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# Cash Stuffing Secrets Of The Written Word

"How To Stuff Your Inbox With Cash By Tapping Into The Hidden Psychology Of Creating *Instant Rapport* and *Rabid Persuasion* With Your List!"

By Ewen Chia



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# Introduction

**Dear Friend,**

Thank you for downloading this very special report I’ve written especially for you...

You’ll be discovering my *never-before-revealed* techniques that will make you amazing amounts of cash - no matter what you sell. It’s going to be *very exciting* so make sure you **read every word** here (blink and you may miss something)

*Also, make sure you check out and invest in the brand new [Stuff Your Inbox With Cash Secret Toolkit](#). There’re lots more tactics and secrets hidden there. Plus it’s **100% guaranteed to attract cash windfalls to you!***

To start off this training, consider this profound statement:

***“One must know and recognize not merely the direct but the secret power of the word.” -Knut Hamsun***

Every marketer dreams of owning a hyper-responsive opt-in list. A hyper-responsive list is one which is composed of **loyal, enthusiastic and willing** subscribers, who hang on and act on your every word.

If you visit any internet marketing related forum on an average day, you’ll find marketers chewing over every last detail of copy and conversion. They have one concern in mind:

**How do I build rapport with my subscribers, and lead more of them to *act* on the offers I send them?**

*You see, rapport and persuasion work hand-in-hand.* In the offline world, sales are closed through the power of **non-verbal** communication. What the salesman says is not nearly as important as his body language, which makes up a full **93%** of the real communication taking place!

A sales message delivered via e-mail begins with an obvious disadvantage: there is no body language. *Enthusiasm must thus be conveyed through the written word.*

**The *only* way to build rapport through the written word is to learn the fine art of copywriting; that is, copywriting with the goal of *relationship building and persuasion* held firmly in mind.**

This report will guide you through the art of copywriting as a form of *Affective Communication*. What do I mean by this?

**The word “affect” signifies emotion, the ability to be moved or “affected” (do not confuse this with “effect”).**

Let’s look at the Webster’s definition just to be clear:

**AFFECT -**

- 1. To have an influence on or effect a change in;**
- 2. To act on the emotions of; touch or move;**
- 3. Feeling or emotion, especially as manifested by facial expression or body language.**

*The goal of this report is thus to teach you how to “act on the emotions” of your subscribers – to touch them in a way which builds rapport and to move (persuade) them to **take action**.*

Essentially, you’ll learn *the* most important and *exciting* skill you could ever dream of as an online marketer: the ability to turn the cold and lifeless medium of e-mail into a cozy fireside chat (or a splash of cool, invigorating water!).

If you’ve taken a few copywriting courses in the past, I believe this will pleasantly **surprise** you...

As far as I’m aware, no one else has offered this secret information in the way it is presented here. I will share the standard “tricks of the trade” with you, but also some **very revealing** information about how to size up your subscriber base and **pinpoint the way through to their subconscious minds**.

Each lesson here adheres to a guiding principle: there are numerous, but identifiable, *types* of readers and there are *levels* of writing. If all of this sounds a bit academic, don’t worry – we’re really just breaking down the ‘when, where and why’ of standard forms of language.

You’re going to learn when to go for a hard-hitting, direct approach, when to veer off into storytelling and abstraction, how to use *facts* for maximum impact, and a whole lot more...so pay close attention, we’re going to sink our teeth right into your subscriber’s mind next...enjoy ;-)



Ewen Chia  
[Stuff Your Inbox With Cash™](#)

# Lesson #1:

## Getting Your Readers To Relate And Pay Attention To Your Message

Have you ever experienced the following type of conversation with a friend or loved one?

*“I’m having a party this weekend. It should be a lot of fun. I’ll provide food and music as long as everyone brings their own beverages...”*

*“That sounds like a great idea! You always throw wonderful parties. I hope you have fun.”*

*“Well, aren’t you coming?”*

*“I don’t know. Did you plan on inviting me?”*

*“Yes, that’s why I’m telling you about it right now!”*

*“Well, why didn’t you say so!”*

The above dialogue illustrates our main focus for this lesson: the issue of “types of readership”. **There are different types of “readers” just as there are different types of “listeners”.**

In our example, we have a case of one person communicating an invitation indirectly to an individual who *listens for* an explicit, direct communication.

