

Feel free to pass this PDF file to anyone on your opt-in list who may benefit from this case study analysis of the Action Grid product launch, so they too can **discover the 11 hidden, psychological elements used to haul in OVER \$36,300.00 in sales in just 24 HOURS!**

## **“How We Sold OVER \$36,300.00 in 24 Hours!”**

Dear Reader,

In a minute I'm going to show you my new, never before revealed 11-part analysis of the hidden psychological triggers and embedded elements of the Action Grid presentation and sales letter used to generate OVER \$36,300.00 in sales in just 24 short hours, but before I do, **if you have NOT seen the HTML email from the Action Grid product launch** then you can VIEW IT HERE:

<http://www.amazingformulacash.com/htmlemail/actiongrid/breakthrough.html>

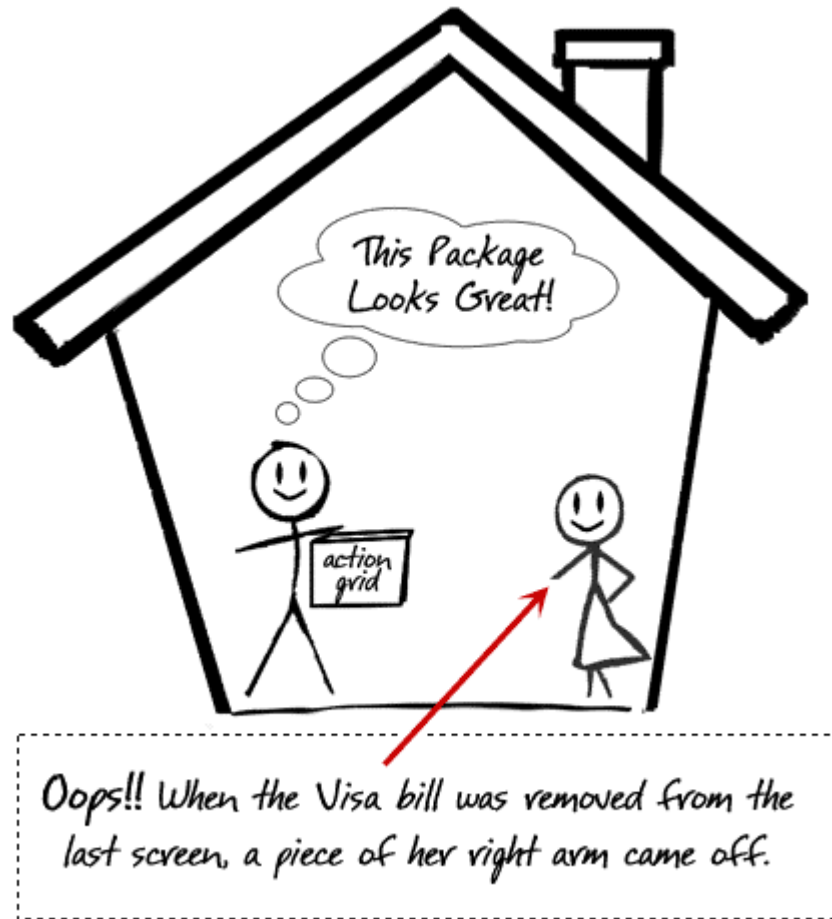
From the HTML email you go can click through to the Flash Presentation which is the basis of the **11-part psychological analysis** of my new Action Grid product launch.

Or, you can click the link below to load the presentation in your browser:

**VIEW THE PRESENTATION BY CLICKING THIS LINK:**  
<http://www.amazingformulacash.com/actiongrid/>

When the presentation is over, **SCROLL DOWN** to discover the **POWERFUL sales psychology** used to generate **OVER \$36,300.00 in product sales in just 24 HOURS!**

## The secret of the missing arm:



**Analysis of the missing arm:** Was it intentionally cut off, or not?

Is the missing arm an accidental blooper OR a carefully planned "mistake"?

