Brain Health Smarts Swipe Pack

New emails, ads and social posts for promoting Brain Health Smarts, the brain health education program by John Fuller. Replace [AFFILIATE LINK] with your own ClickBank hoplink (https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=brainhsmt&tid=YOURTRACKINGHERE&type=main, or &type=free for the Free Book & Video page). Keep the disclosure lines. Never promise a cure, never say the program prevents or reverses dementia or Alzheimer's, and never tell anyone to change their medication. Results can vary, this information is not a substitute for personalized help from a licensed professional.

- 25 emails, 3 subject lines each
- 12 ads
- 20 social posts
- 15 hooks and angles

How to use this pack

Your hoplink

FORMAT

https://hop.clickbank.net/?affiliate=YOURIDHERE&vendor=brainhsmt&tid=YOURTRACKINGHERE&type=main

PICK THE PAGE

type=main opens the Sales Page (recommended). type=free opens the Free Book & Video page. Replace YOURIDHERE with your ClickBank nickname and YOURTRACKINGHERE with a tracking word such as email1 or facebook. Links straight to the order form are not allowed.

Placeholders to replace

[AFFILIATE LINK]

Your own hoplink, made on the Promotion Links page of the affiliate area.

{{FIRST_NAME}}

Your email tool's first-name tag, with a fallback such as "there". In AWeber that is {!firstname_fix}; in Mailchimp it is *|FNAME|*.

[SQUARE BRACKETS]

Notes for you. Replace each with one true sentence of your own.

The rules in short

DO

- Tell your readers you earn a commission, using the line above or one like it.
- Describe the program as it is: a brain health education program by John Fuller, with the eight-pillar guidebook, an audio edition, seven Brain Tonics, five bonuses and a 60-day money-back guarantee.
- Check the price on the sales page before you quote it, because it can change.
- Send paid traffic to a page on your own website first, and ask Jeffrey to review your website before any Google or Bing campaign.
- Use tracking words in your links so you know which messages bring sales.

DON'T

- Promise a cure, or say the program prevents, treats or reverses dementia, Alzheimer's or any disease.
- Suggest anyone should stop, cut or change their medication. Only their own doctor can decide that.
- Call John Fuller a doctor or a scientist, or call the program clinically proven.
- Link straight to the order form or build a page that pretends to be the Brain Health Smarts site.
- Bid on brand keywords such as "Brain Health Smarts" or use brand words in search ads.

- Send email to anyone who didn't ask to hear from you, or invent results, testimonials, deadlines or earnings.

DISCLOSURE LINE

I may earn a commission if you buy through my link, at no extra cost to you.

Quick start

1. Open your free ClickBank account (5 minutes)

Brain Health Smarts is sold through ClickBank, which handles every order and pays you your commission. Signing up as an affiliate costs nothing. The account nickname you choose becomes your ClickBank ID, the name that goes into your link so each sale is credited to you.If you already promote products on ClickBank, use the ID you have and move on to step 2.

---

2. Make your hoplink (2 minutes)

On the Promotion Links page, type in your ClickBank ID and, if you like, a tracking word such as email1 or facebook so you can see where each sale came from. Choose where your link opens, the sales page or the Free Book & Video page, then press save.This browser remembers your link, so every email, ad, post and article in this area shows your own hoplink from then on. Click it once yourself to check the Brain Health Smarts page opens.

---

3. Pick the angle that suits your readers (5 minutes)

Think about the people who already listen to you. Food and recipe lovers enjoy the cinnamon coffee and the free brain food book, puzzle fans like the ancient memory method, and parents and grandparents respond to the family stories. The Hooks page has fifteen angles, each with the people it suits, opening lines and the swipes that go with it.

---

4. Pick one swipe and send it (15 minutes)

Start with the place where people already know you. Choose one piece below, add a sentence or two in your own voice, and send it today. Readers respond best when they can hear that the message comes from you.

---

5. Read the rules once (3 minutes)

A few rules keep the program healthy and your account safe. Tell your readers you earn a commission. Describe Brain Health Smarts as a brain health education program, and never promise a cure or say it prevents, treats or reverses dementia or Alzheimer's. Never send anyone straight to the order form, never bid on brand keywords such as "Brain Health Smarts", and only email people who asked to hear from you. The full list is on the Rules page.

---

6. Say hello to Jeffrey (2 minutes)

Jeffrey Sandoval is the affiliate manager. Write to him to introduce yourself and the way you plan to promote, to ask for a review copy if you have a large email list, a busy website or a big following on

social media, or to have your website checked before you run Google or Bing ads.Include your full name, your ClickBank ID and your website so he can help you straight away. Add jeffreys@unica.co.nz to your contacts too, so news about the program reaches your main inbox.

Emails

Series email 1 of 10: The walk to the kitchen (Day 1) [Free Book & Video (type=free)]

SUBJECT LINES

1. Why did I come in here?
2. Standing by the fridge with no idea why
3. A free book about the foods behind those everyday memory slips

PREHEADER

Which foods help your memory, and which ones work against it? A free book has the full list.

BODY

Hi {{first_name}},

Let's say you get up from your chair to fetch something from the kitchen. By the time you're standing by the fridge, you have no idea what you came in for.

So you walk back, sit down, and it comes back to you the second you're in your chair again.

Everybody does this now and then, and most of us laugh about it. When it starts to happen most days, though, it's a sign your brain could do with a bit more looking after.

What you eat plays a bigger part in it than you might expect. The Brain Health Smarts team has put together a free book called Brain Food Secrets, about the 15 worst and best foods for your brain.

One of the foods on the worst list could be sitting in your fridge right now, and you probably bought it because you thought it was good for you.

You can get the book free, along with a video and a recipe book, here:

[AFFILIATE LINK]

[One line from you: the thing you most often walk into a room and forget, or why food and memory caught your interest.]

Tomorrow I'll tell you about the man behind Brain Health Smarts and the question he spent years trying to answer.

Speak soon,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Send this one first, on a weekday morning. The square-bracket line is the one readers trust most, so write it as yourself.

Series email 2 of 10: The question John Fuller couldn't let go (Day 2) [Sales Page (type=main)]

SUBJECT LINES

1. He spent years asking why our brains slow down
2. What John Fuller found when he looked into memory loss
3. The everyday mistakes that wear a brain down

PREHEADER

The co-founder of Brain Health Smarts found that most people are making mistakes with their brain health without knowing it.

BODY

Hi {{first_name}},

Yesterday I mentioned the free brain food book. Today I want to tell you about John Fuller, the co-founder of Brain Health Smarts, the program that book comes from.

John spent several years looking into why our brains gradually slow down as we get older. He and his co-founder put several hundred thousand dollars into the research and testing behind the program.

What struck him most was how many people were making everyday mistakes that wear the brain down faster than it should, without any idea they were doing it.

A few of them are sitting in the kitchen cupboard right now, and the rest show up in how we sleep and how we cope with stress.

John built Brain Health Smarts on eight pillars that connect brain health with nutrition, mindset and lifestyle, and each pillar comes with easy steps to follow.

