

Kevin: Daniel Throssel, man it's great to have you here on the show. I've been looking forward to this, and I am not alone in the category of new fan for you. I know you've been doing this for a few minutes, but feels like right now, you've got this incredible momentum going. With your email list, you're doing really inventive stuff, and it's fun and it's interesting.
[00:00:30] And happy for you, man. Congratulations on all that.

Daniel: Well means a lot to hear that coming from you, Kevin.

Kevin: Thank you, man. Yeah, I know you were a listener to John and I's podcast PI4MM. John and I joked that that's the worst ever marketed podcast about marketing. I mean that URL, PI4MM. Good luck, you know?

Daniel: Well [00:01:00] you say that, but-

Kevin: But that... Yeah.

Daniel: ... it's been in my head for years. I've remembered that, because you used to say that in every episode and it's burned into my brain. I used to actually listen to you guys while I was walking. I was this big Tim Ferris devotee back then, and one of his things in the four-hour work week, is walk when you're bouncing this rubber ball, right? So I would walk to and forth cafes, just bouncing this rubber ball and listening to you guys on your episode. And more than once, you'd say [00:01:30] something, I'd be like, "Oh that's cool man," boing, boing, boing... The ball's like in the middle of traffic there.

Kevin: I'm glad we didn't get you killed.

Daniel: You got a few rubber balls killed, but it was all for the best.

Kevin: Yeah. Yeah. We're ball crushers. That's what we do. Oh, that's awesome, dude.

So let's talk about your... I just want to get to know you as a writer, as a creative. It's kind of rare, man, when people come along in this business

and they just [00:02:00] immediately have a voice, that's strong, that's unique, and fun, fun to read. I've realized, and you're probably the same, I could follow two or three people at a time, because when I find someone I want to follow, I save their emails from a friend. And I'll sit and I'll read two or three of yours in a row, two or three of Christopher Sikowski, two or three of Cole [00:02:30] Schafer, and Laura Belgray. They're waiting on me, and I look forward to it. That is rare, man, when you can look forward to reading a marketer's emails. I guess let's go back to how long you've been doing this, and then how recently has this voice, that I know of yours,

Daniel: Yeah. That's a cool question because no one's actually ever asked me that. So I have been freelancing. Well, I started freelancing in 2016, [00:03:00] I think? In 2015, I entered this contest by Ramit Sethi, which was a copywriting contest, because I followed Ramit. I didn't even know what copywriting was. I'd never heard that word, but it was like, Ramit was doing it. So I entered this contest, had to write a sales letter, and I won. With the first ever piece of copy I'd written, I won against all these other copywriters. So I was like, "Okay, that's cool."

And I got to talk to Ramit and he's like, "So what do you want to talk about? Let's talk about copy." And I was like, "I have no idea what copywriting is, but this sounds [00:03:30] like a really freaking cool idea as a career. So what should I do?" And he was expecting this much higher level conversation. He's like, "Oh." So he said, "Okay, here's what I want you to do. Go read books. I'll give you two copywriters' names, Bob Bly and John Carlton. And I want you to go follow those guys. And that's kind of how I got my entrance into the world, and kind of discovered... That's around when I discovered you as well, listening to John.

And so I started freelancing on Upwork and I had a really good time of [00:04:00] that, actually. In nine months I was at \$200 an hour and doing pretty well. So I did pretty well there on my first year. And then I got approached at the end of that year by a guy called Scott Pape, who is the bestselling author in Australia. And he brought me on to help launch what is now the best selling book in Australian history. And so I worked with him for several years, I'm still working with him, but for several years doing a lot of stuff for him.

And [00:04:30] then in 2020, just when the pandemic hit, actually, in March of 2020, was when I sent out my first email to my own list. And from then it's been, I think I've missed three days in the last two and a half years. So that's when I really started doing it for myself instead of for clients. And so that voice that you were talking about has been refined over those two years, and certainly from day one, it was something different to what most people were doing, because [00:05:00] I was heavily influenced by Scott, whom I mentioned a moment ago, and he taught me a lot of that really fun storytelling style. And also from Ben Settle, who I am a huge fan of. Very influential on me, you could probably see it in my writing too. And so those two guys were very influential on my writing.