**Before you decide, think about this:**

Haven't you ever heard someone, at some point in your lifetime say something like this when they identified with something they REALLY wanted?

***Quote: "I'd give my right arm for that!"***

## Why the yellow door?



The Secret of the Yellow Door: Not only does the door have color in the 2nd to last scene, the house has been painted. Why?

**Analysis of the Yellow Door:** In the 2nd to last scene, the door is painted yellow.

**Question:** What significance does the yellow door have? Why paint it at all?

**Question:** What if the door was painted green, pink or blue. Would it matter?

**Answer:** The fact the house is painted in the 2nd to last frame is extremely important. And it's one of the more important scenes in the presentation.

**Take a look at the scene 18 seconds into the presentation.** Then take a look at the 2nd to last shot (about 2:59 minutes in) where they're standing outside the house at the end.

*(Why the Yellow Door (cont.)*

***Which is more visually appealing?***

**The house with no color?**

**Or the house with color?**

The house only appears to be painted AFTER they've ordered the Action Grid, so through visual images what we did is send the message that once someone's ordered and used the Action Grid, they will be able to create their own product, they will be able to take orders for it, deliver it to their customers and **they will be able to do things they couldn't afford to do before, like painting the house.**

It isn't cheap to paint your house. A mid-sized home can cost thousands to paint. And in order to get the job done, you need the money to spend on paint.

If you backtrack to the beginning of the presentation, you'll see the stickman is broke, has no money and a \$0.00 credit limit. At the end of the presentation he's got enough money to spend on things like painting the house!

Now you could paint the door any color you want. Pink, blue, green, red, orange, etc so **why did we choose yellow?**

**Does the yellow door mean anything?** It sure does. Scroll down to find out what.

*When rotten fruit is a GOOD thing:*



*When rotten fruit is a GOOD thing!  
Why are the 4 apples the fell to the  
ground so important? Think about it...*

**Analysis of the "rotten fruit" laying next to the apple tree:**

*Can you figure out how the fallen apples relates to the Action Grid?*

**Question:** What's the big deal with a few fallen, rotting apples? What does that have to do with the action grid?

**The answer is quite simple:** What this picture shows you is an "abundance" of fruit, so much in fact that some has fallen to the ground. And no-one is picking it up. It's just going to sit there until it rots. That indicates you've got some to "spare" and don't need to rely on every single apple that grows on your tree. You don't need to worry so much about the apples, because you've got a lot of them growing on the tree. There is no apple shortage. There's plenty for everyone. Enough to go around. You're "rich in apples" and don't need to carefully watch every single one.

In this presentation, the fallen apples signifies wealth and an "over abundance" of apples/money, with apples/money to spare.

**How this relates to the Action Grid:** The "rotten apples" scene (obviously shown at the end of the presentation after the stickman has ordered, received and has used the Action Grid) visually shows you (whether you noticed it or not!) that once you've gone through the steps of the Action Grid, it's possible you to will have "apples to burn".

**Please Note:** I'm in no way implying that by using the Action Grid you will have an over abundance of apples.

Our presentation contains an illustrated stickman and what he is capable of doing does in no way indicate or imply that you'll be able to do the same. Just because he has apples to burn doesn't mean you will too. But it's always possible...

## The hidden psychological prompts



### The hidden psychological prompts:

During the 3 minute presentation there are several hidden psychological prompts embedded into the images.

Can you find them?