This brings up an important point. You’ll have plenty of readers on your list who “just get it”. They’re sophisticated readers and they know intuitively where you’re leading them and why without a lot of hand holding. You’ll also have more literal minded types. They want the facts. They want you to tell them what step they need to take next.

We can expand these two types and cover even more ground. Imagine at least one-third of your list craves a good story or real-world example from you to generate their interest in a product, while another set just wants you to cut to the chase and will become bored waiting for the point.

What’s a marketer to do?

**It is literally a case of *needing* to deliver one message in two or more ways simultaneously.** This is a delicate balancing act and one which requires a lot of practice on your part to perfect. The rewards are worth it, however.

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So, what can you do to bring these disparate elements together and write an effective message that will appeal to a **majority** of your subscribers, and subsequently, increase your results?

You need to investigate what’s called the “**auditory imagination**” and learn how this form of imagination connects to *visualization*.

Your reader’s auditory imagination is simply the filter through which words are processed into meaningful ideas and images. It’s what defines them as a “listener”.

Every auditory “event” in the reader’s mind leads to some impulse or vision. This is really what you’re aiming for anyway. You want to get a clear image of your product and its value into the reader’s mind in such a way that they are motivated to move towards that image.

**In other words, they are lead to purchase the product because you’ve successfully caused them to imagine the benefits of ownership.**

Now, how do you go about creating these visions of ownership among a very diverse group of people? Would you believe the process is **stunningly easy** once you learn how?

**Here is the “big secret”:**

*You can create messages which emphasize the same central benefits over and over again* – each time targeting a different mindset – and do so *without* being boring or repetitive. This is one of the **real tricks** of copywriting.

First, you need to learn the elements of *affective communication*.

There is a language toolkit of sorts at your disposal. You have one message to convey, but you’ll use different “wrappers” to get that message across to different people.

Remember: it is easy to communicate facts to people without knowing or caring about their feelings. It is a much more sophisticated task to look at your list as a microcosm of society and, from this view, learn to establish a flow of sympathy.

**Over the next several lessons, we’ll look at the different tools at your disposal which will allow you to communicate both *affectively* and *effectively* with your list.**

There’s *a lot more* to it than simply sprinkling your copy with buzzwords and hype. Anyone can write a message full of superlatives, but it takes skill to elicit enthusiasm in your readers out of their own free will...

## Lesson #2:

### **How To Convey Factual Information Vs Subjective Benefits**

When you mail your list about a new product, there are dozens of pieces of information about that product you could share with them...

There is a boring, concrete way to do this and there is an abstract way to do this which might leave the readers wondering just what it is the product *does*. You **don't** want either of these scenarios to occur.

Many experts stress the importance of highlighting the benefits of a product versus the facts or features of the product. In some cases, though, there *is* overlap between the two. Also, you would be wise to include a mixture of both to satisfy the decision making process of your customers.

**The question is: how do you do this in a way that's subtle and creates enthusiasm?** It's time to examine the *affective* delivery of facts and benefits.

*Did you know that sometimes the plain truth carries more impact than any hyped up endorsement? We'll get to a marketing related example of this soon; but, first, consider the following tactic, taken from journalism, of letting the 'facts' speak for themselves in order to establish a rapport which creates affective response in the reader.*

Imagine reporting an automobile accident.

*You could describe the accident as "horrific" or "ghastly". In this case, you're instructing the audience how to respond. Yet, you're leaving a lot of room for them to fill in the blanks in ways you didn't intend. Why, after all, was the accident "horrific"? Were there any fatalities? Or was it just horrifying how one car lost an entire front bumper?*

What if you let the facts speak for themselves instead?

*"A two car accident on Highway 5 killed one man today. The man was ejected through the windshield of his truck and landed on top of the other vehicle. The man's limbs were severed by glass and shrapnel when his body was thrown from the vehicle. He is survived by his wife and two children."*

The cold facts in that description are sure to elicit a sympathetic response in any reader.

An average reader might experience anger, sadness, disgust or even a combination of emotions. The important point is that these emotions occur naturally within the reader.

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You don't have to *tell* them how they should feel about the accident. They respond affectively to the images evoked by those words.

