winning subject line and marketing just got a whole lot easier. Let me help.

[Get your Emails, Autoresponders and Newsletter On Steroids guide NOW!](#)

**Email #7 -**

**INTRO a survey email to entire list. Can also be put onto Facebook**

It's that time of year again.....

This time last year we mapped out and released our First Ever coaching program! If you remember, in November of last year we SOLD OUT COMPLETELY our entire coaching program in under 28 hours. It was ridiculous!!

Many of you have heard the stories of some of our clients this year... equally ridiculous and some even miraculous!

Well, I have put together our plan, mapped out the entire year on a calendar, figured out what we can offer and what we cant, how many we can fit in and where our limits will be.

Mark this date down: November 14, 2011 8:00 pm ET / 5:00 pm PST we will be opening the doors for the 2012 Best Business Coaching Program!

But before we do..... your help is so critical.

Can you please take just 3 minutes to answer a few questions for me? This can help us to serve you better and to be assured we are serving those who are serious about making more money, attracting the right clients and being the entrepreneur they are designed to be!

Here's the question form.. thank you SO MUCH for taking just a few minutes to help out.

<https://www.surveymonkey.com/s/BJSFHVM>

We believe in you! With love,  
Sandi Krakowski

PS. If you go to our site on the "coaching" tab you'll be able to get a sneak peek as well of where we're going! I sure hope you'll join us!

## **Email #8 - Challenge Email to increase Membership in Inner Circle**

I have a challenge for you! Are you up for it?

Some of you have been following us for several months and are working very hard on your blogs. I'm so excited about the results that you're getting! Yesterday we received emails and FB posts and Twitter comments from 5 of you that said you were on the 1st page of Google already for your keywords in less than 30 days! That is a cause for celebration!!!

And I got to thinking of a way that I might be able to come alongside a select group of you and help you "cross over" to the next level.

### **What if we did a 10 DAY CHALLENGE?**

Focus like a laser for 10 days, have an accountability partner and create some KICK BUTT results?!

It's only 10 days.

The more serious you are, the more amazing your results will be!

Here's how it will work. We've been talking to our Inner Circle group about this and more than 80 of our 100 members said they wanted to do this with me. So here's how it will work:

Starting August 30th early in the morning I'll post in the Inner Circle your "Marching Orders". Each day you'll have 1- assignment and an accountability partner to check in with. Each day you'll DO the one assignment. For example:

Day 1- Post Opt In Offer to social media at 9 am, 12 noon, 3pm.

Day 2- Buy 1- Ad for your blog and activate

Day 3- Send email to your list

And so on...

If you are ready for **ALL OUT MASSIVE ACTION...** and are ready to do a 10 DAY CHALLENGE with me and more than 80 other members.....

[Become an Inner Circle Member NOW!](#)

**PLEASE NOTE:**

This is NOT the group for whiners.

This is NOT the group for someone addicted to asking questions but not doing the work.

This is NOT the group for someone who is dreaming of a business but not willing to take action.

By joining before August 30th you'll be able to receive BOTH August and September's content. We just DEVoured Social Media in Inner Circle this month so you'll have a lot of the answer's you've been seeking!

But if you wait until August 31st? It will be too late...

**I can't wait to see who takes me up on this 10 DAY CHALLENGE!**

[Get registered for Inner Circle now....](#) we'll add you to the private Facebook Group where all the action is taking place!

Here's to YOUR focused future!  
Sandi Krakowski

## Email #9 - Launch product email

{!firstname}-

When I stepped out to create the business of my dreams, copywriting and marketing were my top choice. But there was one thing I loved more than anything. Writing auto responders!

The more I wrote, the better I got! Eventually, I learned to master the skill of writing auto responders better than many of my peers! Writing copy was great but auto responders and email were **my true playground!**

It was through email and auto responders that I learned to make so much money for my clients it was ridiculous at times!

### What could be simpler?

Are you struggling to sell your direct sales product?  
Sick of trying to close a sale only to be rejected over and over again? This could be your answer!

Learn to write auto responders & create an enormous business you can run from the comfort of your home office! There are no headlines, sub-heads, bullets, blah blah to worry about!

### Check this out... [click here](#)

This isn't for everyone.. it's really only for someone who wants a career as an auto responder writer. Not everyone is cut out for this.. but if you are.. you could earn \$1000 per hour writing emails and having a blast!

[Create an auto responder writing business with this.](#)

**I believe in YOUR dreams! YOUR freedom!**

Much love,

Sandi Krakowski

P.S. Auto responders are so fun to write!

You learn the fine-art of conversational copy, have a blast and BAM! Make great money for your clients and great money for yourself! [It's such a win win!](#)

## Email #10 - Promo ending email

Hi {!firstname}-

We are packing for our move and I'm leaning over boxes to type this to you- my office is dismantled and taken apart! Hey...I hate getting swarmed with emails from the same people all the time, so I'll make this short and honor you and your time.

The Total Online Blueprint DVD & CD promo ends in just over 8 hours. At that time we will be true to our word (the thing that people love about us) and raise the price back up.

Just in case you forgot, this is a gentle reminder.

[Get the set now.](#)

With much love, have an amazing day!

Sandi Krakowski

PS... I had people in Dallas tell me they were shocked that I didn't do what all the other goofus gurus do... tell people they were removing the price and never did it. My word is good. I'm raising the price at midnight, ET.

[Get the set now.](#)

## **Email #11 - Where should your focus be?**

{!firstname}-

### **Focus will pay you more money than you ever dreamed was possible.**

When you have focus in your business things will become easier, you won't get stuck as often and you'll be able to increase your profits faster than anything you could have ever imagined.

Many business owners think their biggest problem is that they lack a product that the marketplace is really wanting. Others believe that if they can just get the message right they'll be able to finally have the business of their dreams.

The real issue is.....

lack of FOCUS.

### **What is focus anyways?**

According to Webster's dictionary it's : a center of activity, attraction, or attention, a point of concentration.

So I have a question for you. Where is your center of activity, attraction, attention and point of concentration when it comes to your business?

Some business owners put all of their focus on talking to people. So they talk on the phone, on Facebook, through Twitter, in a conference call, through teleseminars and any other way they can think of.

Some business owners put all of their focus on their website. They put all of their energy, time and effort into making sure their graphics are perfect, their fonts are beautifully laid out, their opt in box looks attractive and their URL is the best they can come up with.

Still others will put all of their focus on marketing. They'll run PPC ads, have radio shows, do magazine ads, have website ads, do email campaigns, hire a call center to do calls and all energy, time and effort goes into their marketing.

While all of their activities are great the single biggest focus you should have in your business every single day is none of the above.

## **It's list building.**

Your list is your biggest asset. Building it should be your biggest focus.

It's worth more than your website, more than your contacts, more than any marketing you could ever do. The size of your house list pretty much influences your bottom line more than anything else.

So what can you do to grow your list?

- Do webinars
- JV partnerships
- Advertising in other people's ezines and on their websites
- PPC

Advertising however with no strategy and no data collecting is a waste of time. Have your focus of all marketing be- building your list.

Always give something away for free that is valuable. Value in the eye of your prospect, not in your eyes. Give them something for opting in.

And lastly remember when building your list treat it as gold. Don't send out junk, serve your clients with the best service, bring them allot of value for free. People don't have much of a problem spending money at a business when they've gotten allot of value for free.

## **Focus.... where is yours today?**

Get it on list building.

Growing your business is too generic. List building. Spend more than 50% of your entire week doing activities to build your list.

Building your business isn't that hard- you just need to focus on the right activities daily.

**For bigger profits online,**

Sandi Krakowski

<http://www.ARealChange.com/blog>

ps..... stop by my blog and give me some input on this post. What do you struggle with the most when it comes to focus. I'd love to be able to help in anyway that I can.

<http://www.arealchange.com/blog/where-should-your-focus-be>

## Email #12 -

### **[BIG ANNOUNCEMENT] You will not believe this... heehee**

{!firstname}-

Every day I receive emails from people who have been doing everything they know to do in their business online and are still not seeing the kind of results they want.

They are so teachable and coachable. They've gone to live events, hired coaches, spent thousands of dollars even on trainings and unfortunately still aren't seeing the kind of results they want.

Then there are those who are equally as serious about working in their own business from home. Their budget is tight, they are where I was 6 years ago in a battle against debt. Their heart is pure and they are teachable but their pocket book is bone dry. They don't even have any more money on the credit cards.

Are you in one of these categories?

I have cried for you. Literally. Asked God what am I supposed to do? And today... as I sat under the tree in the back of our property I think I heard Him.

He said, "Give your blessing away. Just give them an hour every single week for free and see what happens."

I took a deep breath. "You want me to give away an hour per week and see what happens? Really?"

Then I heard, "Yes, tithe one hour every Monday night to your clients and let me do the rest. "

So I did it. I'm stepping out of the boat and jumping into the

**Sandi Krakowski's Millionaire Swipe File And Activation Emails (Lite Version)**

water. I'm giving away my time every single Monday night for free to coach anyone who will attend. LIVE.

Will you join me?

There is nothing holding you back now. NOTHING.

For more details- here it is:

<http://www.arealchange.com/blog/monday-night-training-call>

I hope you'll join me starting Sept 6, 2010 for this live training that will change the way business is done online forever for a lot of people.

I believe in you, I really do.

Love,  
Sandi Krakowski

ps... there really is no risk, no cost, no anything. All you have to do is click below if you have just a tiny grain of mustard size faith left. Then we'll do this together, just you and me and the rest of the hungry people who are done with just struggling.