**1) The Visa Bill:** (1:06 minutes into the presentation) you'll see the "Visa Bill scene"

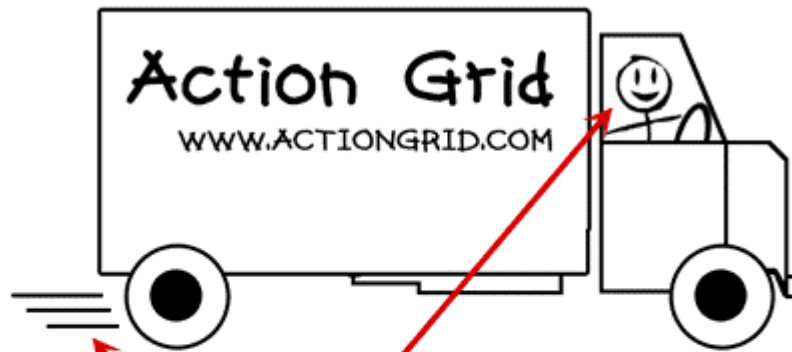
This is where the wife presents the husband with a Visa bill that appears shows a credit limit of \$0.00. It could just as easily have shown a huge Visa balance owing but believe it or not, anytime you show a dollar amount other than the price of your product, people get confused. So to keep it simple, we showed the credit limit as \$0.00 which means you're up to your neck in bills, and you're broke. And a lot of people can relate to that.

I think at one point or another, a lot of people have been in that position and I know an awful lot of people who've gotten that way ordering a bunch of products on the Internet, then never ended up doing anything with them.

So now their Visa bill is sky high, no credit limit and they're broke. The inclusion of the Visa bill



## The Action Grid "Truck Driver"



The "Action Grid" Delivery Driver  
The truck driver helps build confidence  
and the lines give the impression of speed

### The Action Grid "Truck Driver"

**The Truck Driver:** This is one of my favorite parts of the entire presentation. I think that's because it's the funniest and has the most attention drawn to it with the "screeching brake" sound that plays as the truck driver pulls up (2:10 minutes into the presentation).

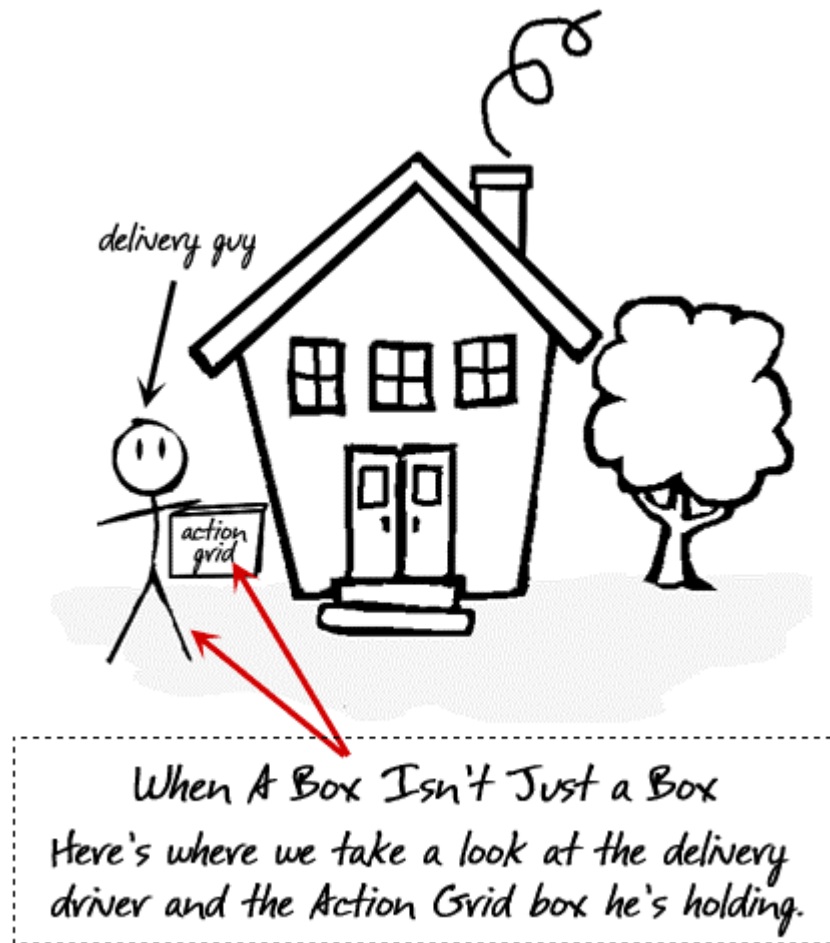
The reason it's included in the presentation, (even though most of the Action Grid is a product delivered to you online, via teleconferences THEN at the end, on CD-ROM with optional transcripts) is, for one, it's downright funny. But seriously, it helps build confidence. Here the stickman has ordered the package and shortly, the truck pulls up with the package inside. It implies "delivery" and receipt of what they ordered because a lot of people worry about ordering a product and never actually receiving it. They may have been burned before, so the Action Grid Truck scene helps build confidence.