Now, let's apply this principle to a standard **marketing** message....can you guess where we're headed with this?

You have a product you absolutely love...

You'd like to convey your enthusiasm to your readers by saying a little more than, "I love this product. It's fantastic!" This is the moment where you reach out in your copy beyond the subjective and allow the facts to speak for themselves. For example:

*“I loaded up my copy of KeyWord Finder Pro last week and started searching for under-valued key words. In no less than ten minutes, I had a list of two dozen terms related to my niche. I already knew how I would set up my Ad Words campaign because KeyWord Finder Pro gave me real-time information on the running cost-per-click for each term. I went ahead and targeted the terms which the software generated for me and, so far, I've made 100 new sales in the past week alone to the tune of \$1,250!”*

Notice in the above paragraph that we've managed to cover a feature (the software gives you cost-per-click data), a benefit (two dozen terms in ten minutes is a time saver) and a return on investment (another benefit: \$1,250). Wouldn't this grab you, as a reader, more than a simple "it's fantastic"? Of course it would!

**This copy speaks to several levels of desire at once:**

- 1. To solve a problem**
- 2. Solve the problem easily**
- 3. Reap the benefits of the solution**

**These three elements will stimulate desire and enthusiasm in the prospect naturally.**

These are the details which truly make the product *fantastic*, but it's a conclusion you must allow your readers to come to *on their own terms*. The goal here is to *involve* the reader in the act of communication. You don't have to say that the product is fantastic.

You lead the reader into saying this himself.

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I don't care what type of product you're trying to sell; you owe it to yourself to learn enough about it so that you'll have the ability to present a factual story to your audience – **one which illustrates the product in action.**

**In other words, assists them in the visualization of ownership.**

This approach brings your abstract offering (for example, an information product) down to a concrete level where the reader can make a visceral connection.

If you think this method is useful, then you'll love the information coming up next ☺.

We'll take your copywriting to the next level by injecting it with **flair** and **poetry** (yes, poetry!)...

## **Lesson #3:**

### **Advertising is Poetry!**

I'm sure you took one look at this lesson's subject line and thought “What? What relationship could advertising possibly have to poetry?”

**The truth is: advertising has a lot in common with poetry in terms of how meaning is conveyed.**

Each form relies on ‘**verbal magic**’ to brighten up seemingly mundane topics. There are thousands of love poems in circulation and, yet, we never seem to tire of finding new expressions for that highest of emotions. Likewise, there are dozens of bands of soap on the market, but I'll wager that a savvy advertising campaign has led you to switch brands more than once.

**Poetry and advertising both rely on the symbolic and connotative meanings of words to express ideas.**

Just as you learned in the last lesson, the focus is on finding *some other way* to say “I love you” or “This soap is the greatest”. What we are searching for here is the art of expressing a benefit indirectly.

Let's talk about benefits from an advertising perspective before we dive into the mechanics how to write this level of copy.

**On the most basic level, a *benefit* answers this question: “What's in it for me?”.**

The consumer benefit could be something as simple as time saved or as meaningful as improved self-esteem.

**However, the most legendary advertising campaigns of our time blow past even these levels of abstraction and create an ‘aura’ around the product which causes it to be symbolic of something beyond itself.**

Coca Cola is a classic example of this.

Does anyone think of Coke as “just soda” anymore? Does the Coca Cola Corporation focus its entire message on the thirst quenching benefits of Coke? No. The soft drink is a cultural icon now associated with youth culture, joy (Have a Coke and a Smile), fun times, world peace (“I'd like to buy the world a coke, and sing in harmony”) and the world wide influence of American brands.

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We see this type of advertising **all the time** now. Drive this type of car and you'll exude power. Drink this brand of champagne and you'll rub shoulders with the preferences of the super wealthy.

**So, how can you infuse your copy with poetic allusions and *suggest* the satisfaction of hidden, primal desires such as status, wealth, romance and increased self confidence?**

It is actually quite easy. You begin with the rudimentary and verifiable *facts* about your product. Next, you embellish on those facts and sell the resulting ***benefits of consumption***. You do *not* focus on selling the every day features of the product.

Are you ready for a few examples?

Let's say you're selling orange juice...

