



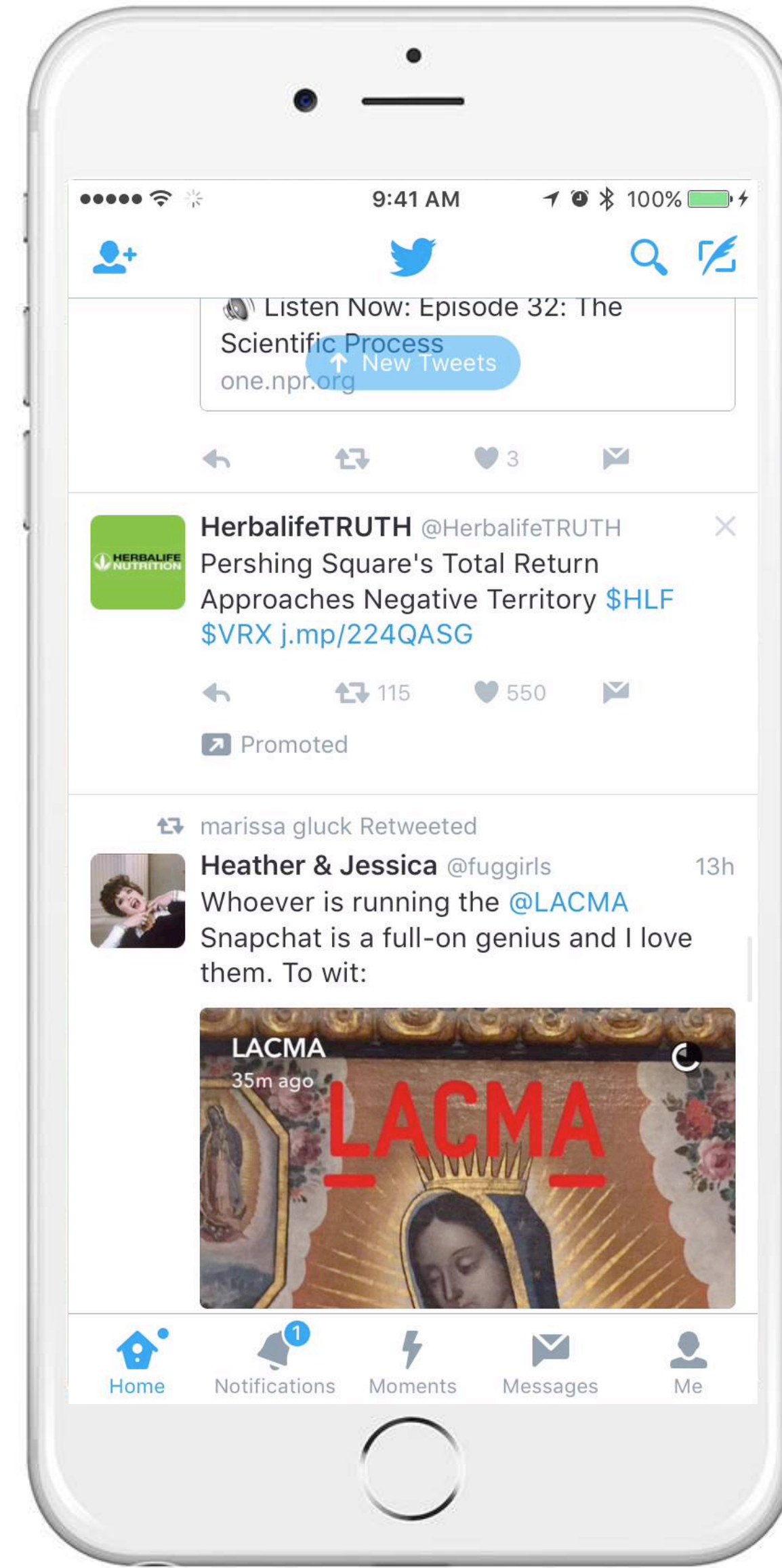
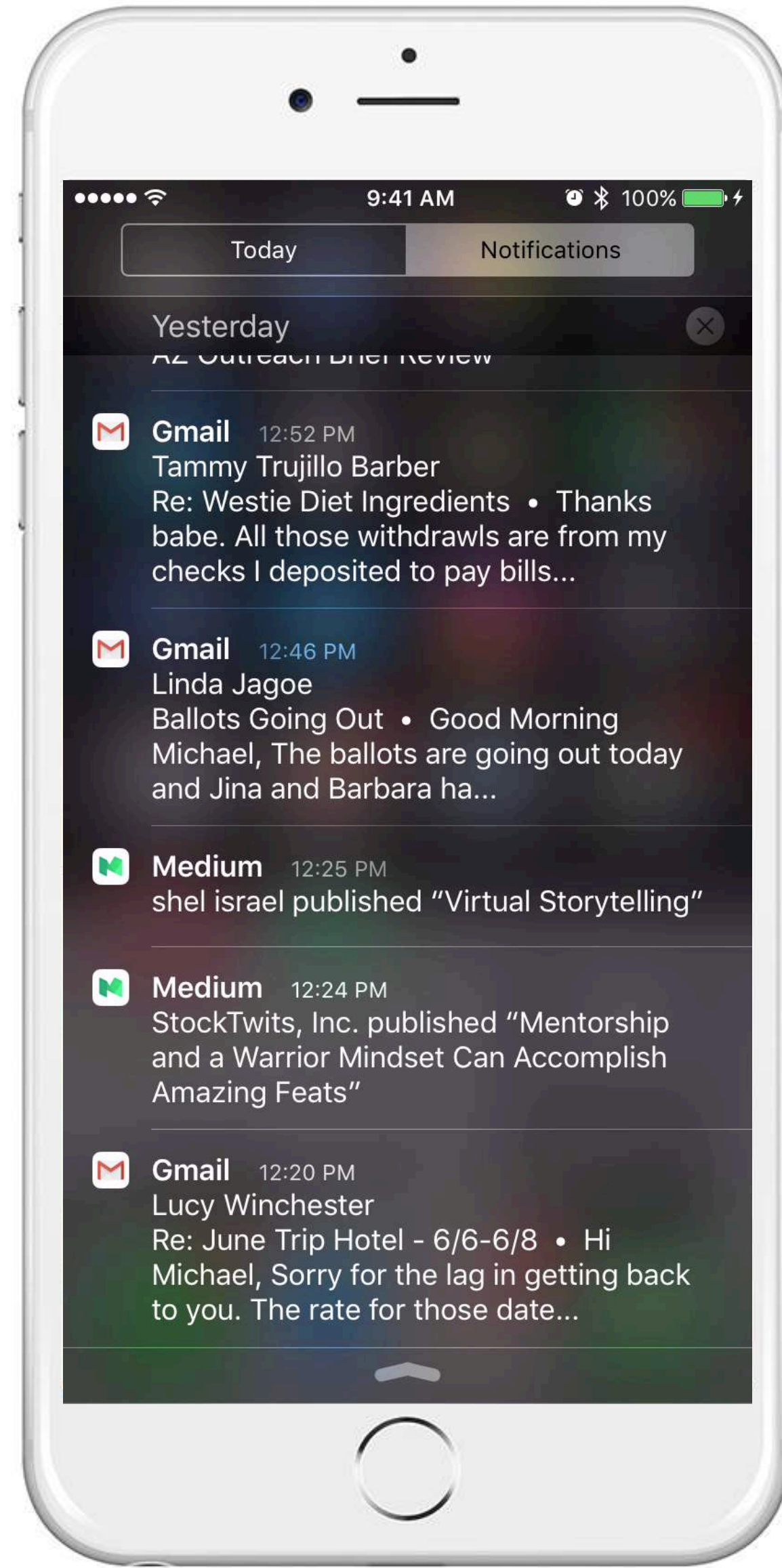
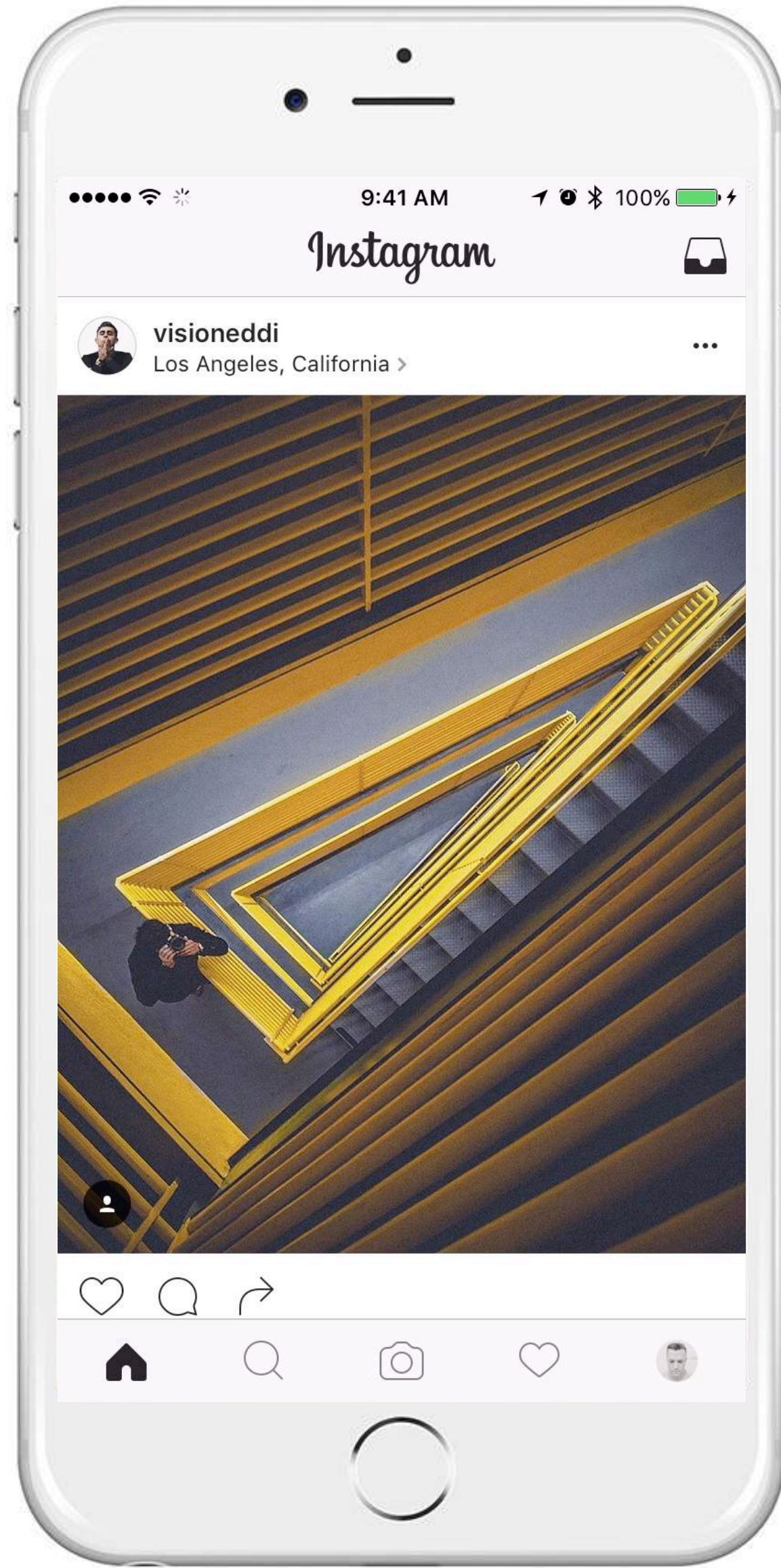
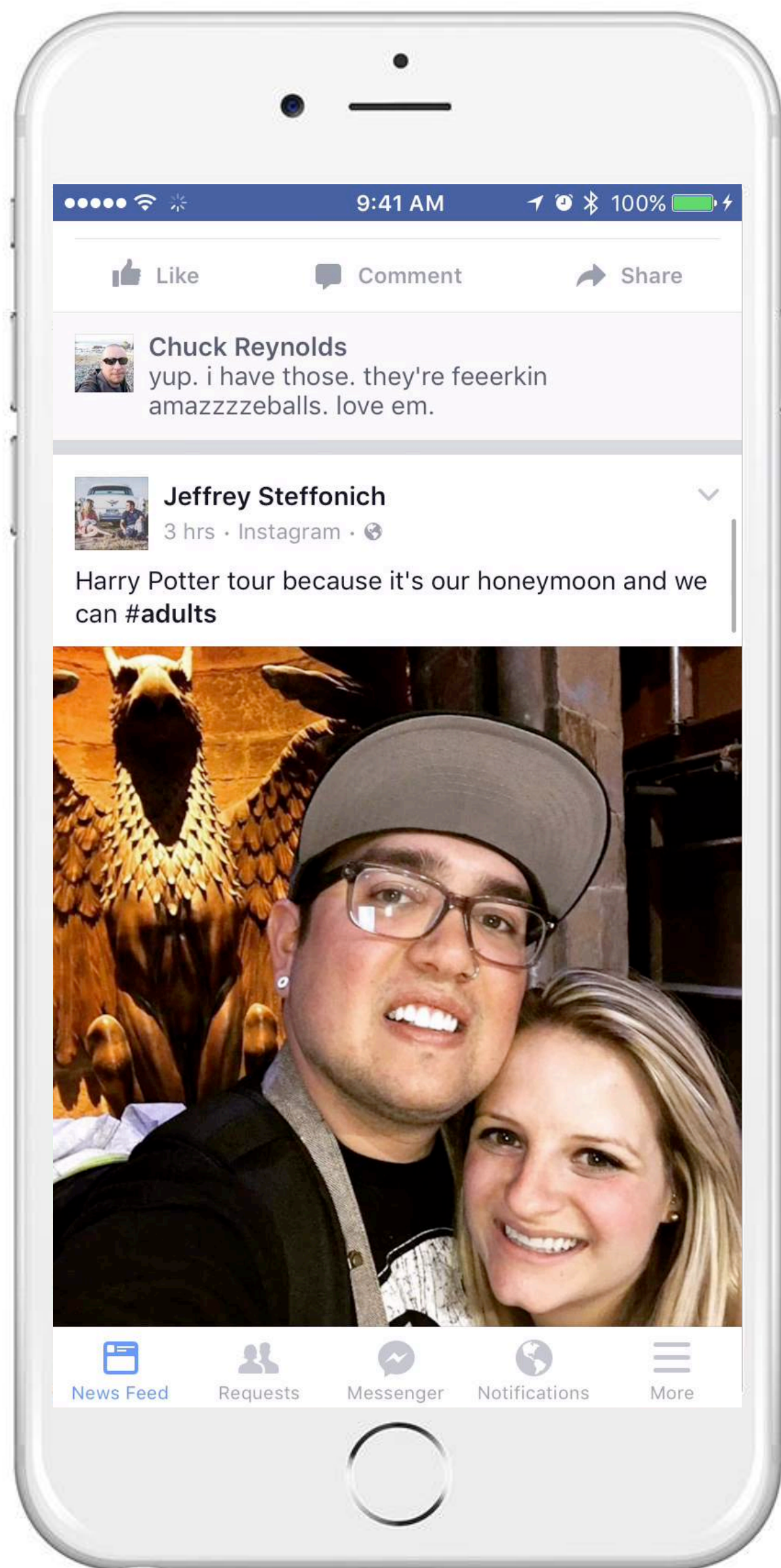
MAKING LEMONADE