<http://www.arealchange.com/blog/monday-night-training-call>

## **Email #13 - Don't let anyone tell you size doesn't matter**

**It's Finally Here!**

**The 5-CD Set & 140 Page Workbook!**

{!firstname}-

I have a personal question for you.

### **How big is your list?**

If you're a home business owner or a small business looking to break through into the new economy that exists online, one thing is certain- growing your list is your biggest daily task. Sadly, many of the gurus out there are not teaching you step by step methods on how to do this.

When I expanded my business from a freelance service provider to a training company teaching online classes, doing mentoring and coaching I was faced with the enormous task of building my list. I quickly discovered that some of the methods people were teaching didn't work.

Or they worked so slowly that it would take me at least 10 years to get to my goal.

### **Do you have 10 years to grow your business? I didn't either.**

The size of your list really does determine whether you'll be selling one product at a time to one person at a time or massive amounts of products like a real business should.

**So... how big is it? The breaking number is 5000. When you have 5000 on your house list- things really begin to light up.**

But how does a beginning business owner get to 5000 fast? Well, just 6 months ago our list was only at 3500 and it was my desire to turn my freelance business into a big company. The first thing I did was grow my list.

**And grow it did!**

To over 40,000 clients.... and it's still growing. We're actually right near the 50,000 mark now.

## **Let me teach you step by step how to grow a big list!**

And here's the exciting news....

Our all new **5-Part CD set entitled: List Building: Secret Tools & Proven Methods Millionaires Use To Grow Their List** is shipping out in just 8 days!

We are so excited about this product. Over 500 people have already purchased the audios from the live class we did and the results just keep on pouring in.

We're offering a limited special offer as we celebrate as a company the birth of our **very first CD set & 140 page workbook!**

[Check out this special offer now....](#)

Is growing your house list really important? Than you won't want to miss this.

[List building made easy for beginners.](#)

**You owe it to yourself to build a list you can be proud of.. and cash in on!**

September 10th we ship the new CD's and accompanying spiral bound workbook- 140 pages!

I can't wait for you to experience this!

[Grab a copy now](#)

Yours for bigger list building FAST!  
Sandi Krakowski

ps.. this CD set and accompanying workbook comes with my 100% guarantee. If you don't learn something new that puts you on the fast track to list building and into the profit zone quickly- just return the product for a 100% money back guarantee.

**What do you have to lose? Except maybe the long hours you've been working far too hard.**

**This is one of those emails..... open carefully**

### **"Announcing A Special Fall One Day Mastermind Event With Sandi Krakowski In Chicago"**

In every business there are a select few who are **designed, called and destined** to reach the top faster than anyone else.

These are people who have a dream and a burning passion that does not let up. Not a hobby..... rather, something that propels them forward every day. They realize they have a purpose on the earth and failing is not an option.

**This one day, 10 hour Mastermind is for that group of special people.**

It's also for only 10 people. Just 10. That's it.

If you believe you were created for more and would like to

meet me at **The Trump Towers** in Chicago, IL for a VIP 10 Hour Mastermind event, please [click here now](#).

My clients mean the world to me. I pray for you- I think about you several times each day. You all mean so much to our company. Please know, however, this is not for everyone.... but everyone *is important to me personally*.

If you believe 10 hours with me, lunch and an elegant dinner included, is just what you need to really reach your purpose at a higher level, [here are all the details](#).

With much love,

Sandi Krakowski

ps.... This weekend we're celebrating Labor Day. Be grateful that you can work, that you can provide for your family and that you have the honor and privilege to reach every dream you have ever thought of. **I wish you many blessings this weekend!**

## Email #14 - Sushi in a small town....

{!firstname}--

I hope you're enjoying an amazing fall day!

We're heading out for some yummy sushi! The place we go to here in Indiana is on a private lake, so many times you can eat outside, if there is a table available. Today it's a gorgeous 70 degrees.... perfect weather for sitting by the lake with a sweater on!

The owner of this sushi place really took a risk building his establishment in a town with only 13,647 people. Positioned right next to a local private college, it really appears to be a 'sink or swim' type opportunity.

Guess what? When you go to Ceruleans it is always packed. Always. While we don't have to wait longer than 20 minutes for a table, there is always a wait..... and most of the tables are full!

The environment is amazing, the staff are ALL happy ( BIG key!) and the food is out of this world. Wisdom has caused the owners to serve amazing non-sushi dishes that you can not get anywhere within a 60 mile radius. *(As you can see above, I can't turn away these other specialties!)*

It's obvious that he has some great business insight and knows how to create happy customers. With all aspects of business in place, his restaurant didn't experience any kind of loss during the recent economic challenges.

Do you have access to some of the best business minds online today? If not, I'd love to share with you my personal 'guest pass' to have just that.

During the last 90 days I've had some "closed door" sessions with some of the best leaders in the Direct Response Marketing world.

## Sandi Krakowski's Millionaire Swipe File And Activation Emails (Lite Version)

These top leaders have given me exclusive permission to share with you those closed door sessions.

This could, if you let it, create a shift so powerful money and wealth will flow and you could finally step into what you've been dreaming about.

[Click here for more info.](#)

I believe in YOU and your dreams,  
Sandi Krakowski

P.S. The "Mentoring With The Masters" series is your breakthrough key-  
[Click here for more info.](#)

P.S.S. If you want to see this amazing dinner place is, click on: <http://www.ceruleanrestaurant.com/>

## Email #15 - Sharing our wealth with you

Hi {!firstname}-

As we close out the week I thought I'd send you a personal note to remind you of something. If you build a big business, have a full bank account, are traveling all over the world but lose your family in the process- it is not worth it.

Success is not measured by the size of your bank account, but by how generous you are.

Success is not measured by the amount of people you know, but by how many know you & have relationship with you.

Success is not measure by the size of your traffic stats or your list, but by how many sales you close.

As you go through your last day of the week, I have this advice.

Work today like you're going on vacation for a week! *Work it with all you have!*

Tomorrow, play with family and friends like you're on vacation for a week! *Play with all that you are!*

And Monday.... arrive back in your office knowing you have your priorities in order. Your business will honor you for it! I believe in you!

Love,  
Sandi

## Email #16 - Work with me, every week, for 52 weeks

### What would it be worth to you?

{!firstname}-

Imagine, for one entire year, you meet with me privately every week and you meet with a group, every week.

You have access to me personally, you can ask me questions when you get stuck.... and the Blueprint you've been praying for, is laid out for you, one step at a time, for an entire year.

**It's happening.** With a small group of people, in 2011.

### **THE CLOCK IS TICKING..... your future is waiting for you!**

This is going to be an intensive, **one on one and group coaching program.** This means that we'll dissect, strategize and grow your **personal business** plan. That means I'll have to severely limit the number of people I can work with.

To give you all the details, I'm hosting a private telecall for those who are interested. This call is free. I'll be on the phone with all who register, giving you all the juicy details, what is required, who will qualify and what you need to do to get yourself ready for the year of your LIFE!

If you are interested, you are ready, you can't hold back anymore and you know, it is time.....

Register for this free call now, which is being held November 5, 2010 at 8:00 pm ET.

<http://www.arealchange.com/blog/register-sandis-telecall-upcoming-2011-coaching-program>

See you there!

Much love,  
Sandi

P.S. Are you scared? Hesitant? Doubtful just a tad? That is the Resistance. It confirms where you are supposed to go. Take action now:

<http://www.arealchange.com/blog/register-sandis-telecall-upcoming-2011-coaching-program>

## Email #17 - Dallas, TX event doors open until 8pm- ONE last chance

Dear {!firstname}-

Emails, phone calls, DM's on Facebook, posts on our wall... pleading, begging and more!  
AHHHHH!!

Ok, ok, OK! We've had so many people begging I can't say NO anymore!

I've added another table in the room and a few more seats in our Virtual Video Room!

Registration for the Dallas, TX event is now OPEN again until 8:00 pm ET tonight. Not 8:00 PST, not 8:00 MT, eight o'clock eastern time TONIGHT!

Did you delay?  
Did you procrastinate?  
Put it off and now you're kicking yourself?

Well.... silly goose.... grab a seat NOW!

<http://www.arealchange.com/blog/ecommerce-web-copywriting-email-marketing-blue-print-live-event>

You have until 8:00 pm ET and that's it.

See you there!

Love,  
Sandi Krakowski

## Email #18 - It's coming Friday!

Hi {!firstname}-

Just a quick note to remind you to watch our Black Friday page this Friday!

We already have several products on a special promotion for \$ 99.00 each.

**But that's not all!**

**Wait, there's more!**

On Friday only, we'll reveal **9 POWER PACKED eBooks**, read for instant reading that could sell for \$49.000 each that we're GIVING away for \$ 1.00 each!

**Yes, that's right!** A \$ 49.00 value and you pay only \$ 1.00 for each eBook you'd like to own!

These will impact your life in a *deep way, break poverty off* of your belief system, propel you forward with action and focus! These could quite literally become your "Keys" to the dream you have been waiting for!

Watch for it on Friday, at 12:01 am! They go live!

**Grateful for you,**  
Sandi Krakowski

**P.S. Here is just a list of titles to get you ready:**

"How To Build A Six Figure Business With Social Media" eBook \$ 1.00

"How To Create A GPS For Your Business" eBook \$ 1.00

"Flipping The Switch To Real Profits" eBook \$ 1.00

"Trust & Faith For Greater Success Success In Business" eBook \$1.00

"Mastering Low Hanging Fruit and Bigger Profits" eBook \$ 1.00

"5 Steps To Getting Unstuck In Business: Understanding What Is Holding You Back" eBook \$ 1.00

"3 Keys Every Successful Business Must Have" eBook \$ 1.00

"Behind The Scenes Of A Thriving Business" eBook \$ 1.00

"Two Critical Keys To Accelerate Your Business At Breakneck Speed" eBook \$ 1.00

## Email #19 - Grab your eBooks NOW

Hi {!firstname}-

**9 POWER PACKED eBooks**, read for instant reading that could sell for \$49.00 each that we're GIVING away for \$ 1.00 each!