What is the most basic fact you could point out about your product? It's made from oranges. This isn't very exciting, is it?

Now, we'll take it up a notch. You could mention that your product isn't made from just *any* kind of oranges. Instead, you've chosen the ripest, most carefully grown oranges from the most abundant orange grove in the world. Your oranges are sweeter, juicier and healthier than the competition's. Now we're getting somewhere. We've got a handful of adjectives to stimulate affect and sensory awareness. At this level, we're stressing quality and taste as the main benefits.

We can go one better on this, though. We can add some symbolism into the mix in order to create an association in the prospect's mind to something of value which has little or no connection to oranges in general. We'll appeal to their pride in matters of health:

*“We know you aren't just health conscious. You're a true health connoisseur. The average person might not notice the pure, smooth blend our hand picked, royal oranges lend to our juice, but you will. We always choose the very best because we won't settle for less. When you drink our juice, you're doing what comes naturally to you – staying one step ahead of the rest.”*

Suddenly, our orange juice just became part of the consumer's identity – symbolized via their lifestyle. We've hinted at the possibility of our orange juice taking a spot right up there with the daily jog and the consumer's established healthy eating habits. What we're selling is a whole lot more than just juice made from fruit.

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Notice that we, like the poet, accomplish this feat through increasing levels of abstraction. Here is a rough illustration of each step up the ladder:

1. **Juice made from fruit ->**
2. **Juice made specifically from oranges ->**
3. **Not just any oranges but *special* oranges**
4. **Special oranges create a superior juice ->**
5. **Superior juices taste better and are healthier for you**
6. **We know how important your health is to you**
7. **In fact, you're healthier than most of the population**
8. **This is because you have discriminating taste**
9. **You're a connoisseur**

Conclusion: Maintain your lifestyle by consuming a product made with you in mind. Our juice = the way you live. This style of advertising is all about overwhelming the audience with *pleasurable*, affective connotations.

**This is very powerful, so use it wisely.**

You don't want to embellish the truth into a flat out lie, but neither do you want to present your product in bland terms. You want just enough hype to pre-sell your prospect by stimulating an automatic, positive reaction...

## Lesson #4: **Pacing And Leading**

The acts of “pacing” and “leading” represent textbook tactics in face-to-face sales. You may have encountered these terms in the past.

- **Pacing is used to establish rapport with the customer.**
- **Leading is to lead the customer in the direction you’d like them to go.**

Each of these tactics takes on a new dimension in written communication.

For instance, you can’t use the usual pacing style in written form that you would use when speaking to a prospect in person. Why?

Pacing relies on a series of questions designed to elicit either a ‘yes’ or ‘no’ response from the customer. The salesman adjusts his pacing questions throughout the dialogue to establish as many ‘yes’ answers as possible. The affirmative responses become the premises for the *leading* questions. Pacing questions set up a mutually agreed upon reality between buyer and seller, allowing the seller to connect a ‘new truth’ with an old one in the prospect’s mind.

Here is a sample, fact-to-face dialogue:

*“Mr. Smith, I see you’ve shopped in our store in the past?”*

*“Yes, that’s correct.”*

*“Were you satisfied with your experience?”*

*“Yes, very much so.”*

*“Would you be interested if I told you we have a sale that will satisfy you even more than the last one?”*

*“Of course!”*

And, they’re off! That interaction was ‘easy’ for the salesman because he had immediate visual and auditory feedback at his disposal. He can monitor body language, tone of voice and other important factors. He can also change course if Mr. Smith happens to say “no” to any of the questions.

Unfortunately, you don’t have the luxury of this real-information in e-mail. Once you send out your message, your prospects are answering “yes” or “no” in their heads and you are without any avenue for interactive persuasion.

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So, what does this mean for you when you begin writing your ad copy?

Does it mean you should avoid pacing and leading? Not at all!

It simply means that you need to target your pacing questions much more carefully. You need to be careful of your assumptions. If you assume an automatic “yes” to a pacing question, but your prospect answers “no”, your entire set up falls apart.

You need to be careful of your leading questions as well. Again, you might assume your prospects will agree with the conclusions you draw from a given premise. In fact, they may not agree at all.