HOW BEYONCÉ CAN TEACH THE
MODERN CONTENT MARKETER
TO RUN THE WORLD

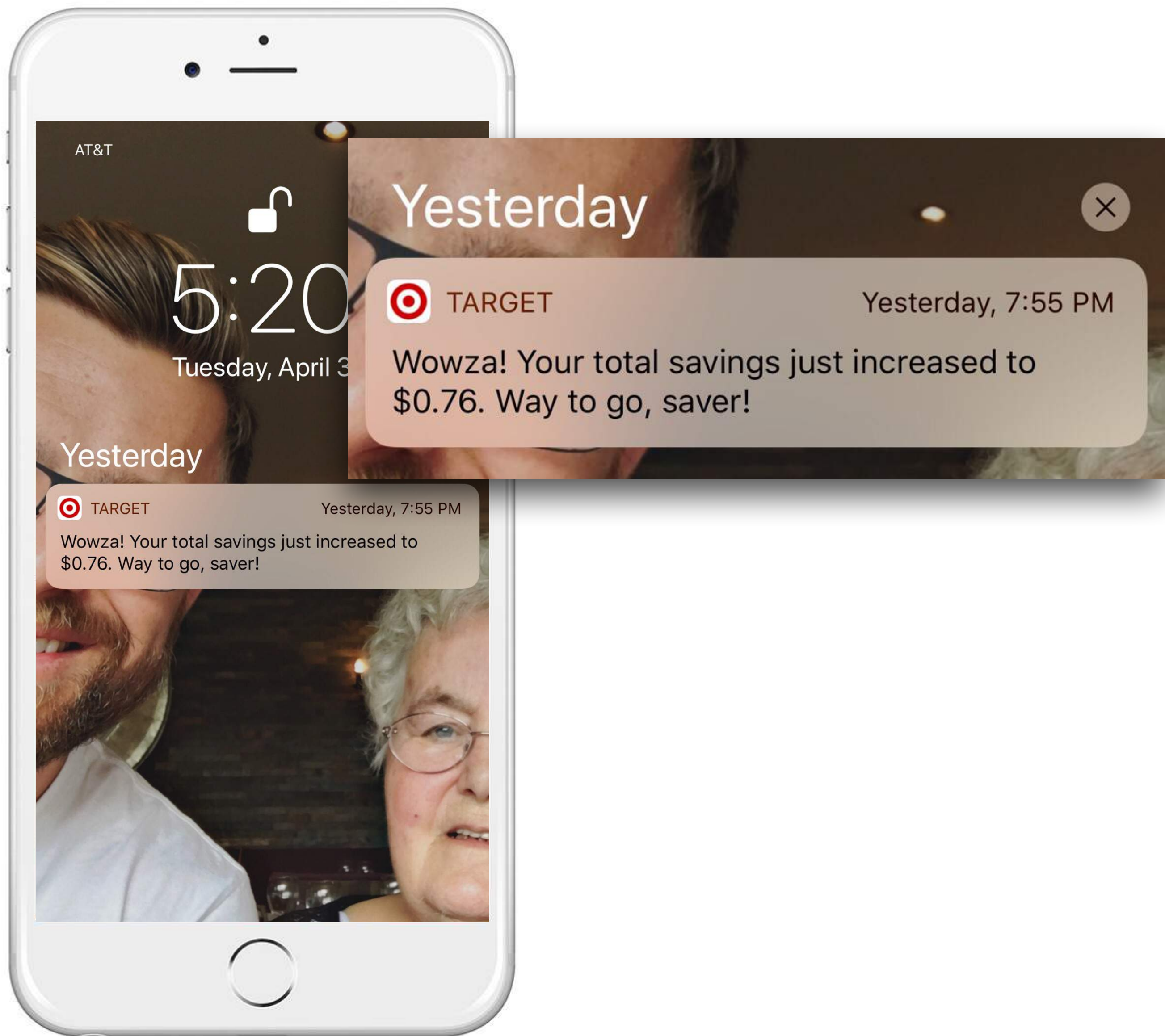
@michaeljbarber



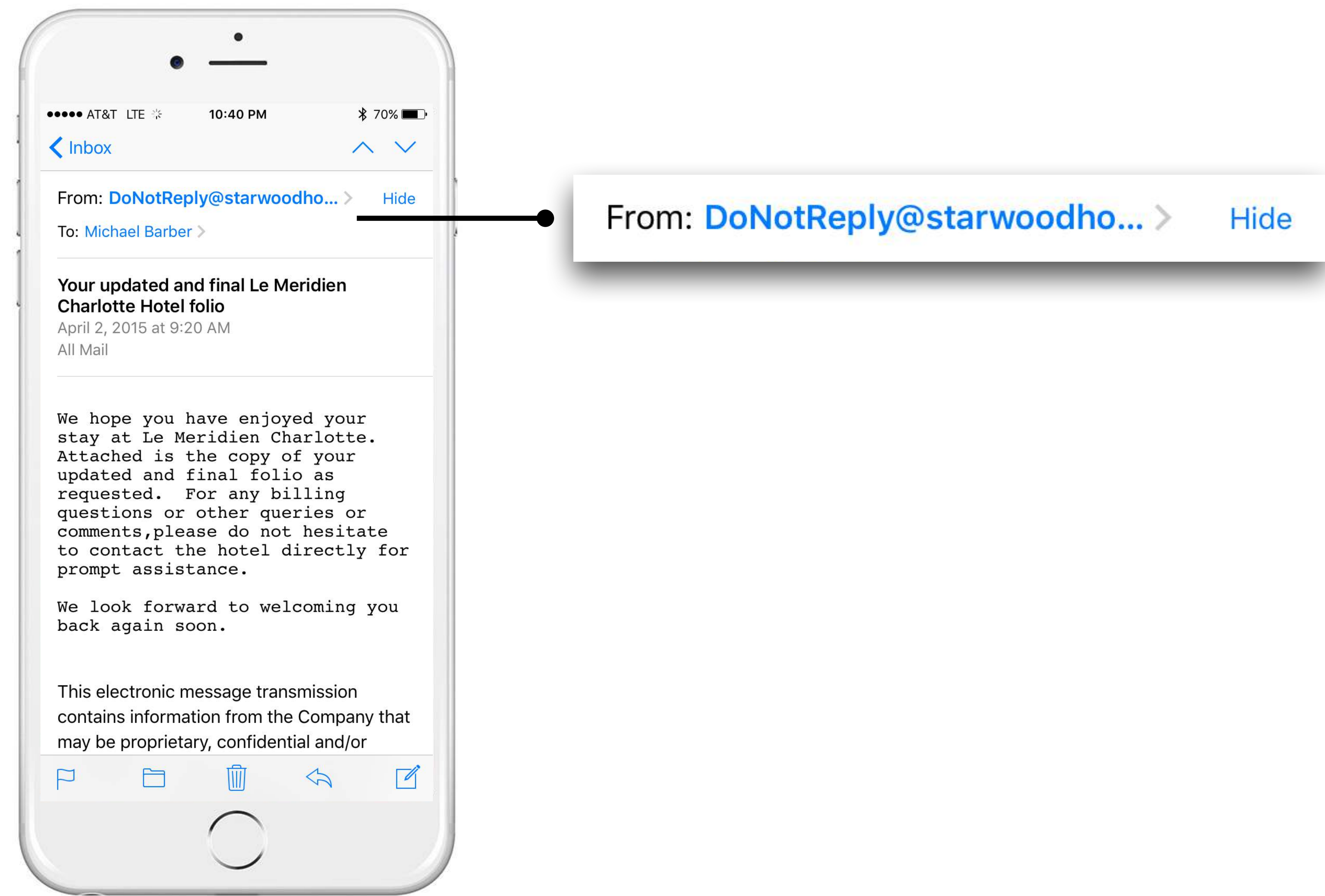




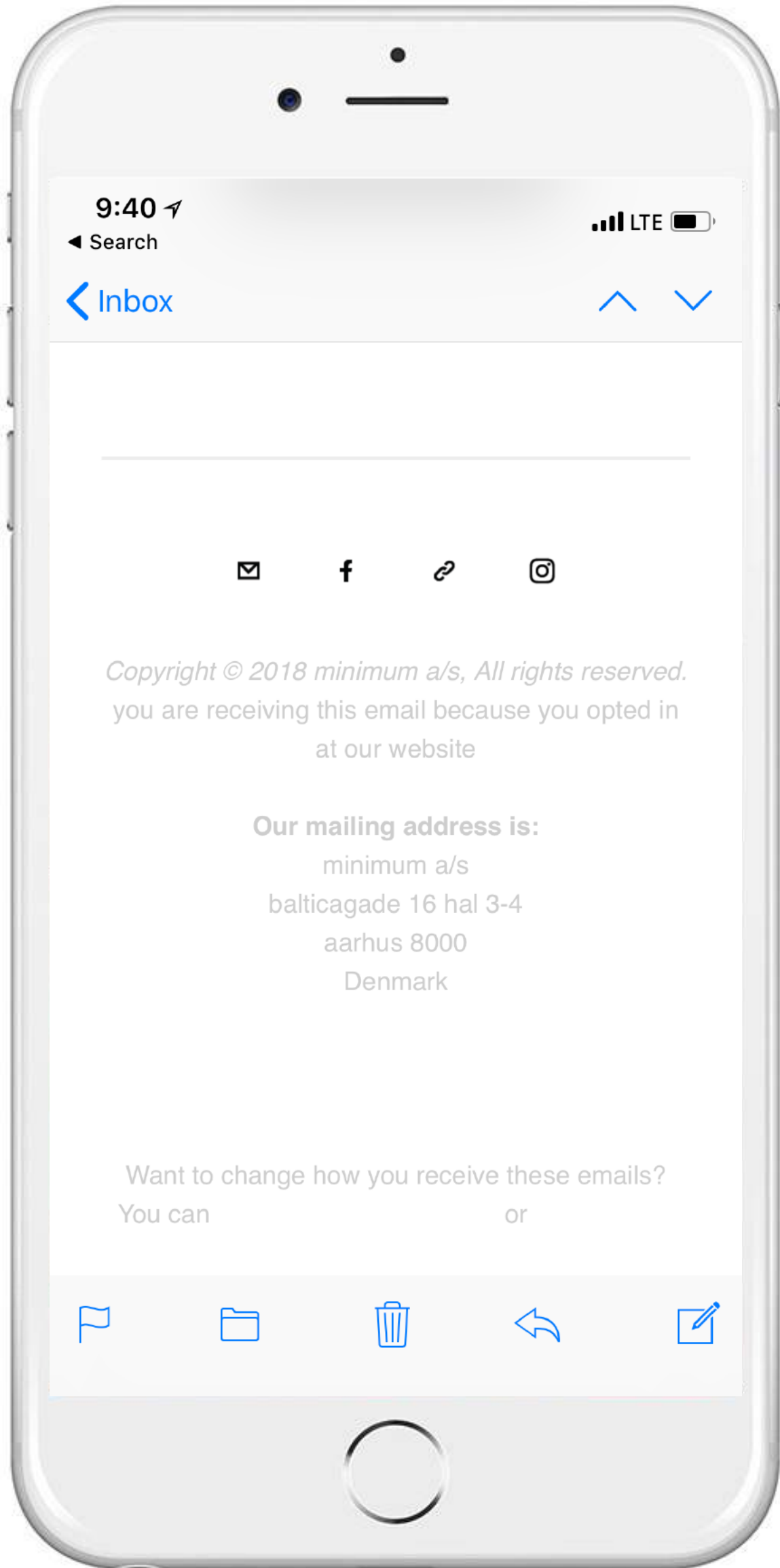
GROUNDBREAKING



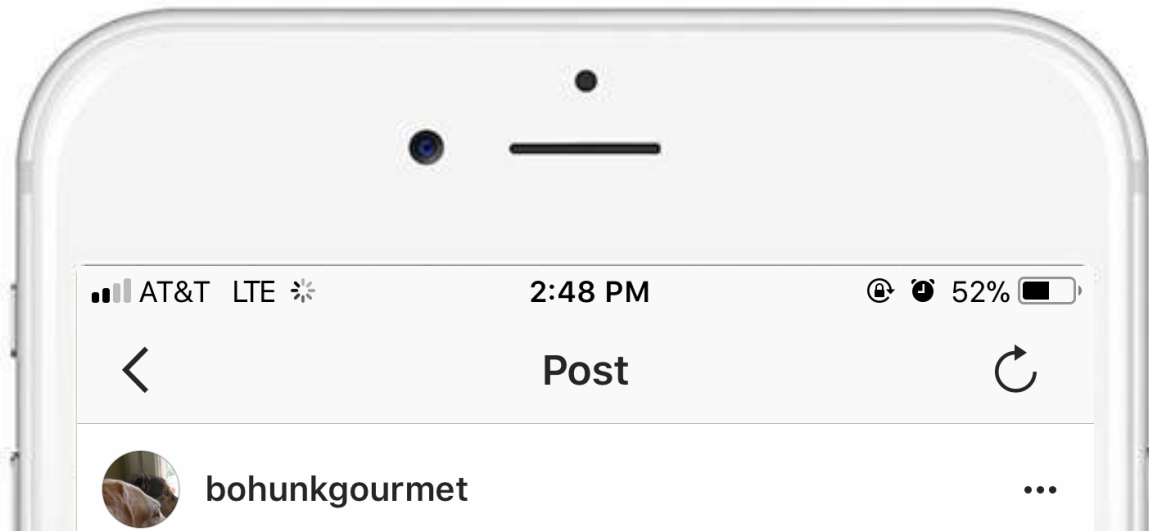
WE DON'T WANT TO TALK TO YOU



