

The Handbook

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<https://shogunpartners.com/>

Hello, I'm Derek Rake.



And yes, that's me in that slightly mysterious, grainy picture.

You're probably curious why I've got my back turned to the camera. Well, there's a story behind it, I promise I'll share it with you later.

But first, let's talk about what's really important here—**you**.

If you've landed here, chances are you're an affiliate marketer hunting for a killer offer to rake in some serious cash.

Well, congratulations. You've just stumbled upon a hidden gem—a high-converting offer that's still flying under the radar of most affiliates.

If you play your cards right (and don't worry, we'll show you how), as the Metallica song goes, the money will roll right in.

Ever seen that Uncle Scrooge meme? Picture diving into a pool of gold coins and swimming through your wealth. That's the success we're talking about!

Okay, perhaps that's a bit of an exaggeration. But trust me. Once you see the money flowing in, you'll wonder why you didn't find us sooner.

Time for a back story.

There's a reason our affiliate program is little known outside our community.

You see, for nine years, I've turned down almost every request to promote Shogun Method.

Every week, I receive emails from affiliates, and I've declined every one.

Why?

This might sound unbelievable, but it's the truth:

I'm not in this for the money.

Now, if you are, there's absolutely nothing wrong with that. It's simply not my primary motivation.

(And if you're skeptical, I understand. Hear me out.)

Here's the thing. As any online entrepreneur will tell you, an army of affiliates can lead to riches beyond belief...

...but here's the twist: Wealth is not my goal.

Again, if it's yours, that's perfectly fine.

In fact, I'd rather see you pocket every penny we're going to make together. How does a 100% commission sound?

I'll explain how this works shortly, so stick around.

So, if making money is not my goal, what is?

This is my goal.

I want to help men reclaim the masculine power they've lost in a world hell bent on feminizing them.

Let's face it. It's tough being a man in today's world.

We live in a society that weakness is glorified and vulnerability is praised. They call masculinity "toxic". As men, our strength, grit and fortitude are no longer virtues, but something to feel ashamed of.

Fuck that.

Shogun Method is how we fight back. It's the knowledge and tools we need to thrive in a feminine world that seeks to emasculate men.

So, let me say this again.

I didn't create Shogun Method for profit.

I created it because the world needs it.

It craves strong, virtuous men to guide it—always has, always will.

The world demands Shogun Method.

But when I first launched the program in 2015, the mainstream weren't ready for it. So, I opted to share this wisdom within select, tight-knit circles in the underground.

But times have changed.

We're unveiling the **Shogun Partners Network**—our program for elite affiliates—with much buzz and excitement.

What's different now?

The world is ready (and so are we).

As times change, so do our strategies. Today, we stand at crossroads.

With 20,000+ Shoguns, our brotherhood stands stronger than ever before.

Efforts to undermine us are futile. Like the legendary hydra, you may sever one head, but six more will rise in its place.

And brace yourself: Shogun Method is ready for prime time. The demand for its wisdom has never been more urgent.

Everywhere, men are yearning for guidance to reclaim their power. They realize they need to take charge of their sexual and social relationships once more.

This isn't about waging war against feminism; it's about restoring balance to society.

Shogun Method shows the path—the path of Virtuous Masculinity.

So, after years under protective secrecy, the time has come for our grand reveal.

The world is ready for Shogun Method, and Shogun Method is ready for the world.

The deal on the table.

Since its start, the Shogun Method brotherhood has flourished from one person (me) to over 20,000 men at present.

Today, our network of Shoguns spans the globe—from New York to Tokyo, Amsterdam to Sydney.

Fact:

Nothing sells in millions on word-of-mouth alone without affiliates or advertising. Unless, of course, you've got a killer product that virtually sells itself on its own merits.

That killer product is Shogun Method. And given the junk that floods the Internet these days, Shogun Method shines like a rare gem.

So, here's the deal on the table.

Your mission—should you choose to accept it—is simple and yet immensely significant. ↓

Your Mission.

Promote Shogun Method, spread the message far and wide to men across the globe.

And guess what? You'll find it's probably the easiest sale you'll ever make in your affiliate career.

Why?

Three reasons.

REASON #1

Men are hungry for this knowledge. Every guy will desire this wisdom at some stage in his life.

REASON #2

Shogun Method is singularly unique in the world. There's nothing else like it out there today.

REASON #3

Shogun Method's superior quality will sell itself for you. No flashy hype or sleazy marketing tricks necessary.

Look, I understand.

You might want to say to me,

“I gotta be honest with you, Derek. Helping guys out is noble and all, but I’m in this for the money.”

Fair point. Allow me to share a vital lesson I learned from nine years in this game:

Help people for real and the money will follow.

It’s a simple equation—the more people you help, the more money flows your way.

Conversely, if you put profits over purpose then you may find yourself falling short. This is how it truly works, believe me.

So, here's what I suggest.

Do what's right and we will make money damn near automatic. I can guarantee you that.

Take all the money, and then some.

Let me say it again. My top priority is helping my fellow men, not making money.

I understand such claims are easy to make. But I'm ready to back them up.

Here's how:

I'll let you keep 100% of the profits from selling Shogun Method.

Seriously, all of it. Every last cent.

Now, you might wonder why I'm doing this.

Well, here's the reason:

I'd rather write and coach my brother Shoguns than get bogged down with marketing.
(Heck, I'm not that good at selling anyway.)

So, by giving you the lion's share of the profits, I can focus on what I'm good at:

Crafting a top-tier product that helps guys lead their best lives.

In short:

I create the product. You sell it. Together, we'll spread the ethos of Virtuous Masculinity worldwide.

Let's go!

Josh Fake 

P/S:

Remember that photo where I'm facing away from the camera? I promised to tell you why.

The picture holds a deeper meaning—it's about the power of speaking truthfully, even when it's tough.

Being pseudonymous allows me to say what I think without worrying about the safety of my loved ones. It grants me the freedom to be candid, even in the face of outrage or threats.

So, to me, it's more than just a photo—it's a symbol.

It symbolizes how we Shoguns are unafraid to do things differently. To defy norms. To stand up for truth in a world rife with deception.

So, even though you can't see my face, know this:

I'm here to speak the truth and help men find their way in a hostile world that's getting harder to navigate.

Thank you for being part of this journey. Together, we'll make big things happen.

Let's do this!

Table of Contents

Module 1: The Braveheart Effect

Module 2: What is Shogun Method?

Module 3: The Shogun's Profile

Module 4: Traffic Sources

Module 5: Optimized Monetizer Funnel

Module 6: Signup Page

Module 7: 33-Day Email Sequence

Module 8: Email Blasts

Module 9: The Battle Plan

Module 1: The Braveheart Effect

How Amateurs Write Copy

99% of copywriters work around this one insight about human behavior–

That people chase pleasure and avoid pain.

In fact, this is what they teach newbie writers on the first day of copywriting school.

“Write about how the product brings pleasure to the buyer, or how it helps make his pain go away.”

Indeed, most Dating Gurus write their copy this way.

Glance through their sales pages and see these cookie cutter headers everywhere.

“Learn how to pick up girls effortlessly with XXX!”

“Say goodbye to rejection: YYY lets you connect with and impress women instantly!”

“ZZZ stops breakups and ends the pain of heartbreak!”

Are we surprised that their conversion rates languish at less than 1%? Pathetic.

Let’s get real here. If you’re gunning for the big leagues, Copywriting 101 simply won’t cut it.

As a Shogun Partner, I expect you to go beyond amateur copywriting. What you’re going to learn from me in this bootcamp today is a top-tier conversion powerhouse. You won't find this knowledge in any Internet Marketing Guru course. Get ready.

What Motivates Buyers: The Real Deal

Akira Anzai wrote in his letter to his Anzai Protocol clients–

“Classic psychology explains human behavior with pleasure and pain; we choose the option that’s most pleasurable or the least painful.

But psychology professor Simon McCarthy-Jones thinks not. In his book Spite, he argues that there is something that supersedes a man’s instinctive pull towards pleasure and push against pain: freedom.

In Braveheart, William Wallace (played by Mel Gibson) declares to his fellow Scotsmen with full-blooded passion, “They may take our lives but they’ll never take our freedom!” He then charged headlong towards the English, determined to reclaim the freedom they had unjustly stripped from the Scots.

Braveheart is a movie, but men like William Wallace are real. Like Wallace, we sometimes choose to defy despite the pain that may follow. McCarthy-Jones calls this the Braveheart Effect.