### **Avoiding ‘Risky’ Pacing and Leading Questions: Some General Rules**

#### **Pacing**

- Don’t use subjective (opinion based) material in your pacing questions. For example, a subjective pacing question might be: “Pay Per Click marketing is the only effective way to generate traffic these days, right?” There’s plenty of controversy and disagreement on that issue!
- Don’t play on subjective desires in your pacing questions. For example: “If there is one thing we all want, it’s more sex with young and attractive partners.” Danger! You’re liable to offend several groups of people with statements like that. That question *might* work if it’s relevant to your target group, but avoid using such statements out of context.
- Don’t insult your reader’s intelligence or sense of ethics: “We both know you’d do just about anything to avoid hard work, right?”

#### **Leading**

- Don’t stretch the bounds of logic too far: “We all agree that the universe is composed of protons, neutrons and electrons. So, it makes sense that we could manipulate them with our minds to improve our conversion ratios.”
- Don’t jump straight to the hard sells from soft premises: “You’ve got spare cash in the bank, so I know you’re ready to grab this product right now for a mere \$599.”
- Don’t lead your prospects down unexpected or opposing paths: “If you agree that key word targeting is one of the most important pieces of the marketing puzzle, I’ve got product for you that will render key word targeting completely irrelevant from now on!”

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A lot of this is just plain common sense. For the sake of clarity, here are some effective pairs of pacing and leading questions:

*“You understand the value of advertising your business, right? Then, you could appreciate a new resource that doubles the response to your advertising.”*

*“Everyone knows that modern medicine works miracles at times. But if you’re still in pain, you need something more, don’t you?”*

The art of pacing and leading is simple, yet sophisticated.

**Use it to establish rapport and bring your readers around to your way of thinking...**

## **Lesson #5:**

### **Repetition**

If you'll recall lesson #2, we discussed the different types of readers and the importance of conveying your message clearly to each type (implicitly versus explicitly).

**In order to reap the maximum response from all of your readers, it is necessary to implement repetition in your message.**

Yes, you *do* need to say the same thing, multiple times and in multiple ways.

Here's why: each reader has their own **trigger for response**. If you took a sample of your list you would probably find that a subset clicked on the very first link you provided, while another set clicked on a link in the middle of the message; and, yet another group waited all the way until the end of the message (reading it the whole way through) before visiting the link.

**The point at which a reader clicks on the link is the point at which your copy has done its job in motivating to him to take the desired action.**

If you examine each point where the action occurs, you'll find that the clicks came after the information hit the reader in their preferred fashion: factual, benefit oriented, after an illuminating story or an appeal to emotion and so on. In fact, one of the skills you should work on is the *placement of links in these strategic points of copy*.

Let's take a look at some sample copy to see how this might work:

Dear FIRSTNAME,

I'm amazed! I just finished installing a new mailing list script on my server and the whole process only took about 30 minutes. The instructions were easy to navigate. Even a tech phobic marketer like me could understand where to place the files and how to set the permissions. The best part of all is that once you get the minimum files in place, the script finishes the job and installs itself! But that's not all....

*www.urlhere.com* .....

The script is cheap at \$50 bucks and includes these powerful features:

- Self-installing admin file
- Comprehensive, easy to read documentation

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- Tight, compact programming. There are only 10 files required to make the whole thing work!
- Even a newbie can set this thing up in under an hour

*www.urlhere.com*

I liked the script so much that I purchased exclusive re-sales rights for it and I can offer you a great deal on this script if you act within the next 72 hours. My guess is that this script will go fast, so you'd better hurry and pick up your copy today.

Order right now by clicking here: *www.urlhere.com*

Notice how I managed to say basically the same thing **three times** in a row?

The **first** part appeals to the readers who pick up on the implied benefits.

The **second** part lays out benefits and features in a style preferred by the more literal minded readers.

The **third** part, the close, makes another emotional appeal and gives explicit instructions as to what action I want the reader to take now that they've read that far.

At no point did I have to repeat myself word for word. All I needed was a strategic approach to expressing the central benefits in a way suited to decision making process of each type of reader.

Are you ready to tie all of this together into the **ultimate** piece of email copy? Great! That is exactly what we'll do in the next lesson of this course.

You will receive a 'mock' sales letter which implements **everything** you've learned through the duration of this course...