NO, YOU CAN'T UNSUBSCRIBE



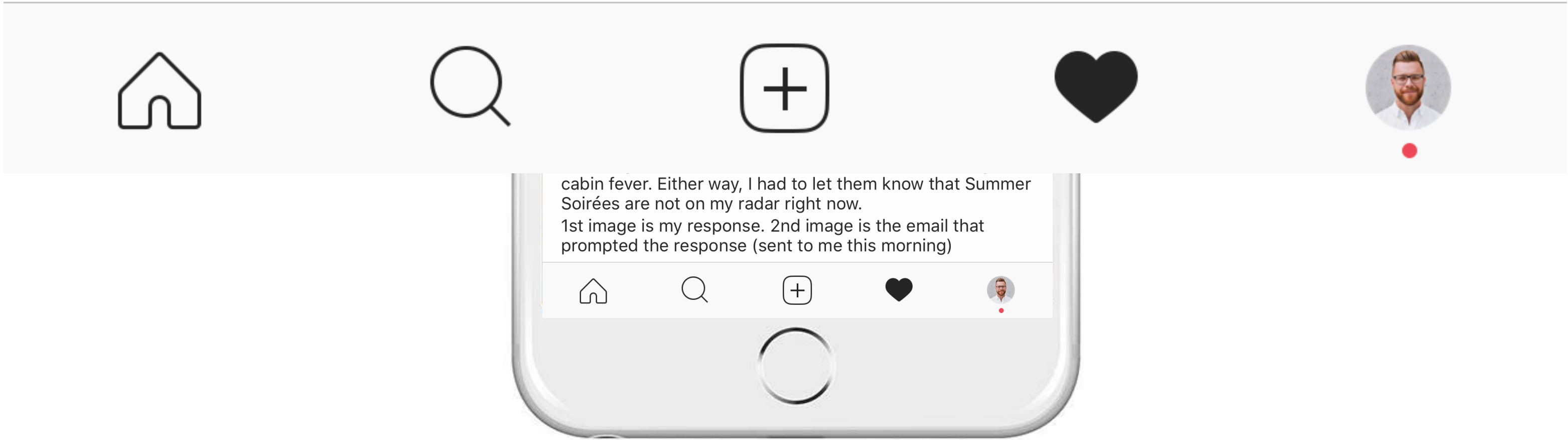
COOL BEANS, CLOROX. COOL BEANS ￣_(ツ)_/￣



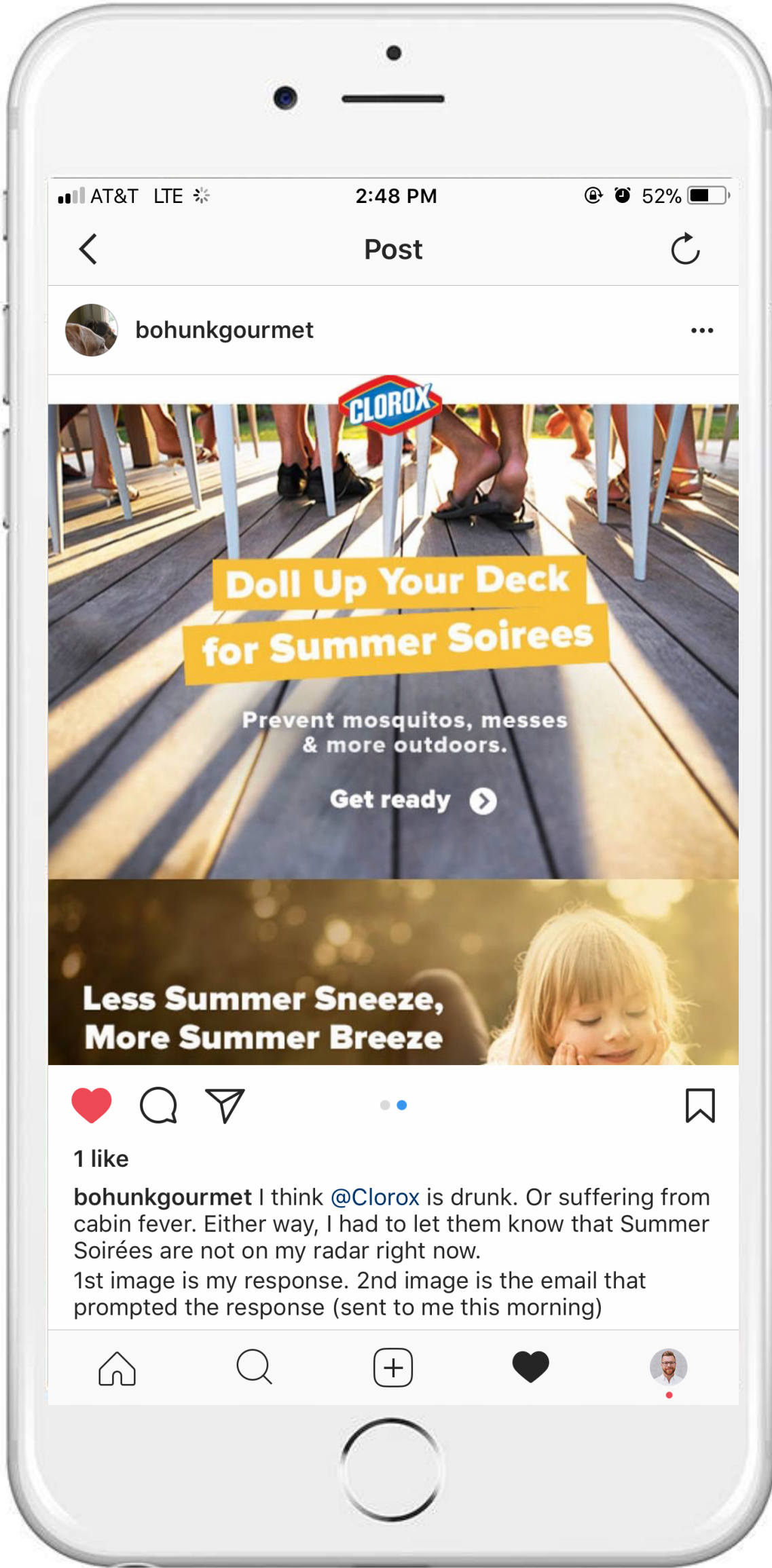
1 like

bohunkgourmet I think @Clorox is drunk. Or suffering from cabin fever. Either way, I had to let them know that Summer Soirées are not on my radar right now.

