

EMAIL MACHINE WEEK 4: LESSONS 7 AND 8

->UPDATED COURSE CURRICULUM (DOWNLOAD HERE)<-

- *Important: for everything important, it helps to print and put it in an [old-school 3-ring binder](#). Research shows that learning happens faster and deeper in 3-D (book, pencil, pen, paper) instead of just in 2-D (screen).*

OGILVY

Do not strain credulity

- Post your consent form to the web page.
- Always say what you can't do.
- Always say nothing works for everyone.

OBJECTIVES

1. A way of making notes that writes your content for you and makes you a better doctor.
2. Personalized content that engages every patient to bring them back to your web pages (not your whole site, to individual pages (while developing your knowledge base).
3. Not to be bothered by this: [Doctor salaries are to be cut by 3%](#). Add to that inflation of 3%, then you have an effective cut of 6%. But, with taxes, on the 6% extra work, you must work 10% more to take the same amount home.
4. Start your weekly email message (that goes to everyone).
5. Start your Life-time value automation.

VIDEO

BUTTONS USED

1. Add a document
2. Add an email message
3. Publish
4. Automation

SKILLS REVIEWED

1. Add a document to Ontraport
2. Add a message (for an email)
3. How to add a photo to a web page.

DO LIST

1. Start your newsletter.
2. Start making notes daily.
3. Spend 30 minutes to an hour making something with your notes.

OUTLINE

FARADAY

I hold it as a great point in self-education that the student should be continually engaged in forming exact ideas and in expressing them clearly in language. (and he was a physicist/mathematician)

OSLER

1. Day-tight compartments
2. 4-5 hours a day
3. Bible 15-20 minutes a day
4. No alcohol (avoid anything that makes you less smart the next day)
5. No Tobacco
6. Scheduled and daily.

SMART NOTES¹

1. The method:
 - a. Read, observe patients, think, make notes (notebook, 3 x 5 cards, back of your hand)
 - b. Spend the first 30 minutes of every day thinking about your main subject.
 - c. Take your notes and make permanent notes
 - d. File the permanent notes in a box
 - e. You can have a running box with all your notes but also specific boxes for each project.
 - f. Examples:
 - i. The Power and War books
 - ii. Jack London

¹ Smith et al., "E-Learning within the European Cystic Fibrosis Society - A Multidisciplinary Cross-Sectional Survey."

- iii. Einstein
 - iv. Leonardo da Vinci
 - v. [Robert Greene / Bryan Holiday method](#)
2. No more than 5 hours a day.
 3. No more than 6 days a week (I take a Sabbath)
 4. After making a message:
 - a. Broadcast it.
 - b. Make it evergreen.
 - c. Stack it.
 5. Curate, Curate, Curate...Idea—part of the grown-up conversation.
 6. Daily morning routine: 30 to 90 minutes, exercise, do your day—only then do patients, family, colleagues, and insurance people get you.
 7. It's a letter to someone you love (don't take it too seriously)

TOOLS

- a. 3 x 5 cards
- b. 4 x 6 cards
- c. Clipboard and notebook paper
- d. Box for 4 x 5 cards
- e. Label maker
- f. Three-ring binders
- g. Zotero
- h. Word
- i. Drawing paper
- j. Colored pens to draw

OTHER LINKS AND TIPS

1. [Focus app](#)
2. If you still need a free Ontraport account, [here is where to get one](#). Do not yet cancel anything else you are doing (other software). Run them parallel for a while; you can use one to build the other.
3. If you want more cash procedures to add to your practice, [you can find options here<-](#)

SOURCES

1. Osler's *A Way of Life*

REFERENCES

Smith, C., H. K. Chadwick, K. Hill, D. G. Peckham, and European Cystic Fibrosis Society Education Committee. "E-Learning within the European Cystic Fibrosis Society - A Multidisciplinary Cross-Sectional Survey." *Journal of Cystic Fibrosis: Official Journal of the European Cystic Fibrosis Society*, July 11, 2024, S1569-1993(24)00787-2. <https://doi.org/10.1016/j.jcf.2024.07.003>.

Osler, A Way of Life

Stress for Success

How to Be a Writer

How to think like Leonardo da Vinci