
I'm being strong-armed into shutting down my business (this is serious - HELP!)

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The other day I took my Jeep to get an oil change.

Well...

At least that's what I set out to do.

You'll never believe this...

But when I pulled into the parking lot of the dealership I noticed that something was up.

I parked my car, walked into the service station, and told the guy behind the counter:

"Hello fine sir, I'm here to get an oil change."

He sat there for a moment, with a puzzled look on his face.

After a brief pause, he replied:

"Oh... I'm sorry. I guess nobody told you. Today is a 'value day.' We're actually not going to accept your money. We're actually not selling anything at all."

I stood there... not sure how to respond to this.

"What do you mean... I'm... I'm just trying to get my oil changed. Can I please just pay you and you do this for me?"

"NOPE! Not today sir. Like I said... we've got nothing to sell today, just pure value. In fact, now that you're here please follow me to the conference room so I can show you a 45 minute documentary on the history of motor oil and how it's evolved over the years."

I had about enough of this dumbfuckery.

"Look dude," I started to say. "IDK wtf you guys are trying to do here... but I just need my oil changed. I have a problem. You have a

solution. Are you going to take my money or am I going to have to go elsewhere?"

This got his attention.

He shifted his stance, narrowed his eyes and growled back at me: "Now YOU listen to ME shithead... idk who you think you are, coming into this dealership, thinking you can strongarm us into selling you something. TODAY IS A PURE VALUE DAY. WE'RE ONLY PROMOTING GOOD CONTENT!!! SO IF YOU DON'T LIKE IT, DRIVE YOUR JEEP ON OUT OF HERE AND GIVE YOUR MONEY TO SOMEONE ELSE!!!"

At this point, I grabbed my keys, got in my car, and I did just that.

Now...

Why the hell am I telling you this obviously made-up story?

Well...

Recently, I've had a few people whine about how I'm selling in every one of my emails.

Like this one rando who sent me the following email reply:

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Chris - I'm only a few in, but so far the newsletter has no content but pushing your courses. I can understand wanting to sell your wares, but most people seem to do it by demonstrating how they add value first. Does the email have content by itself?

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I love the way this is worded.

"pushing your courses"

... as if I'm selling crack outside The Hub on French St in New Brunswick.

"sell your wares"

... as if I'm some traveling gypsy fleecing townspeople with fake trinkets and talismans.

Here's more:

According to this guy... most people demonstrate how they add value first.

Welp...

I guess the hundreds of articles, the two books I've published, the dozens of podcast interviews you see before you even get onto my list all don't count as content that adds value.

Duly noted!

Here's the thing that unsuccessful marketers like this guy don't understand...

I am going to sell something in every email I send.

Wanna know why?

Because when I make a sale, I help someone.

When someone takes one of my courses, they learn how to write better emails... so they can make more money in their business and provide a better life for their family.

They can generate more cash flow in their business and hire more people, creating more jobs in their community.

They can save for their kids' college fund and treat their significant other who put up with the ups and downs of entrepreneurship as the business was being built.

My courses, books, newsletters, and services all transform people's lives.

Sure, I make money from selling these things.

Am I allowed to do that?

Am I allowed to pay my mortgage?

Am I allowed to build a business where I'm hiring people on a weekly basis to help me grow, creating jobs in the process?

Am I allowed to give myself a better life?

Nope!

Not allowed!

I am not allowed to do these things because some dipshit on my list replied back and complained that I didn't include enough value in my emails.

In light of this, it's time to make some changes...

I'm actually going to shut down my business entirely.

I'm pulling all my courses off the internet.

I'm firing all my staff at the agency, effective immediately.

I'm going to buy back all my books and light an epic bonfire so that no one ever has to suffer through my "pitches" ever again.

lol

Yeah, I'm obviously kidding.

Hopefully you're accustomed to my sarcasm by now.

Here's the lesson in all this...

The most successful companies in the world sell something every single day, unapologetically.

You can stick your fingers in your ears and close your eyes and pretend you didn't just hear that... but it's not going to change the fact that it's true.

If your products actually help people, then it's your duty to do your damndest to get them into your customers' hands.

Also...

Don't listen to wankers who complain about the number of times you're selling in your emails.

They're not responsible for your bottom line.

They're not the one who's gotta pay your bills or support your family.

End rant.

Now, here's the pitch:

If you're not already a subscriber, then...

[Subscribe to my Make It Rain Monthly print newsletter because it's awesome and it'll help you sell \(NO WANKERS ALLOWED\)](#)

Chris Orzechowski

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- 1) To make sure you keep getting these emails, please add chris@theemailcopywriter.com to your address book or whitelist us.
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