<http://www.arealchange.com/blog/black-friday-special>

**Yes, that's right!** A \$ 49.00 value and you pay only \$ 1.00 for each eBook you'd like to own!

These will impact your life in a deep way, break poverty off of your belief system, propel you forward with action and focus! These could quite literally become your "Keys" to the dream you have been waiting for!

Grab yours now!

<http://www.arealchange.com/blog/black-friday-special>

**Grateful for you,**  
Sandi Krakowski

## Email #20 - Holy smokes there's a lot of people online today!

Hi {!firstname}-

### **OH MY GOSH!!**

Thousands of you have already grabbed **all NINE** of the ebooks we're releasing today for just ONE DOLLAR!

That's a lot of competition that is rising in the marketplace! I'm so proud of you!!!

**9 POWER PACKED eBooks**, ready for instant reading that could sell for \$49.000 each that we're GIVING away for \$ 1.00 each! They work on an iPad, Kindle, Nook and on any computer or smartphone.

<http://www.arealchange.com/blog/black-friday-special>

**Yes, that's right!** A \$ 49.00 value and you pay only \$ 1.00 for each eBook you'd like to own!

These could quite literally become your "Keys" to the dream you have been waiting for!

Grab yours now! **Don't be left out!**

<http://www.arealchange.com/blog/black-friday-special>

**Grateful for you,**  
Sandi Krakowski

P.S. If you don't have \$ 9.00 to spare, really aren't serious about business, have just been playing around than no worries, these are not for you!

## Email #21 - Now serving eBooks, for two more hours!

Hi {!firstname}-

### Just two more hours to go! Grab yours now!

If you did get all 9 of these, I'm so excited for you!

Get ready, 2011 is going to be your BEST BUSINESS ever! I promise I'm doing all I can to make that possible!

<http://www.arealchange.com/blog/black-friday-special>

These could quite literally become your "Keys" to the dream you have been waiting for!

Grab yours now! **Don't be left out!**

<http://www.arealchange.com/blog/black-friday-special>

**Grateful for you,**

Sandi Krakowski

P.S. **9 POWER PACKED eBooks**, ready for instant reading that could sell for \$49.000 each that we're GIVING away for \$ 1.00 each! They work on an iPad, Kindle, Nook and on any computer or smartphone.

**Email #22 - People are begging me for one more day...**

**So many of you have written me on Facebook and by email telling me you were out shopping yesterday and traveling..... and you've begged me for these books!**

**This is the last time we'll offer them, please grab them now!**

**Black Friday Special extended for one more day!**

=====

Hi {!firstname}-

**9 POWER PACKED eBooks**, ready for instant reading that could sell for \$49.00 each that we're GIVING away for \$ 1.00 each!

<http://www.arealchange.com/blog/black-friday-special>

**Yes, that's right!** A \$ 49.00 value and you pay only \$ 1.00 for each eBook you'd like to own!

These will impact your life in a deep way, break poverty off of your belief system, propel you forward with action and focus! These could quite literally become your "Keys" to the dream you have been waiting for!

Grab yours now!

<http://www.arealchange.com/blog/black-friday-special>

**Grateful for you,**  
Sandi Krakowski

## **Email #23 - Did you hear?**

Morning {!firstname}-

Did you hear? **I'm giving away 30 full days of training**, and we start on Feb 15th! Be sure you are on that contact list, as only those who are will get those details.

We'll be discussing:

- copywriting
- email marketing
- auto responders
- list building
- Wordpress
- social media marketing
- people skills
- time management
- and more!

## **Join Me For 30 Days Of Free Training! And there's NO strings!**

Step-by-Step strategies for making more money with your blog!

I've been helping my clients to make millions of dollars with their blogs after building many multi-million dollar companies myself.

## **Now I'm ready to give back and am eager to help anyone who wants to learn!**

The journey begins **February 15, 2011!**

**I need YOUR help to get the word out!**

**FREE 30-Day Email Course, no strings!**

[Click For More Details](#)

With love-  
Sandi Krakowski

**P.S. Do you know anyone who isn't seeing the results they wanted with their online business?** I'd love to help! And there's no strings! Could you help me get the word out to more people? Thanks so much! [Click For More Details](#)

## **Email #24 - Can you help me out for a quick minute?**

Can you do me a quick favor?

Many of you have been asking me about social media marketing. How to use Facebook for business, using Twitter as a rapport building tool and more.

It is not my desire to teach you 'just what I know' but to help you right where you are at. So that means we have to partner together to help you create bigger results!

Here's where you come in. Can you go to this page to answer a few brief questions that can help me to serve you better?

<http://www.surveymonkey.com/s/DXGXKYZ>

I'm so excited to be able to serve you and help you create amazing results, using social media for business.

Thanks for your help!  
Sandi Krakowski

P.S. There is no obligation to answer these questions. But it will help me to know where you are and what you struggle with. Take just 30 seconds, if you will, to answer these brief questions.

<http://www.surveymonkey.com/s/DXGXKYZ>

## Email #25 - The things millionaires do in their business; Results of our recent survey are in...they are very revealing!

### The results of the survey are in!

We sent out a survey last week asking where you struggle

in the area of marketing on Social Media. **More than 750 of you gave us your help!**

Here are just a few of the things we discovered with your help:

More than 63% of you said that you felt like you were intruding on people through social media.

24.7 % said you didn't know how to talk to people everyday without sounding salesy...

The information that came in was not only very revealing, but it also made it very clear *where so many of you are struggling.*

So many of you are trying to build a business **the long hard way** and I'd love to lead you through some simple processes that will help you make more money and build deeper relationships with people in a very natural, simple way!

Here's a video I just created for you on some simple secrets for making Social Media Marketing fun... and easy!

It's just 3 minutes, take a peek. You're going to love what we discovered! (And it's taken in our new living room so I can't wait to show you! )

[Social Media The Fun Way](#)

With love,  
Sandi Krakowski

P.S. There is a way to use Social Media for business where you are ***never begging, never intruding*** and without breaking the bank- all of the tips I'll give you can be done for little to no money!

[Social Media The Fun Way](#)

## Email #26- BIG typo... please forgive me

{!firstname}-

Oh dear... last night as I was piecing together our newsletter, I was in tears. Sobbing really. Humbled, excited and just a plain mess all over my keyboard!

We had been given some input on our coaching services these past 8 weeks and the results were totally amazing! Shocking to me in many cases!

Then I attempted to give these stories to let these people shine.. because I do NOT believe in being a self-made millionaire. The stories of others and the success of other people's lives are the only reason we are where we are at today.

Well, there were typos. Some of the stories didn't copy over right. All I know to do is say please forgive me. And.... let me re-do this, giving credit and honor where it is so due... to these amazing students I have the privilege of working with each week.

With love,  
Sandi Krakowski

## **RESULTS!!! YOUR STORIES INSPIRE US and make it ALL worth it!!!**

To state that I've gained something from our time together coaching is an understatement. Prior to meeting you I was deathly afraid of touching my website, blog and FaceBook. Through your individualized trainings I've learned how to build an effective blog, how to talk with my ideal client, how to serve my clients better. Even if I was scared, which I was...you assured me we would do this together. Together we have done each step, one step at a time. The classmates in our coaching are nothing short of phenomenal. The education I've received from all of them alone is better than college. Sandi delivers above and beyond, bar none.

- **Carla Gardiner**

I first found Sandi when I wanted to learn more about WordPress. I got her totally FREE videos and they knocked my socks off! I finally understood what I needed to know about WP and she got my attention. When she offered a copywriting course, I was right there with her because I needed to know more about writing to my market effectively. What I learned from Sandi were not just writing skills (even though that would have been more than enough) but about communicating, touching, relating to my audience who deeply need my services. Sandi gives all that she's got and more - there is passion oozing from her being. You won't get coddling with Sandi - you will get it straight and always with love - always. She is as smart a business marketer as I have ever known and I am deeply grateful to be in her company. - **Jane Button**

I have learned from some of the best marketers in the world but when I heard Sandi, I knew she could provide a level of knowledge that all the others skip over. The real foundations on how to connect with my audience and write copy that speaks to them naturally. I've been able to make minor changes to my website that have had a major impact on my rankings and teaching me how to really use my blog well and how to serve my clients to the highest level. Sandi will coach you with love to get results. I value spending time with Sandi and our mastermind so much that I will be spending 28 hours to fly to Chicago and 28 hours back for just one day!

- **Fay McLean**

I get up everyday so excited to see what I'm going to create next. This is all because of the coaching I'm getting from this amazing woman! I see now all the work I put into my marketing efforts were just enough off the mark that I never ...got anywhere. Now, I post a blog and get people asking me for my products and services. This has NEVER happened!!!! It's not only helped me communicate in writing and online, but it's vastly improved my ability to connect in person. Sandi blows me away every time I have any contact with her. -**Renee McLaughlin**

In the past two years I have spent literally thousands of dollars work-

ing with mentors to try to get my internet business rolling with little to no success. Since I started coaching with Sandi two months ago, I have learned, and more importantly implemented, more than I did in the entire two years before that. Her passion is contagious and her knowledge and desire to share are beyond compare. I am so excited to see what the next two months and the next two years will bring!