He explains how it all fits together on this page:

[AFFILIATE LINK]

[One line from you: what made you want to look after your own memory, or someone you'd share this with.]

Tomorrow I'll tell you why a few of the foods people buy to stay healthy end up on the worst list for the brain.

All the best,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Readers like to know who is behind a program. Describe John as the author and co-founder of Brain Health Smarts; never call him a doctor, a scientist or a researcher.

Series email 3 of 10: The 'healthy' food on the worst list (Day 3) [Free Book & Video (type=free)]

SUBJECT LINES

1. The 'healthy' food on the worst list
2. 15 foods for your brain, and some will surprise you
3. Check your fridge before you open this free book

PREHEADER

A free book from the Brain Health Smarts team on the best and worst foods for your memory.

BODY

Hi {{first_name}},

Most of us were brought up to think about food in terms of our waistline or our heart, and hardly anyone was taught to ask what a meal does for their memory.

That's what the free book from Brain Health Smarts is about. It's called Brain Food Secrets, and it goes through the 15 worst and best foods for your brain.

There are even a few delicious sweet treats on the good list, which will please anyone with a sweet tooth.

The bad list is the one that makes people stop and think, because some of the foods on it are things they buy every week in the belief that they're doing themselves good.

You get the book, a video and an exclusive recipe book, all free:

[AFFILIATE LINK]

[One line from you: the food you'd hate to find on the worst list.]

Enjoy,
[Your name]

P.S. Have a look in your fridge and your cupboards before you open the book. You'll probably find a food from each list in there.

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Good for lists that enjoy cooking and food. The P.S. gets people opening the fridge, which keeps them thinking about the book.

Series email 4 of 10: The cinnamon coffee recipe (Day 4) [Sales Page (type=main)]

SUBJECT LINES

1. A five-minute coffee with cinnamon and turmeric in it
2. John Fuller's recipe for a brain-friendly morning cup
3. Turmeric in your coffee? The full recipe is inside

PREHEADER

It takes about five minutes, and you can try it tomorrow morning.

BODY

Hi {{first_name}},

Here's a recipe to try tomorrow morning. John Fuller calls it the Magical Brain Cinnamon Coffee, and it takes about five minutes to make.

You'll need 15g of ground coffee, 300ml of boiling water, a teaspoon of ground turmeric and half a teaspoon of ground cinnamon.

Add milk if you like it, and sweeten it with stevia or honey, or a teaspoon of sugar at the most. A sprinkle of ginger powder is a nice extra, or fresh ginger if you have some.

The turmeric and cinnamon are in there on purpose. John includes both in the foods he suggests for looking after your brain, and coffee is an easy way to have them before the day gets going.

It's one of seven morning drinks in Brain Health Smarts, which John calls his Brain Tonics. You can see what comes with them here:

[AFFILIATE LINK]

[One line from you: how your first cup tasted, or what you'd change.]

Cheers,
[Your name]

P.S. Turmeric stains, so give the mug a rinse straight after you finish.

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Make the coffee yourself before you send this, so the square-bracket line is true. A photo of your mug works well on social media the same day.

Series email 5 of 10: The House of Loci (Day 5) [Sales Page (type=main)]

SUBJECT LINES

1. How the ancient Greeks remembered their speeches
2. An old memory method to try on your shopping list
3. The house you already know by heart

PREHEADER

Picture your own home, put each thing you need to remember in a different room, and walk through it in your head.

BODY

Hi {{first_name}},

The Greeks and Romans had a method for remembering lists and whole speeches, and it's called the House of Loci.

You picture a place you know very well, such as your own home, and you put each thing you want to remember in a different room.

Let's say your list is milk, stamps and a birthday card. You might picture milk spilled across the front doormat, stamps stuck all over the hallway mirror and the birthday card propped up against the kettle.

When you get to the shop, you walk through your house in your mind, and each thing is waiting where you left it.

John Fuller includes it in Brain Health Smarts because it helps people of every age learn and remember new things, and that includes older adults.

You'll find the full method inside, with John's other ways to sharpen your memory for names, numbers and places:

[AFFILIATE LINK]

[One line from you: try it on today's list and tell your readers how it went.]

Talk tomorrow,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Try the method on a real list before you send this. Readers love hearing that it worked for the person telling them about it.

Series email 6 of 10: Food is only one of the eight pillars (Day 6) [Sales Page (type=main)]

SUBJECT LINES

1. Why a basket full of healthy food is only part of it
2. The part of brain health that happens away from the kitchen
3. Why food is only one of the eight pillars of a sharp brain

PREHEADER

Most people start with the shopping list, and John Fuller says that's only the beginning.

BODY

Hi {{first_name}},

[Start with a line from you: the habit you'd most like to change, food or otherwise.]

When people decide to look after their brain, most of them head straight to the supermarket for brain foods. That's a good instinct, because food matters a great deal, and it's also worth knowing what else your brain needs from you.

John Fuller puts it like this: optimal brain function starts with your diet, but it doesn't finish with it.

It isn't as simple as adding a few healthy foods to your shopping list and hoping your brain does the rest.

That's why Brain Health Smarts is built on eight pillars. Food is one of them, and the rest cover your mindset and lifestyle habits such as sleep, stress and keeping your mind busy.

Every pillar comes with easy steps, so you always know what to do next:

[AFFILIATE LINK]

Best wishes,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

If your readers are already into healthy eating, this one shows them there's more to learn.

Series email 7 of 10: Sleep and a sharp morning (Day 7) [Sales Page (type=main)]

SUBJECT LINES

1. Why a bad night shows up in your memory the next day
2. The sleep chemical behind a clear head
3. John's six tips for sleeping through the night

PREHEADER

Brain Health Smarts shows you how to switch your brain off at bedtime and keep sleeping well, night after night.

BODY

Hi {{first_name}},

Everybody knows a poor night's sleep leaves you tired and short-tempered, and it shows up in your memory and focus the next day as well.

Your body makes a chemical called melatonin that helps you sleep. John Fuller explains that keeping it in balance is a big part of getting good quality sleep and waking up with an alert brain.

In Brain Health Smarts he shares a quick way to let your brain switch off at night, even for people who have slept badly for years.

He adds six habits that keep it working, so you go on sleeping through the night and waking up refreshed.

[AFFILIATE LINK]

Sleep well,
[Your name]

P.S. [One line from you: your own bedtime habit, good or bad.]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Send in the evening, when sleep is on people's minds.

Series email 8 of 10: The family stories worth keeping (Day 8) [Sales Page (type=main)]

SUBJECT LINES

1. The family stories worth keeping
2. Who will remember the old stories?
3. When the name of your old street won't come

PREHEADER

A moment at a family lunch that can stay with you all afternoon.

BODY

Hi {{first_name}},

Picture a long family lunch, with the grandchildren asking about the old days.

You start a story you've told a dozen times, and halfway through, the name of the street you grew up on just won't come to you.

Somebody fills it in and everybody carries on. It's so sad that a moment like that can stay with you for the rest of the afternoon, even though nobody else gave it a second thought.

John Fuller built Brain Health Smarts so people can enjoy a long and happy life with their children and grandchildren, and all the memories that come with them.

