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## **WARNING:**

I am going to reveal the 9 Words to you.

But NOT right away...

First, I want you to open your mind.

This formula works.

But clean your whiteboard spotless...

And let's start completely fresh.

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# 1 - You Fear Success

Success is not hard, it's scary. You can have success if you follow a few simple steps. But you are scared to follow those steps. You are scared because deep down you know that those steps will actually end in success.

And that success will change your life drastically. TOO drastically. Like a tidal wave. Like a global disaster. Like a death in the family. Everything will change. Even the ground under your feet will give way. And it scares you.

Do you know what happens when someone wins the lottery? When they win a mountain of money? When their wildest dreams come true? They get divorced.

Or your spouse sues you to death. The family breaks up. Your kids now hate you. Your friends turn into beggars. If you don't give them money, they resent you. If you do give them money, they resent you more.

Why? Because that's the nature of success. Success is change. It will change everything in your life. It will change how you think. It will change how you eat. People that loved you will now hate you. People that hated you will now love you. Sort of.

So don't tell me you fear failure. That's a lie. Failure is easy. Failure is status quo. Failure is pulling your socks on in the morning and driving yourself to work so you can look at the angry face of your boss.

Success is your wife hiring a hitman to kill you. So that she can take her turn riding the tsunami. You think success sucks. That's why you avoid it.

Therefore I say to you: Follow the steps that I give you. Have faith in those steps. Admit you are scared. Admit you are filled with fear.

But follow the steps anyway. And you will conquer.

## **2 - People Don't Care About Your Book**

Your book is not important to them. Why should it be? It's important to you. You worked yourself to death to finish it. Can I tell you a secret? Your book is YOU. Your book represents YOU. That's why you love your book.

But it doesn't represent THEM. To them, a roll of toilet paper is more important. More useful to them. They go to the store and look for their favorite brand. They love that brand. It's important.

People care about themselves. They love and worship themselves. All they really have in this life is themselves. You don't exist. And your book doesn't exist. Not for them.

Here are two truths for you:

**A) People are self centered.**

**B) People are bored.**

They are self-centered and bored. That's why you need to challenge and ATTACK them to get their attention. Disrupt their daily flow. Assault their minds. "Normal" is not going to get you where you want to go. "Polite" doesn't work either. You need to cross their Red Line.

Picture every human being as walking down the sidewalk holding a small makeup mirror in their face. They are constantly staring at their own faces, completely enraptured. Hypnotized by such a unique creature. By such a precious vision. No matter what that face looks like, it's a beautiful face. Why? Because that face is MINE. I own that face. That face is ME.

They are wondering how they can make this face even better, even

more important, even more unique. Maybe some more makeup? Maybe some new shades? Maybe a crown? How about a tattoo?

That little mirror is called a smart phone. Social media is also a mirror. Why do you think it's called Facebook? It's YOUR face. It's the glorified version of YOU. Your face is front and center. Your face is in the spotlight. Your face is IMPORTANT.

And what are people saying to themselves when they interact with Facebook? What's their internal dialog? What are they whispering to themselves? "I am a good person." "I stand for truth and justice." "I help the weak." "I am a high-value person." "I'm not like those other people." I call this Self Marketing.

People are constantly marketing themselves to themselves, and to other people. This is how they convince themselves that they are good people. This is how they convince themselves that they are important people. Otherwise they wouldn't be able to get up in the morning.

But you will interrupt their junk marketing with a very different kind of marketing, and penetrate their brains. In fact, I will show you how to disrupt their Self Marketing with something I call Attack Marketing.

You might ask: "Why would I want to attack someone?" You are attacking them so that they stop looking at their phones. So that they look you in the eyes. So that they open the door to you.

You are simply opening a door. You are opening the doors of someone's mind. Once that door is open, you can deliver any message you wish. You have all of their attention. You have them wide open.

Your message can be good or evil. That's entirely up to you. But you MUST open the door first. Otherwise, you will simply be dismissed. If I have to stand outside your door and yell FIRE, then that's what I'm going to do. Your door is going to open. No matter what.

And now I am giving YOU the key to open that door. To fling it wide open. I am presenting that key to you on a golden platter. In exchange for your... We'll talk more about that later.



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### 3 - The Great Tower of Jenga

Humans have bigger brains than fish do. With a fish, you just stick a worm on a hook and you're good to go. When fishing for humans, it's a bit different.

What is a 'hook'?

When marketers talk about a hook, they are actually talking about the bait on the hook. The hook is what you don't see. The bait is what you do see.