**- Dr Peggy Malone**

In the six months that I've been working with Sandi, my website, my business and my life have been transformed! When I signed up for copywriting, I received copy training plus business secrets. When I signed up for list building, I received step-by-step info plus marketing genius. Sandi has over-delivered on every product and program. She not only shares practical, business-building wisdom, but life-changing principles for the mindset and lifestyle of a CEO with long-term success. My income and my list have increased exponentially with Sandi's coaching! A Real Change is not only the name of her business, it's what happens when you work with Sandi!

**- Charlotte Siems**

Only six weeks into her 6-month GOLD coaching program has produced massive results! My belief in my ability to build a business went from 0 to 10, people read 2-3 pages when they come to my website, my Alexa rank dropped from 19 million to 3 million, and my list is growing. Working with Sandi is fun and the skills I learn I can apply immediately! - Joy Randall  
It is an honor to work with Sandi. She has a unique ability to show us the direction that we should go and take action immediately. Her formula is outstanding, it is step by step and slowly building towards a strong foundation for my business. She helps me see the long term goal of my business. I am reminded that coaching with her is not a lottery ticket. I need to change, I need to work and take action. I need to believe that the system works and everyone's timing is different. She works on our belief system too. I appreciate the way she points us to rely on the Higher Authority, who knows all and give all to those who ask. It takes a lot of guess work and uncertainty out of my head. She said two weeks ago, if we blog twice a week, that our Alexa ranking will drop to less than 500,000. Today

mine is at 491,353 worldwide and 61,419 in the US. Thank you Sandi for believing in me. I am looking forward to our graduation in June from the Gold Program. - **Claudia Looi**

I started into network marketing in June, and took all kinds of courses. I was so committed to being successful that I did everything I was told. I was told to sell myself as an expert marketer (I wasn't). I was told to get a domain for each facet of my business and would need as many as the pairs of shoes I own (HUGE mistake). I felt like I was being led by the blind. Now I own one WordPress site. My Alexa went from over 4 million (was probably higher but I wasn't tracking it yet) to 595,000 in just 3 weeks by applying the methods Sandi teaches. I know what I need to do and am putting it into action... and seeing results. It is wonderful knowing you are on the "right road!" - **Elvie Look**

Since I started coaching with Sandi, EVERYTHING about my business has changed. I was finally able to laser target my IDEAL CUSTOMER after struggling with this for months. I found out how to attract and communicate authentically with those folks, which has caused my site's Alexa score to drop like a lead balloon. People are staying on my site for an average of 14 minutes per visit (that totally blows me away considering how most people have ADHD nowadays). My "bounce rate" is UNDER 5% according to Google. My subscriber count has doubled. I have page 1 and 2 Google rankings for several of my main keywords in a hyper competitive niche. My blog was chosen by PEER VOTE to be one of the Top 50 MLM Blogs for 2010 worldwide. It is a privilege to work with Sandi. She is a consummate business woman who has been blessed with a gift to take all of her hard learned success in business experience and distill it into a simple, fun, step-by-step, immediately actionable recipe that delivers superlative results for both brand new business owners and those who are more advanced. - **Rose Mis**

I'll be honest. I'm not a groupie type of person. I rarely join a crowd and never follow a charismatic leader. But my business was struggling and a trusted friend recommended Sandi. I went to her Dallas event and skeptically hung on the outskirts watching and listening to all these crazy exited

people. I mean, what's with pink hair???

But during the course of that event, Sandi's bold, unconventional, loving honesty touched a very closed place in my wounded heart. Here was a woman who valued what I valued - God, family, integrity in business. And she advocated balance and moderation - something rarely heard in today's business world.

In the course of just 6 weeks I changed my site over to WordPress and my Alexa ranking is plummeting (over 9 million down to a little under 2 million). People are visiting my site and opting in. She laid down the gauntlet and lovingly pushed me into launching my first group coaching 8-week class and people are signing up! I feel that my business is on the brink of really exploding.

But you know what is far more important than that? I am changing more than my business. In mid-life, I had settled into a sort of hopelessness and fear. Now my family is cheering as I daily master new technical skills, become more confident, and am waking up to the responsibility of sharing the gift God gave me. To put it in a nutshell, Sandi gave me my life back.

**- Jeanette Webb**

I had done a course here and there, only to find that I was left hanging to invest in the next upsell for \$5000. I had a part here, and a part there, and no real spelled out plan for success in internet marketing. Sandi exposes you to the full plan, then "chunks it down" to manageable pieces. You learn, you practice, you activate, you succeed. This is FINALLY the SOUP to NUTS course I have been looking for, with a fearless, thought provoking, and inspiring leader. Sandi has a way of keeping you accountable without shame or guilt, rather with love and fun. SHE IS THE BEST!! . . . RUN do not walk, before you miss out on the chance of your lifetime! - **Alisa Johnson**

I've been studying online marketing since early 2006. Even after working through various programs with some of the biggest names in the online marketing business, I still couldn't pull it all together while working full time and parenting to get my passion online. Last spring, I finally decided

enough was enough and it was time to stop dawdling and finally get serious. From June of 2010 when I took Sandi's Online Business with WordPress class, to September when I enrolled in her 12-week copywriting class (still with no website of my own), to now in her Gold coaching class, I've gone from online wannabe to someone who has just been accepted as a blogger at the biggest business in my niche - all because of Sandi's guidance. Her no-nonsense, kick-butt, supportive and incredibly wise mentoring (and her integrity) has been a Godsend to me and my dream of working from home doing something I love. She doesn't tell you what you WANT to hear, but what you need to hear - and somehow you come out the other side feeling more empowered and ready to get your message out into the world. But most of all, she helps you get past the fear and resistance so you can deliver your gift to the world. I'm still in the process of turning my passion site into a business (I remain in 'non-profit' mode), but I'm getting closer every day - and I couldn't have done it without my fabulous pink-haired friend. If you've been dreaming about your own business, or want to ramp up your offline business, and you're willing to do the work, this program delivers. - **Victoria Gazeley**

I was a total newbie to direct response marketing and since I began coaching with Sandi this past September my website is not only up and running but I've begun making sales. My Alexa ranking dropped to just above 300K in the past 5 months, I've developed 3 products and services, and my list is growing. Without Sandi's "You can do it" mentoring and a step-by-step blueprint for online success along with the amazing team spirit, I would never have been able to feel this sense of accomplishment! Not only that, but I've developed friendships with like-minded people that I will treasure forever - this is fun! Thank you, Sandi and A Real Change Team!- **Susan McKenzie**

Sandi, you have challenged me to grow and become who God has created me to be. I'm inspired by your desire to encourage people to make millions because we need to save babies, build orphanages, and stop the sex trade. You have made an impact in my life! You love God and aren't afraid to tell about Him in business and you love and accept all people.

I am learning how to blog and share my own story because you have encouraged me and are showing me the way by your example. You have opened up your heart to help others succeed and I appreciate you! It took awhile for me to learn how to schedule my time and do the work. But I am seeing how important it is to listen to the online classes, attend the Gold class and apply what I am learning. I read more now, I listen to life changing audio, I pray for wisdom all the time and I spend more time just enjoying my family playing UNO almost every night because your training touches all areas of my life. You encourage family time, amazing dinners and loving your family.

I am actually doing something that I only talked about before- writing my story. You have helped me see that it is important and for that I will be forever grateful! Thank you that you keep encouraging me to dream big and make a difference. You are making a difference in my life! Thank you Sandi!! - **Scarlett Von Gunten**

As a careers coach & speaker that works full time as an IT Professional I need to build my business both online and offline to move to the next level. The step-by-step approach that Sandi delivers fits in perfectly for the few hours that I have spare in the evenings once our three children have had their daddy time.

I really am amazed how much we have learnt and actioned in such a short space of time. In less than 6 weeks I have transitioned from a dormant blog site to a web presence that is vibrant and alive. My web Alexa ranking has actually gone down from 30 million to 3.4million! I'm also producing my first product.

The best bit is that Sandi also assists us with the motivation side of being a business owner and getting things done fast. This is not a walk in the park or a chit chat with friends, this is the real deal and you have to put the effort in. There are times I've felt like I've bitten off more than I can chew and getting stuck; and Sandi comes along just when needed and whispers in my ear like an Angel "Come on Donovan, you can do this!"

**Sandi Krakowski's Millionaire Swipe File And Activation Emails (Lite Version)**

I have grown so much as a person and I have developed 50 new friends from around the world in my fellow class mates. Thank you Sandi; for helping us to make it happen. God bless you. - **Donovan Grant**

## Email #27 - The room block is almost full

{!firstname}-

Just a heads up and a quick email to let you know that the hotel called my office to let me know that the room block at our June live event is almost full already!

I also just checked Travelocity and Expedia so you can get there for under \$ 230 from nearly anywhere in the US still.

### **Here's the deal- let me show you something:**

\$ 230 Plane Ticket

\$ 300 3 nights in hotel

-----

\$ 530.00 expense

### **Can you spend \$ 500 this month to get exposure with:**

120,000 on an email list of qualified business owners 25,000 on social media

*And all the other places I'm going to promote this book such as:*

Amazon

Barnes and Nobles

And all the places I guest write, doing joint ventures with and more?!? I don't think so. NOT anywhere.

Why would I ask that?

Because the attendees at this event will have an opportunity to share their story, their website, their success for exposure inside of the book and throughout ALL of our marketing.

## **I'll be spending tens of thousands of dollars to market this book.**

There is no doubt in my mind that the media will snatch this up and that it will be a best seller.

Please know, I'm saying this because I have a BIG VISION to share the amazing things that God has done in my life through business... and woven between all the marketing concepts and secrets, will be in depth, in print, my story.