Everything in his program is aimed at keeping your mind sharp for the years ahead, and you can start the day you join:

[AFFILIATE LINK]

Warm wishes,
[Your name]

P.S. [A line from you: a family story you never want to forget.]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

This is the most emotional email in the series. Your own family line makes it, so take a minute over it.

Series email 9 of 10: Sixty days to decide (Day 9) [Sales Page (type=main)]

SUBJECT LINES

1. 60 days to make up your mind
2. What Brain Health Smarts costs at the moment
3. The guarantee John Fuller puts behind his program

PREHEADER

Here's everything you get with Brain Health Smarts, and what it costs today.

BODY

Hi {{first_name}},

[Start with a line from you: why a 60-day guarantee makes this an easy thing to try.]

I've been telling you about Brain Health Smarts all week, so today I'll give you the practical side.

It's an instant download that works on any device, including your phone, so there's nothing to wait for in the post.

You get the eight-pillar guidebook, an audio edition you can listen to for about 30 minutes a day, John Fuller's seven Brain Tonics and five bonuses.

On the sales page today it's $39.95, paid once. John says it sold for $197 when it first came out, and he can't promise the lower price will stay.

It also comes with a 60-day money-back guarantee. You can use the whole program for two months, and if you don't feel it's worth at least five times what you paid, one email gets you a full refund.

[AFFILIATE LINK]

Wishing you well,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Check the price on the sales page on the day you send this, and change the numbers if they have moved.

Series email 10 of 10: One more look (Day 10) [Sales Page (type=main)]

SUBJECT LINES

1. My last note about John Fuller's program
2. Before I move on to other things
3. One more look at Brain Health Smarts

PREHEADER

There's a lot more inside than I've had room to share.

BODY

Hi {{first_name}},

This is my last email about Brain Health Smarts for now.

Over the past ten days I've shared the cinnamon coffee, the House of Loci and John Fuller's thinking on sleep and food.

There's much more inside, including the 10 foods he says are working against your brain and a two-minute meditation that helps with stress and focus at the same time.

With the 60-day guarantee, you can try every part of it and decide for yourself:

[AFFILIATE LINK]

Thanks for reading,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Keep this one short. People who have opened the whole series only need the reminder and the link.

Tip email 1 of 8: The two-minute meditation (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. A two-minute meditation for busy days
2. Six kinds of meditation, and how to find the one that suits you
3. Meditation for people who gave up on meditation

PREHEADER

Brain Health Smarts walks you through six common types, plus a two-minute version you can fit into any day.

BODY

Hi {{first_name}},

[Start with a line from you: when in your day you could find two quiet minutes.]

Plenty of people try meditation, sit there wondering whether they're doing it right, and give up within a week.

One reason is that most of us only ever hear about one kind. In Brain Health Smarts, John Fuller walks you through six common types of meditation, so you can see which one fits you best.

He also includes a two-minute meditation that he calls his do-it-all meditation. John recommends it for easing stress and getting your focus back, and two minutes fits into anybody's day.

[AFFILIATE LINK]

Have a calm week,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Works well on a Monday, when people are making plans for the week.

Tip email 2 of 8: Three minutes for a stressful day (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. A three-minute exercise for a stressful day
2. The three minutes John Fuller sets aside for stress
3. Something to do while the kettle boils

PREHEADER

A simple low-impact exercise from Brain Health Smarts that helps clear your mind.

BODY

Hi {{first_name}},

When stress builds up, most of us reach for a cup of tea or a scroll through the phone. Both feel nice, and it helps to add something that works on the stress itself.

John Fuller's program includes a simple low-impact exercise that takes three minutes. It's meant for exactly the days when stress starts to pile up.

You don't need any kit or a change of clothes, and you can do it in the kitchen while you wait for the kettle.

[AFFILIATE LINK]

[One line from you: what a stressful day looks like for you, and how you usually unwind.]

Take care,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Send mid-week, in the afternoon, when your readers are most likely to feel it.

Tip email 3 of 8: Five leafy greens (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. Five leafy greens, three times a week
2. Which greens make John Fuller's top five?
3. Your parents were right about eating your greens

PREHEADER

A simple food habit from Brain Health Smarts, with the full list inside.

BODY

Hi {{first_name}},

Most of us grew up being told to eat our greens, and it turns out our parents had a point when it comes to memory as well.

John Fuller has picked out his top five leafy greens for the brain, and his advice is to eat them three times a week.

He shares the full list inside Brain Health Smarts, together with the 10 foods he says you should watch out for.

Three meals a week is an easy habit to begin, and once you've read the list you'll know exactly which greens to put in your shopping basket.

[AFFILIATE LINK]

Happy cooking,
[Your name]

P.S. [A line from you: your favourite way to eat your greens.]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

A good one for food and recipe lists. Don't guess at the five greens in your own words, because the list belongs to the program.

Tip email 4 of 8: What the Blue Zones say about the brain (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. What the world's longest-living places mean for your memory
2. Blue Zones and a sharper brain
3. What the Blue Zones can teach you about brain power

PREHEADER

These places are famous for long lives, and John Fuller found something there for your brain as well.

BODY

Hi {{first_name}},

[Start with a line from you: the sharpest older person you know, and what you think their secret is.]

The Blue Zones are a handful of places around the world known for people who live long, healthy lives.

Most of what's written about them is about adding years to your life. John Fuller looked at them for another reason, because he believes they also hold the key to keeping your brain power strong as you get older.

He shares what he found inside Brain Health Smarts, and what it means for your own everyday routine:

[AFFILIATE LINK]

Until next time,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Travel and lifestyle lists enjoy this one. Keep it about habits, never about how long anyone will live.

Tip email 5 of 8: Listen on your morning walk (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. Learn it on your morning walk
2. For people who would rather listen than read
3. Thirty minutes a day with your headphones on

PREHEADER

Brain Health Smarts comes with an audio edition, so you can take the whole program with you.

BODY

Hi {{first_name}},

Some people take things in far better by ear, especially when they can listen while they're busy with something else.

Along with the guidebook, the program comes with an audio edition, so you can take John Fuller's whole program with you on a walk or in the car.

John suggests about 30 minutes a day with it. Put it on your phone and listen whenever it suits you.

A walk is a good time for it, because getting your body moving is one of the habits the program builds in anyway.

[AFFILIATE LINK]

Enjoy your walk,
[Your name]

P.S. [A line from you: where you'd listen, on a walk, in the garden or on the way to work.]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Ideal for lists of walkers, drivers and podcast listeners.

Tip email 6 of 8: The food most people have never heard of (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. A food most people have never heard of
2. The calming food that isn't on most shopping lists

3. An unusual pick for a calmer mind

PREHEADER

It sits in Brain Health Smarts next to a surprising fruit and the one food John says to keep in your fridge.

BODY

Hi {{first_name}},

Inside Brain Health Smarts there's a food most people have never heard of, and John Fuller includes it because it brings about a calmer state of mind.

The program explains what it is and how to use it, so I'll leave the name for you to find there.