The Braveheart Effect stems from resentment. We despise that our choices are robbed from us. We detest being forced into taking action from limited options. And so we rebel against our oppressor, even if our rebellion brings suffering or even death.

Bottom line: humans don’t simply react to pleasure or pain. We often will override our basic instincts to resist a restraining force.

The carrot or the stick approach to motivation is obsolete. To move a man to action, threaten to remove his freedom to choose.”

What’s the takeaway here?

You can sell a product better if you tell your prospect it’s not for him.

Think about it: when was the last time you were drawn to something simply because they told you couldn't have it? It's human nature to rebel against constraints and seek choices that affirms our freedom.

What motivates buyers to buy? Above pleasure and pain, it's their desire to rebel.

The more we tell our prospects not to buy Shogun Method, the more they rebel... *and the more they buy.*

Insane, I know. But, guess what? There's a catch.

The Catch

Once upon a time, some silly Dating Guru stole this idea and tried to use it to pimp his shitty program.

His sales copy screamed:

"My Seduction Ebook is great. But it's not for you!"

It bombed. We all laughed.

Why did the Braveheart Effect tactic work for Shogun Method but not for Mr Dating Guru?

One word—**truth.**

It's the truth that Shogun Method isn't for everyone. The reality is most guys simply can't handle Shogun Method. It demands a certain amount of gusto and courage to learn, absorb and apply.

Shogun Method isn't for lily-livered, soy latte sipping, poodle walking pansies. And that's fine, because sissy soyboys are not our target audience anyway.

Which is why, through our sales copy and emails, we communicate this message loud and clear—

Shogun Method isn't for everyone.

This works for Shogun Method because it's true. And your readers will know it's true because it is.

Shogun Method isn't for everyone. It's a divisive message that splits your audience into two camps.

On one side, you'll have softies who'll get turned off, whimper like a pussy and go elsewhere. (Which is good. They're not cut out to be Shoguns anyway. We don't want them.)

On the other side, you find the rebels, the mavericks who declare:

“Shogun Method may not be for everyone, but I'm not everyone. I am me.”

These are the men we seek.

Our messaging pulls in strong-willed men while repelling the weak. That's the Braveheart Effect in action. But it only works because we are telling the truth.

And that's why seduction ebooks fail to convert. Guys are not stupid. They can detect a phony Guru a mile away, believe me.

The Winning Formula

The Braveheart Effect is the beating heart of Shogun Method's copy, its foundational cornerstone.

It's the winning formula behind our stellar conversion rates of as high as 6.7%. Remember, most products in this niche struggle to breach even the 1% mark.

Your own results may, of course, vary. If I can do 6+%, you can achieve at least 5%. Heck, beat my record if you can!

To achieve that, here are your two options.

1. Option one: Use our funnel. The Braveheart Effect tactic is already stitched into every email swipe and landing page, ready for your use.
2. Option two: Write your own emails, incorporating the Braveheart Effect tactic into your copy yourself.

My recommendation to you is to kickstart your journey with our ready-made funnel. When you see the sales roll in, then consider writing your own emails.

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Module 2: What is Shogun Method?

If you're a seasoned affiliate or have lots of followers on your website, YouTube, or social media, you may apply for free access to Shogun Method.

If not, [buy it](#).

Either way, try the program first. Don't recommend something you haven't used yourself. Your audience—especially prospective Shoguns—will be quick to detect dishonesty, believe me.

What is Shogun Method?

Shogun Method is a relationship guidance program for men, built upon the principles of Virtuous Masculinity.

More than just an ebook, the complete Shogun Method experience consists of a 4+ hour video course, PDF transcripts, workbooks, audio guides and 17 bonus supplementary programs. The buyer also gets access to the Shogun Method community and coaching is included for one calendar year.

For a video tour of what the buyer gets once he completes the purchase, [click here](#).

Who does Shogun Method appeal to?

In the dating and relationships niche, men typically fall into one of these three segments:

1. **The Seduction Segment.** These are men who want to sleep with as many women as they want. They seek strategies to enhance their seductive prowess and enjoy their dating lives to the fullest.

2. **The Oneitis Segment.** For men in this segment, they want to make their (one) woman love them more. She could be their girlfriend or wife, or a woman they want to turn into their partner.
3. **The ReSeduction Segment.** Men experiencing a breakup or divorce belong to this segment. They look for ways to recover from setbacks and rebuild connections with their girlfriends or wives.

About 80% of Shoguns fall within the Oneitis and ReSeduction segment, while the remaining 20% are in the Seduction segment.

In contrast, other programs in this niche are the opposite: 80% of their buyers are in the Seduction segment. These guys typically go for Pickup Artist and Dating Guru ebooks.

We're not actively targeting men in the Seduction phase. As they mature, they will naturally transition into the Oneities phase. When this happens, Shogun Method will be more relevant and appealing to them automatically.

What makes Shogun Method different from other programs?

Shogun Method's key insight is that women don't merely want to be happy. The female psyche craves to experience a broad range of emotions, especially strong ones like sadness and despair.

In particular, setbacks, dejection and hardship are the cornerstones of the Shogun Method journey. Relationships are not just about good times. Sexual bonds that endure are those forged through the fires and flames of hell.

At the heart of Shogun Method lies Fractionation—the art of leading women through emotional roller coasters. With this tactic, the Shogun creates an intense emotional experience for his woman by mixing up positive and negative feelings. This keeps her perpetually hooked, creating a sense of unpredictability and excitement.

Fractionation creates emotional addiction. The endgame is a woman's total subservience—when her emotions are at completely at the Shogun's mercy. In Shogun Method, we call this enslavement.

To sum it up—

Shogun Method is not about “pickup” or “seduction”. It is about emotional enslavement.

Enslavement, not seduction. This crucial difference makes Shogun Method a standout, and a winner.

Our incendiary position triggers a strong reaction in people. Pickup artists hate us. Feminists want to shut us down. Yet, what matters to us is that good men love what we bring to the table. They are the ones we want in our Shogun Method community.

Next, let’s talk about how we can reach out to these men and make them our Shogun brothers.

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Module 3: The Shogun's Profile

Your mission: Reach out to would-be Shoguns and convert them.

In marketing, this means bringing in visitors and turning them into buyers. To make money online, you just need to (1) bring visitors, and (2) convince them to buy.

To bring in visitors, you need to know who they are so you know where to find them. For this, you need buyer demographics. These include his age range, location and income level.

Use demographics data to find where potential Shoguns are.

To convince them to buy, you need to understand what they like, how they act and what problems they have. Buyer psychographics lets you understand their interests, behaviors and pain points.

Use psychographics data to craft your copy.

Note: Data provided below are collated from ClickBank sales data, customer surveys and tacit knowledge from managing the Shogun Method community for the last nine years. Use this information as the starting point for your own tests.

Buyer Demographics

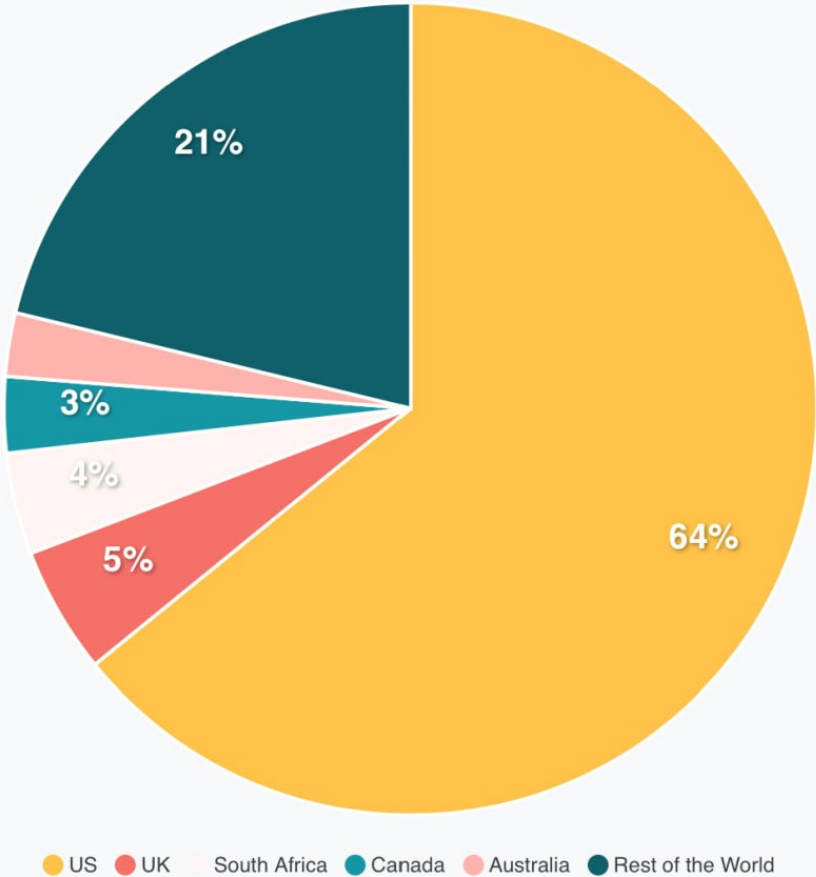
Gender: Male

Age group: 30-70+

Relationship status: 80% in a long-term relationship or already married. 20% single.