How to write using a fun storytelling style like Scott Pape and Ben Settle

In the early days, you could really tell that. You'd look at an email and be like, "Oh, that's a Ben email," or "That's a Scott email." And over time that voice kind of developed. [00:05:30] And I like to say that you kind of can develop your own style in a way, because what I would do is I would try out different voices and try out different characterizations in different directions. And I would look back and say, "Well, I like that one. I want to develop more in that direction." And so probably a year into it, I had really started to nail down what worked for me and what I liked, and the kind of storytelling that I do now, I just realized that hit really well with my audience and I had so [00:06:00] much fun doing it. And it's just a blast for me to write emails every day. So to me, that's when I know I've got it right. I just love doing this.

Kevin: It just feels good. Yeah, I was going to ask you about that. And by the way, I just want to point out for people listening, that's the value of writing every day, is how quickly in two years Daniel's able to develop different voices. Try different voices, and you really... A writer has an instinct for what feels good [00:06:30] and what doesn't. And I always, you probably get this too, Daniel. I always try to write first thing in the morning, mint fresh brain. And if I get something that I feel out, to start the day? I'm solid, like I don't care what happens the rest of the day. I feel like my mission was fulfilled as a writer.

Daniel: Yeah, absolutely. When I get my email done, the day feels complete when the email's not done the day doesn't feel complete. I will say the one thing that I tried for a while doing [00:07:00] them first thing in the morning, and I know that worked for some people, but nothing had happened in the day yet. So days I would sit there for like two hours and have nothing and I'd be like, ah, and that killed my day. So at the moment I actually write the emails around 1:00 PM, ish, because some things have happened in my day for me to draw upon. So I find that's the easiest time, which is weird. I'd love to get it out of the way first.

Kevin: Yeah. But it's almost like a reality show where you're need [00:07:30] some drama to edit together. Your wife is a central character in your emails. Let's talk about that. One of the things I love about what you do is very consistent, the characters, your wife, your kids, and so I feel like I am watching a show where there's characters I know, and they have not predictable behavior, but I feel like I know them too. [00:08:00] And I know like the dynamic with you and your wife and talk about that. Is that something that developed as you were going, how different are those characters than in real life?

Daniel: You are really, really insightful because, so firstly, a lot of what you just said does form the core, like my philosophy on telling the stories, which I haven't really developed yet for telling other [00:08:30] people I'm doing that for a storytelling course. But a lot of what you just said is part of the core philosophy, right? It's about making it this show that people watch and having characters that are written just like you would in a show. You don't have a character come in and do something that's totally opposite to what they would normally do because the readers would be like, what the heck? That's not why I watched this show. They want to see this particular character.

Kevin: Yeah.

Daniel: So there certainly is, I call it like this, like an EQ filter that you can put on [00:09:00] audio. It amplifies some parts, attenuates some parts.

And so I do that with personalities and characterizations. So there are elements that I will exaggerate of people. Like in real life, my wife is actually quite mild. And so I have to turn up certain parts of like her humor and so on to make it stand out in the emails and for me as well, I'm a little

bit different in the emails than I am in real life. Like I'm very shy in real life. I hate talking to people [00:09:30] and sometimes I'll play that up in emails, but sometimes it'll come across as this really brash kind of agro in your face guy, which is not normal in real life, but it's easy to play in the emails. Maybe it's just this repressed part of me inside that comes out on the keyboard. But-

Kevin: Yeah.

Daniel: It is about making these characters, and I see it really as writing a show, like you just said and putting on an entertainment show. Because to me like my competition, isn't just other people [00:10:00] in the inbox.

It's things like Netflix and other things you could be watching as well. So the most entertaining things are the ones are going to get your attention. And so that's really my goal with the emails. I actually learned a while ago that even now, when I send out these value emails, people say they want that, people say they want the value and the copywriting tips. But whenever I do that's when I get the lowest opens, the lowest engagement, the highest unsubscribed when I do emails [00:10:30] that are like nothing but storytelling and then a pitch people love it. So I just stopped trying to pretend like I'm here to teach you. The thing is I'm going to be here to entertain you. I will work in as much teaching as I can without detracting from that. And over time you're going to see what's going to work and that's worked way better for me.