You'll find it next to the surprising fruit John recommends for healthy blood flow to the brain, and the one food he says you should always keep in your fridge:

[AFFILIATE LINK]

[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

A curiosity email. Never guess at the food's name, because readers need to click through to find it.

Tip email 7 of 8: Your brain and your muscles (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. Your brain and your muscles have this in common
2. Use it or lose it, and what that means for your memory
3. The activities that keep your mind in shape

PREHEADER

John Fuller sees the brain the way a trainer sees a muscle, and that means you can still build it up.

BODY

Hi {{first_name}},

[Start with a line from you: the puzzle, game or hobby that keeps your own mind busy.]

We all accept that a muscle gets weaker when we stop using it. John Fuller says the brain works the same way, which means you can train it.

He explains that brainy activities build new connections between nerve cells, at any age.

Some activities do far more for you than others, though, and in Brain Health Smarts John shows you which ones really work and why. That way you spend your time on the ones that make a difference:

[AFFILIATE LINK]

Keep that brain busy,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Good for lists that enjoy puzzles, quizzes and learning new things.

Tip email 8 of 8: Why putting things off is a brain problem (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. Putting things off often starts in the brain
2. What's really behind putting things off
3. Why one small setback can knock the wind out of you

PREHEADER

John Fuller traces it to something in the brain, and he says it's quick to fix.

BODY

Hi {{first_name}},

Most people who put things off blame themselves for being lazy. John Fuller puts much of it down to the brain, because when your brain isn't working as well as it should, motivation is usually one of the first things to go.

He explains why it can be so hard to stay motivated, and why a small setback can leave you feeling flat. He puts it down to a mix-up in the brain, and his fix for it doesn't take long.

His method for beating procrastination is in Brain Health Smarts, together with a simple exercise for waking up your creativity:

[AFFILIATE LINK]

[Your name]

P.S. [A line from you: the job you've been putting off longest.]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Works well at the start of a month or the new year, when people are thinking about goals.

Short email 1 of 7: The free book reminder (Any time) [Free Book & Video (type=free)]

SUBJECT LINES

1. Your free brain food book is still here
2. Free: the 15 worst and best foods for your brain
3. The free book I mentioned

PREHEADER

Brain Food Secrets, with a video and a recipe book, free from the Brain Health Smarts team.

BODY

Hi {{first_name}},

The Brain Health Smarts team is still giving away their book Brain Food Secrets, with a video and a recipe book to go with it.

It covers the 15 worst and best foods for your brain, and getting your copy takes about a minute:

[AFFILIATE LINK]

[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Send two or three days after series email 3 to the people who didn't click it.

Short email 2 of 7: For anyone worried about a parent (Any time) [Free Book & Video (type=free)]

SUBJECT LINES

1. For anyone keeping an eye on an older parent
2. Something to share with your parents
3. A free book to read with someone you love

PREHEADER

Brain Food Secrets is free, and it's an easy book to pass on to a parent.

BODY

Hi {{first_name}},

When a parent starts losing track of conversations or forgetting birthdays, it's hard to know what to say or how to help.

Food is a gentle place to start, because you can talk about it over dinner without anyone feeling picked on.

The free Brain Food Secrets book lists the 15 worst and best foods for the brain. Read it yourself first, then pass it on to your mother or father:

[AFFILIATE LINK]

Take care of each other,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Good for readers in their 40s and 50s who look after older parents.

Short email 3 of 7: The name that wouldn't come (Any time) [Free Book & Video (type=free)]

SUBJECT LINES

1. Their face was familiar, and the name just wouldn't come
2. That awkward moment in the supermarket aisle
3. Names on the tip of your tongue

PREHEADER

You know the face, you chat for five minutes, and the name only turns up on the drive home.

BODY

Hi {{first_name}},

Imagine someone waves at you in the supermarket and you know that you know them. You chat for five minutes, smiling and nodding, and their name never comes.

You drive home going through the alphabet, and it turns up an hour later, when it's no use to anyone.

Forgetting names is one of the most common memory slips there is, and the food on your plate has a part to play in it. The free Brain Food Secrets book shows which foods help your memory and which ones work against it:

[AFFILIATE LINK]

[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

A light, friendly email that suits almost any list.

Short email 4 of 7: The Indiana Jones of Wellness (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. Who is the 'Indiana Jones of Wellness'?
2. A bonus guide from the founder of Simply Good Fats
3. Protein cycling, explained in a bonus guide

PREHEADER

Naomi Whittel's guide 10 Years Younger comes with Brain Health Smarts as one of five bonuses.

BODY

Hi {{first_name}},

Naomi Whittel has been called the Indiana Jones of Wellness, and she's the founder of Simply Good Fats.

Her guide, 10 Years Younger, comes with Brain Health Smarts as one of five bonuses. In it she explains protein cycling and autophagy, and how she uses them to help people look younger, feel slimmer and get more energy.

It's a lovely extra on top of John Fuller's main program, which is all about keeping your memory and focus sharp:

[AFFILIATE LINK]

Best,
[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Health and anti-ageing lists like a recognisable name. Send it after one of the longer emails about the main program.

Short email 5 of 7: The stress relief track (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. A track for switching off after a long day
2. Total Stress Relief comes with the program
3. Press play, sit back and let the day go

PREHEADER

One of the five bonuses with Brain Health Smarts is an audio track for stress.

BODY

Hi {{first_name}},

Stress makes it hard to think clearly, and it can leave a knot in your stomach that hangs around all day.

That's why one of the bonuses with Brain Health Smarts is the Total Stress Relief Hypnosis Track. You sit back, press play and give your mind a proper rest.

It eases stress in the moment and helps you handle it better over the long term, so you have a calmer, clearer mind to work with:

[AFFILIATE LINK]

[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Send on a Friday evening or a Sunday, when people are thinking about rest.

Short email 6 of 7: A note about the price (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. $39.95 for now
2. A quick note about the price
3. Still $39.95 when I checked this morning

PREHEADER

Brain Health Smarts launched at $197, and here's where it stands now.

BODY

Hi {{first_name}},

When I checked this morning, Brain Health Smarts was $39.95 on the sales page, and back when it first came out, the price was $197.

John Fuller says he can't promise it will stay at that level, so it's worth a look while it does. It comes with his 60-day money-back guarantee as well:

[AFFILIATE LINK]

[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

Check the sales page on the morning you send this, and change the numbers if the price has moved. Never invent a deadline.

Short email 7 of 7: The food to keep in your fridge (Any time) [Sales Page (type=main)]

SUBJECT LINES

1. The food John Fuller says to keep in your fridge
2. One for your shopping list
3. What's worth a space in your fridge

PREHEADER

John calls it a quick way to look after your memory.

BODY

Hi {{first_name}},

There's one food John Fuller says you should always have in your fridge, to look after your memory and keep your brain ready to learn new things.

He reveals it inside Brain Health Smarts, together with the high-fibre food he adds to the shopping list for feeling younger:

[AFFILIATE LINK]

[Your name]

DISCLOSURE (KEEP IT IN THE EMAIL)

I may earn a commission if you buy through my link, at no extra cost to you.

TIP

A short curiosity email. Pair it with tip email 6 a few days apart.

