

# So Many Questions About Ben Settle's "Client-less" 10-Minute Workday ... *By Rebecca Matter*

WOW, what a week!

Ever since I interviewed Ben Settle on Tuesday about his "10-Minute Workday," my inbox has been flooded with questions from writers looking to follow in his footsteps.

If you missed the event, you can [access the recording here](#) (along with the transcript and a few other bonuses we gave away during the exclusive webinar!).

I've gone ahead and posted some of the most common questions below too.

And if you have a question we haven't answered, feel free to leave it in the comments! I'll make sure you get an answer before the deadline to join Ben's "inaugural group" on January 31st. (Remember, if you sign up by then, you save \$1,350 ... get access to Ben ... AND get a full 120 days to go through the program and get your own business up and running, completely risk free.)

***Q: 10 minutes a day? Is it really possible?***

After you've followed Ben's step-by-step instructions for setting up your "10-Minute Workday" business — ***absolutely!***

Remember: Ben's entire business strategy is like the Nike slogan says: *Just Do It*.

Don't labor over every word.

No need to be "perfect" or "pretty."

Just come up with your message and write it up.

And remember, Ben's emails are short. We're talking a few hundred words — about a page of copy ... in your own style ... and a message that speaks to your reader.

Want proof?

Here's an email Ben recently sent not too long ago promoting his newsletter. It's all of 364 words — a little over a page in Microsoft Word.

It focuses on a single idea that's a benefit to a "hungry" market — with the goal of selling a subscription to his newsletter.

Here it is in its entirety:



*Once upon a time (circa 2004 — back when Fred Flintstone roamed the earth), I was reading an issue of Dan Kennedy's old "NO BS" marketing letter (back when he wrote the whole issue) and I distinctly remember him saying something that has stuck with me ever since.*

*Something I have used in many ads.*

*In many of my emails.*

*And, yes, even in many of my content pieces (articles, books, info products, whatever), when it made sense.*

*And that something is:*

*Invalidating the competition.*

*If you invalidate the competition, you make it much easier for your prospect to buy, much easier for you to get the sale, and much easier for you to write your copy, emails, pitches, etc.*

*But, here's the problem:*

*There's a right way and a wrong way to do it.*

*A lot of people do it the wrong way.*

*(They sound butt hurt, bitter, desperate, or needy as a result.)*

*But, if you do it the right way, there is no feeling towards you except, "I need to buy THIS person's product, I sure am glad I found it before spending money on that other thing!"*

*The point?*

*I recently saw an example of how to do it that is second to none.*

*A true masterpiece of persuasion.*

*It's also something I've heard the world's most feared negotiator (the late Jim Camp) do, and it's one of those under-the-radar things you hardly see anyone do, probably because it takes balls to do it and, well, most people lost theirs in their safe places a long time ago. Funny thing is, people have been doing this for hundreds (if not thousands) of years. But, I figure it's not secksy enough for the Internet marketing fanboys today who get hot and bothered by nonsense.*

*Anyway, here's the thing:*

*I show you this example in the November "Email Players" issue.*

*It's a jim-dandy, too.*

*Something I've been studying over and over for months.*

*And, yes, have used many times.*

*To read about it, turn to Page 5 of the November "Email Players" issue (which goes to the printer soon) and you can bask in its awe.*

*Here's where to subscribe:*

{Link to Ben's Ad}

*Ben Settle*

That's it! No Pulitzer here.

But his readers love it — and it sells newsletters.

***Q: I'm excited to do this, but can't think of a market or a product. Is that a problem?***

Not to worry.

Ben's **10-Minute Workday** program spends a lot of its focus on just that — steering you towards the perfect market suited to your interests, your experience, and your talents. As you'll fast discover, there are literally thousands of markets to choose from. So many in fact, your biggest challenge will be choosing the best one!

Same with products ...