And it's good for a laugh.

**The Speed Lines:** The speed lines behind the back tire give you the impression that it's going to "come quickly" which is important when you have a class like this that doesn't start until September 7th. You need to bridge the gap from the date they order to the date the class starts, so using speed lines, it shows it'll happen "quickly". And the two bonus "Intro Overview" teleclasses included with the Action Grid make sure not too much time goes by from the date of order, to the date the class officially starts.

*(Bloopers: We forgot to connect the front of the truck to the back, so it's essentially "floating" there. Oops!)*

## When a Box Isn't Just a Box



### The Action Grid "Delivery Driver" and the Action Grid BOX:

Just as important as the truck showing up with the "package" is the delivery driver as he gets out of the truck and goes to the Stickman house to drop off the package. (2:13 minutes into the presentation)

**Did you notice the delivery driver isn't just holding a basic box?**

***It's a box CLEARLY labeled "Action Grid"*** and that's there to show proof of delivery, to illustrate the fact that you deliver what you promise. And, to make it clear on WHAT you're receiving.

You'll notice on the Action Grid website, there's an entire section clearly labeled **"When You Join the Action Grid, You Will Receive Everything In This List And More"** and it's there that we list every single thing you receive in the course.

If you didn't read that far, skimmed the letter or want to go back and take another look then just scroll about 3/4 or more of the way down the page and you'll see it. It's after the class layout, explanation of the 19 Plug-N-Go templates, the benefits, the reasons for joining and so forth, just before the links to order.

## Mr. Stickman and Feng Shui?



Mr. Stickman and Feng Shui?  
See if you can figure this one out before  
scrolling down to read the text below.

### The Stickman and Feng Shui?

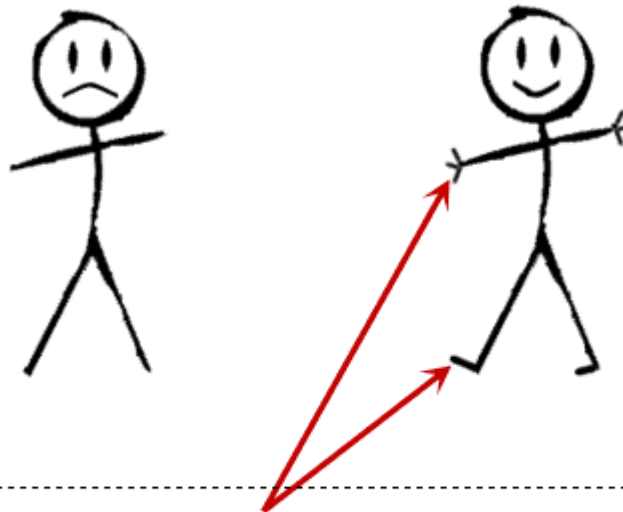
I know you've probably been wondering about this. After all, what kind of stickman practices Feng Shui, right?

Well Mr. Stickman does and you can tell that by the color of his door.

I know a Feng Shui expert who lives nearby and her front door is painted BRIGHT yellow. You can't miss it. And neither can the "wealth, prosperity and abundance" as it makes it way "to the door".