Newsletter and solo ads

The walk to the kitchen [Free Book & Video (type=free)]

HEADLINE

Why do we walk into a room and forget what we came for?

AD

Food has more to do with those everyday slips than most people realise.

A free book called Brain Food Secrets goes through the 15 worst and best foods for your brain, and it comes with a video and a recipe book.

[AFFILIATE LINK]

I may earn a commission if you later buy through my link, at no extra cost to you.

The cinnamon coffee [Sales Page (type=main)]

HEADLINE

The coffee recipe John Fuller calls a Brain Tonic

AD

Stir a teaspoon of turmeric and half a teaspoon of cinnamon into your coffee and you've made the Magical Brain Cinnamon Coffee, one of seven morning Brain Tonics in John Fuller's Brain Health Smarts program.

See what the other six are, along with the rest of his program for a sharper memory:

[AFFILIATE LINK]

I may earn a commission if you buy through my link, at no extra cost to you.

The ancient memory method [Sales Page (type=main)]

HEADLINE

Remember a shopping list without writing it down

AD

The House of Loci is a method the Greeks and Romans used to remember whole speeches. You picture your own home and put each thing you need to remember in a different room, and it works just as well on a shopping list.

It's one of the memory methods inside Brain Health Smarts, for remembering names, numbers and places at any age.

[AFFILIATE LINK]

I may earn a commission if you buy through my link, at no extra cost to you.

The worst list [Free Book & Video (type=free)]

HEADLINE

A few 'healthy' foods made the worst list for your brain

AD

Some foods people buy every week to look after themselves are working against their memory, and a few sweet treats turn out to be on the good side.

Get the free Brain Food Secrets book, with a video and a recipe book, and see which foods are which.

[AFFILIATE LINK]

I may earn a commission if you later buy through my link, at no extra cost to you.

Years of research [Sales Page (type=main)]

HEADLINE

Most people are making these brain mistakes without knowing it

AD

John Fuller, co-founder of Brain Health Smarts, spent several years looking into why our brains slow down with age. Most of the mistakes he found are everyday habits, and his program shows you what to do instead.

There are eight pillars in it, covering what you eat, how you sleep and handle stress, and how you train your memory, with easy steps for each one.

[AFFILIATE LINK]

I may earn a commission if you buy through my link, at no extra cost to you.

Sleep [Sales Page (type=main)]

HEADLINE

A quick formula for switching your brain off at night

AD

Plenty of people lie in bed with their mind still racing. Brain Health Smarts gives you John Fuller's quick formula for switching off at bedtime, and six habits that help you sleep right through to morning.

[AFFILIATE LINK]

I may earn a commission if you buy through my link, at no extra cost to you.

Three minutes for stress [Sales Page (type=main)]

HEADLINE

Three gentle minutes for a stressful afternoon

AD

John Fuller teaches a gentle three-minute exercise for stressful days, and it's easy enough to do in your kitchen or next to your desk.

It's one of the everyday habits in Brain Health Smarts, a program for a sharper memory and a calmer mind.

[AFFILIATE LINK]

I may earn a commission if you buy through my link, at no extra cost to you.

Five leafy greens [Sales Page (type=main)]

HEADLINE

Five leafy greens to eat three times a week

AD

John Fuller names his top five leafy greens for the brain, along with the 10 foods he warns you about.

You'll find both lists inside Brain Health Smarts, with seven morning Brain Tonics as well.

[AFFILIATE LINK]

I may earn a commission if you buy through my link, at no extra cost to you.

Family stories [Sales Page (type=main)]

HEADLINE

Keep telling the family stories for years to come

AD

John Fuller wrote Brain Health Smarts for people who want to enjoy their children and grandchildren for many years, with a mind sharp enough to keep the family stories going.

The program gives you brain-friendly foods, memory methods and simple daily routines, and it's an instant download, so you can begin straight away.

[AFFILIATE LINK]

I may earn a commission if you buy through my link, at no extra cost to you.

For an older parent [Free Book & Video (type=free)]

HEADLINE

A free book to share with an older parent

AD

Talking about food lets you bring up memory with an older parent without making it a big conversation. Brain Food Secrets lists the 15 worst and best foods for the brain, and it comes free with a video and a recipe book.

[AFFILIATE LINK]

I may earn a commission if you later buy through my link, at no extra cost to you.

The audio edition [Sales Page (type=main)]

HEADLINE

Thirty minutes a day on your walk for a sharper memory

AD

Brain Health Smarts comes with an audio edition, so you can listen to John Fuller's program while you walk, drive or do the housework, instead of sitting down to read.

It's an instant download for your phone, and it comes with a 60-day money-back guarantee.

[AFFILIATE LINK]

I may earn a commission if you buy through my link, at no extra cost to you.

Everything included [Sales Page (type=main)]

HEADLINE

Everything in Brain Health Smarts, with 60 days to try it

AD

You get the eight-pillar guidebook, an audio edition, seven morning Brain Tonics and five bonuses, including Naomi Whittel's 10 Years Younger and a stress relief hypnosis track.

It's an instant download, and the 60-day money-back guarantee lets you try all of it first.

[AFFILIATE LINK]

I may earn a commission if you buy through my link, at no extra cost to you.

Facebook posts

The cinnamon coffee recipe [Sales Page (type=main)]

POST

I tried a new coffee this morning, and it only takes five minutes, so here's the recipe.

15g ground coffee
300ml boiling water
1 teaspoon ground turmeric
Half a teaspoon ground cinnamon
Milk if you like it, and a little honey or stevia if you want it sweeter
A sprinkle of ginger powder for an extra kick

It's called the Magical Brain Cinnamon Coffee, and it comes from a brain health program by John Fuller. Both spices are part of the brain-friendly way of eating his program recommends. It's one of seven morning drinks in the program.

The other six are here:
[AFFILIATE LINK]

#ad I earn a commission if you buy through this link.

The walk to the kitchen [Free Book & Video (type=free)]

POST

Everybody has walked into the kitchen and stood there wondering what they came in for.

The food in that kitchen has more to do with those little slips than you'd think. A free book called Brain Food Secrets goes through the 15 worst and best foods for your brain, and a few on the worst list will surprise anyone who eats carefully.

It comes with a video and a recipe book, and it's free:
[AFFILIATE LINK]

#ad Affiliate link: I may earn a commission if you later buy the full program.

A memory trick for the shopping list [Sales Page (type=main)]

POST

The Greeks and Romans used a method called the House of Loci to remember lists and whole speeches, and I tried it on my shopping list this week.

You picture your own home and put each item in a different room. My eggs were lined up along the stairs and the light bulbs were sitting in the fridge. At the shop, I walked through the house in my head and found everything where I'd left it.

It's one of the memory methods in Brain Health Smarts, John Fuller's program for keeping your memory sharp:
[AFFILIATE LINK]

#ad I earn a commission if you buy through this link.

Five greens, three times a week [Sales Page (type=main)]

POST

Leafy greens three times a week is one of the easiest memory habits you'll ever pick up.

John Fuller, who created Brain Health Smarts, says to eat them that often, and he has a top five list of the greens he rates most for the brain.