## **Please join me... before it's sold out!**

Grab a virtual seat if you have to....

See you there

<http://www.arealchange.com/blog/read-mind-book-tour>

If you come on Friday night we're doing a meet and greet. This is an amazing casual time to hang with me and my friends, ask questions, share a glass of wine and just enjoy each other's company!

With love,  
Sandi Krakowski

P.S.

All attendees get a **FREE AUTOGRAPHED COPY** of my book! Networking the night before with my best clients- you could find the person you've been needing in YOUR business that night! **The networking alone is worth 10x the price of the tickets**

<http://www.arealchange.com/blog/read-mind-book-tour>

## Email #28 - From single Mommy to millionaire

Hi {!firstname}-

Today is such an amazing day for me! Because everything I've learned about running a business started as I learned to be a Mommy.

23 years ago I was a single Mommy living on \$5000 per year and assistance. Today I have a BIG passion for helping Mommies with a business dream.

Many of you don't know that I have 4 babies in heaven. This taught me so much about love, loss and acceptance through the years. More keys I needed for business.

My own children almost lost me several years ago. This taught me about the miraculous in business.

Today, I'm sharing some of my best insights from motherhood for business on my Facebook wall. Come stop by and say hello! I bet even the Daddies and men in my client base could learn a few things for making millions.

Happy Mother's Day! I'd love to 'connect' with you today!

<http://www.facebook.com/sandikrakowskibiz>

Now... I'm heading off to church to worship my God, enjoy my guys and then... to my favorite lunch place, Panera Bread! :)

**Have an amazing day!**

With love,  
Sandi Krakowski

P.S. Come to my Facebook wall and share with me who has inspired you

the most this Mother's Day!

<http://www.facebook.com/sandikrakovskibiz>

## Email #29 - Last chance...

{!firstname}-

Well it's official! The hotel is SOLD OUT. Completely.

**We're closing our doors for registration TODAY at 5:00 pm ET**

Please grab a seat now if you were intending to come!

<http://www.arealchange.com/blog/read-mind-book-tour>

This event will NOT be like our past events. It will be more like a Mastermind with set up so that we all input, help and assist each other. It will be life changing.

See you there!

With love,  
Sandi Krakowski

P.S.

All attendees get a **FREE AUTOGRAPHED COPY** of my book! Networking the night before with my best clients- you could find the person you've been needing in YOUR business that night! The networking alone is worth 10x the price of the tickets

<http://www.arealchange.com/blog/read-mind-book-tour>

**Email #30 - 30 minutes...**

{!firstname}-

I hope you're having a great Friday!

**Just a quickie reminder- doors closing in 30 minutes to our live 2-day event in June, Chicago, IL**

Please grab a seat now if you were intending to come!

<http://www.arealchange.com/blog/read-mind-book-tour>

See you there!

With love,  
Sandi Krakowski

## Email #31 - It happens every time...

{!firstname}-

Have you ever had something on your calendar to do and for some reason you didn't do it?

Truth be told, I have been using a planner for well over 20 years now and I still use my iPhone reminders for updates and even post it notes to cover all my bases!

Some of you wrote us some pretty sad emails about not getting your seat to Chicago in June. Ironically, a few didn't realize you could still get a Virtual Attendee seat. What this means is you will be a part of a private group of people who are able to **watch the entire event via a WebCam** from the comfort of your own home or office.

When we did this last December in Dallas, TX more than 50 people were able to attend from all over the world and it was a huge success! Armed with a webcam that is designed for concerts and a lot of movement, let's just say it could EVEN keep up with me and my pink haired energy! **Everyone was happy!**

The live event is completely sold out already. But... the good news is, there are still seats available for virtual attendees if you'd like one.

I can't wait to work with each one of you! When I'm in Maui for a week my heart will be thinking about this special event and praying for God's BIG hand of blessing to be with each of us. Trust me on this one... He's gonna show up and show off!

Make it a great Tuesday! Do one thing today you never thought you'd ever do! It will make all the difference.

With love,  
Sandi Krakowski

**Sandi Krakowski's Millionaire Swipe File And Activation Emails (Lite Version)**

P.S. For all the mommies in our client base who have babies and aren't able to fly and travel, this is a perfect spot for you! Grab a virtual seat now. ;)

<http://www.arealchange.com/blog/read-mind-book-tour>

## Email #32 - Hey! It's tonight!

{!firstname}-

Tonight we are doing a very special Tele-Class you'll want to be a part of! If you are serious about building a business and are looking for the "Dream VA" or let's say you want to BECOME the "Dream VA" yourself... this is for you.

**Monday (TONIGHT!) and Wednesday, June 27 and 29th**, some of my other staff members are gathering for a tele-class to share everything we can with you. This class is not only something I recommend to EVERY single business owner, it's something **I recommend you get and give the MP3's to your VA's** and staff as well!

We're spending 4 hours sharing with you everything there is to know about running the virtual company of your dreams and get this- it's all going to be recorded and transcribed for every single attendee!

### [Grab a seat now!](#)

If you've been doing everything on your own I'm eager to show you how to ONLY do the 6 and 7 figure money making activities and give the rest of the work to the ideal team you create.

**Do you wonder where to hire? I'll show you.**

**Curious how to keep your team really connected without losing track of business?**

We'll show you that too.

Want to learn how I homeschool but love me work, and am never exhausted and always have the time off we want?

### [Grab a seat now!](#)

**Sandi Krakowski's Millionaire Swipe File And Activation Emails (Lite Version)**

We'll see YOU, TONIGHT at 7pm ET for the first of a two part call that will change the way business is done forever!

Love,  
Sandi Krakowski

P.S. This class includes SOPs - **Systems of Processes** we use, notes, rules, policies and more!

**[Grab a seat!](#)**

## Email #33 - Christmas in July!

{!firstname}-

As many of you know we launched our Inner Circle program a month ago... and we have had some amazing results and stories already pouring in. However..

Big pause....

A big however..... MANY of our Inner Circle members have at one point or other in the last month needed another program we have, The Forever Wordpress Community.

This community is a Facebook group and Live Tele-Class call once per week where we address ALL the issues of Wordpress you could ever have while building your business. It's an amazing group! So many members got a bit confused...

- **Should I join Inner Circle?**
- **Should I join Forever Wordpress?**

To be honest.... I want you in both! But I don't want to charge you for both every month...

So.... I prayed. I asked God. I spoke to my staff....

*And I am going to do something ridiculous!*

God has blessed our business so much! We have 12 staff members working for us now and my husband is coming home full time to work with us July 15th. YAHOOO!!!

So I have the power to give things at a ridiculous price when I want to.  
\*wink\*

Here's what I decided to do and my staff is calling me Sandi Claus!

**We are NOW giving all Inner Circle Members a FREE membership into Forever Wordpress Community.**

One of my staff members asked me if I was crazy!! I said, "Yes I am! About the success of our clients!"

<http://www.arealchange.com/blog/inner-circle-coaching>

That means, when you enroll as an Inner Circle member, you automatically get the FWP community as well, as our gift.

We really do love our customers and care about your goals and dreams!

Register now...

Today's Inner Circle training is on Banner Ads. Thursday we are doing a GoToWebinar for our members as well, sharing my screen and sharing how I have a banner ad that generates **60-100 opt ins per week for only \$100!**

I can't wait to have you join us!!! Register now!

<http://www.arealchange.com/blog/inner-circle-coaching>

Love,  
Sandi Krakowski

P.S. Please know that the Inner Circle is a monthly program that runs every month but you can come and go as you want. NO long term commitment. One more reason to get going with this amazing offer.... we are serious about your future!

<http://www.arealchange.com/blog/inner-circle-coaching>

## Email #34 - Oh dear.... it leaked out

Hey {!firstname}-

This leaked out and I figured I might as well let you all see it before we secure it again with a password.

Last week's **Inner Circle Video training on "The Tsunami Effect In Business"**, a POWERFUL 10 minute training video leaked out.... so for the next few hours I'm leaving it on my Facebook page to view.

Go here to see the video now-

<https://www.facebook.com/SandiKrakowskiBiz>

I can't do this again, because the Inner Circle members are PAYING for this valuable content.... but for a few hours, here is it, if you want it. :)

With love,  
Sandi Krakowski

P.S. There is no PS. Just go watch that video before we password protect it again. After that, no more access.

<https://www.facebook.com/SandiKrakowskiBiz>

## Email #35 - That four letter word business owners hate...

Hey {!firstname}-

There's a four letter word that I've discovered in my many years of business far too many business owners hate. It's something they try to manage, wipe out, check off and the like....

### **It's the topic of time.**

This four letter word time creates enormous confusion and stress in the mind of business owners.

I want you to have a LIFE and a business, which is what freedom is all about!

Tonight I am doing a FREE 2-hr tele-class on time and life management. If you are still struggling with how to juggle all you do- **be on this call. It's free!**

### **Time And Life Management For The Business Owner- The Real Facts, Figures And Nitty Gritty Of Doing The Work!**

**Title:** Time and Life Management Tele-Class

**Time:** Wednesday, July 13th at 7:00pm Eastern

**Listening method:** Phone + Web Simulcast

**Phone Number:** (312) 348-6021

**Pin Code:** 665627#

<http://InstantTeleseminar.com/?eventID=20976447> Twitter

Hashtag: #timemanagement

**URGENT NOTE:** The call already has more than 840 people registered... and only 250 will get on LIVE! The rest can listen in by Webcast.... all that to say.. DIAL IN AT LEAST 10 minutes early. Amity will be there to greet you. :)

I can't wait to talk to you live tonight! We haven't had a free call since

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May! WOOO HOOO!