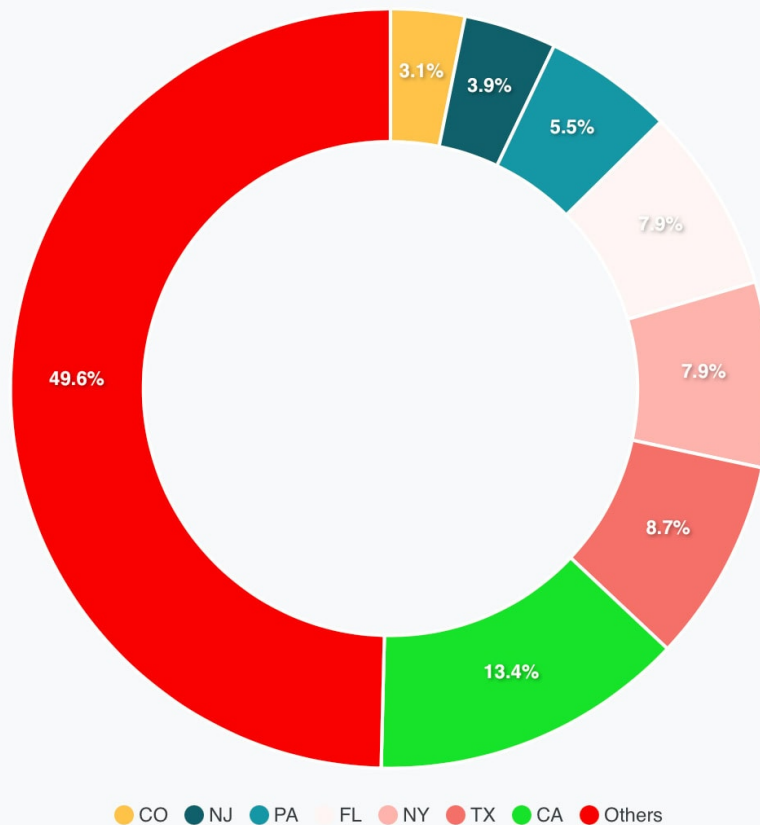
Location: 80% of our buyers come from five countries: US, UK, Canada, South Africa and Australia.

Buyer Countries



More than 60% of Shoguns come from the US. And within US, 50% of our sales come from these seven states: California, Texas, New York, Florida, Pennsylvania, New Jersey and Colorado.

Buyer US States




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Internationally–

Saudi Arabia and the UAE have little traffic but relatively high conversions. Worth testing if you have sizable traffic for these two countries.

India has high traffic but dismal conversions. Only include if your traffic source is cheap or free.

You can safely exclude these countries: Bangladesh, Pakistan, Nigeria, Papua New Guinea, Cambodia, Kenya, Mongolia, Myanmar, Uganda.

Jobs: Predominantly white collar with relatively high disposable income.

The typical Shogun is a mature male from a Western country, middle class with a good white collar job, in an existing relationship.

Buyer Psychographics

70% of Shoguns are currently in relationships, either with a girlfriend or a wife. Many of these relationships are failing or at the brink of a breakup. They use Shogun Method to assert control and steer their relationships away from failure.

The other 30% are single, but they already have someone they want to make their girlfriend. For these men, they use Shogun Method to win her over and commit to a long-term relationship.

From the Shogun Method community, we've gathered the following quotes, providing some insight into the mindset of our buyers:

I feel powerless over her.

She is in control, not me. And I don't like it.

I'm losing, and I hate it.

I can't do anything that makes her respond the way I want it.

How can I get her to obey me?

I want to be the master of the relationship.

I want her to listen to me.

I want her to respect me.

She embarrasses me in front of my friends and family.

She makes me feel less of a man.

I'm tired I have no say in this relationship.

Why do I always have to agree to what she says?

She's losing interest in me.

She's going for the other guy, not me.

She doesn't listen to me.

I wish she'd heed my words and respect my authority.

I wish she'd thank me and admire me for what I've done.

I'm fed up that she's the one calling the shots.

I just want her to see me as someone strong.

She always makes me feel less of a man.

Ultimately, Shogun Method appeals to those who want power and control rather than love and mutual affection. In any case, it is not for the Pickup Artist crowd—terms like “sarging”, “peacocking”, “DHV”, “Day Game”, “Number Close” are irrelevant to our target audience.

Next, we'll talk about traffic sources: or, where to find our buyers.

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Module 4: Traffic Sources

Three Niche Segments

In the relationships niche, men fall into three segments–

1. **The Seduction Segment.** These men want to be successful with women and have fun dating.
2. **The Oneitis Segment.** These men are focused on making one woman love them more.
3. **The ReSeduction Segment.** These men are trying to rebuild a relationship after a breakup or divorce.

As men grow older, they often move from just wanting casual relationships to desiring long-term devotion and commitment. Their focus shift to loyalty and obedience, not merely love and affection.

These men–those in the Oneitis and ReSeduction segments–are our target buyers.

Where To Find Buyers

Men who buy the Shogun Method are in the Oneitis or ReSeduction segments. They typically find us when they're searching for help with relationship problems:

1. **Google:** They look up specific keywords related to their issues and find articles that lead them to our website.
2. **YouTube:** They watch videos that guide them to our website for more information.
3. **Social Media:** They ask questions on Reddit, Twitter, Facebook, or Quora and get directed to our website for answers.

These channels bring the prospective buyers to a signup page where they can get a free program by giving us their email address. Then, we send them emails about Shogun Method, prompting them to buy.

Golden Keywords

Ever wondered what's the biggest factor that drives conversion rates?

Is it the price? Website design? Sales page? Email copy?

Surprisingly, no. It's the specific *keyword* the prospect uses when describing his problem.

It makes total sense if you think about it. The keyword shows how urgently the prospect wants to fix his problem. It's like a window into his mind, telling us exactly what he needs and when he needs it. Meet his need with precision and we'll see our conversions soar.

Recall the three segments in the relationship niche: Seduction, Oneitis and ReSeduction.

For starters, exclude all Seduction-type keywords–

How to seduce women

How to pick up girls

How to meet women

Pickup lines

Openers

How to get a girl into bed

How to kiss a girl

How to impress a girl

These keywords get a lot of searches but they don't lead to many sales. Exclude them all.

Oneitis and ReSeduction keywords may have lower volumes but they convert far better than Seduction keywords. What's more, they're still relatively untapped in Google and YouTube, so you can rank well with them.

Below are 101 of these golden keywords clustered by type.