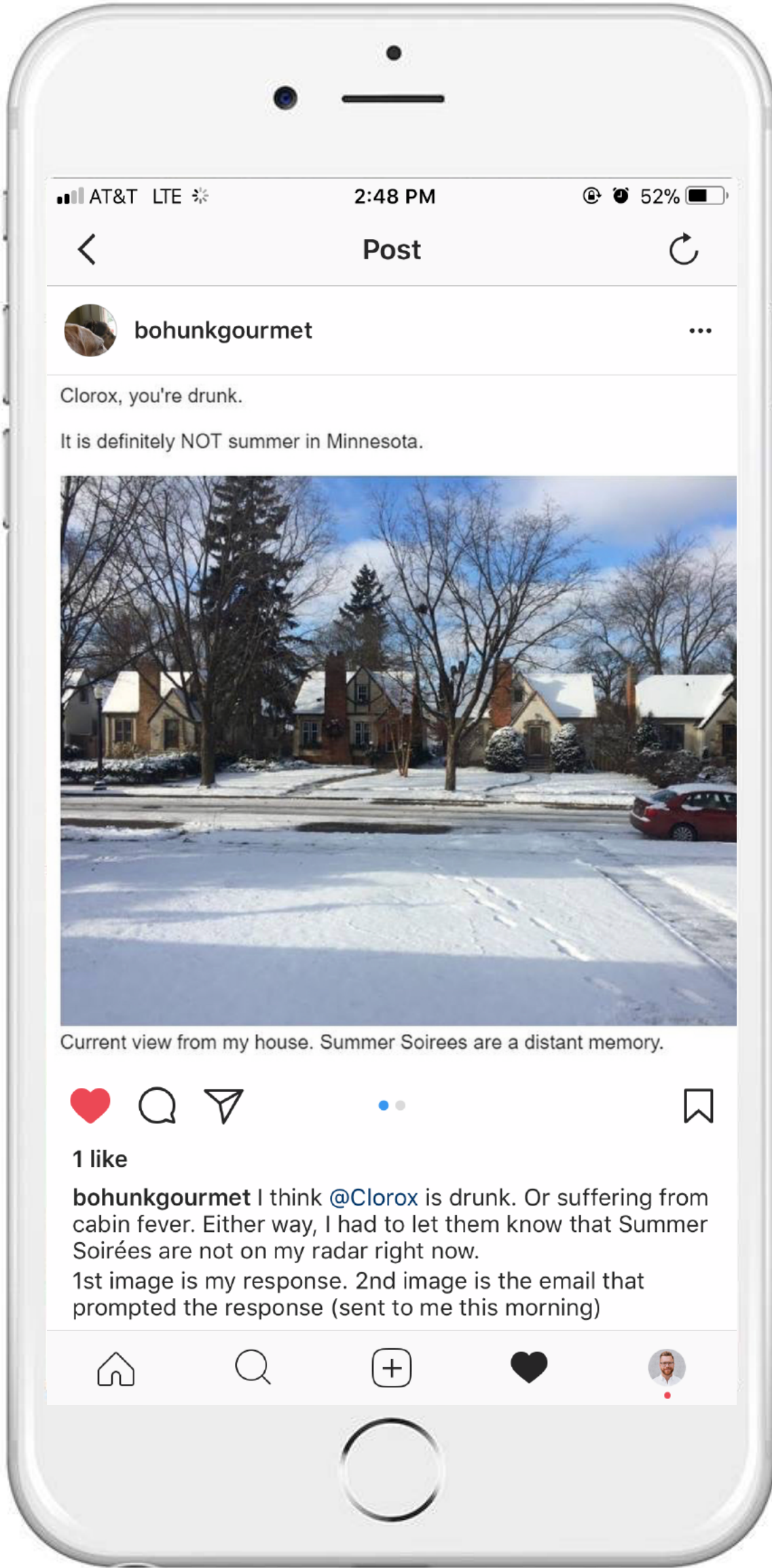
1st image is my response. 2nd image is the email that prompted the response (sent to me this morning)