Kevin: Yeah, really cool. That's interesting. And so this willingness to play around with that for you. [00:11:00] To allow yourself to be a creative. I think we forget too often in marketing, because that's technically where we live as copywriters, that we have to be entertaining. We have to be creative and that needs to afford playing with ideas. And ideally if you can do it with an audience of people, think of like a standup comic, you hear about this all the time in big cities, like in New York city. Oh my God. I was at this little club, we were there for a show and [00:11:30] Jerry Seinfeld walked in and did 10 minutes or Joe Rogan or whoever I'm like, yeah, because they're creatives, they're working out ideas. And for us very often for copywriters, money's on the line and blah, blah, blah.

But man, when you have your own list, even if it's small at first, I always say the dialogue is the most valuable thing we can have as marketers, the

dialogue. Like you said, you're gauging... It's the replies to me. We know the other stats [00:12:00] matter, blah, blah, blah, open rates. But man, it's when people are compelled to hit reply and write you something, that's when you know, you hit a nerve.

Daniel: Absolutely. And like I said, it is when I'm being most entertaining and funniest that's working. And I did, I learned from you how comedy translated into copy. And so I've never considered myself a really funny person, at least in person. But when I write, I can [00:12:30] write with some humor. So there are writers who can do that.

Kevin: Yeah.

Daniel: And people really like that. And I found that a lot of copywriters just don't do that. They're just too straightforward. At least if we're talking in our little copywriting marketing niche, they're just really straightforward and plain.

Kevin: Yeah.

Daniel: And they're not that funny. It really helps I think.

Kevin: Or entertaining or feels forced a lot. Another thing you do really well [00:13:00] that I know, I think this is a next level craft kind of thing, but sometimes what you want to share is, you know it's funny, but it's complicated and you have to really make sure that you're translating to the reader. What the sequence of events was. I'm thinking of the email where you talk about being with your kids at some play area and the guy greases the slide and you watch [00:13:30] this guy grease the slide and it was so good. I'm reading and I'm going, this is so good because I'm able to... This is complicated. There's a guy there. He works there, but why is he greasing the slide? You don't know why he's greasing the slide and you have to keep everything in real time and lay out.

And then the punchline is tied to the reveal, and so just want to compliment that dude, like that is to me true writer instinct to where... I don't know if you may [00:14:00] have written several versions of that or how often you go back and rewrite, but man, you have to be clear first, especially with humor. If they're at all confused about what's going on or

who's who, their brain can't enjoy the joke because they're trying to unpack what's happening.

Daniel: That's like the third time in the, what is it? 15 minutes we've been talking that you've said something that no one's ever identified that before. And I'm thinking I'm starting to get worried because I told you, I'm doing a course [00:14:30] on this soon and you keep saying it all. But yes, one of the biggest killers for me with storytelling is, people aren't clear on what's happening and they put too much detail or not enough detail. And they can't follow through as the reader. What's the journey. It is the curse of knowledge thing. You know how it all happens, how it all unfolds and for the reader, they're coming in with a blank slate and they know some prior things about you, your characters, whatever you've told them, but you have to walk [00:15:00] them through in exactly the right way.

And that's the biggest thing that I see people get wrong in their storytelling is they get the flow of the release of information in the wrong order at the wrong pace.

The story you just mentioned is funny because that is one of the only emails I tried something new. And I actually wrote that one mostly with voice dictation and just went and cleaned it up. So that one was almost unique in coming in being largely unedited structurally. And I [00:15:30] think that is a testament to the fact that I've been doing this now daily for two years. I couldn't tell a story like that two years ago, that easily. But because I've done this so much, and I agree with you that the value of daily practice at this is now at the point where I can see the moment. And it's like this director's view where I instantly know how I need to lay out those details. So people know. And I think you were just saying that as a comic as well, you develop that sense-

Kevin: Yeah.

Daniel: Of where [00:16:00] does it come in? Because when I see the scene, I realized immediately what's happening, but I think I don't want to read it or realize immediately what's happening. I want to put it in this order. And so the fact that one was voice dictated, I'm very pleased inside that you said that, you picked that email, because that was the one I know I edited the least. It just came out in-

Kevin: Interesting. Wow.