What is bait?

Bait is a benefit. Anything that makes your life better. Like food, more money, a slimmer figure, higher status, more respect.

But there is something more powerful than this. It is called "Attack Marketing." In order to explain Attack Marketing to you, I am going to have to introduce you to The Great Jenga Tower. Sometimes referred to as The Great Tower of The Ego.

#### **Here's where it gets fun...**

Inside every human is a Jenga Tower. You've built that tower over many years. It's built from your experiences, your choices, your opinions. It's built of your hopes and dreams. But it's also built of your false hopes.

That tower is built of truth and lies. That tower is very real. That tower is your self-worth. That tower represents your value in the pecking order of humanity.

That tower means you are an important person. You are a GOOD person. You are not EVIL. You are worthwhile. You are valued. You are loved. You are not a joke. You are not a clown. That tower is YOU. And you are standing tall.



## **But what if someone threatens to pull a piece out of your tower?**

And what if they pull the exact piece that is holding your tower together?

And what if your tower collapses and spills all over the place?

For all your friends and enemies to see.

Then you have a REAL BIG PROBLEM. If that tower falls for any reason, you become a low-value person. You may even become a no-value person. Your opinion of YOU changes. You begin thinking of yourself as a bad person, a criminal, an outcast, a loser, a joke.

If you start thinking of yourself in this way, how will you get out of bed in the morning? How can you look in the mirror? How can you face your friends? How can you face your enemies? How can you even breathe?

You MUST defend that Jenga Tower at all costs. You must either block the hand that reaches for your tower, attack that hand, or even counterattack the enemy tower. But you must quickly push the piece back into your tower. You have NO choice. Zero.

You can't let someone pull you apart. You can't let them destroy your reputation. Worse, destroy the very way you see yourself. You can't ever let that happen. No one can. You are COMPELLED to act. To defend.

Let me give you an example. What if I say to you: "You don't seem like a very generous person. Do you ever give to charity?" Are you going to let that stand? Are you going to say nothing?

I am basically saying to you that you are not a good person. If you don't defend yourself, my words become fact. Become true. True for

the person who said it. True for the person who it was aimed at. Are you going to let me lower your opinion of YOU?

Remember, you are going to have to live with it from now on. "I'm not a good person. I'm not generous like other people are. I'm selfish." Do you want THAT voice going through your head? That's not going to be very fun to hear day in and day out.

No, you won't let my words stand. Even if you have never actually given to a charity, you are going to defend yourself. Even if you really aren't very generous, you are still going to defend yourself. You will quickly dig something, anything, up and use it as a defense: "I've helped plenty of friends through tough times."

Do you see how that works? I threatened to knock your Jenga Tower down, and you took the piece out of my hand and put it right back into your tower. Problem solved. Tower stable. *I am a good person. I have value. I am generous. And in the future, I will be even more generous.*

How do we use this in a book title? How about: "Charitable Acts for Selfish Bastards." Would that title get attention? It's rude. It's funny. And it's attacking people's sense of themselves as good people. As generous people.

It's putting the ball in your court by saying: "Are you stingy? Are you selfish? Do you ever even give to a charity?" The book title is challenging your version of yourself as a good person. It's threatening your Jenga Tower.

But do you think that book will be one giant attack on the reader? Nope. Inside the book you can explain how every person is generous deep down, and they only need to know how to unlock that generosity. And you are going to be the one to show them. So you see how a brutal title opened the door for you so that your message could be heard.

Let me give you another example. I am American. I turn to a fellow American and say to him: "USA is not an important country anymore." Do you think he would simply let those words breeze by his ears? No reaction? No problem? He just keeps drinking his beer?

Of course not. He MUST defend his nation. He must defend its reputation. He is American. He IS the nation. He's defending his own value and his own ego. He is hooked by your words. He can't let it pass and he won't let it go. You have damaged his reality, and he is attempting to defend it and put it back together.

You have just opened the doors of his mind. Now that they are wide open, you can inject your message. Maybe your message is not really anti-American. Maybe your message is: "We have compromised our ideals and slipped from greatness. But there is a way back up the mountain."

Your 'attack' was upsetting. It sounded like you were abandoning your own country. But that was just a way to get him to open his door so that you could deliver your message. To put your ideas and words inside his mind space. And maybe even inspire him to think and see in a new way.

**Now let me give you a real-world example that will cause you to remember Attack Marketing for the rest of your life...**

There is a self-defense expert named Dallas Jessup. She teaches teenage girls how to defend themselves. If you are being grabbed in the street, Dallas teaches that you should not yell HELP or RAPE. Instead, you should yell FIRE!