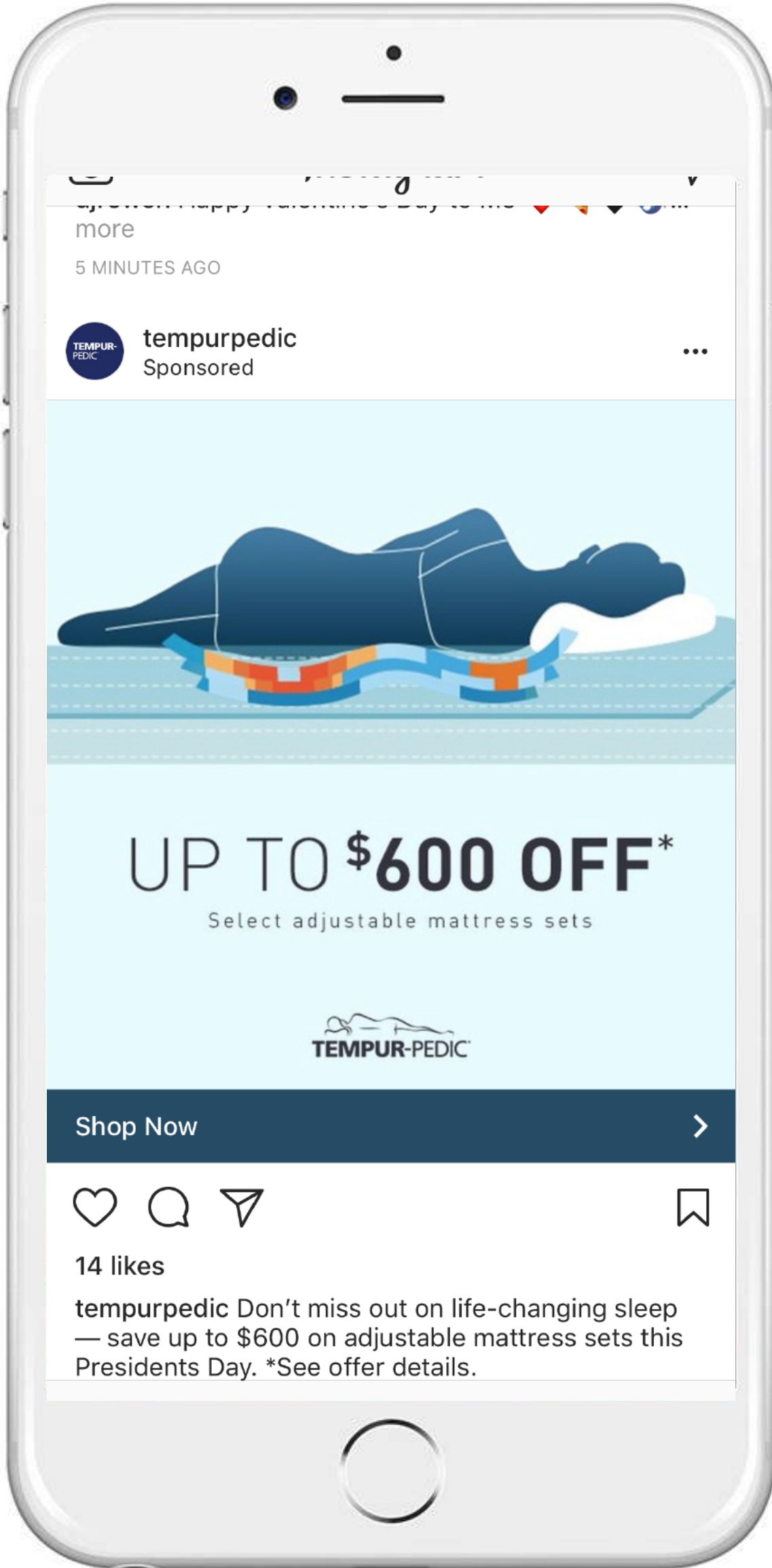
COOL BEANS, CLOROX. COOL BEANS ヽ(ツ)ノ



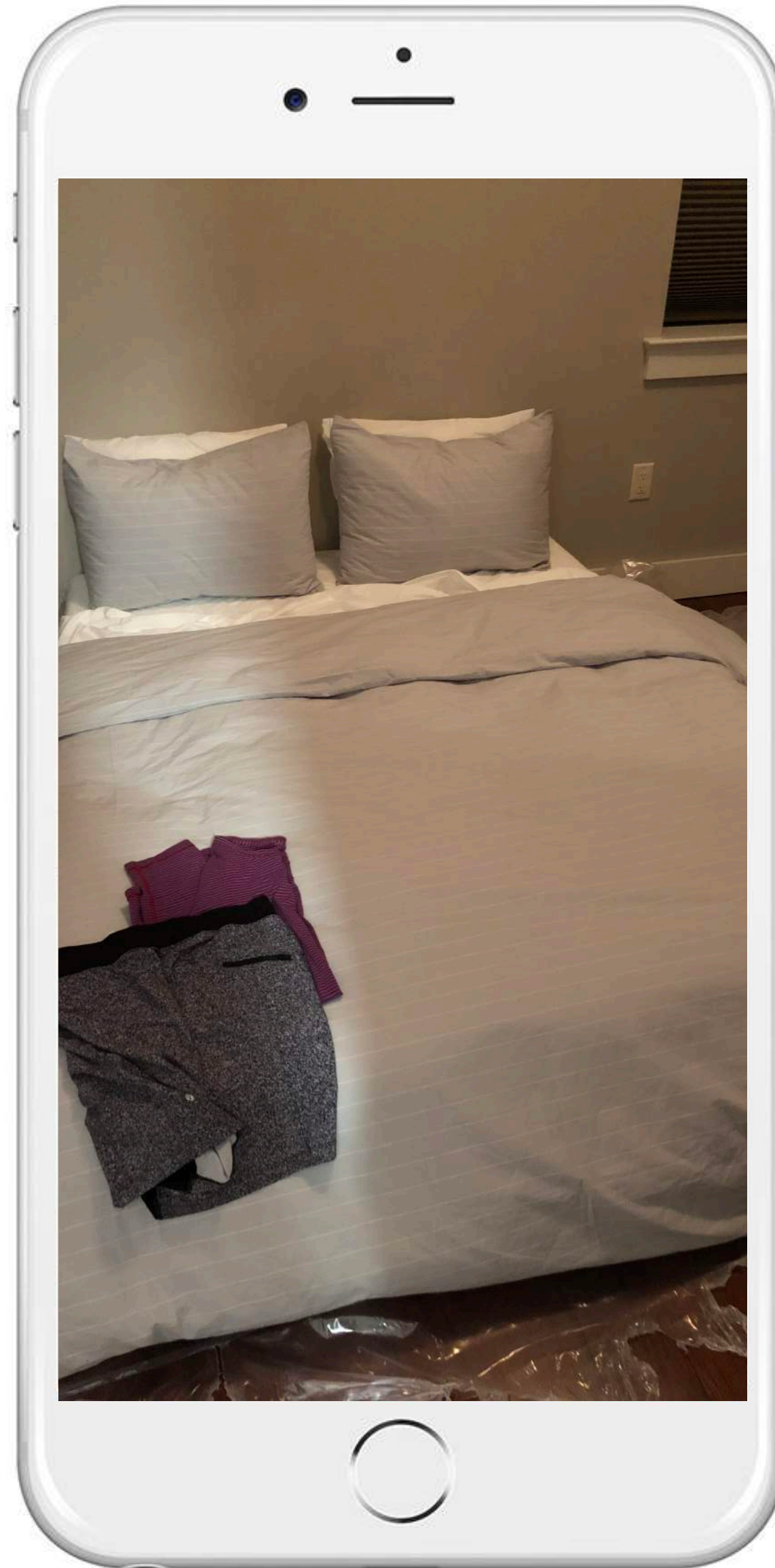
COOL BEANS, CLOROX. COOL BEANS ヽ_(ツ)_/



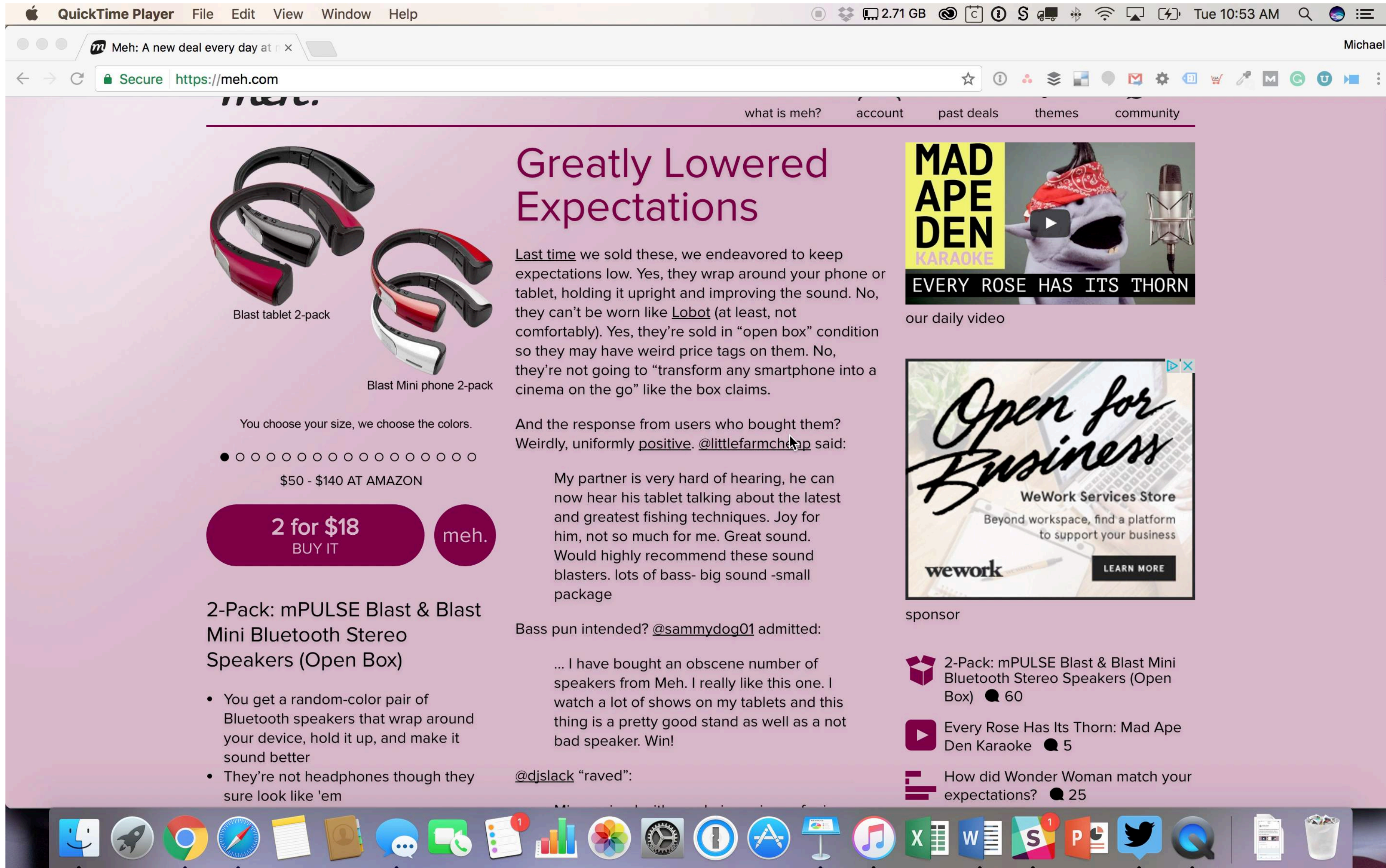