Daniel: That exact order. I think that's just honing that sense for-

Kevin: Right.

Daniel: For moments.

Kevin: Yeah. A hundred [00:16:30] percent. It drives me crazy when I'm at a club and there's other comics and some guy will go up and do a bit where I know the audience was confused and he's like idiots. I'm like, no, you screwed it up, dude. They had no idea what you were talking about. And so if you're a budding comedian, please tape yourself and actually listen back to it later. It may have been you. But dude, [00:17:00] let's talk about also again, I'm just going to gloat on you man, but you're doing innovative stuff. It's another reason I was really excited to have this conversation. And again, it's creative, it's on point. I guess let's talk about the landing page. What do you call it? The dual-

Daniel: **Parallel welcome sequence.**

Kevin: **Parallel welcome sequence. Yeah. So explain what that is and how you came up with it.**

Daniel: **Well, it's a new kind of welcome series. I have [00:17:30] where you can I call it email time travel.** And that part of the experience, I didn't invent that. The part where you can click and get an email right away. I didn't invent that. In fact, I think I saw Chris, Sikowski talking about someone who'd done it. That's where I first saw that idea. But I thought it would be fun to call that concept, email time travel. And so you click every email, you get the next one immediately. But the real innovation I added [00:18:00] with that was every time you click you land on a landing page. And originally when I set this up, I just had it going to a page that said, check your inbox next email's there. And then I thought, well, that's kind of boring.

Why don't I put something fun there? And then I was like, every page can have its own. So why don't I tell another story that happens on these webpages?

Kevin: Yeah.

Daniel: And so when you join the welcome sequence, I think there's nine or 10 emails at the moment. You can, in theory, get through the whole thing in just one session, click, click, click, and keep getting the next emails. [00:18:30] And you also will land on these web pages along the way. And I tell very wild fictional stories on those. It's kind of a world building theme with this fictional island and copywriting themed monsters. I've got a guru that's Ben Settle's word, right? The guru, it's like a giant kangaroo that chases you to eat you. I'm getting him illustrated too. So it's all very fun. And the cool thing is that people who don't click still [00:19:00] go through it like a normal email sequence.

So for anyone who's not that engaged. They're just subscribing and maybe they'll warm up later, but they just get the emails like normal. So there's no change there. But for people who are super engaged, I get some people go through and binge my entire welcome sequence into Alice. And so that to me is super fan creation. Because that is a first impression that no one else has ever left on them. They've never joined at someone else's email list.

Kevin: Right.

Daniel: And still been there two to [00:19:30] three hours later. I have people sending me emails saying, I hate you, it's 2:00 AM and I've just gone through your entire welcome series. So some people go through and they just buy everything I have. So to me, it's about playing to those super fans playing to the 1%.

Kevin: Yeah.

Daniel: And warming them up.

Kevin: Yes. Thank you for saying that.

Daniel: It's been one of the... Especially last year when it was really new, that got me a huge amount of traction on the email [00:20:00] list when people were finding out about that, because no one had done anything like that before. And-

Kevin: Yeah.

Daniel: I don't recommend doing it for every brand. It's something that because we are marketers, we love marketing. And this is where a lot of people go wrong. They're like, oh, I see that I'm going to steal this for my client. And I'm like, maybe you shouldn't.

Kevin: Right.

Daniel: Because in other industries, marketing is not very interesting. You want to keep the marketing invisible. We're a kind of a special place where if we do cool things with marketing, we are like, wow, that's cool [00:20:30] marketing. I like that. That guy must be clever. So all this is something I am very aware of when I'm doing things like that. It's like, I can draw attention to marketing in a way that other people shouldn't. But the parallel welcome sequence was a really good way for me to do that.

Kevin: Yeah. It's really cool. There's an app, right. I'm trying to look for, to remember. Didn't I download an app? Yeah.

Daniel: Yes, yes. I think it'll be like, it's called Learnistic. So it's been Ben Settle's [00:21:00] platform.

Kevin: Oh it is.

Oh, interesting.

Daniel: Yeah. So it's in there.

Kevin: Oh, Right. I think you mentioned that. I know Troy. Yeah. Okay, cool.