There is no shortage of products to offer any "starving market." Products you can create yourself ... products you can source and sell for high margins ... products you can "joint venture" with others. Ben will show you where to find them ... how to create them, and/or how to set up deals where you get paid on everything you sell (and never have to buy, store, ship, or even *touch* the product!).

***Q: I'm not a copywriter. I haven't even bought or finished the AWAI Copywriting Program yet. Can I still do this?***

Absolutely.

The great thing about Ben's course — besides "mapping out" his very lucrative "10-Minute Workday" strategy — is he teaches you how to write copy "Ben Style" through his very own "Copywriting Crash Course," which is included in your program.

And the great thing about "Ben Style" copy is — it's very simple ... very basic.

No 20- and 30-page letters (More like six-to-eight pages — max!) ...

No back-and-forth with clients ...

No struggling over "Big Ideas" or having to beat long-standing controls.

No need to be "perfect."

And the reason is simple:

When you set up your business the "Ben Settle Way," your readers know you. They like you. They see your daily emails ... and they're "pre-disposed" to buying the solutions you're selling.

So all you need to do is tell them what you have ... how it will benefit them ... show the value ... and ask for the sale — all of which Ben shows you how to do in five easy steps.

***Q: What about the "technical" stuff — website hosting, accepting payments, sending out email? I have no idea how to do any of it.***

Frankly, neither does Ben!

*"Nobody's more computer-illiterate than I am,"* he told me.

That's why he lets simple shopping cart programs, fulfillment software, and hosting companies handle all that stuff — either at no cost at all or for a very small fee, depending on the market you choose and the products you sell.

And we've included a **very special bonus** that shows you how to take care of all that stuff ... once and for all with a simple phone call or by going online.

That way, the only "contact" you'll have with that part of the business is to **log onto your account each day to see how much money came in!**

Of course, you *can* handle all the technical stuff if you know how and if you want to. But why? The whole idea of the **10-Minute Workday** program is to write a simple email and have the rest of the day to yourself!

***Q: Can I do this and keep my job ... or do "regular" copywriting?***

Of course!

In fact, the "10-Minute Workday" is the ideal part-time business for anyone who loves to write — but doesn't want to have to deal with finding or working with clients.

***Q: I already have a business where I sell products. Can I apply Ben's strategy and create a new revenue stream?***

Yes!

If you sell a product that appeals to a specific market, whether it be gardening enthusiasts, automobile collectors — or anything else where your customers can benefit from daily tips and insights, the "10-Minute Workday" business model is perfect for you.

And, if you have a business that sells products to "multiple markets" — there's no reason why you can't send daily emails to each one!

***Q: Do I need employees? Will I ever need them?***

Absolutely not.

Ben is a "one-man show" and he wouldn't have it any other way.

***Q: Must I write an email every day?***

Nope. You can write as often as you like. Ben writes every day (sometimes two, three, and four times when he has a new product launch) because he loves doing it and it makes him more money.

But you can take a few days off, if you like ...

That said, Ben recommends at least four emails a week — so you stay "front of mind" with your readers.

***Q: What if I'm traveling ... or away for the weekend?***

No problem. Laptop ... tablet ...

While at Bootcamp, Ben told me he's written many an email right from his cell phone!

***Q: That guarantee you're offering — is it for real?***

Yes. 100%. Seriously.

Here at AWAI, the last thing we want is for you to be "stuck" with a resource that's not ideal for you.

That's why we insist that any product we offer — whether it's our own or in partnership, like Ben's new program is — come with an ironclad, no-risk "test-drive" period.

**If over the first 120 days (roughly 4 months) you decide writing "10-Minute Emails" isn't for you for ANY REASON — simply call or email AWAI for a FULL REFUND of your money.**

It's that simple. And by all means, *please* don't be too shy to take advantage of it if you decide the **10-Minute Workday** program isn't for you.

***Q: How fast can I get started?***

In a word: Immediately.

You'll have access to the **full program** within a few minutes of [placing your order](#).

Or, if you want to learn more about Ben's brand-new *10-Minute Workday* program, [click here now](#).

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