## Lesson #6:

### Ultimate Copy

We’ve arrived at the culmination of our secret study on rapport and persuasion. Now, I’ll provide you with a fictional sales letter which implements everything you’ve learned throughout this report.

I’m not going to give away the elements piece by piece. My challenge to you is to **spot** their usage and notice how I deliver the theme of the message multiple times on multiple levels. Ready? Here goes...

**Fictional Product: Weight Loss Pill**

**Ingredients: Soy Beans**

**Benefits: Drop pounds safely in a short amount of time**

*Dear Soon-to-Be-Thin Friend,*

*Have you ever wished you could lose weight easily? Do you dream of dropping those pounds more quickly than you ever imagined possible? I know I have. If you’re at all like me, you want a solution that lives up to its promises, right? If I told you there is just such a solution, you’d probably be eager to check it out.*

*www.urlhere.com*

*Well, I have some good news. There is a brand new solution on the market. I don’t even know if I should call it a solution. It’s actually a lifesaver! Let me tell you a story...*

*A few months ago I was 150 pound overweight. My blood pressure was sky-high. My doctor told me that if I didn’t do something for my health as soon as possible, I was heading straight for an early death. No ifs, ands or maybes. I was basically just going to drop dead. I knew had to do something. I wasn’t about to leave my family to fend for themselves. I wasn’t ready to die.*

*Well, I went out in search of a solution and I met a naturopathic doctor who proved to be the answer to my prayers. He offered me a trial of a proprietary weight loss formula based on the healing effects of natural soy. I will never forget what happened next. The pounds started to shed almost overnight, though I know it couldn’t have been that fast, could it?*

*Guess what? It’s been 3 months since I began taking The Soy Solution. I’m within 15 pounds of my ideal weight, my blood pressure has dropped back to*

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*normal and my old physician can't believe how much healthier I am!*

*www.urlhere.com*

*Just what is The Soy Solution and why could it be the answer to your prayers, too?*

*The Soy Solution is:*

- *100% safe and effective*
- *FDA tested and approved*
- *Made of all natural, high quality soy*
- *Boasting a 95% success rate in those who've taken it according to direction so far*
- *Affordable!*

*www.urlhere.com*

*Maybe you're wary of "another one of those weight loss pills". That's understandable. I trust that you're wise when it comes to taking risks on a new product. It takes a very strong-willed individual to sit back and chew on the facts, rather than jump on the first product that comes around promising results. But I also know that you wouldn't have read this far if you didn't suspect, at least on some level, that The Soy Solution might work for you.*

*The Soy Solution acts by lowering the excess insulin output from your pancreas. As you know, excess insulin wreaks havoc on your blood sugar which, in turn, wreaks havoc on your metabolism! The Soy Solution, made of super high-quality, organically grown soy, stops this insulin syndrome in its tracks, allowing your body to balance back out to its natural metabolic state.*

*Just imagine how much better you'll look and feel. Imagine what it will be like to go shopping for skinny clothes again! Lastly, imagine the peace of mind you'll enjoy knowing that you're using a government test and doctor approved formula that won't break your budget and guaranteed to work!*

*The Soy Solution comes with a 90 day money back guarantee and can be ordered at your convenience online or by phone. I can't imagine any reason why you'd delay meeting the new you. Your new life is just a click away.*

*Visit the site and order The Soy Solution today at: [www.urlhere.com](http://www.urlhere.com)*

*Regards,  
Marketer*

## “Cash Stuffing Secrets Of The Written Word”

We’ve come to the end of this course, and the start of a brand new phase in your money-making activities.

The good news is, there’s **a lot** more ground to cover and plenty of other ‘secrets’ available for you to generate unlimited cash online.

To Your Cash Windfalls!

Ewen Chia

[Stuff Your Inbox With Cash™](http://www.StuffYourInboxWithCash.com)

**PS.** If you’re even remotely interested in stuffing your own inbox with autopilot orders and cash 24/7, there’re **TONS more** secret strategies and tools you can access immediately. All you’ve to do is [invest in Stuff Your Inbox With Cash now!](http://www.StuffYourInboxWithCash.com)



[Stuff YOUR Inbox With Cash Here!](http://www.StuffYourInboxWithCash.com)