With love,  
Sandi Krakowski

## Email #36 - Our call is starting NOW!

Hey {!firstname}-

**It's time to dial in! Our LIVE call is starting now!**

**Time And Life Management For The Business Owner- The Real Facts, Figures And Nitty Gritty Of Doing The Work!**

**Title:** Time and Life Management Tele-Class

**Time:** Wednesday, July 13th at 7:00pm Eastern

**Listening method:** Phone + Web Simulcast

**Phone Number:** (312) 348-6021

**Pin Code:** 665627# <http://InstantTeleseminar.com/?eventID=20976447>

Twitter

**Hashtag:** #timemanagement

**URGENT NOTE:** The call already has more than 1120 people registered... and only 250 will get on LIVE! The rest can listen in by Webcast.... all that to say.. DIAL IN AT LEAST 10 minutes early. Amity will be there to greet you. :)

I can't wait to talk to you live tonight! We haven't had a free call since May! WOOO HOOO!

With love,  
Sandi Krakowski

## Email #37 - Hey I have a tip you're gonna need....

Good morning {!firstname}-

The weather is finally cool today!! And late tonight the family and I are pulling out for a road trip to an amusement park! I'm ready to look my fear in the FACE... and go on some roller coasters that used to terrify me!

But before we head out I wanted to share something with you. We taught this a year ago to a client base that was about 1/3 of what we serve today that this information was released. As I read it through for a client who is working to perfect her email marketing skills, it became very clear to me to share it with all of you.

Enjoy this special **"Friday Edition" of Marketing And Business Made Easy!** We are so honored we are read and DEVoured by more than 150,000 Active Subscribers Weekly!

With love,

**Sandi Krakowski**

**CEO & Editor, ARealChange.com**

### **Email Marketing Do's and Don'ts By: Sandi Krakowski**

Email marketing has changed through the years. Back in the late 90's when I came online we worked with something called Major Domo. This was the beginning of mailing list management. You would have this set up on your own domain and send emails to everyone who belonged to your 'list'.

To subscribe people didn't fill out a form, they had to send a message to the Major Domo on your server and say,

"Subscribe". To unsubscribe, do the same thing but with "Unsubscribe".

**Major Domo** in Latin means “Head Of The House” and this is what you became when you sent out an email to the people who were on your house list. Unix/Perl based list management is how we built our first house list with our kitchenware business. We later created a second list with our on-line vitamin stores. Then we had a fast growing list with people who were on our Bread Making Forums and subscribed to receive not only updates on the forums but also weekly and sometimes daily recipes that we sent out.

**Groups grew beyond Major Domo into the popular Yahoo List Groups and then Bulletin Board systems.** This is when moderation and exclusivity really began to stick. If you were ‘admitted’ or ‘approved’ to a list you were given strict guidelines to follow and in turn for adhering to these guidelines you were given access to regular email updates, member interactions and ‘insider’ information.

**EZine Newsletters became very popular** and in the beginning of their usage were strictly text files shared with exclusive subscribers. Many were paid for EZines and they were something that you really took seriously when it arrived. Our Kitchenware business published a twice weekly EZine. When it became possible to add graphics, side bars, html linkage and more to EZines our business soared.

Today email has been sorely abused and misused by people who are not running legitimate businesses. They are also sorely misused by people who don't realize they are a legal form of communication in the year 2010.

Think twice the next time you threaten, harass or send someone an email that could be used against you. It's not acceptable to tell someone to go to somewhere in a vulgarity online, in emails or even on Facebook Direct Mail. Anytime you write anything to anyone it is a legal form of communication online. Court orders, lawsuits for child support and more are now sent through Social Media. The moment they are opened it is considered, “delivered”.

## **Email sure has changed in the years I've been online!**

It's important to know how people view email, what makes them open it and read ferociously through something... or hit delete.

Speaking in a conversational tone is always best. Being overly casual can be frowned upon. The goal is connecting with your audience and giving them your best in each email.

There will always be people who say they don't want regular emails, would prefer to not have things sent regularly to them. But as giant Email Marketers like Amazon.com, GlazerKennedy.com, EBay.com and others have discovered- if you get it right you're opt outs rate will actually be a good sign of someone who shouldn't be reading your emails anyways.

### **Here are a few tips when writing emails to your clients and customers.**

**1. Make sure the subject line is not over the top professional.** Most people open up corporate emails last, like to hear from friends and will scan emails for the most catchy subject line. How many of you have read through our emails in the middle of your work day because the subject line caught you off guard? Don't be obnoxious or rude. Look through some of your personal emails sometime today. Do you see why personal emails tend to get opened more quickly?

Examples are:

Pictures you were waiting for!

RE: Meeting me on Saturday night

Just a quick question.....

These are great tips for writing emails that get opened. Read through all of the personal emails that you have received this week and see if any of them could be used as the subject line in your next sales campaign.

**2. Don't use all caps in emails.** Ever. Even if you're trying to make a

point, whether writing to someone in a sales campaign, through an EZine or if it's just a personal email, do NOT WRITE TO SOMEONE WITH ALL CAPS. It is still interpreted as yelling. No one wants to open emails where someone is yelling at them in the subject line. As a matter of fact the kind of response you'll get is more like, "What the heck do THEY want?!" than a curious "I have to go read that" if you use all caps. Stay away from them.

**3. No need to announce who you are in every single email.** I've seen small businesses, large businesses and even freelancers make this mistake. The subject line or opening statement in the email sounds more like a legal appeal than something I can't wait to read. Have you ever seen an email that started out like this? "You are receiving this email because you subscribed to our email list. If you don't want to receive this email you can unsubscribe at the bottom of this email with the appropriate link." That sounds more like a crotchety old man than someone you can't wait to read! It also sounds like someone trying to cover their butt more than serve their clients with good content.

There's no need to put in the subject line [Email from Sandi Krakowski] with every email you send out. Do you have a friend who does that regularly? I didn't think so. Don't do it in your business either.

**Remember that email is a private place where friends,** family and things I love hang out. If you send me stuff that gets on my nerves I'm gonna unsubscribe from you.

Don't talk at me or to me like my teachers used to. Most people, even the smart ones don't dream all night about feeling like idiots as their teachers stood at the front of the room talking at them. So don't talk at your customers and clients, talk with them, even in email.

**Make your emails fun! Be yourself!** Who else do you know who sends out pictures of herself with hot pink hair! \*heehee\*...

Be sure that one voice is coming through on your emails. Don't outsource your voice. This is a big mistake people make once they get successful. It

would be really hard to sound just like me. There are companies that were started by the CEO writing very personal emails, building rapport and getting to know the clients... (very similar to our company)... and then when they get hugely successful the email writing is outsourced.

### **Yikes... big mistake.**

The only time this works is if someone can master the art of mirroring the CEO. So be very careful when you outsource email content.

Don't be afraid to send an occasional personal email. Wish your followers well. Tell them to enjoy their weekend. Open your heart to them..... they will open their heart to you.

Relationships are more than a buzz word when it comes to really good marketing. It means that I take it very serious when you do business with me and having a relationship with you is very important to me.

While you won't be able to please everyone through email or in any business for that matter, you will have fewer Opt Outs and complaints if you follow some of these guidelines as you build your list of email clients.

### **Are you struggling with subject lines?**

Check THIS out..... 1200+ subject lines that have been used, tested and proven to create ridiculous open rates.

[Get your Emails, Autoresponders and Newsletter On Steroids guide NOW!](#)

Never again rack your brain to write a good subject line.

### **All the work has been done for you!**

## Email #38 - I'm in the moooooooooood...

{!firstname}-

So I bet you're wondering what I'm in the moooooooooood for?!?! Aside from a glass of wine and a nice night with my man \*wink wink\*....

I'm in a generous mood right now and want to give away **ONE MONTH** in my Inner Circle Coaching Program!!

### Would YOU like to win?

There are no strings, no obligations and nothing attached.... other than you have to work with me, ***make more money, get more clients and build the business of your dreams if you win. :)***

So here's how we'll play-

**Step #1:** Go to my Facebook Page and "Like Me" if you haven't already! That alone makes my self-esteem rise and gives me confidence that everything I do is worth it. Everyone loves to be liked, so please go like me. :)

<http://www.facebook.com/SandiKrakowskiBiz>

**Step #2:** Now that you've Liked Me, you'll find a place to enter a reply to 2-questions on my Facebook wall. The questions are:

- What is your biggest constraint in business?
- What does your life look like when it is removed?

**At 3:00 pm ET/ 12:00 pm PST I will choose, not one, but TWO people who will win a one month memberships in my All-Exclusive Inner Circle Coaching Program.**

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I can't WAIT to read your replies and even more... I can't wait to work with the two people who win!

Ready... Set... GO!

<http://www.facebook.com/SandiKrakowskiBiz>

See you there!

I'm the girl with the pink hair on the page-

Love,  
Sandi Krakowski

PS..... What would your life and your business look like if the thing holding you back was removed. I want to know! Tell me now-

<http://www.facebook.com/SandiKrakowskiBiz>

## Email #39 - Hey, do you live in Tampa, FL?

{!firstname}-

### I'm coming to Tampa, FL! Let's meet!

Hey Everyone!

I'm heading out to Tampa, FL next weekend, August 12th- 14th to do an [All-Day Private VIP appointment](#) and would love to take some time to be with all of you!

My [All-Day VIPs](#) are a special opportunity where I work intensely with someone one on one for 8 straight hours mapping out their entire business and giving them a marketing makeover. It's like a 3 month injection of coaching in ONE DAY!