Why?

"When a teen yells "Help" most people think they are playing and do nothing; when a teen yells "Rape" most people are fearful to get involved and do nothing. Yelling "Fire" **immediately captures everyone's self interest and they rush to see what is**

**happening.** Attention is the last thing predators want, and often this alone will stop an abduction."

**Dr. Laura Markham**

There's someone yelling FIRE in the street. Is it MY house that's on fire? I don't want to be in my house if it's burning. I'm going to open my front door and at least see what the heck is going on out there!

Attack Marketing immediately captures everyone's self interest and they rush to see what is happening.

## **4 - Methods of ATTACK!**

Let me lay out some examples for you. We start with a book that's made a ton of money, and made its author pretty darn famous:

**"The 4-Hour Workweek."**

This is an attack on what people absolutely believe about work and making money. They know how hard it is to make money. They know that it takes 80-hour work weeks to have any hope of getting ahead and being a real success.

Guess what? They are wrong. This title is a direct attack on what people believe about work and success. It is challenging you. It is telling you that you don't know what you are talking about when it comes to money and success.

This title is also offering you a benefit. That means it is also Bait Marketing or Hook Marketing. The title promises to make your life a whole lot easier.

When a person sees this title, they have two choices. One, they can assume the writer is crazy. Two, they can assume the author has come up with a new way to work that is superior to the old ways.

If you say: "This guy is crazy. There's no way to make good money in just four hours a week!" Guess what? You are still hooked. Now you want to take a look at the book to prove the author wrong. And to prove yourself right.

If you say: "Maybe this author is using new technologies and a new system to work less but still be very successful." You are most definitely hooked. You are going to gobble this book down.

**Do you notice the author wins either way?** His title compels both friend and foe to take a look at his book. And even turn the doubters into believers.

Also notice that the 'attack' is right in the title of the book. This is what you strive for. This is the most powerful and effective thing you can possibly do for your book.

I want you to go all the way and use the nuclear option right in the title of your book. Be brave. Jump off the cliff into the surging waves below. And it will work like you never thought possible. We need to get you noticed, and get you noticed in a big hurry.

**Let me repeat: Put your attack in the title of your book.**

You are putting the most powerful words you can possibly dream up right on the cover of your book. These words will be the first thing people see. And they will be the first thing people hear when readers start telling their friends about your book.

Second most powerful is putting the attack in the subtitle of your book. As you will see in the following example:

**"Could you murder your wife to save your daughter?"**

I don't think any man could simply walk away from words like that. This is an attack on your wife, on your daughter, and on your standing

as a good person. The wheels of your mind will start spinning. You can't help it. You can't resist it. You **MUST** learn more about this book.

**That's the secret of this method: "You can't help it."** That's exactly the reaction we are striving for. We want an attack so powerful that people automatically react and reach for our book. They just couldn't resist.

Also notice that the title is a question. It is very hard to resist a question. You will naturally want to answer. You naturally want to be heard. All our lives we've been asked questions, and all our lives we've automatically answered them.

A question puts the ball in YOUR COURT. After someone asks a question, they immediately stop speaking. Why? Because they are giving you space to answer. The spotlight is on you. It's YOUR TURN.

It is also very difficult not to answer when your lack of an answer might incriminate you. "Have you ever been to jail?" "Have you ever punched your wife in the face?" "Do you hit your children?" Would you stay silent when someone throws those questions at you?

As you can see, we are back to the Good Old Jenga Tower. If you remain silent in the face of such questions, the hand pulls a piece out of your tower. Your reputation has been weakened. You can only have so many pieces pulled out of you before the whole thing collapses. So be careful.

**"Could you murder your wife to save your daughter?"**

**Those are the 9 words that made Adam Croft a millionaire.** He was a struggling independent author, and then everything changed because he used Attack Marketing. He now owns his own home free and clear. He even became a little famous:

**From Paying the Bills, to £2,000 a Day**

## **Her Last Tomorrow**

Let's look at a few more attacks that are directly in the title of the book. How about:

### **"The God Delusion."**

This is clearly a direct challenge to all who believe in God. If you are a religious person, you will find it very hard to simply let this slide. To simply walk away. With no reaction. With no opinion.

That title is saying that anyone who believes in God is deluded. Is confused. Has been tricked into believing a lie. And maybe is actually mentally unstable.