HI TEMPUR-PEDIC!



BOUGHT YOUR MATTRESS A MONTH AGO!



WHAT RETARGETING



I CAN'T EVEN MAKE THIS STUFF UP



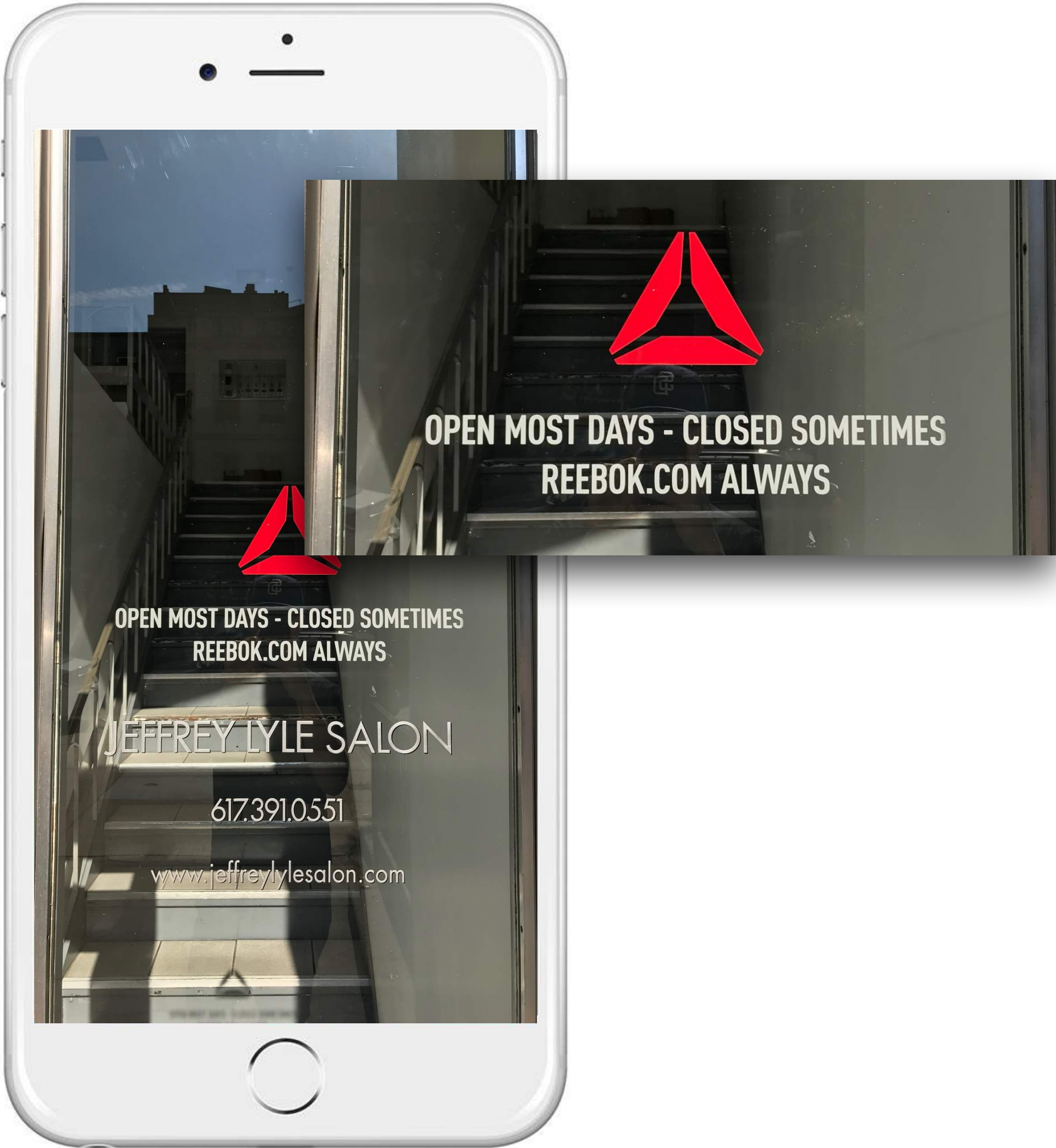
OR THIS...