But when I arrive on Friday night... [I have the entire night free!](#)

Here's what I need to know-

#1- Do you live in the Tampa, FL area?

#2- Would you like to meet up for a glass of wine/coffee?

[There will be NO CHARGE for this meeting.. come as you are, please. :\)](#)

I want to meet as many of you as I can this year!

If Tampa, FL isn't in your area, no worries... **I'll be in Chicago, IL in October and Las Vegas, NV in November!** Maybe we can meet then!

If you ARE in Tampa, FL however... [please comment on my website here](#) that you'd love to meet up so we can get a good idea of who would come!

Thanks!

**Sandi Krakowski's Millionaire Swipe File And Activation Emails (Lite Version)**

I can't wait to see you!

Sandi Krakowski

## Email #40 - Get your business ready for 2012

{!firstname}-

Just in case you missed it yesterday, we're offering a ridiculous discount on our classes that can help you get STARTED fast and in the driver's seat of your own business by 2012!

These are the same courses all of my Gold, Ruby and Diamond clients have mastered!

If you want a website that creates profits, runs effortlessly with social media and saves you tens of thousands of dollars in contracting fees- **these classes will get you there.**

From now until **October 9th at midnight, ET** the following items are on a special Pre Black Friday promotion, at 50% off!

- Social Media The Fun Way
- List Building For Millionaires
- Wordpress For Business
- Email Marketing Expertise
- Web Copy Coaching
- Auto Responder Magic!

You can start shopping now! Go ahead! Buy a gift or two!

<http://www.arealchange.com/blog/circle-pre-black-friday-promotion>

I'm super excited to offer these to you at this price, please grab them while you can!:)

With love,  
Sandi Krakowski

P.S. The foundation of our business online is built through the products

we have on this special promotion. This is your next step and we've just made it easier!

<http://www.arealchange.com/blog/circle-pre-black-friday-promotion>

P.S.S. Big risk free promise- if you don't get exactly what you need to take your business to the next step, we stand by our classes and will cheerfully give you your money back. Find a college that does that! We know your future is worth it so we're willing to stick our neck out to help you get there.

## Email #41 - Living a dream life....

{!firstname}-

**Do you have a dream of having your family together? Working on a business, traveling and hanging out together all over the world? Me too!**

This dream took root in me 14 years ago.... and is NOW our reality! And we had to start with a simple process, step by step.

My 23 year old now works full time for a multi-millionaire who does real estate investing as his Head Copywriter, Marketer and Video Expert along with running his OWN company part time! He also works for me when I need him.

My 18 year old is promoting to Distribution Center Manager as we purchase an office and have all our inventory housed, shipped and run through this new operation base. He'll start out at a rate that can get him his own place and freedom. *Mark my words, he too will be making six-figures by the time he's 21 just like my 23 year old has!*

My soon to be 16 year old is also working and many weeks brings in \$ 100-150 per week with his 'internship'. *He's also my future 6 figure earner!*

Lastly, my husband DOUBLE replaced his income from Corporate America in the last 90 days through yet ANOTHER division of our company! WOOT WOOT Alan Krakowski! I'm so proud of him and so blessed to be his wife! **He took that division to six-figures in less than 90 days..... keep listening!**

All I can say is THANK YOU GOD for your gracious kindness to us and thank you SO MUCH to our customers who have trusted us for our expertise and guidance!

**If this dream is in your heart, you have to start somewhere. Just dreaming isn't enough.**

I've made this blueprint for results easier than ever with our **PRE-Black Friday Promotion**. We will NOT be having a Black Friday promo here at A Real Change as our family will be spending a week in the hill country of Austin, TX together during Thanksgiving .... and just 4 weeks later, we'll be in Maui, Hawaii! *Living the dream life we've worked so hard to achieve!*

It would be our honor to **help you CREATE the life and the business** of your dreams.

Until **October 9th at midnight, ET** we have our Best Selling items at a deep discount of 50% off. Some of these items have NEVER been discounted, so I wouldn't delay!

<http://www.arealchange.com/blog/circle-pre-black-friday-promotion>

**I'm super excited to help you create the LIFE of your dreams!**

With love,  
Sandi Krakowski

P.S. The foundation of our business online is built through the products we have on this special promotion. This is your next step and we've just made it easier!

<http://www.arealchange.com/blog/circle-pre-black-friday-promotion>

## Email #42 - Need to remind you, sorry!

{!firstname}-

Did you enter to get a 3-Month Access Pass to my Inner Circle and Emerald Membership Coaching program?

I hate to remind you but hey, maybe you'll be glad I did! Sorry if this bothers you.... I'm sure your business is growing and you're doing fine. If that's the case, no worries, there's no need to enter.

But if being with me in the Inner Circle and the Emerald Membership program would change you and your business, I just made it easier!

Enter here:

<http://www.arealchange.com/blog/read-mind-book-tour>

To the top 3 entries we're giving away a 3-Month Access Pass!

Why are we doing this? To give to those who need it the most! To honor those who are working hard! To partner with those who have a mission! We're picking a winner for Monday's newsletter this weekend!

Also... to be even more ridiculous than we've already been. Sure, there have been some delays on the book. We had to have an editor redo the entire thing when we first thought it was done... sigh... and we had to have reprintings done when things weren't going as we thought!

Graphics redone, shipping edited! ( Listen, it costs more than \$ 12.00 to create, print and ship a book like this!) and we had to be even more ridiculous because so many people were depending on us! We sent out emails, we sent out apologizes, free MP3 content of a live event that created the book and hello? On a FREE book ! It's A Real Change way of doing business.... and .... we gave away the Kindle and iPad version!

**Sandi Krakowski's Millionaire Swipe File And Activation Emails (Lite Version)**

Many of you wrote us and realize all of this and we are so grateful for your patience! You really do understand our heart... Thank you SO MUCH!! :)

But then I decide to kick it up EVEN MORE! Ridiculous times 10!

So we're doing it.. giving away a 3-Months Access Pass to our Inner Circle to the top 3 Commenters!

Go enter now!

<http://www.arealchange.com/blog/read-mind-book-tour>

With love, for you and your future!

Alan and Sandi Krakowski

P.S. I can't wait to see who will be with us! Go enter now! ;)

## **Email #43 - The doors are open!**

{!firstname}!

Ready  
Set

**GO!!!**

The doors are open for registrations!!!

We are so excited to be working with you! Grab your spot NOW!!!

<http://www.2012BestBusiness.com>

With love,

Sandi Krakowski

## Email #44 - Sold out...

{!firstname}!

This just in!

**The Diamond program is entirely sold out!!** We cannot accept any further applications.. thank you to EVERYONE who submitted theirs!

The Ruby program as well is nearing this point, it could occur tonight.

The Sapphire program has 8 spots left open.

Woohoo!!!! Crack the champagne!!! It's going to be a crazy exciting year in 2012!!

We're so proud of you who made a decision!!! Mark these words, you will not recognize your life, one year from now.

With love,  
Sandi Krakowski

## Email #45 - Replay of last night's call...

{!firstname}!

I hope you're having a great Tuesday morning! I'm heading out to enjoy some great weather we have here in Indiana, getting my nails done and a pedicure! Every professional woman must prioritize these two critical aspects of business. :)

Living the life you want and the life you deserve does not happen by default. Contrary to popular opinion, lucky breaks, odds in favor and other poverty mindset notions have nothing to do with this. It happens by strategy, planning and doing the work!

Last night, our entire Diamond program sold out. Ruby is fast approaching and will most likely close by midnight tonight. There are a few spots left in Sapphire.

Here is the recording of the call that can help you to make a decision for 2012. Will you plan, strategize and do the work? Or will you keep hoping something happens with a lucky break?

To listen to the replay, click this link:

<http://InstantTeleseminar.com/?eventid=23190519>

We are super excited to get started with you in 2012!

With love,  
Sandi Krakowski

**Email #46 - Free coaching with Sandi for two hours starts in 35 minutes!**

**Have A Question For Sandi?**

**"Live Call With Sandi Krakowski" TODAY!**

Tuesday, October 25, 2011

Time: 3:00-5:00 pm ET

Call In Number: (419) 778-3998 Conference Code: 144306#

Each caller will receive 10 minutes of private coaching time FIRST COME FIRST SERVED! Sandi will work through callers questions for 2 FULL HOURS! Listen in LIVE as Sandi coaches clients!

**Open Line Day With Sandi Krakowski TODAY!!!**

## Email #47 - Do you struggle with time management?

Hi {!firstname},

I hope you're having a great Saturday afternoon! It's actually quite chilly here in Indiana today & we started the day out with a fire! :)

We currently are serving more than 170,000 clients in more than 136 countries here at A Real Change. And the single most urgent topic we hear about from people all over the world is this- Time Management.

As a mom who has home schooled for more than 21 years and as a serial entrepreneur who has successfully grown and prospered 11 companies, let me tell you that the single biggest asset that I bring to the table is about this topic.... and more.

Actually, I don't manage my time. I make it my slave. I make it obey my agenda!! And I manage something more important, something more critical than time. I'd love to share with you what it is, today, absolutely at no cost or obligation.

Here is an MP3 I recorded to share this critical topic. This is where I share wide open how I stay on track.... and keep moving.. and more!

Grab this as my gift to you.

<http://www.arealchange.com/blog/time-life-management-business-owner-real-facts-figures-nitty-gritty-work>

With love,  
Sandi Krakowski

PS.... You mean the world to me and to reach your goals, you're going to need to get a handle on this. I want to make it easier than ever for you. Grab this gift now. :)

<http://www.arealchange.com/blog/time-life-management-business-owner-real-facts-figures-nitty-gritty-work>

Sandi Krakowski

## Email #48 - Did you see that on Facebook? OMG!

{!firstname}-

Advertising campaigns and guru advice comes and goes just like the wind. One minute webinars are working, the next it's tele seminars.