Do you want to be labeled like that? Do you want to accept this as true about yourself? Do you want to let someone else tell you who you are? NO WAY.

You are going to buy this book. Why? To refute his argument. To find fault and weakness in it. To defend your life-long belief in God. To reverse his 'slander.' To disprove him.

But what if you don't believe in God? Then you will see the title as an attack on people who do believe. You may chuckle a bit. You may feel vindicated. You may even feel superior to those 'deluded' people. You are intrigued. You are on the path to purchasing this book.

### **"Would You Eat Your Cat?"**

This is also clearly an attack. It's an attack on accepted norms and morality. The book is about ethics, which many people find boring and dry. But the author has come up with a title that captures your attention and is the opposite of boring.

The title is also a question. And that question is aimed directly at you. It is asking: *Exactly what type of person are you? Are you civilized? Are you primitive?* It is almost impossible not to answer. Not to defend yourself.

## **"50 Ways to Eat Cock."**

You have two choices when you see this title: Laugh out loud, or be deeply offended. Either way, you have opened your door and come outside to see what the heck this book is all about.

And by the way, you will never forget the title of this book. Love it or hate it, that title is now etched in your brain. That is absolute proof of just how effective Attack Marketing really is.

The book is actually a cookbook! It is written by Adrienne Hew, and she has been making very good money on this book for many years. I predict this book will continue to be a moneymaker for the next ten, or twenty years.

Is this title an attack? Yes it is. It is an attack on your sensibilities. There are some things we just shouldn't talk about in polite company. And here we are with it thrown in our faces! Of course, the title is a play on words. So it offers an escape hatch if we felt a little offended.

This book proves that a great title will do most of the marketing for you. I'm not saying that you shouldn't market your book. You should. But if you have a dull or unfocused title, even great marketing will get stuck in the mud.

A sharply focused attack in your book title, especially in the form of a question, can work miracles for your book. People will repeat a catchy book title to their friends. That's exactly what happened with Adrienne's book.



**The one thing that I want you to remember:** Your job is not writing a whole book, your job is focusing on just a few words and sharpening them until they are able to penetrate a human mind.

If you choose the right words for your title, the rest of the book will write itself. Your words will be so captivating, so dramatic, and so sharp, that *you yourself will be captured by them*. And then an entire book will pour out of you.

Your task is to come up with a tiny, but ferocious attack on what people think is reality. Upon the status quo. You are like a watchmaker. Or a scientist looking through a microscope.

Your job is not big, your job is very small. The better you can focus at this small level, the more effective your title will be. Those few, sharp words will be able to sneak into the minds of many, many people. And compel them to buy your book.

And maybe even change how they think. How they see life. And that, after all, is our true goal. We want to make a difference. We want to leave a mark. We want to let the world know that we actually were here. And that we really did live.

## **5 - Your Legacy**

Life is filled with sacrifices. We all know that by now. Sometimes you have to compromise your principles. Sometimes you have to lie. Sometimes you have to intimidate. And sometimes, yes, you have to destroy.

But I'm not asking you to do any of those things. I am asking you to do something far worse...

**I am asking you to give up your FEAR.** To break your contract with failure. To jump out of the plane and hope your parachute works. I know it will work. I have no doubt.

But will you jump out? Will you take the risk on YOU? You are the most important person in your life. Without you, we wouldn't be having this discussion. Will you RISK IT ALL on the most important person in your life?

I think your words are worth reading. I think you have something important to say in your books. And I think many people need to see your words. Need to listen to your voice.

Because your words may help them. May give them a new direction. May give them hope. And then you will be a life-changer. Maybe even a life-saver.

All your hard work will have been worth it. People will remember you. You will have something to be truly proud of for the rest of your life. Now THAT is TRUE success.

**This is a very short book.**

**Did you read every word of it?**

REMEMBER: Your job is not pumping out pages. Your job is getting inside the reader's mind. And staying there.

Build your book on an ATTACK, and you will win.

But...

**You must LAUNCH your book the right way...**

**Or it will sink into a black hole.**

I can't stress this enough.

I've seen many authors make this huge mistake.

They don't follow a proven launch plan.

Then they wonder why their book is dead in the water.

No buyers.

No buzz.

No attention.

You have a precious jewel on your hand.

Your book is your newborn.

Give your book every chance to see the light of day.

To be seen by many eyes.

To live and to change lives.

Base your book launch on success:

### **9 Words LAUNCH Formula**

*All my best,*

***Paul J Coleman***

Paul J Coleman

[Bookpumper.com](http://Bookpumper.com)