- **ਸਿੱਖੀ/ਸਿੱਖਤਾ/ਸਿੱਖਤਾ ਦਾ ਮਤਲਬ** 2023-2024 >
ਸਿੱਖੀ ਸਿੱਖਤਾ ਦੀਆਂ ਆਖਰੀ ਸਿੱਖਤਾਵਾਂ ਵਿੱਚੋਂ ਇੱਕ ਹੈ ਜੋ ਕਿ ਸਿੱਖੀ ਦਾ
ਮਤਲਬ ਹੈ। ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ। ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ। ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ।
ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ। ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ। ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ।
ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ। ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ। ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ।
ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ। ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ। ਸਿੱਖਤਾ ਸਿੱਖਤਾ ਹੈ।

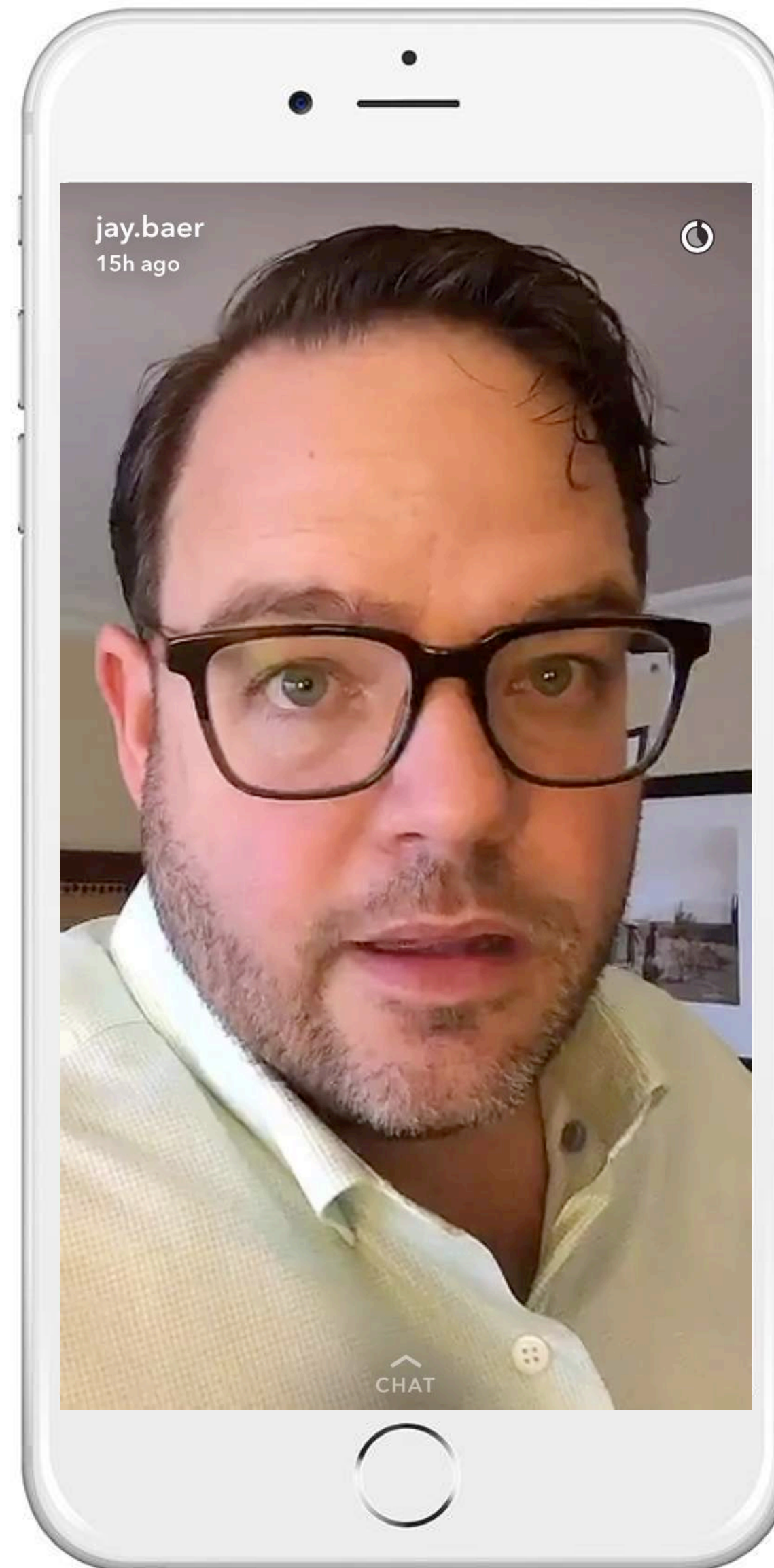
YEAH.

- **Today'sparent.com** 7:02 PM >
TO My baby died after being left in a hot car
From crispy bacon to tender roasts, here are
our 15 best pork recipes If you cannot read
this email, please click here. Thursday, June...

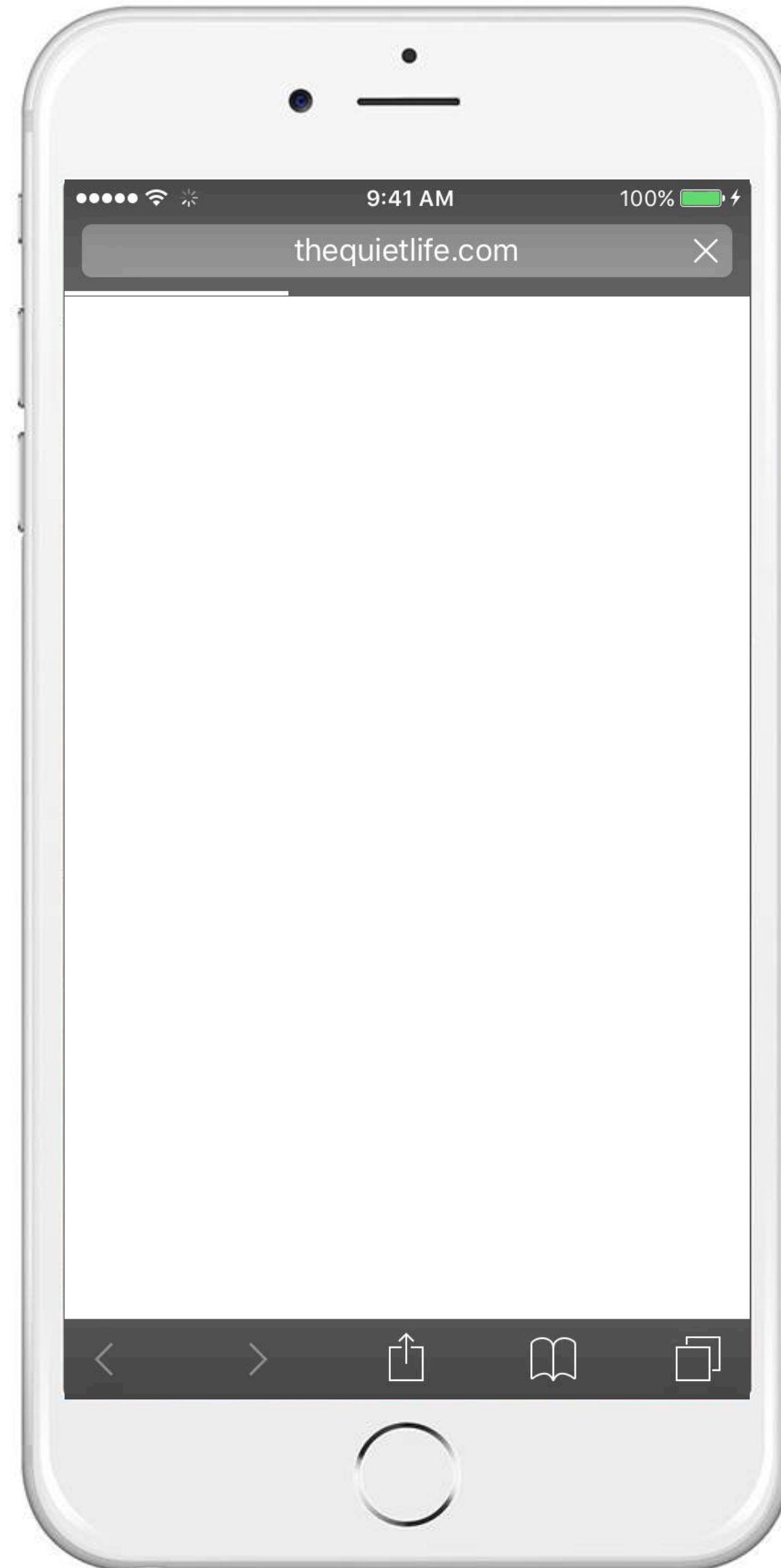
WTF?