The list is in his program, along with the 10 foods he says to watch out for:
[AFFILIATE LINK]

#ad I earn a commission if you buy through this link.

The family stories [Sales Page (type=main)]

POST

Most families have one storyteller, the person who remembers every street name, every neighbour and every old car. If that's you, you'll know how annoying it is to stop halfway through a story and hunt for a name.

Those stories are worth passing on to the next generation, and that's what drew me to Brain Health Smarts. John Fuller's program covers food, sleep, stress and memory methods, and he wrote it for people who want plenty more years of family lunches and old stories.

Have a look here:
[AFFILIATE LINK]

#ad I earn a commission if you buy through this link.

A free book to share with your parents [Free Book & Video (type=free)]

POST

Bringing up memory with an older parent is never easy.

Talking about food over dinner is a much easier way in. Brain Food Secrets is a free book on the 15 worst and best foods for the brain, and it comes with a video and a recipe book. Read it, then pass it on:
[AFFILIATE LINK]

#ad Affiliate link: I may earn a commission if you later buy the full program.

Instagram captions

Coffee with turmeric and cinnamon [Sales Page (type=main)]

CAPTION

#ad 15g ground coffee, 300ml boiling water, a teaspoon of turmeric and half a teaspoon of cinnamon. Five minutes later you've made the Magical Brain Cinnamon Coffee from John Fuller's Brain Health Smarts program.

He has six more of these Brain Tonics in the program. Link in my bio.

HASHTAGS

#ad #brainhealth #morningcoffee #turmeric #cinnamon #memory #healthyhabits #focus

---

15 foods for your brain [Free Book & Video (type=free)]

CAPTION

#ad The best list for your brain has a few sweet treats on it, and the worst list has some surprises of its own for anyone who eats carefully.

Brain Food Secrets goes through the 15 worst and best foods for your brain, and it's free, with a video and a recipe book. Link in my bio.

HASHTAGS

#ad #brainfood #memory #healthyeating #brainhealth #freebook #over50 #healthyhabits

---

A two-minute meditation [Sales Page (type=main)]

CAPTION

#ad Brain Health Smarts has a do-it-all meditation that takes just two minutes, for easing stress and sharpening focus, and John Fuller also walks you through six common types of meditation so you can find the one that suits you. Link in my bio.

HASHTAGS

#ad #meditation #stressrelief #focus #brainhealth #mindfulness #calm #selfcare

---

While the kettle boils [Sales Page (type=main)]

CAPTION

#ad There's a gentle three-minute exercise in Brain Health Smarts for the days when stress piles up. It's simple enough to do in the kitchen while the kettle boils. Link in my bio.

HASHTAGS

#ad #stressrelief #brainhealth #gentleexercise #wellbeing #clearmind #healthyhabits #over50

The Indiana Jones of Wellness [Sales Page (type=main)]

CAPTION

#ad Naomi Whittel, the founder of Simply Good Fats, has been called the Indiana Jones of Wellness. Her guide 10 Years Younger, all about protein cycling and autophagy, comes as a bonus with Brain Health Smarts, John Fuller's program for a sharper memory. Link in my bio.

HASHTAGS

#ad #wellnessbooks #brainhealth #proteincycling #autophagy #healthyliving #energy #over50

YouTube community posts and descriptions

Poll: the memory slip that happens most [Free Book & Video (type=free)]

COMMUNITY POST (AS A POLL WITH THESE FOUR ANSWERS)

Which little memory slip happens in your house most often?
- Walking into a room and forgetting why
- A name on the tip of your tongue
- Losing the car keys
- Losing your place halfway through a story

FOLLOW-UP POST A DAY LATER

Thanks for voting, and it's good to know I'm not the only one! Most people never connect these slips with what they eat, and a free book called Brain Food Secrets goes through the 15 worst and best foods for your brain. It comes with a video and a recipe book (affiliate link, I may earn a commission if you later buy the full program):
[AFFILIATE LINK]

Poll: your morning drink [Sales Page (type=main)]

COMMUNITY POST (AS A POLL WITH THESE FOUR ANSWERS)

What's the first thing you drink in the morning?
- Coffee
- Tea
- Water
- Juice or a smoothie

FOLLOW-UP POST A DAY LATER

Thanks for voting! For the coffee drinkers, here's a recipe to try: 15g ground coffee, 300ml boiling water, a teaspoon of ground turmeric and half a teaspoon of cinnamon, with milk and a little honey if you like. It's the Magical Brain Cinnamon Coffee from John Fuller's Brain Health Smarts, where he shares six more morning drinks like it (affiliate link, I may earn a commission):
[AFFILIATE LINK]

Sleep and memory [Sales Page (type=main)]

COMMUNITY POST

The morning after a restless night, your memory and focus are usually the first things to suffer.

John Fuller's Brain Health Smarts program explains why melatonin, the chemical your body makes for sleep, matters for an alert brain, and it shows you a simple way to switch your mind off at bedtime (affiliate link, I may earn a commission):
[AFFILIATE LINK]

Description for your coffee recipe video [Sales Page (type=main)]

VIDEO TITLE IDEA

I Put Turmeric and Cinnamon in My Coffee (5-Minute Recipe)

DESCRIPTION

In this video I make the Magical Brain Cinnamon Coffee, one of seven morning Brain Tonics from John Fuller's Brain Health Smarts program.

You'll need:
15g ground coffee
300ml boiling water
1 teaspoon ground turmeric
Half a teaspoon ground cinnamon
Milk (optional)
Stevia or honey, or 1 teaspoon of sugar at most (optional)
A sprinkle of ginger powder, or fresh ginger (optional)

See the full program and the other six Brain Tonics here:
[AFFILIATE LINK]

Affiliate link: I may earn a commission if you buy through it, at no extra cost to you.

Description for your memory trick video [Sales Page (type=main)]

VIDEO TITLE IDEA

How the Ancient Greeks Remembered Whole Speeches (Try It on Your Shopping List)

DESCRIPTION

The House of Loci is a memory method the Greeks and Romans used for lists and speeches. In this video I try it on my own shopping list by picturing each item in a different room of my house.

It's one of the memory methods in Brain Health Smarts, John Fuller's program for keeping your memory and focus sharp at any age, which includes the full method and his other ways to remember names, numbers and places:
[AFFILIATE LINK]

Affiliate link: I may earn a commission if you buy through it, at no extra cost to you.

TikTok videos

The five-minute brain coffee [Sales Page (type=main)]

ON-SCREEN OPENING LINE

Watch what I put in my coffee this morning

SPOKEN SCRIPT (20 TO 40 SECONDS)

This is 15 grams of ground coffee and 300 millilitres of boiling water, and now I'm adding a teaspoon of turmeric and half a teaspoon of cinnamon. A splash of milk, a little honey, and that's it. It's called the Magical Brain Cinnamon Coffee, and it comes from a program called Brain Health Smarts by John Fuller. His program picks out both of these spices as good ones to have when you're looking after your brain. There are six more morning drinks like this in his program, and the link is in my bio.