Product & Tactic Names

Shogun Method

Shogun Method review

Black Rose Sequence

Dark Rake Method

Dark Spirituality

Dark Spirituality review

Derek Rake

Derek Rake review

Fractionation

Fractionation hypnosis

Fractionation in psychology

Fractionation seduction

Fractionation storytelling

Fractionation texting

How to use fractionation on your girlfriend

How to use fractionation on your wife

How to use fractionation to get an ex back

Hypnotic commands

Implanted commands

Intrigue pings

IRAE Model

Contextual rapport

October Man Sequence

Emotional rollercoasters

Enslavement not seduction

Stages of love in a relationship

Emotional enslavement

How to hypnotize a girl

How to hypnotize a woman

Subliminal seduction

Female Psychology

Female emotional control

Female emotional flaw

Female loophole

Female manipulation

Female mind control power

Female psychology

Female psychology in relationships

How to use reverse psychology on your girlfriend

How to use reverse psychology on your wife

Loophole in female psychology

Mind games women play on women

Mixed signals from a girl

Psychological manipulation tactics

Psychology of ignoring a woman

Inner Game

How to be a powerful man

How to be a strong man

Dark triad tactics

What women want in a man

How to get respect from your girlfriend

How to get respect from your wife

How to make your girlfriend respect you

How to make your wife respect you

Boyfriend Destroyers

Boyfriend destroyer pattern

Boyfriend destroyer tactics

How to attract a girl with a boyfriend

Get Ex Back

How to get your ex back with fractionation

How to get your ex back with hypnosis

How to save a marriage

How to save a relationship

Tricks to catch a cheating wife

How to catch a cheating wife

Sex

Sexual attraction triggers

Sexual chemistry

Sexual rapport

Sexual tension

Sexual tension signals

Sexual tension signs

How to trigger sexual chemistry with a woman

Erotic tension

How to create sexual tension with a woman

How to build sexual tension

Control & Dominance

How to use mind control on a woman

Dominant women

Girlfriend submission

Girlfriend submission training

Wife submission

Wife submission training

How to control a woman

How to control a woman's mind

How to control and dominate a woman

How to control your girlfriend

How to control your wife

How to dominate a dominant woman

How to dominate a woman

How to train your girlfriend

How to train your wife

How to take back control in a relationship

How to take back control of your marriage

Power & Manipulation

Emotional manipulation tricks

Girls with daddy issues

What women fear

How to attract a woman subconsciously

How to build emotional connection with a woman

How to build rapport with a woman

How to enslave a woman emotionally

How to exploit a woman's emotions

How to get a woman emotionally addicted to you

How to hack into a girl's mind

How to hack into a woman's mind

How to manipulate a woman

How to mess with a woman's mind

IMPORTANT: This list is for Shogun Partners only. Do not share it with anyone else.

To start generating traffic from these keywords, here's a simple, five-step plan.

- **Step 1:** Pick a keyword on the list.
- **Step 2:** Write an article and post it on your blog.
- **Step 3:** Link the article from your blog's index and other important pages. Build some high quality external links if possible.
- **Step 4:** With the same article, spin up a video and post it on YouTube.
- **Step 5:** Look for questions on social media around the keyword and answer them with a link back to your blog article.

Funnel the clicks into the optimized landing page we have prepared for you. Details on the landing page in the next module.

Traffic Generation Plans

If you're new to affiliate marketing, you must first build an email list.

To kickstart your project, ask for our proprietary **Search Traffic Schema**. We'll help you snag your first 1,000 prospects faster with a step-by-step plan. [Submit your request for the Schema here.](#)

Already an experienced affiliate? If so, the next step is to wire your email list or social media following into the Optimized Monetizer Funnel.

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Module 5: Optimized Monetizer Funnel 2.0

Remember that you're the sole owner of your email list, not us. That means we have no access to your list and we can't email your subscribers directly. (In any case, we shouldn't!)

If you haven't got an email service provider yet, sign up for AWeber. If you're already on AWeber, ask for our Campaign and Landing Page sharing codes. Everything's already done for you. You'll get your funnel up and running in minutes.

The Funnel

The Funnel




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The Optimized Monetizer Funnel (OMF) consists of three stages:

A: Signup. Here, the prospect exchanges his email address for the lead magnet (more below).

B: Video Sales Letter. The prospect engages with the lead magnet in the form of a Video Sales Letter (VSL). Here, the prospect may choose to buy Shogun Method immediately.

C: Email Sequence. The prospect receives a daily email for 33 days. Each email contains a Call-To-Action sending the prospect to the Text Sales Letter (TSL) for him to buy the program.

These channels bring the prospective buyers to a signup page where they can get a free program by giving us their email address. Then, we send them emails about Shogun Method, prompting them to buy.

Conversion Rates

Conversion Rate Benchmarks

	Signup [†]	Sales [*]
Google	44%	5.2%
YouTube	58%	7.4%

Baseline: 2024

[†] signups / unique visitors

^{*} sales / unique signups



You should realistically aim for 50% signup and 6% sales conversion rates.

Other interesting data:

Conversion splits. The split between the conversions between the VSL and TSL is 50:50. This means half of buyers convert upon signup, and the rest during the 33+ day email sequence.

Geography splits. About 50% of our signups come from US, UK, Australia and Canada. (Compare this with the raw traffic demographic in the [Buyer Profile](#) section.)

YouTube performance. Clickthrough Rates (CTR) from videos posted on YouTube is 10-15%.

If you don't already have a tool to measure your conversions, [contact us](#). We may be able to share with you an enterprise tool that we have already paid for. You may use it for free.

If you have an alternative traffic source apart from Google and YouTube, let us know. We may have test results that might shorten your time to ROI.

Lead Magnet Pre-Selling

When the prospect enters the funnel, he encounters the lead magnet. This is a valuable piece of content he can access for free.

In the OMF, this lead magnet is the Fractionation Masterclass. It's a pre-recorded online training program which does these three things (in sequence).

1. Capture the prospect's email address
2. Showcase the power of Fractionation, a cornerstone Shogun Method tactic
3. Warm up the prospect to the idea of buying Shogun Method

To achieve ~50% signup rates, the prospect must already be interested in Fractionation when they reach the signup page. That means you must explain why Fractionation is valuable and how it helps with his relationship issues before he signs up.

Below is a step-by-step analysis of a blog post that pre-sells Fractionation:

Female Psychology of Attraction

They say what I teach is *dangerous*.

They say I should be *careful* who I teach this to.

And they say if this knowledge falls into the wrong hands, people will get *hurt*.

And guess what? Weird it may seem, but I **agree with them**.

In fact, these days, I'm super guarded about how I share this knowledge. Keep watching and you'll understand why.

So, what's so controversial about what I teach that pisses off so many people?

Here's the answer—

I teach guys how to understand female psychology. I teach guys how women think. I teach guys how women *feel*.

Now, you're probably asking:

"But, Derek, what's so controversial about that, though?"

Well, I'll get to that in a second. For now, I've got to tell you this.

Create an enemy, a rallying point

a minor twist to build intrigue

create an open loop

ShogunPartnersNetwork

First off, I am not a love guru. And guess what? I am not a relationship expert, either. And thank heavens I'm not a fucking pickup artist (!)

I am more of a scientist, or an engineer.

And so, when it comes to women, I look at it from the *scientific* or *engineering* point of view.

I look at the female mind as a puzzle to solve, a structure to dismantle, a device to back-engineer, a code to break.

To me, the female mind is like a computer program I want to hack.

To hack a program, what I need to do is to figure out the computer code that runs it. *Because once I know how the code is written, I can hack it.*

Makes sense, right?

Now, let's use the computer program analogy again and think about this. To hack a program, what do you need to look for in the code?

use an analogy the reader is familiar with

This–

You look for vulnerabilities. Weaknesses. Loopholes.

And so it shouldn't surprise you when I tell you this–

ditto!

The female psychology is like a computer program. And, like a computer program, it's full of vulnerabilities, weaknesses and loopholes.

When people talk about the loopholes in the female psychology, you know what? They are 100% real.

And as they say in the geeky computer world, everything is hackable. *Everything.*

If the code is written by a human, it can be hacked by a human. It's only a matter of how much effort, time and computer processing energy to put in.

And guess what? You can apply the same principle on women. *If you understand female psychology, you can hack it.* It's only a matter of effort, time and energy.

close the open loop earlier (on why it's controversial)

And by “hacking”, I mean taking over a woman's process of *thinking* and *feeling*.

Now, do you understand now why this is so controversial?



I mean, come on. Controlling a woman's mind and dictating her thoughts is hardly politically correct, right?



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Anyway, let's be real here.

Wouldn't **you** want the power control your woman's mind? Answer me honestly now. Yes, or no?

Imagine you have that power today. How much easier would your life be?

What if you have the power to know what she's thinking... with 100% certainty?

What if you have the power to plant thoughts in her mind... without her knowing?

What if you have the power to make her understand you instantly... without having to explain shit to her, over and over again?

What if you have the power to turn her emotions on or off, like flipping a switch?

And what if you have the power to capture her loyalty, devotion and submission to you, forever?

Far-fetched? Not at all. Shoguns have this power, and we use it all day, every day.

Shoguns, by the way, are guys like you and me who practise Shogun Method. We'll come back to Shogun Method later, but for now, let me ask you one last time—

Do you want the power of mind control in your hands?

Of course, only an absurdly stupid guy would say no. You're smart, and like a full-blooded Shogun, you want it all.

Pay attention now. Because what I'm about to show you is the crucial **FIRST STEP** you must take to gain this tremendous power.

And guess what? Once you've taken this significant **FIRST STEP**, you'll jump ahead of 99% of the guys out there.

Why? Well, it's because most guys don't even know this knowledge exists.