And what was cool was-

Daniel: Yes, I actually-

Kevin: So then-

Daniel: Oh yeah.

Kevin: No, go ahead. No, you go ahead.

Daniel: Well, I forgot to mention that, but I incorporate the app in there that you can actually find items in the stories and scan a QR code.

Kevin: Right. 7.

Daniel: And it kind of unlocks training in the app. So that was also a new thing I was doing with that.

Kevin: Yeah. [00:21:30] So cool. One of the first things I ever did, really show my age, but the web was brand new. And it was dude, it was back. My friend and I we were putting together a comedy festival. We pulled it off like amazing. Me and him and his tiny little office. And we got the whole industry and all these famous comics to come to Chicago for the first ever Chicago Comedy Festival. And part of what made [00:22:00] it so cool and fun for us was, had a website. But back then you still have to ask people, do you have email? You know what I mean? If you can imagine, right? Not in your whole lifetime, did that happen? But what we did was we built this cool thing on his site and it was- now there's software that does this, but it was a choose your own adventure story thing, right?

And so we made up this comic called Johnny Blazer. It was a standup [00:22:30] comic and back then comics always used to wear blazers with the sleeves rolled up back in the eighties, you know? And then so this guy would have to, he was trying to get to a gig and you'd come to a moment where like, Johnny's car broke down. Should he start walking or call a tow truck? And you'd have to choose. And we just sat there for like four hours one night and just writing it screen by screen. And then my friend would code it. And then we literally did it real time. And [00:23:00] people loved it, man. They had so much fun with it. And again, those are the moments I remember in my creative life where we were just giggling our heads off, doing a thing.

And it's just like you said, it doesn't feel like work, doesn't feel like effort. And it leads to at the very worst, some interesting insights into marketing. You have to play, you have to experiment. I was really interested in, and a lot of times it's counterintuitive I want to point out to send somebody [00:23:30] to download an app. There's tech, a problem they could have with the app. They could be a pain in the ass. We were always so worried about taking away friction that we don't take chances. The other thing you said that I love to remind me of Ramit, your first mentor. I remember Ramit saying, because his emails are epic and super long and full of visuals and

screenshots and things. And he would say, man, if someone said, aren't you worried about attention [00:24:00] span?

And he's like, I tried worrying about attention span and it killed my creativity. My emails didn't sound like me, I wasn't writing from the heart, and I ultimately came to realize if I write the way I am and the way I would converse, those are the people who will read. And those are the best customers for me ultimately. And that's another thing you're doing is you're taking your time and you're saying what you need to say, and you're building things out. So super cool.

I want to talk about... [00:24:30] because you're clearly a nice guy and you seem pretty, I think you probably very, you're a good dude. I'm assuming, yeah? Fair to say, good dude?

Daniel: I think I'm pretty inoffensive in person.

Kevin: Yeah. But you have this alter ego of this take down artist. And man, when somebody crosses you, bro, you go [inaudible 00:24:54] Sikowski mode. Chris is funny because Chris kind of lives there all the time. He's like Eagle fly [00:25:00] to handle at anything. And he's so New Jersey it's like, of course he's yelling. But you man, you go deep into like some Scientology stuff to take people down. What's behind that, and were you ever hesitant about revealing that? Or was that a natural?

Daniel: No, so firstly, that part of me is very, very real. It's kind of like the Steve Rogers before he became Captain [00:25:30] America thing, the weak kid and he just always wants to stand up for people and do the right thing. I remember as a kid watching shoplifters and so on and I was just the scrawniest little kid, couldn't do anything and it just made me so angry. I've always been so mad about that stuff. So I do have-

Kevin: You like justice.

Daniel: Yeah. This kind of repressed-

Kevin: Right.

Daniel: Desire to stand up for stuff like that.

So there certainly is a real flaming side of me that comes out sometimes. And I think the one you're referring to [00:26:00] is when I took down that pirate website, which has-

Kevin: Yeah.

Daniel: Tried to steal one of my courses. Yeah. And so I engineered this pretty full on take down. I literally took that website down for good, with one email. That was a lot of fun. Those emails get the best response of anything I ever do. Even better than the fun stories. If I do a really good story, I'll have people writing and saying, man, that was so funny. But I never get more engagement than when I am [00:26:30] fighting with someone or attacking someone or taking someone down. And I try not to make this a negative thing.