CAPTION

#ad Turmeric and cinnamon coffee, ready in five minutes #brainhealth #coffeetok #morningroutine #over50

The shopping list memory trick [Sales Page (type=main)]

ON-SCREEN OPENING LINE

I'm going shopping today without a list

SPOKEN SCRIPT (20 TO 40 SECONDS)

My shopping list today is bread, batteries and shampoo, and I'm not writing it down. The bread is sitting on my pillow, the batteries are rolling around in the bath, and the shampoo is sticking out of the toaster. This is the House of Loci, a memory trick that goes all the way back to ancient Greece. At the shop, I just walk through the house in my head. It's one of the memory methods in a program called Brain Health Smarts, and the link is in my bio.

CAPTION

#ad An ancient memory trick for your shopping list #memorytips #brainhealth #lifehacks #over50

Why did I come in here? [Free Book & Video (type=free)]

ON-SCREEN OPENING LINE

Me, standing in the kitchen with no idea why

SPOKEN SCRIPT (20 TO 40 SECONDS)

I came in here for something, and now I've got no idea what it was. Everybody does this. What surprised me is that a free book called Brain Food Secrets links these little slips to what we eat, and it goes through the 15 worst and best foods for your brain. It's free, and the link is in my bio.

CAPTION

#ad Why did I come in here? #memory #brainfood #relatable #over50

A sweet treat on the good list [Free Book & Video (type=free)]

ON-SCREEN OPENING LINE

Some of these foods are on the worst list for your brain

SPOKEN SCRIPT (20 TO 40 SECONDS)

I've just read a free book on the 15 worst and best foods for your brain, and I'm going through my fridge. A few things on the worst list are foods people buy to stay healthy, and I'm checking whether any of them are in here. Better still, there are some sweet treats on the best list. It's called Brain Food Secrets, it comes with a video and a recipe book, and it's free. The link is in my bio.

CAPTION

#ad What's in your fridge? #brainfood #healthyeating #fridgetour #over50

Hooks and angles

The walk to the kitchen

WHO IT SUITS

Almost any audience aged 45 and over. Email, Facebook and TikTok, where a moment everyone recognises gets people nodding and sharing.

THE IDEA

Everybody has walked into a room and forgotten what they came in for. This angle starts with that everyday moment and links it to food, which most people never connect with memory. The free book then shows which foods help and which work against you.

OPENING LINES

- You walk into the kitchen, stop by the fridge and have no idea what you came in for, and the reason may be sitting on the shelf in front of you.
- What does the food in your fridge have to do with forgetting why you walked into a room?

BEST PAGE

Free Book & Video (type=free). The moment is light and familiar, so a free book is an easy first step. Readers who enjoy it hear about the full program afterwards.

The man who asked why brains slow down

WHO IT SUITS

Readers who like to know who is behind a program before they buy. Email and YouTube.

THE IDEA

John Fuller, co-founder of Brain Health Smarts, spent several years looking into why our brains gradually slow down. He came away convinced that most people make everyday mistakes with their brain health without knowing it. Describe him as the author and co-founder of Brain Health Smarts, never as a doctor, scientist or researcher.

OPENING LINES

- What did John Fuller find when he spent several years asking why our brains slow down with age?
- After several years of digging into brain decline, the co-founder of Brain Health Smarts found that many of the mistakes people make with their brains happen in ordinary kitchens and bedrooms.

BEST PAGE

Sales Page (type=main). John tells the story himself on the sales page, so the reader goes straight on from where the hook stops.

The cinnamon coffee

WHO IT SUITS

Coffee lovers, food and recipe lists, morning-routine followers. Instagram, TikTok, YouTube and email.

THE IDEA

The Magical Brain Cinnamon Coffee is a full recipe from the sales page: ground coffee, boiling water, turmeric, cinnamon, optional milk, sweetener and ginger. Give the recipe away, then point people to the other six Brain Tonics in the program.

OPENING LINES

- Tomorrow morning, try stirring a teaspoon of turmeric and half a teaspoon of cinnamon into your coffee, because there's a reason John Fuller calls this cup a brain tonic.
- What does a teaspoon of turmeric do in your morning coffee?

BEST PAGE

Sales Page (type=main). The recipe is already given away, so readers who want the other Brain Tonics are ready for the sales page.

The memory method from ancient Greece

WHO IT SUITS

Puzzle lovers, history fans and anyone who writes everything down. YouTube, TikTok and email.

THE IDEA

The House of Loci is a memory method the Greeks and Romans used for lists and speeches: you picture your own home and put each thing in a different room. It's in Brain Health Smarts, and it's easy to show on camera with a real shopping list.

OPENING LINES

- The Greeks and Romans had a way to remember whole speeches, and you can use it on this week's shopping list.
- Why would anyone picture a bunch of bananas hanging from their front door before going to the shops?

BEST PAGE

Sales Page (type=main). The method is a sample of the program's memory training, so send people to the sales page for the rest of it.

What's in your fridge right now

WHO IT SUITS

Home cooks, families and healthy-eating groups. Facebook, Instagram and email.

THE IDEA

The free Brain Food Secrets book covers the 15 worst and best foods for your brain, and the free page says you probably have some of each in your fridge or pantry right now. It's a natural invitation to go and look.

OPENING LINES

- Somewhere in your fridge right now there's probably a food from the worst list for your brain, sitting next to one from the best.
- Is the food you bought this week doing your memory any favours?

BEST PAGE

Free Book & Video (type=free). A free book is the easiest yes for a food audience, and the full program follows for the people who want more.

The 'healthy' foods on the worst list

WHO IT SUITS

People who already eat carefully and are proud of it. Email and Facebook.

THE IDEA

Some of the foods on the worst list in Brain Food Secrets are ones people buy because they believe they're healthy. That surprise is the hook, and the book is where they find out which ones.

OPENING LINES

- Which 'healthy' food from your weekly shop made the worst list for the brain?
- A free book about brain food will make you look twice at a few things you buy for your health.

BEST PAGE

Free Book & Video (type=free). The reader wants to know which foods are on the list, and the free book answers that straight away.

Food is only the start

WHO IT SUITS

Healthy eaters, supplement buyers and readers who think they're already doing everything right. Email and blog.

THE IDEA

John Fuller's line on the sales page is that optimal brain function starts with your diet, but doesn't finish with it. Brain Health Smarts is built on eight pillars that connect brain health with nutrition, mindset and lifestyle. Agree with the reader that food matters, then show them the rest.

OPENING LINES

- John Fuller has a warning for anyone who thinks a few healthy foods on the shopping list will look after their memory.
- Eating well is a great start for your memory, and John Fuller built seven more pillars around it, covering your mindset and the way you live day to day.

BEST PAGE

Sales Page (type=main). The eight pillars are explained on the sales page, so the reader can see the whole picture.

Sleep and a sharp morning

WHO IT SUITS

Poor sleepers, shift workers and anyone who feels foggy before lunch. Email in the evening, Facebook and YouTube.

THE IDEA

The program explains how your sleep chemical, melatonin, ties in with an alert brain, and it shows how to wind down at bedtime, with six habits for sleeping well.

OPENING LINES

- The name that won't come to you at lunchtime can have a lot to do with how you slept the night before.
- What does a night of tossing and turning do to your memory the next morning?