And those who do... most are lazy fucks who don't do shit with anything they learn.

So, congratulations on being the 1%. Pat yourself in the back. You're now one of us.

Now, let's recap what we have covered so far.

Future
Projection

(Imagine when you finally get what you want... how would you feel?)

Pace
the
reader

Remember: we are not just selling a program. We are recruiting men into the Shogun Method cause.

Now, let's recap what we have covered so far.

One. You can control a woman's mind if you know how it works. Like a computer program, female psychology is hackable if you know how to do it.

And,

Two. To hack the female psyche, you must first understand how it works.

Now, here's what surprises most people. Female psychology is remarkably **easy** to understand.

I know, I know. Most relationship gurus tell you how women are hard to figure out. They'll try to convince you how women are mysterious, unpredictable and complicated.

And you know what? That's bullshit. And I'm going to prove it to you.

As I wrote in Shogun Method—

subtle namedrop!

"Here's the simplest explanation of how female psychology works.

What's female psychology? It's about how women think, right?

And how do women think? With their emotions. That's all there is to it!

So if I am to summarize female psychology in one sentence, it's this—

Women think with their emotions, not their mind."

So, that's female psychology in one sentence for you. **Women think with their emotions, not their mind.**

Told you it was easy, yes?

Now, here's what's even more interesting...

If a woman thinks with her emotions, what do you do to control what she thinks?

You control her emotions, of course.

And that's pretty much mind control in a nutshell. **You control a woman's mind by controlling her emotions.**

Quick recap as a mental checkpoint for the reader

Question that leads to the next big idea: emotional control

Let that sink in for a while. It's important to understand because this changes *everything*.

With a woman, everything is about her emotions.

When you talk to her, it's about her emotions.

When she talks to you, it's about her emotions.

What she does, she does because of her emotions.

What she thinks, she thinks because of her emotions.

Get that? ~~#~~ **Bucket brigade** (contact me for a list of these.)

That's not all, though, because it gets better—

A woman's emotions are easy to control.

Again, I'm going to prove this to you.

Remember the time you made your woman *happy*. There was something specific you said or did that made her happy, right?

Maybe you told her you loved her, or you gave her a surprise teddy bear for her birthday.

Link the big idea to the reader's personal experiences

You did something she liked, and it pleased her tremendously, yes?

OK. Now, recall the time you made your woman *angry*.

Maybe you peed all over the toilet seat without lifting it up. Or worse, you flirted with her best friend or slept with her sister. She got really pissed, right?

So, here's my point. We are happy when someone treats us nicely. We are angry when someone offends us. Everyone reacts to something, right? It's part of our nature, automatic and predictable.

And guess what? This is true even more so for women.

Because unlike us men, women are fully at the mercy of their emotions. And that's where the vulnerability of the female psychology lies—her emotions. Or, rather, the *predictability* of her reactions to her emotions.

So, in short—

You can control a woman's mind by controlling her emotions.

~~#~~ Reinforce the big idea

And that, my brother Shogun, is the key to female mind control.

Easy to understand, right? ~~#~~ ditto!

Now, you know how everything a woman does and thinks revolves around her emotions. Nail this ONE thing and you'll have the keys to the kingdom. It's really that simple!

And that's not all. The *predictability* of a woman's emotions makes things even easier.

Loop back to the earlier analogy

Again, think about a computer program. Once you know how the code works, you know the ~~input~~ input that gives the output you want. It's 100% predictable.

In Shogun Method, the work is done for you. To control a woman's emotions, all you need to do is to use one technique on her:

Deliver the money shot!

Fractionation.

Shogun Method has the tricks to make a woman happy or sad and every emotion in between—affection, amazement, nervousness, anxiety, frustration, anger, gratitude, paranoia, elation, annoyance...

With Fractionation, she'll run through a gamut of emotions. She'll squeal with happy bursts of giggles one moment... only to kick, grab and scream in despair the next.

And the best thing is that she *wants* this. No woman can resist emotional roller coasters... why? Because without them, their lives would be a dull, colorless existence.

Got that?

Good. If there's ONE thing to take away from me today, it's this—

The female mind is one wild beast.

If let loose, it's notoriously hard to chain... unless you know how to. And the key to chaining the beast is by controlling its emotions.

Control a woman's emotions and you'll control her mind. There's all you need to know.

And the best way to control a woman's emotions? It's through Fractionation.

And the best way to learn Fractionation? It's through the Shogun Method Online Masterclass.

I know. Dealing with women is hard. The good news is you can take the FIRST STEP today to get what you need—the ability to hack and manipulate your woman's psychology. What happens next is you're taking that crucial first step right now.

CALL TO ACTION

Sign up for the Masterclass.

How Fractionation works

(No hype, just describe what it is.)

Link the big idea to Fractionation

Similarly, this is an example of a YouTube script that leads to the Fractionation Masterclass in the end:

Psychology of Ignoring A Woman

Have you ever heard of the “power of ignoring a woman?”

start with
keyword

You might have heard of it from some pickup artist guru somewhere. He might have told you that the more aloof you are around a woman, the more she'll like you.

Now, is that really true?

Well, guess what - the answer is “yes,” but only if you do it RIGHT.

If you do it wrong, you'll end up missing some golden opportunities with women.

Make no mistake – ignoring a woman CAN be a powerful attraction-building tool.

At the same time, it can ALSO make her hate your guts for the rest of your life.

So let's clear things up once and for all, shall we?

incite curiosity
with a slight
twist

This video will show you the right and wrong ways to ignore a woman, starting with the WRONG ways

So here are the two WRONG ways to ignore a woman.

The first wrong way is to ONLY ignore her.

Let's say you're at a party, and you meet a woman for the first time. She's hot, but you don't want to show too much interest. So you decide to ignore her, apart from the usual "Hi, how's it going."

Will that make her feel attracted to you?

Definitely not, and here's why. If you ignore her at the very beginning of your interaction, she'll ignore you, too.

I mean, it's the logical thing for her to do, right?

So you ignore her, she ends up ignoring you, too. And the first "spark" of attraction never happens.

That's the first wrong way to ignore a woman.

Here's the second wrong way: **When you ignore her when she's interested in you.**

Let's say you didn't just ignore the hot girl at the party.

Instead, you chatted her up and had a few laughs. You discover you had a few shared interests, which is great.

Then, suddenly, she shows her interest in you. Maybe she asks for your number. Or she gets a little frisky on the dance floor. Or when she catches you staring at her chest, she smiles and moves her hair out of the way, giving you a better view.

So you think, "*Oh wow, she likes me, too. Better play it cool...*" and start pretending to be aloof around her.

It's times like this when ignoring her is exactly the **WRONG** thing to do.


Think about it. A woman usually does **NOT** reveal her affection to men she's not dating.

Why not? It's because she's protecting their reputation. If people found out she was secretly trying to make a guy like her, they'll think she's slutty.

And when people think a woman is "slutty," word tends to get around. And before long, her life is ruined, or close to it.

So when a woman shows that first spark of attraction to you, she's taking a **HUGE** risk.

And when you ignore her at that point, it's like you're pouring a bucket of water over that spark.



Suggest
reversals to a
commonly held
belief

Offer enough value
before the call to
action

So she takes a huge risk by showing you she likes you. And then you make it look like you're rejecting her.

Needless to say, she'll hate your guts for life.

This is what I meant when I said you'll miss some great opportunities with women if you ignore them the wrong way.

So that leads us to the obvious next question. What's the **RIGHT** way to ignore a woman?

Setup leading to the unique solution

Wouldn't it be great if you could make women feel addicted to you just by ignoring them?

Absolutely. And you'll do this using the **Interest Pique method**.

So let me tell you all about “Interest Piquing.”

This is a technique that was developed by my friend and mentor, Derek Rake.

Derek is a dating coach, but he’s very much “anti-pickup.” In fact, he’s so anti-pickup that his school, Shogun Method, teaches zero pickup tricks to its students.

subtle namedrops!

Instead, Shogun Method teaches men how to use Mind Control.

Not the kind that you see in cartoons, by the way. This Mind Control is the kind that cures depression, phobias, and trauma.

Likewise, the psychology of ignoring a woman is only understood through Mind Control.

Introduce what makes Shogun Method different (Mind Control)

That leads us to “Interest Piquing,” which is pretty much the only right way to ignore a woman.

Here’s how it works...

First, you show her some interest or affection – just enough to make her respond warmly.

For instance, let’s say you met that hot girl at the party and chatted her up. You find a few shared interests, and she’s excited about it.