It's not like I hate this guy and I'm slandering them. It's-

Kevin: Yeah.

Daniel: Almost always in self defense, in retaliation to something they've done to me.

Kevin: Right.

Daniel: And I feel like I'm not being a jerk to do it. There's a moral principle underneath it. And it's funny, you mentioned Chris because Chris and I kind of have this rivalry about this. Like we just write each other fan mail about the take down emails. Every time [00:27:00] he does one of his scalping emails, I'm like, yeah, that was the best one. Yeah, I love it. And then when I do one like catching pirates or just... I did one recently where I saw some people on Upwork. They were talking about bragging about having taken my courses, but they weren't in my customer list. So I made this job post and invited them to it. That was like, I need some freelancers on Upwork to help me catch pirates who are claiming to have bought my courses. And I invited them to the job [00:27:30] and they all reacted in different ways. And so I wrote that up as an email and then Chris emails me, he's like, this is why we're friends, man. This is what I live for.

So we certainly feed off each other. Honestly, when I'm writing these now I'm like, I wonder if Chris is going to enjoy this one.

Kevin: Yeah, yeah. That's the best thing about having-

Daniel: [inaudible 00:27:54] Mutual competition with the scalping there.

Kevin: Yeah. So good. I saw one recently [00:28:00] where, and it was interesting because I saw the Facebook post attacking you, really out of nowhere for no reason. I found it odd when I read it. And then sure enough, I didn't have to wait but a day for your response. Have you resolved that with that person? Did they reach out to you after that?

Daniel: Yeah. I'll add an end note to that because, [00:28:30] yeah. So there was a post that called me some very unfair things, and I think it was generally received that way. It was like, that's very unfair to say about him. It called me-

Kevin: Yeah.

Daniel: Said I was lying about stuff basically. Which I wasn't, I've never lied about a single claim I've made. I've never painted myself as anything I'm not. So I responded to that in a very kind of fiery way. And that person actually, firstly, publicly apologized to me. And so I sent-

Kevin: I didn't see that.

Daniel: I sent them an email [00:29:00] and I said, look, I really respect that. My respect for you just went a lot up, that you did that. And so as far as I'm concerned, we're all cool.

So I put him back on my email list and he said, cool, we're all good. So that had a happy ending. I didn't write about that in public. Not because I don't want people to know that, but because it kind of happened a while after the event and it just felt like it had come out of nowhere, and I didn't, want to make a spectacle out of... [00:29:30] To me it was done after that. It was like quid pro quo.

Kevin: Right.

Daniel: And then we were fine. But I did have some people saying... A friend of mine was like, you should write about that so people know that you're not just some jerk who explodes on people. But I've found that actually has

been very helpful for me. The unpredictability has actually deterred a lot of people from doing stuff against me, because they're like, oh, if he explodes, it'll be bad. And it's a good deterrent policy. People don't try and steal stuff or say mean stuff now [00:30:00] because I might-

Kevin: Right.

Daniel: Go into crazy mode. Who knows?

Kevin: You could be a scalping. No, I love that because people need to defend themselves and everything you said in your response, I thought was like super legit. It's not like you were in the stupid flame more about something neither of you knew anything about. I've known him a long time, that's why it surprised me, he's a good dude with a good heart, but... That's the thing about social media, man. Sometimes people, [00:30:30] you just catch yourself in an off moment and you... I just never do it dude. I think for me it's a detriment because I'm so averse to drama. I would much just rather do something else with my mind that as a funny person, it's cost me because my filter's a little too strong. Sometimes I hold back a lot.

Daniel: Right.

Kevin: Because I don't want to offend anybody. And it's usually in the moment when I come up with the joke and I used to let it rip and it got [00:31:00] me in trouble a few times early on, especially speaking at seminars and things. I'd go into comic mode, I'd see something in the crowd and I would just phew. And I was like, Ooh. They didn't even come here for comedy. They were not expecting comedy.

Daniel: A mocking seminar.

Kevin: Yeah, yeah.

Daniel: You're heckling the [inaudible 00:31:20] or something.