One expert says to do PayPerClick advertising, the other says they are dead and the only thing working is banner ads.

Who on earth are you to believe?!

I'm here to help.... for the last 14 years online that I've been in business I've been doing PPC ads successfully. Our very first kitchenware business was completely run by two advertising mediums- PPC and Newsletters. That's it!

Currently I have a team that assists me with our PPC ads, but I'm still editing and refining their copy because THAT happens to be one of my core competencies. In plain English, I know how to write words that convert. :)

Many of our clients have begged me to teach them how to do PPC ads. This presents a number of concerns. Some think it's so easy you can start overnight and get amazing results instantly! That is just not true. Pity the person who doesn't test their message.

God help the person who doesn't bring their message to free platforms first to see if it's even going to work.

Just plain stupid is the one who throws money at an ad campaign and didn't even see if people wanted what they had before hand.

Now I could have gone and created a step by step webinar for you that could sell for about \$ 900 and show you everything I do. But here's the reality- if you don't understand the BASICS of marketing online and doing advertising through various online platforms like social media, banner

ads, blogs, and the like.... you'll never get the PPC results you want or deserve.

So I decided to do something that could impact everyone....

In our November issue of the print newsletter in our Emerald Membership, which mails in about one week, I'm devoting this month's issue to PPC ads and Surveys. You'll have a lot of topics from my experts, but my TWO articles and my entire CD training will be on PPC and Surveys.

This will be your first steps.

Unless you're already converting a budget of about \$ 5000 per month on PPC, this is what you will need to get to converting \$ 25 per day on PPC.

Be sure you're registered in our Emerald Membership.

You'll be glad you did!

<http://www.arealchange.com/emerald>

This is something you can turn back to again and again.

PPC advertising is a blast! We recently did an ad for a \$ 67 product and were converting 30+ purchases per day on a \$ 50 per day budget. Do the math.

THAT does not happen without testing, refining, tweaking and some other insider tips you're going to need.

Get your Emerald Membership now. It's only \$ 11.90 for the first two months and if you don't think it's worth your time or the money, there's no obligation, just cancel.

But we're so convinced you'll be shocked by this content as the more than 500+ subscribers who currently are profiting from this publication ( as

well as the others who join every single day!) that we put this ridiculous offer out to be tested!

Go ahead.. test us.. try it out! What do you have to lose? \$ 5.95 a month? You get my point. :)

<http://www.arealchange.com/emerald>

With love,  
Sandi Krakowski, Editor  
Alan Krakowski, Publisher

The Emerald Membership Program of  
A Real Change International, Inc.

P.S. This month we're also featuring some tips on managing your finances at the end of the year, with our financial planning expert. We have tips on PR, Mindset, Nutrition, Making money with Mobile Marketing, videos and more!

Get yours now...

<http://www.arealchange.com/emerald>

Happy Subscribers!

## **Email #48 - Let me write your copy for you...**

{!firstname}-

Wow, that's a pretty loaded subject line, you think?

If I were to write your copy, the first thing you'd have to do is put a \$10,000 retainer deposit down on the table to show me you were serious.

Take a deep breath... I'm not available anyways, so there's no worry. Currently I only write for 1-2 corporate clients per year and my schedule is booked until April of 2012 with projects.

But the next best thing is available to only 8 people and it won't even cost 5% of what I typically charge for my copy and website reviews....

On Tuesday, January 17th, 2012 from 3:00 - 6:00 pm ET I am going to lock myself away in a private Web Ex environment with just 8 people. In this private, closed door session, I will give everything I know to help these 8 people with any aspect of their online business.

### **For 3 full hours I'll be writing copy, giving website reviews and more....**

This is NOT for everyone, so please do not feel bad if this is not for you at this time. I totally understand... that's why there are only a few seats left to this event.

But if you have been racking your brain, you have a product that you know will sell and you just need SOMEONE to put some JUICE on top of what you're already doing..

[Check it out here..](#)

I look forward to seeing who will be at this event! It's going to be life changing...

**Sandi Krakowski's Millionaire Swipe File And Activation Emails (Lite Version)**

With love,  
Sandi Krakowski

PS.... by the way, it's a virtual event that you can attend in your pajamas or sweats if you'd like. I'm giving my best on Tuesdays, January 17th to just a few people.... if you need to fix your opt in, your copy or your website, [grab a seat now.](#)

## Email #49 - Happy Thanksgiving!

### Happy Thanksgiving And How To Serve More People Through Business

**By: Sandi Krakowski**

My heart is FULL of gratitude today!

We are so grateful for the honor to serve all of you, our clients. More than 180,000 people turn to A Real Change as the **#1 Source In Direct Response Marketing** for information on how to attract the right clients, make money and here's the big GOAL.... living a life they have designed for themselves, personally.

**It is our passion to teach you to NOT work for the 'other guy' but to work for yourself!**

We have had so many amazing breakthroughs this past year as family and we've shared EVERY single one of them with you, our A Real Change family!

Alan came home in August of this year and it has been an amazing change for our family! And one we've worked towards for a long time.

I can truly see that is it by GOD's DIVINE design that it is a good thing that husbands and wives work together. God did not design the family to be separated and apart from each other more than 50 hours each week. He also divinely designed that children would be raised, nurtured and mentored in the home where the building of wealth is done together as a family! Where a lifestyle that is marinated in freedom and passion and an opportunity to grow one's own unique talents and abilities is normal and not the 'rarity.'

It has taken 14 years of learning, growing and building our own lives and then.... **God called us to share with all of you.**

We are so grateful!

No matter where you are today in your life or business, we want you to know that we send blessings and good thoughts to you everyday. We pray for God's light to shine on you, for His face to shine on your families and for His wisdom and wealth to flow into and through your businesses.

If you are in the USA, we wish you a Happy Thanksgiving today!

If you are outside of the USA, we wish you a day of much gratitude as well!

Today... it's my desire that you won't be reading a newsletter that teaches you how to live a life by design, **but that you would be enjoying one.**

God bless you!

I love and appreciate you so much,

Sandi Krakowski

## Email #50 - Sandi Krakowski is coming to Dallas, TX!

{!firstname}-

The BIGGEST live event we've ever done in our entire company history is coming to Dallas, TX March 31 & April 1st.

You don't want to miss this one....

Many of you have heard me say before that there is a enormous shift going on in our economic structure. Ironically, we're seeing more than ever before in our world's history, people are turning to something way beyond themselves to get insight as to where our world is headed.

March 31 and April 1, 2012 I'm hosting an event that will shift the mindset of many people when it comes to this topic. It's the biggest risk I've ever taken and let me just say.. I'm ready.

Introducing....

### **"The Divine Call Of God On Business And The Key Role You Can Play"**

#### **Just some of the highlights you can expect:**

- **Protect yourself against living for someone else's dream** - Are you tired of creating a dream for someone else to enjoy? Bring yourself out of the trap of 'just surviving' and find out the business plan God created a long time ago for you to enjoy!
- **Safeguard against common detours that hold people back**- Is it possible the persecution you've felt on your life, your business and even your own mind could be a direct sabotaging attempt to stop you from being a huge impact in the world?
- **Secure your family with three things you need to survive an economic crash**- Do you fear an economic crash and worry about what could happen to you, your family and your children? We will share stra-

tegic steps that will assure you a NO FEAR zone in any culture!

- **Why it's critical to understand that money comes in shifts and how to tap into money business funnels**-Surges of money in the economy comes in shifts and we are in a time period, THIS YEAR, in 2012 when the perfect divine activated manifested will of God will come to pass. This means that it is a GOOD TIME for you to build a business. NOW. Learn why and how!
- **Identify your personal strengths and monetize them in the business world- Have you wondered what you are really good at?** Curious how to 'assess' if you even have a marketable idea, skill or vision? We'll be doing hands on training, surveys and quizzes so that you leave very clear on what your purpose is!
- **Raise children who think like entrepreneurs**- This is a FAMILY FRIENDLY event! Bring your 16-18 year old children to learn how you can actually work with your family in a great environment where it's not only COOL but also hugely profitable!
- **Working with your spouse without stress, competition or insecurity**- There's no secret to working with your spouse. But there are things you need to know ahead of time to learn how to work with your spouse, how to know when it would not be a good idea and how to have peace in the process! THIS IS A BIG SESSION!
- **Why Gods role for men and women differs and how to live freely as a team with the opposite sex apart from discrimination**- The role of men and women in the world, the church and abroad has been so diluted, misrepresented and misguided that it is NOW TIME that we no longer live in ignorance and we understand what God designed for all of us!
- **The key role religion and spirituality play in huge business surges**- Religion and spirituality play a KEY ROLE in business today... even though it's politically incorrect to even speak of. Learn the BIG difference between religion and spirituality. Learn how to identify what is the will of God for YOU personally and how to avoid all the trappings of things that are not.
- **Hidden talents in business you were born with**- We'll teach you how to find your gifts, how to use them and give you resources for learning how to activate them daily in your life and business!

**Sandi Krakowski's Millionaire Swipe File And Activation Emails (Lite Version)**

And so much more that will not only impact your ability to create wealth, but it will also clear away a lot of the misconceptions people have about business and working as a very successful entrepreneur.

Stay tuned.....

We are opening our doors in the next 48 hours for registration!

With love,  
Sandi Krakowski

To Purchase The Entire Swipe File,  
Visit [AREalChange.com](http://AREalChange.com)

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