You then tell her: *“I like you, you’re cool. Give me your number. We should totally hang out sometime.”*

So she gives you her number and part ways.

Now, instead of calling her up 24 hours later – which most pickup artists suggest you do – you actually don’t.

Instead, you “ignore” her by having zero contact with her for a week or so, or until she contacts you first.

Then you show interest again – just to move your relationship one step forward.

For instance, you go out on a date with her, and you make sure it’s loads of fun for both of you.

And after the date, you ignore her again for a week or so. Then you move the relationship forward again by doing something super-fun with her.

Rinse and repeat.

That’s “Interest Piquing.”



It may seem counterintuitive. And yet there's some heavy-duty Mind Control going on in the background.

"Interest Piquing," as the name implies, piques her interest over time. On the days you "ignore" her, you actually make her think of you. She wonders if she'll ever enjoy such a great time with you again.

The more she thinks about you, the more she wants to see you again.

And the more you do fun things with her, the stronger her attraction becomes...

...and the more time you "ignore" her between dates, the more she misses you and wants to see you.

Until one day, she can't hold it in anymore. She goes ahead and confesses her feelings for you, or she just goes ahead and kisses you.

When that happens, congratulations. You've successfully made her fall in love with you by ignoring her.

Now, as powerful as Interest Piquing is, it's easy to see its drawbacks.

Namely – it takes time before you get the results you want. Normally at least a few weeks.

Plus, you need to be a master at planning fun dates. That can be a challenge for you.

So the next question is this. What if you wanted her to feel attracted to you RIGHT NOW?

Is that even possible?

The answer is "yes."

And it's by using another Mind Control technique, "Fractionation."



Describe how Interest Piquing works, and create a lead-up to...

...Fractionation as the final solution



So what's "Fractionation" all about?

Put simply, it's a storytelling technique that's designed to do one thing. And that is to quickly put a woman on intense emotional rollercoasters.

Why? It's all because of a little-known "flaw" in the female mind. Every healthy woman has a weakness for emotional rollercoasters.

To be precise, emotional thrill rides have an addiction-forming effect on her.

The more she goes on emotional rollercoasters, the more addicted she feels to you.

That's where Fractionation gets its tremendous power. By using the right stories, you can put her on multiple emotional rollercoasters at once.

And she can develop an irresistible addiction to you in that same space of time.

Wouldn't it be great to have that kind of skill?

Well, here's some good news – you can master Fractionation TODAY.

Here's how.

Analogize Fractionation with emotional rollercoasters. This works.

Offer the opportunity for the reader to learn this amazing technique!

In just a moment, a link will come up inside this video.

When you see it, click on it. You'll be sent to a special Online Masterclass on Mind Control.

In that Masterclass, Derek Rake himself will teach you all about Fractionation.

You'll learn what it is, how it works, and real-world examples of how to use it.

By the end of the Masterclass, you'll know the secrets of making women addicted to you... using nothing more than your words.

Trust me – if you only had time to master ONE Mind Control technique, this should be it.

Here's the kicker, though. Mind Control is not for everyone.

In fact, most guys will balk at the idea of "controlling" a woman's mind. If you're one of those guys, then you should look away now...

...but if you've got an open mind and you're willing to learn how Mind Control can give you the power over women you've always wanted, then do this.

Click the link and join Derek's Online Masterclass now. Do it.

Sell the benefits of the Fractionation Masterclass

Braveheart Effect!

Call-to-action

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Conversions are all about the pre-sell. Your prospects must arrive at the funnel with the right mindset and a strong interest in our program. For more examples and guidance on how to craft pre-sell content, get in touch.

Next, we'll dig deep into the funnel, starting with the signup page.

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<https://shogunpartners.com/>

Module 6: Signup Page

Background

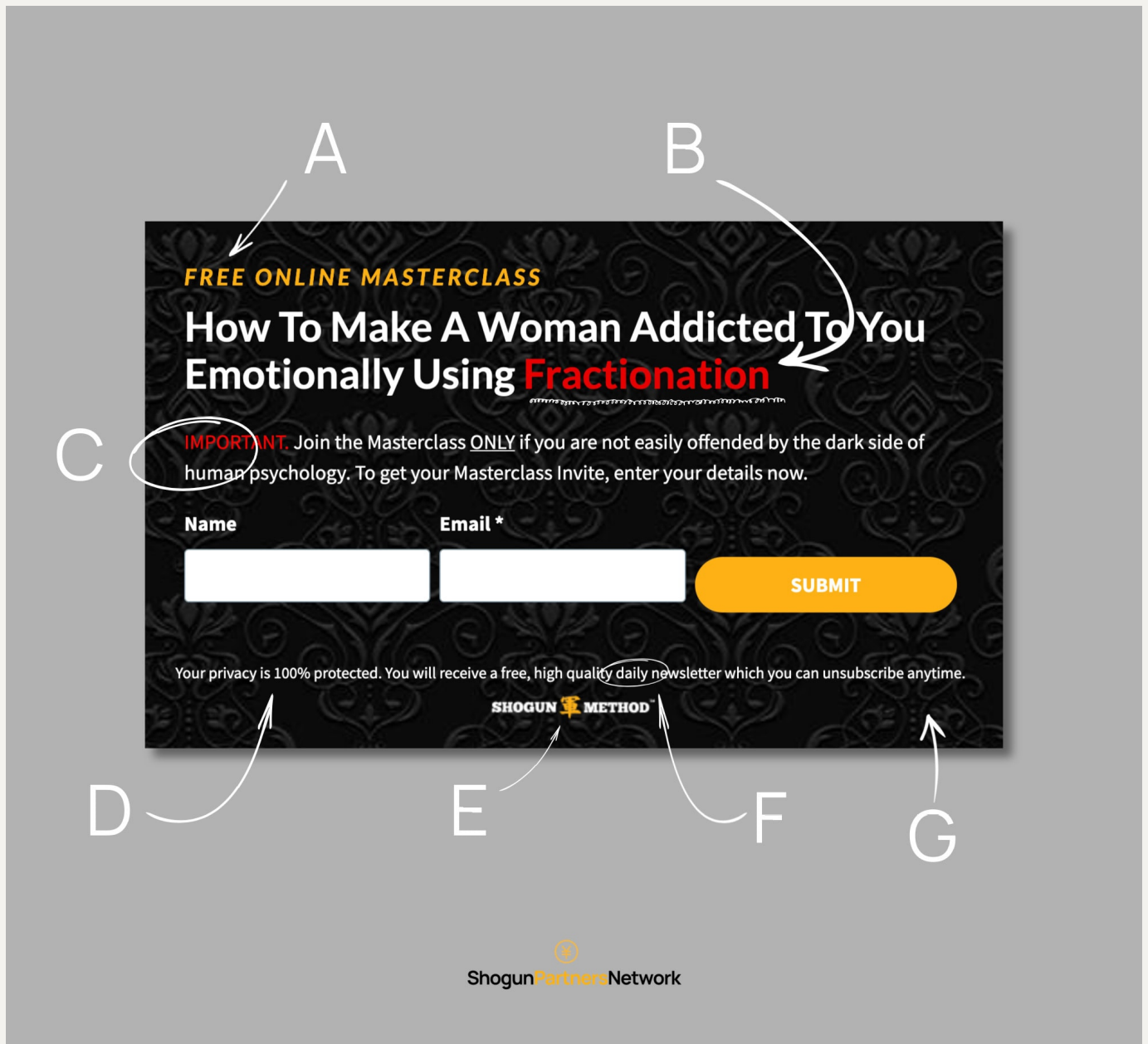
The current live signup pages can be seen at the following URLs:

<https://fractionation.org/> (redirects to a page hosted at the derekrake.com server for A/B testing purposes)

<https://fractionationhypnosis.com/>

Let's take a closer look.

The Breakdown



Here's how each component of the page drives signups:

- **A: Pre-header.** The word FREE increases signup rates marginally, but be aware that we may also attract freebie seekers who never buy.
- **B: Header.** Ensure keywords like Fractionation and emotional addiction are present—this maintains the continuity from the presell content. “How To” headers work well.
- **C: Sub-header.** The Braveheart Effect. Position the Masterclass as an exclusive—it's only for the open-minded (who aren't?), and you'll need an invitation to join.
- **D: Privacy policy.** For compliance purposes. Whether a privacy statement improves signups is doubtful.