Kevin: Exactly right. That kind of stuff. Yeah. Oh, here they are, okay. I'm just trying to, I was on a call. I just want to get to my seat.

Daniel: Yeah. [00:31:30] I have found that the drama is, I do it sparingly because it's really intense and it turns a lot of people off. But it also has been one of

the most powerful things for getting attention. Not for getting attention, for getting engagement. People cannot resist it.

Kevin: I know it.

Daniel: Yeah. And so like, I'm like you, I don't use social media at all. That was reported to [00:32:00] me by several people that this guy had said that. So that's how I knew that it was actually hitting my reputation because people are like, he mentioned you.

Kevin: Yeah.

Daniel: Even though he didn't say my name. But I do remember the one time I've seen you get into it was you wrote an email where someone on Facebook had said, copy chief is for newbies or something.

Kevin: Oh. Yes, yes.

Daniel: And even you couldn't resist it. You were like, look, I don't like the drama, but I need to take this down. And you kind of unloaded a little bit on that one.

Kevin: I did. Yeah.

Daniel: And so the irony for me is that's one of the most memorable [00:32:30] emails you ever sent me is the one where you kind of got in a bit of drama with someone. And so I keep that in mind as a marketer.

Kevin: Yep.

Daniel: Is that people love that sort of conflict. Even people who say they hate drama are still glued to their screens, watching the drama. And they'll say afterwards, ah, I can't stand that, but they're there like watching it. I had a very big thing last year with another marketer who had kind of copied me too much and then was very unapologetic about it. And when [00:33:00] I made a big deal of it, after trying to resolve it in private, it was a big thing. And I had a lot of people saying I can't stand this drama. And there's one girl like it's my birthday and I shouldn't have had to spend my whole birthday, glued to my screen reading or your emails about this. She said,

my husband's so mad at me because we're supposed to be having dinner now. And I've just been reading your email today, stop this drama.

Kevin: Oh yeah, that's great. That's the best complaint you could ever get. You ruined to my birthday. [00:33:30] What's that old quote about Howard Stern, you he's universally famous, right?

Daniel: Yeah.

Kevin: And so back in the day when he was on terrestrial radio, he was very controversial and somebody did a study and they figured out people who say they love Howard Stern, listen for an hour a day, people who hate him listen for three hours a day. They're doing their duty, they're taking notes and they're reporting him.

Yeah. Well, [00:34:00] it's like you said, it is entertainment. You're putting on a show. And every once in a while you need a climax and you need to have this... But it's cool to be able to jump into that, jump back out without people going, I don't know who Daniel's becoming, this is weird.

It's not that, it's like one shot, boom. And it's one of those things where if you get wronged... I have a situation I need to write about, but I got to like muster anger, Daniel. I'm at [00:34:30] a point in my life where I'm like, I don't get, it's so it's so hard to anger me at this point. Things roll off, but little things that are just... again it's, you know the theme is injustice. I will spend way more time trying to correct a mistake Amazon made for \$50 when I may be overpaying for something else, because I enjoy it, not thinking twice. But it's the injustice of their mistake that [00:35:00] feels like you can't let that go. Right?

Daniel: Absolutely. I can't resonate with that more Kevin. When you say that, I'm like, yes, I'm right there with you.

Kevin: Yeah. We're the justice league of copyright.

All right, buddy. This has been so good, man. Let's do more of these. I'm a fan. I want to keep getting to know you and your stuff. And it's really great, man. If you get to travel, it'd be great to have you come [00:35:30] over for one of our events and hang out and teach people. I know you're building a real following and you're going to be a strong voice in this industry for a

long time, man. So thanks for making time with me today and giving us some insights.

Daniel: Thank you. That would be a huge honor.

Kevin: Awesome. So I should have said it earlier. I'll say it, and I'll do a cold intro up front, but [persuasivepage.com](#). If you don't already know, that's where you get on Daniel's list. And if you not there [00:36:00] yet, I'm excited for you because you get to experience all the stuff. When you join is the best part in some ways, because you get the parallel and you get the time travel and you get the whole bit. So enjoy it. And thank you, Daniel. We'll talk to you again soon, man.

Daniel: Thank you, Kevin.