So the fact that **the stickman's door is yellow** is a psychological "plant" for anyone who knows about Feng Shui, or may read about it in the future. It also gives everything a warm, sunny feeling. Everything is much brighter when you see the yellow door, especially when you compare it to the beginning (dark rain cloud over mr. stickman's head) where he's broke, sad and depressed.

*You Too Can Be A... Stickman?*



*You Too Can Be A... Stickman?  
This image is at the top of [www.actiongrid.com](http://www.actiongrid.com)*

### **You Can Be a.... Stickman?**

This image can be found on the top of the Action Grid website: <http://www.actiongrid.com>

The primary purpose of this image, especially in lieu of where your regular sales letter HEADLINE should be is that it simply, and visually shows that using the Action Grid, you can go from sad (stickman #1 on the left) to happy (stickman #2 on the right).

But it also secretly, psychologically says more than that. Take a look at the two stickmen.

Can you spot the differences?

- 1) The stickman on the left is sad.** He's upset. He's got a pretty bleak outlook.
- 2) The stickman on the right is happy.** He's smiling. He looks better. And if you stare at him long enough, he almost seems to be "healthier" than the other one. *(Or maybe I've just been looking at stickmen for way too long!)*
- 3) The stickman on the right is more substantial than the one on the left.**

For example, he has stickman hands. And he has stickman feet! He's more "complete" than the other stickman, almost as if the Action Grid fulfilled something that was missing in his once desperate, bleak existence.

Want to see the entire picture? Go to: <http://www.actiongrid.com>

## Thinking About Joining the Action Grid Class?

If you've thought about joining the Action Grid class but put off making a decision yet, I only feel it's fair to warn you that (**as of Wednesday August 18th, 2:57 PM PST**) **there are only 10 or 11 seats left**. And I'm not sure when you'll be reading this PDF file, so check the # of seats on the site when you go there.

There were 49 seats to start with (my conference line has a 50 person maximum so that's 49 attendees and 1 moderator) and most of them are sold out.

They're going VERY quickly, so act now if you want in. Just click the link below for all the information you need including over 200,000 reasons why you should join and a list of over 101 things you'll discover at I take you by the hand and walk you through the entire course, step by step.

## Did you miss the HTML email about the Action Grid?

If you missed the HTML email that was sent out yesterday morning, which generated sales in excess of \$36,300 in just 24 hours, click the link below to view that in a new window:

[CLICK TO SEE THE EMAIL THAT MADE OVER \\$36,000 IN SALES](#) IN JUST 24 HOURS

When the email loads, you'll see a "Click to Play" button or link to the play button. If you haven't seen the presentation yet then just click that to play it now.

We did have an enormous number of people on the website yesterday, so if you have a problem watching the video then use the links below to view it again. The traffic has been spread over 3 servers to reduce the server load.

[Click here to view the HTML email.](#)

## Did you miss the Stickman Presentation?

If you didn't receive the HTML email with the link to the product launch presentation or want to view it again and see if you can spot the 11 things we've discussed and analyzed, then you can watch it by going to THIS LINK:

<http://www.amazingformulacash.com/actiongrid>

If that link causes you any problems:

<http://www.yousubscribed.com/actiongrid>

And last but not least:

<http://www.triplehosting.com/actiongrid>

## **Pass This Analysis On to Someone Else:**

If you know someone who would benefit from reading this analysis, or just want to pass it on for fun then you can forward the PDF file in full (without edits or changes) to people on your OPT-IN list only.

Or you can provide THIS URL to read the PDF file online:

<http://www.amazingformulacash.com/actiongrid/stick.pdf>

Please do not send it to anyone who has not given you express permission to send you email. Thank you.

Or, give THIS URL if you don't have a way to pass the PDF file on:

<http://www.amazingformulacash.com/actiongrid/stick.pdf>