- **E: Shogun Method insignia.** Brands and familiar logos convey trustworthiness and lends legitimacy to the offer.
- **F: Email settings.** Set the expectations of the subscriber to avoid spam complaints. He should expect one email a day.
- **G: Background.** For aesthetic purposes only. Consider removing if it slows the page down (see the Loading Speed section below).

Performance

This page converts at rates between **44%** (Google traffic funneled through a blog article) and **58%** (YouTube traffic). You should be aiming for a **~50%** signup rate with this template.

You should expect about +10% improvement for traffic from these countries–

Australia, Canada, South Africa, UK, US

Some countries like India may register high signup rates but the sales conversions are poor and refunds may be high.

For optimized performance, consider excluding traffic from–

Bangladesh, Pakistan, Nigeria, Papua New Guinea, Cambodia, Kenya, Mongolia, Myanmar, Uganda

Installation

If you're using AWeber, contact us for the sharing code. All you need to do is to click a link and the copied landing page will appear as a template in your account.

Otherwise, you can replicate this form yourself or get a coder to help you. Here are the graphic files for you to use freely on your own page:

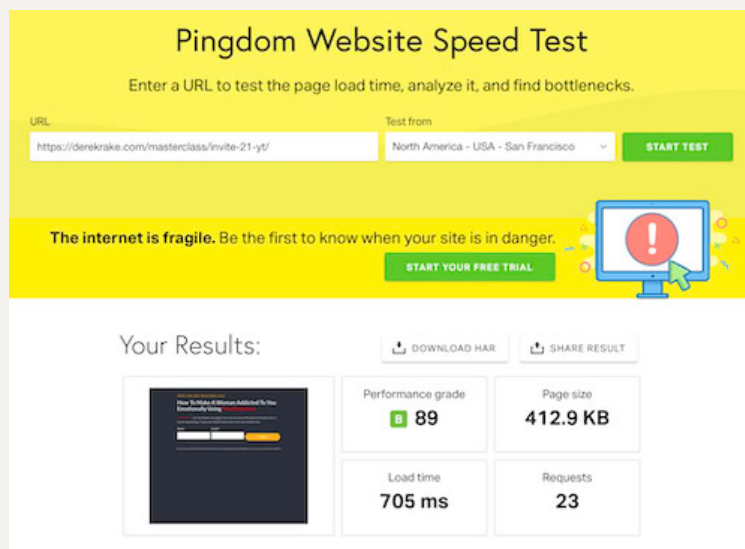
- Shogun Method insignia
- Background

These images are already optimized for size and so you can use them as they are. If you need the high definition versions, let us know.

Fonts used are Segoe UI and Helvetica Neue.

Loading Speed

Fast loading times increase the likelihood for signups. Below are the results of our Pingdom benchmark–



Aim to match or beat us. Loading time under 500ms is completely doable with the right optimization!

Next: The 33-day email sequence.

Shogun Partners Network

<https://shogunpartners.com/>

Module 7: 33-Day Email Sequence

Affiliate Links

There are five landing pages to send your prospects to:

Masterclass. This is the lead magnet that we promise in return for the email on the signup page. This Masterclass doubles up as a video sales letter, leading to the Shogun Method offer in the end. The prospect will also get the option to skip the video and purchase immediately.

Link: <https://shogunmethod.com/masterclass-jv/>

Text Sales Letter. A long-form sales letter with detailed information on Shogun Method—what it is, who it's for, how it's different. Also, scores from Endorsal (4.9 / 5) and verified testimonials. Detailed module-by-module descriptions and bonus programs. Frequently asked questions.

Link: <https://shogunmethod.com/jv/>

Testimonials. A “wall of love” display of hundreds of testimonials as collected and verified by Endorsal. Leads to offer to buy in the end.

Link: <https://shogunmethod.com/love-jv/>

Tour. A 5-minute video tour of Shogun Method giving the prospect a sneak peak into the program to entice him to buy. Leads to the offer at the end of the video.

Link: <https://shogunmethod.com/home/tour-jv/>

Frequently Asked Questions. A list of common questions and their answers, leading to a link to the Text Sales Letter in the end.

Link: <https://shogunmethod.com/faq-jv/>

To get credit for your sale, the prospect must buy from your Clickbank affiliate link. To generate your links, follow these steps below.

STEP 1. Go to <https://clickbank.com/marketplace/>

STEP 2. At the Search field, enter Shogun Method.

STEP 3. At the Shogun Method entry, click Promote.

STEP 4: Enter your Clickbank affiliate nickname.

STEP 5: Choose your landing page.

My Tracking Link ?

Earn commission for every customer you refer to this product using your personalized affiliate link.

Affiliate Nickname * Seller Nickname *
011967

Landing Page

Landing Page
Default Preview ^

- Default Preview
- SHOGUN METHOD: MASTERCLASS Preview
Masterclass / VSL
- SHOGUN METHOD: TSL Preview
Text sales letter
- SHOGUN METHOD: TESTIMONIALS Preview
Verified testimonials as recorded by Endorsal
- SHOGUN METHOD: TOUR Preview
Product tour with call to action
- SHOGUN METHOD: FAQ Preview
Frequently asked questions page with call to action

Add Parameters +

traffic type (i)
View more options here.

creative (i)

extclid (i)

STEP 6: Copy your affiliate link (“My Link”).

Generate your affiliate links to all five landing pages and save them. The next step is to insert these links into the 33 emails.

Each email is in a separate Word file for you to download below. I've marked the link to use in each Call-To-Action with a red note like this–

Click here ONLY if you agree

[[SHOGUN METHOD: TSL LINK]]

Email Sequence

To download the entire sequence (in a zip file), [click here](#).

Once you've downloaded the zip file, extract the Word documents and insert your unique affiliate links. Remember, you won't get your commissions if you don't.

Below are descriptions of each email in the sequence, along with strategies to encourage prospects to click your affiliate links for optimal performance.

IMPORTANT. Please do not change the content of these emails or replace Derek Rake's name with yours. If you are considering any changes, please inform us beforehand.

Day 1: Thank you, and...

Explains what to expect from our daily emails to avoid spam issues. Differentiates Shogun Method from common dating advice and Pickup Artist tricks. Links to the Text Sales Page.

Day 2: Red pill or blue pill?

Shares a short story from The Matrix. Uses the [Braveheart Effect](#) trick (“*delete this email*”). Links to the Testimonials page.

Day 3: Ugly man ENSLAVES seven (!) women at once

Anecdote about John who emotionally enslaves seven women despite his lack of good looks. His secret? Mastering the art of intrigue, a skill taught in Module 4 of Shogun Method.

Day 4: Nine (9) DISGUSTING ways she manipulates you

Describes how manipulation works both ways, and that Shogun Method is a way to play the same game. Directs to the Text Sales Page, Frequently Asked Questions and Testimonials pages.

Day 5: Shit women do, part deux

A follow-up from Day 4's email—on more female shenanigans that will stop once Shogun Method kicks into effect.

Day 6: You have a sickness in your brain

More Braveheart Effect disqualification-style copy that polarizes the prospect—either he is Shogun material, or he is not.

Day 7: you're doing much harm

Introduces the possibility of Shogun Method getting canceled. Leads to both Text Sales Page and the Testimonials page.

Day 8: I told her I loved her. She then slept with my boss.

Retelling of the Brandy anecdote shared in the Fractionation Masterclass, a redemption story that most men in problematic relationships can probably relate to.

Day 9: Make her SUFFER.

Drives Shogun Method differentiation (“*I teach a lot of strange methods...*”) and a key unique insight that most other programs steer clear of (“*Women are drawn to pain*”). Closes with the Braveheart Effect (“*Grow some balls*”).

Day 10: pussywhipped

Shares an anecdote about how Derek was forced (pussywhipped) by his ex into watching a stupid TV show and had to pretend to like it. Introduces the unique IRAE Model for the first time in the email sequence.

Day 11: personal story

Shares a story about Derek’s best friend’s suicide. Note: This email is highly personal and should not be edited without our permission.

Day 12: Scam?

Addresses probably the most common question in the prospect’s mind: “Am I getting scammed?” You may also expect the prospect to email you directly with questions, and if he does, use the opportunity to close the sale.

Day 13: How Shogun Method screwed Roy up

Tells the story of Roy and how he is pursued by six women simultaneously (with proof). Also, anchors Shogun Method at a premium price point (\$1,000), so it appears cheap in the prospect’s mind.

Day 14: "I wish he would snap his fingers and release me."

Shares the story of a woman who has experienced the effects of Shogun Method. Closes with another dose of the Braveheart Effect (“*Don’t be evil*”).