BEST PAGE

Sales Page (type=main). The sleep formula and tips are inside the program, so the sales page is the next step.

Stress and a clear head

WHO IT SUITS

Busy people, carers and anyone under pressure at work. Instagram, email and YouTube.

THE IDEA

Brain Health Smarts includes a gentle three-minute exercise for stress and a two-minute meditation, with the Total Stress Relief Hypnosis Track as a bonus.

OPENING LINES

- What does John Fuller tell you to do with three spare minutes on a stressful afternoon?
- By the end of a long day, stress can leave your head too foggy to think straight, and one of the bonuses with Brain Health Smarts is an audio track for letting it go.

BEST PAGE

Sales Page (type=main). The exercise, the meditation and the bonus track are all part of the program on the sales page.

The family stories worth keeping

WHO IT SUITS

Parents and grandparents aged 55 and over. Facebook and email.

THE IDEA

The sales page talks about living a long, happy life with your children and grandchildren and all the memories that come with them. Build the angle on the family table, where the stories get told.

OPENING LINES

- You're telling the grandchildren about the house you grew up in, and suddenly the name of the road it was on has gone.
- The best part of a family lunch is the old stories, and John Fuller built his program for people who want to keep telling them for a long time yet.

BEST PAGE

Sales Page (type=main). The emotional pull is about the full program and what it's for, so send readers to the sales page.

Looking out for a parent

WHO IT SUITS

Adults in their 40s and 50s who keep an eye on older parents. Facebook and email.

THE IDEA

The sales page says the program works whether you want it for yourself or to help a family member. The free book is a gentle way to bring up brain health with a mum or dad, because food is easy to talk about.

OPENING LINES

- How do you bring up memory with an older parent without it sounding like a hint?
- Plenty of parents would never pick up a book about memory, and they'll happily read one about the best and worst foods for their brain.

BEST PAGE

Free Book & Video (type=free). A free book is easy to pass on to a parent without it feeling like a hint.

Your brain is a muscle

WHO IT SUITS

Puzzle fans, lifelong learners and active retirees. YouTube and email.

THE IDEA

John Fuller compares the brain with a muscle: use it or lose it. Brainy activities build new connections between nerve cells, and the program shows which activities really work and why.

OPENING LINES

- Your brain follows the same use-it-or-lose-it rule as your muscles, which means you can keep training it whether you're 21 or 71.
- Which brain activities really work, and why do some do so much more for you than others?

BEST PAGE

Sales Page (type=main). Which activities work best is answered inside the program, so the sales page closes the loop.

Start before you retire

WHO IT SUITS

Younger readers in their 40s, and fitness lists who think brain health is something for later. Email and blog.

THE IDEA

John Fuller's view is that brain health is something to start on early, even for people who are fit and healthy, rather than something to leave until retirement. The program says you can train your brain to stay fit and sharp whether you're 21 or 71.

OPENING LINES

- Why does John Fuller think fit, healthy people in their late 20s should already be looking after their brains?
- Most people put brain health on the list for when they retire, and John Fuller wants you to start a lot sooner than that.

BEST PAGE

Sales Page (type=main). The sales page makes this case in full and then shows what to do about it.

Learn it on your walk

WHO IT SUITS

Walkers, drivers, podcast listeners and people who don't enjoy reading on a screen. YouTube, Instagram and email.

THE IDEA

Brain Health Smarts comes with an audio edition, and the sales page suggests about 30 minutes a day with it. It suits people who would rather listen than read.

OPENING LINES

- What if the half hour you spend walking each morning did something for your memory as well?
- You can take the whole Brain Health Smarts program out on your morning walk.

BEST PAGE

Sales Page (type=main). The audio edition comes with the program, so send listeners to the sales page.

Everything you get, with 60 days to decide

WHO IT SUITS

Bargain-minded readers and anyone who has read about the program already. Email and newsletter ads, best later in a sequence.

THE IDEA

The sales page lists the eight-pillar guidebook, the audio edition, seven Brain Tonics and five bonuses, at $39.95 today in one payment (it was $197 when it first came out), with a 60-day money-back guarantee. Check the price on the day, and never invent a deadline.

OPENING LINES

- A guidebook, an audio edition, seven morning Brain Tonics and five bonuses come with Brain Health Smarts, with 60 days to decide whether to keep them.
- John Fuller sold his brain health program for $197 when it first came out, and today it's on the sales page for much less.

BEST PAGE

Sales Page (type=main). Price and guarantee readers are ready to decide, so the sales page is the only sensible place to send them.

Promotion Rules (from the affiliate area)

Promotion Rules

Thank you for your interest in promoting Brain Health Smarts.

To keep our refund rates low and to keep our customers happy, please go over the rules for promoting Brain Health Smarts.

Google and Bing Advertising

Affiliates will need to undergo a review before you can promote Brain Health Smarts on Google and Bing. Go over these rules for your guidance.

Do Not do Brand Marketing

Affiliates are not allowed to bid any brand keywords like “Brain Health Smarts."

Do Not Use False Representation

As an affiliate, you are not allowed to falsely promote yourself as the owner or creator of any Brain Health Smarts product.

Do Not Use False Negative Marketing

You are not allowed to market using negative strategies. This includes using words like fraud or scam in your ads or in your copy.

Do Not Spam Your Email Lists

Do not Spam your email lists when promoting any Brain Health Smarts product. Do not send unsolicited emails.

Do Be Clear and Upfront

Make it clear to your list or your audience that you are being compensated to promote Brain Health Smarts products.

For additional rules and best practices, please go over Clickbank’s Guidelines. (https://support.clickbank.com/hc/en-us/articles/220376687-Promotional-Guidelines)

Advertising on Google and Bing

Once we have reviewed and approved your website, you are welcome to promote our products on Bing and Google.

Below are important rules that you have to follow if you want to start advertising on Bing and Google.

Do Have Quality Websites

Affiliates are required to have quality websites. Do not just create a landing page, fill it with some of the free articles provided in the affiliates area. Instead, create original content and make your website valuable to your visitors. Make your website look good as well.

Do Have Your Website Reviewed

Contact us via the Contact page (https://aff.brainhealthsmarts.com/contact/) before you start a Bing or Google Ad Campaign. Your websites need to be reviewed to make sure that you are following the rules. We can also help you with tips on marketing and optimization during the review process.

Do Not Do Brand Keyword Advertising

Affiliates are not allowed to bid any brand keywords like “Brain Health Smarts."

Do Not Use Brand Words in Ad Copy

You are not allowed to use brand words in any copy. Do not list phrases like “Brain Health Smarts."

Do Not Directly Advertise to Any Brain Health Smarts URLs

Affiliates are not allowed to directly advertise to Brain Health Smarts URLs and other Brain Health Smarts Products.

Do Not Use Direct Hoplink Advertisement

Do not advertise directly to a Hoplink URL. Use your own website instead. This is poor marketing practice and your ads are likely going to get denied.

Do Follow Our Other Rules

For our other promotion rules. Please check out our General Promotion Guidelines for Brain Health Smarts.