Day 15: Shogun Method... for MARRIED men?

Addresses a crucial segment of our prospects: men with marriage problems. Offers a free bonus program (Married Game 101) with the Shogun Method purchase.

Day 16: OK, let me clarify–

A follow-up from Day 15 email to clarify that Shogun Method also applies to single men. Sends the prospects to a series of case studies on how the knowledge also works well for dating and pickup. Shogun Method gives you the tools—you choose what to do with them.

Day 17: Mad dog bit a chunk of my flesh (and gave me a lesson on women)

Tells a story about how a (painful) encounter with a rabid dog taught me about the hidden nature of love and women.

Day 18: The "Big Boobs" Advantage

An intrigue builder that appeals to the more visceral aspect of attraction (“big boobs”).

Day 19: 5-Point Palm EXPLODING Heart Technique!

Shares the story about Pai Mei from Kill Bill and his “Five Point Palm Exploding Heart Technique”. Draws a metaphor with the Black Rose Sequence, a unique routine found only in Shogun Method.

Day 20: How to control a woman?

A straight-for-the-jugular email focusing on the more hard-hitting aspects of Shogun Method. It’s about control, manipulation and power, presented with moralizing or judgment.

Day 21: Lying B (Shogun Method Bonus)**

Gives away a bonus program to entice the purchase of Shogun Method.

Day 22: How To HACK A Woman’s Subconscious Mind

Outlines the Identity Casting tactic, sparking the prospect’s curiosity to explore further within the core Shogun Method program.

Day 23: (Evil) Usage of the Boyfriend Destroyer

Highlights a specific case of Shogun Method—attracting a woman who already has a boyfriend. Quality women are often taken, and you’ll need an edge to take the other guy out. Shogun Method is that edge.

Day 24: “I messed up.”

A personal story about Michael, a Shogun that Derek had coached. How do you recover from a setback? Use the IRAE Model and escalate her to the final “E” stage. Shogun Method shows you how.

Day 25: This is just so wrong

Addresses the crucial question if Shogun Method is right or wrong, good or bad. Answer: it’s neither. But, here’s the catch–Shogun Method can destroy those who choose to abuse it.

Day 26: The Church of Mind Manipulation

Links Shogun Method to deeper beliefs that transcend petty dating and Pickup Artist tricks.

Day 27: [BONUS] How to use Mind Control on your ex-girlfriend or wife

Offers another bonus to entice the prospect to convert. Highlights the use of Shogun Method on ex-girlfriends or wives.

Day 28: Andy screwed up

A case study on how Derek coached a Shogun to success with the IRAE Model.

Day 29: Warning–

Shares Ernest Shackleton’s 1912 anecdote. Points out the negatives of Shogun Method so prospective Shoguns enroll with their eyes wide open! Of course, this is yet another instance of Braveheart Effect in action.

Day 30: What a Cybernetic Android taught me about women

Takes an example from the movie Prometheus on how one can start breaking down Shogun Method in a structured, step-by-step game plan.

Day 31: She came crawling back, sobbing with regret

Addresses prospects who suffered from a rejection or breakup. Links to the Testimonials page—these men could do it, and so can you.

Day 32: Hate mail




Shares a hate mail from a woman. Warns prospective Shoguns that they may get the same hate, but that's a good thing.

Day 33: Relax, dude, it's only women!

Reframes the often daunting task of attracting women into a light and enjoyable pursuit. Relationships are a game. The IRAE Model is your playbook to hack the rules and bend them to your favor.

Performance Benchmarks

Shoot for 30-40% open rates.

Subject	Opened
 The Law of Reversed Effort Sent to 41,948 in Active Subscribers Also sent to: 7 lists and exclude 3 lists	28.5% 11,941
 What a woman, really, really, REALLY wants Sent to 41,982 in Active Subscribers Also sent to: 7 lists and exclude 3 lists	30.2% 12,661
 The dark desires of a woman Sent to 41,992 in Active Subscribers Also sent to: 7 lists and exclude 3 lists	23.0% 9,654

Currently, we don't track click-through rates (CTRs) in our emails. But if you do, share the data with us and we can optimize your funnel together.

What's Next

Congratulations—your funnel is ready to go live! All you need to do now is to drive traffic into it.

Next: Broadcast emails you can use to send prospects into your funnel.

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Module 8: Email Blasts

Signup Blasts

Now that your Optimized Monetizer Funnel is in place, it's time to drive traffic to it.

If you already have an existing list, use this mini (3+1) sequence to get your subscribers to opt into your Shogun Method funnel by sending them to the signup page for the Fractionation Masterclass.

Email 1: Madonna and the Whore. (Day 1)

A “shock-and-awe” email with an intrigue builder as the subject line. Shares a back story linking to Derek Rake, introduces Shogun Method and builds interest in the Fractionation Masterclass.

Email 2: The Magical Like Switch (Day 3)

Shares a simple but effective trick that triggers a woman's interest in the prospect. Links the Magical Like Switch concept to Fractionation.

Email 3: Shogun Method makes a grown man cry (Day 7)

An introduction to the concept of emotional Enslavement, leading to the Braveheart Effect.

Send these emails over a week. And then, in the following week, create a segment of those who have not opted in. Then, email them this follow-up:

Email 4: Fractionation Texting (an easy example) (Day 12)

A practical example of how a woman can be fractionated over text. Gradually builds up interest in the concept of emotional addiction, bridging to the Fractionation Masterclass in the end.

Download all four emails [here](#). Remember to insert your own affiliate link and enter your name as the signatory.

Sales Blasts

If you have an existing list and you want to test the offer out, use this three email sequence below. You may want to carve out a segment of your list to do this.

Email 1: What a woman really, really, REALLY wants (Day 1)

Busts the myth that women want money, looks or “security”. They want emotional rollercoasters, and Shogun Method reveals how to deliver exactly that.

Email 2: Enslavement, not seduction. (Day 3)

Summarizes the entire Shogun Method in three words, driving the biggest difference of the program against others.

Email 3: The Law of Reversed Effort (Day 7)

Shares an anecdote about how other Shoguns are achieving success, building social proof. Builds a simple three-step plan to get started with Shogun Method.

Download this email sequence [here](#). The Call-To-Action for all three emails are the Text Sales Letter link. For guidance on how to generate this link, [go here](#).

Let's Wrap Everything Up

Next, the final module in the Bootcamp. We'll put everything together what we've covered in a simple, step-by-step plan.

Let's go!

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Module 9: The Battle Plan

Recap

In this Handbook, you've learned about:

1. **The mission.** Why we are doing this, and how your role is crucial to the mission's success.
2. **The Braveheart Effect.** The beating heart of Shogun Method's high converting copy.
3. **Shogun Method.** What the program is, who it appeals to, and how it's different from other products.
4. **The Shogun's Profile.** Three segments of men. Buyer demographics and psychographics.
5. **Traffic Sources.** Google, YouTube, social media. 101 Golden Keywords list. The Search Traffic Schema.
6. **The Optimized Monetizer Funnel.** Three stages of the funnel. Conversion rate benchmarks. Lead magnet pre-selling with examples and analysis.
7. **The Signup Page.** Detailed breakdown. Live examples and graphic files. Setup instructions. Performance and loading speed benchmarks.
8. **The 33-Day Email Sequence.** Email templates and swipes. Secrets of high converting email copy.
9. **Email Blasts.** 3+1 signup blasts to send your subscribers to the funnel. Three-email sales blast sequence.
10. **The Battle Plan.** What you're reading now.

Congratulations. You are ready.

Your 7-Step Battle Plan

- ✔ Join the Shogun Partners Network. Then, send me a message.
- ✔ Set up the 33-day email sequence on your email autoresponder.
- ✔ Create the signup page.
- ✔ Install tracking. If you lack a tool to track your conversion rates, you are welcome to use ours. Let me know.
- ✔ Send an email to your list and direct your subscribers to the signup page. If you need a swipe to do this, contact me.
- ✔ Get leads from Google and YouTube to your funnel. Use the Golden Keywords list and the Search Traffic Schema if you need to. Work the 3+1 Signup Email blasts sequence to send your subscribers to the funnel. (Optional: Deploy the three-email sales blast sequence on your list and generate some initial sales.)
- ✔ Once you've generated some sales, let me know. We will look at your funnel together and optimize it further to grow your business.

You'll find all the materials you need to build your funnel in one place—the [Resources](#) page.

Take the crucial first step: [sign up as a Shogun Partner](#). If you're already a Partner, and you're ready to start, contact me directly [here](#).

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