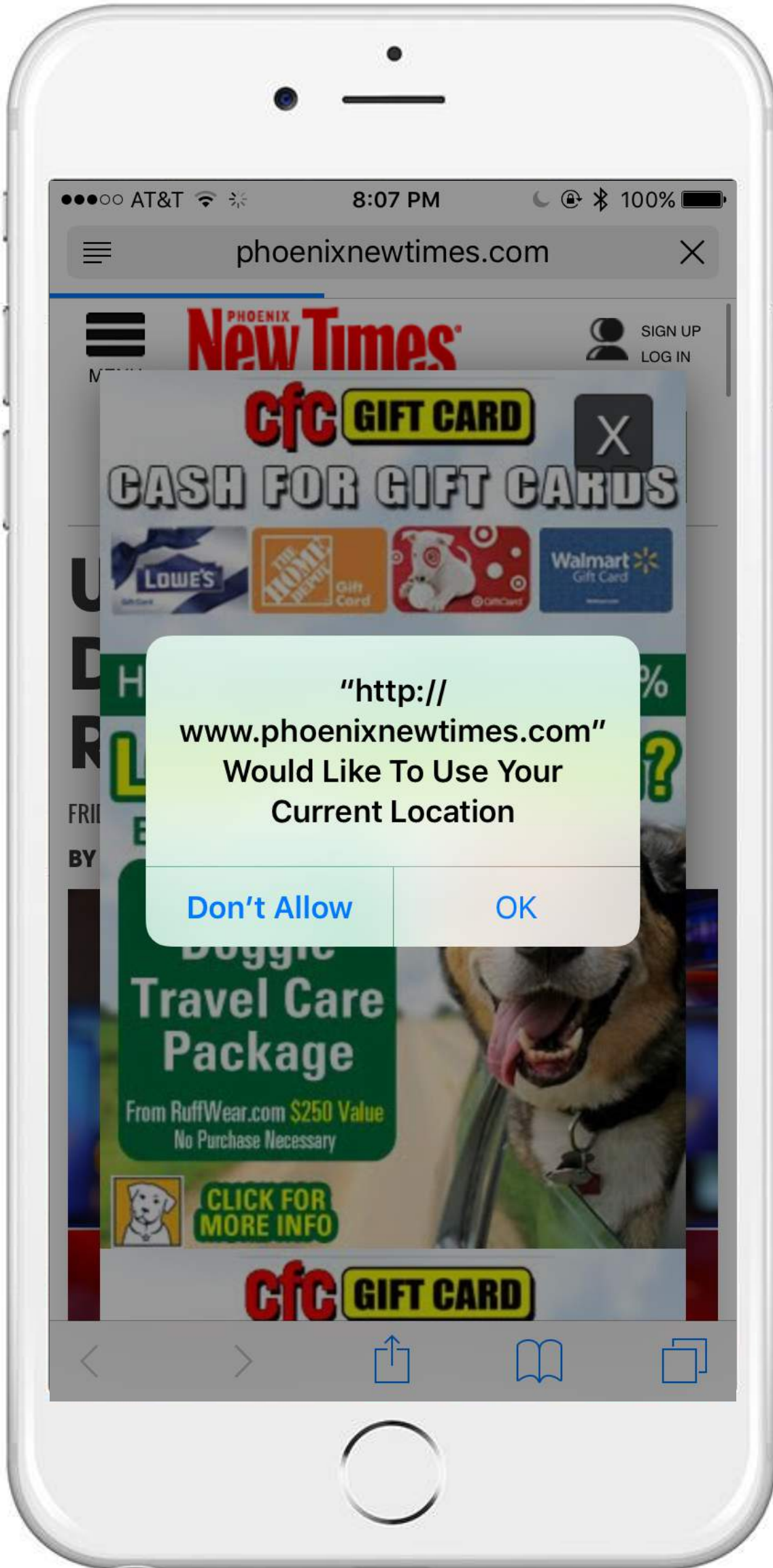
WE MAKE IT TOO, TOO HARD



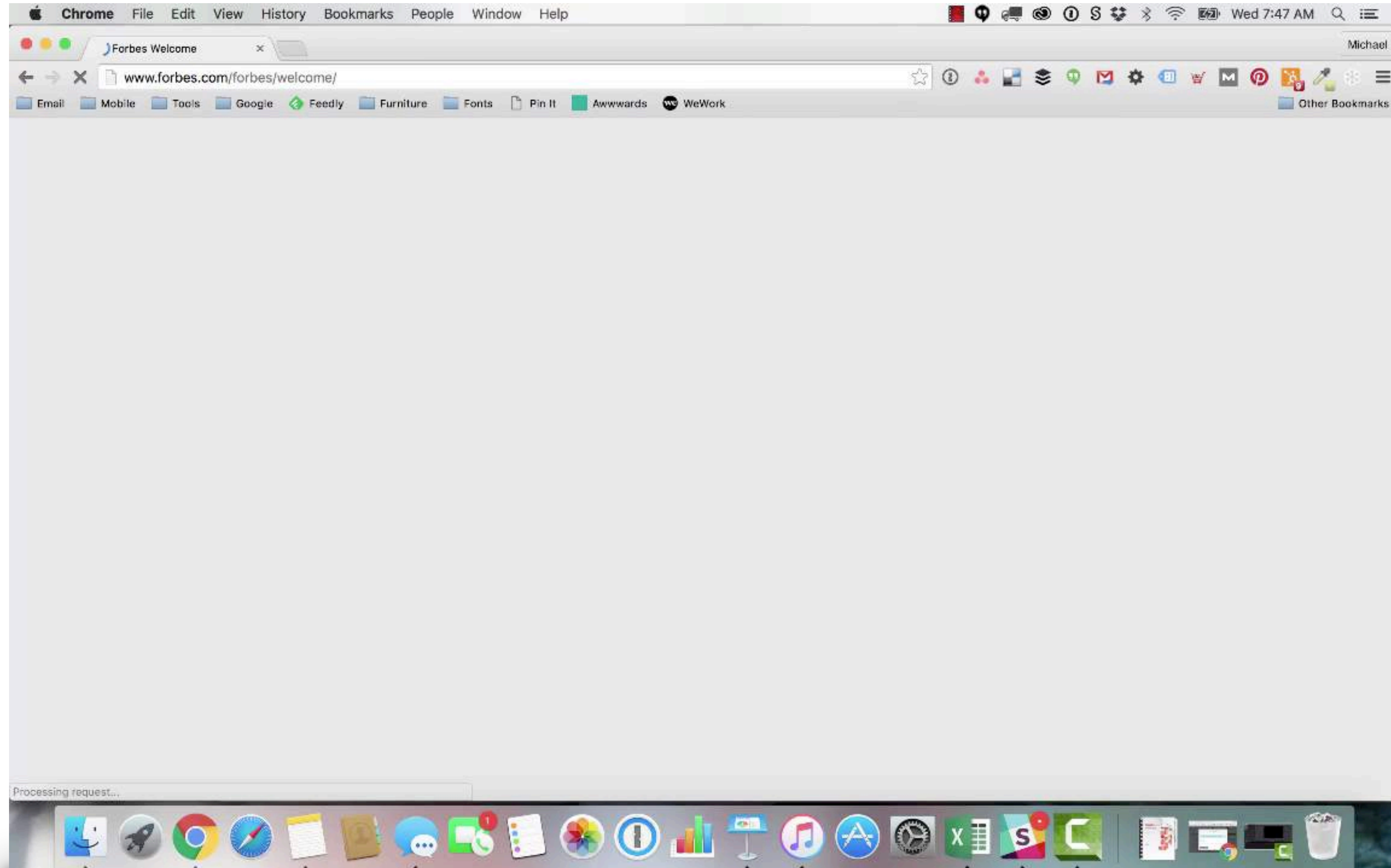
CAN WE AT LEAST DATE FIRST?



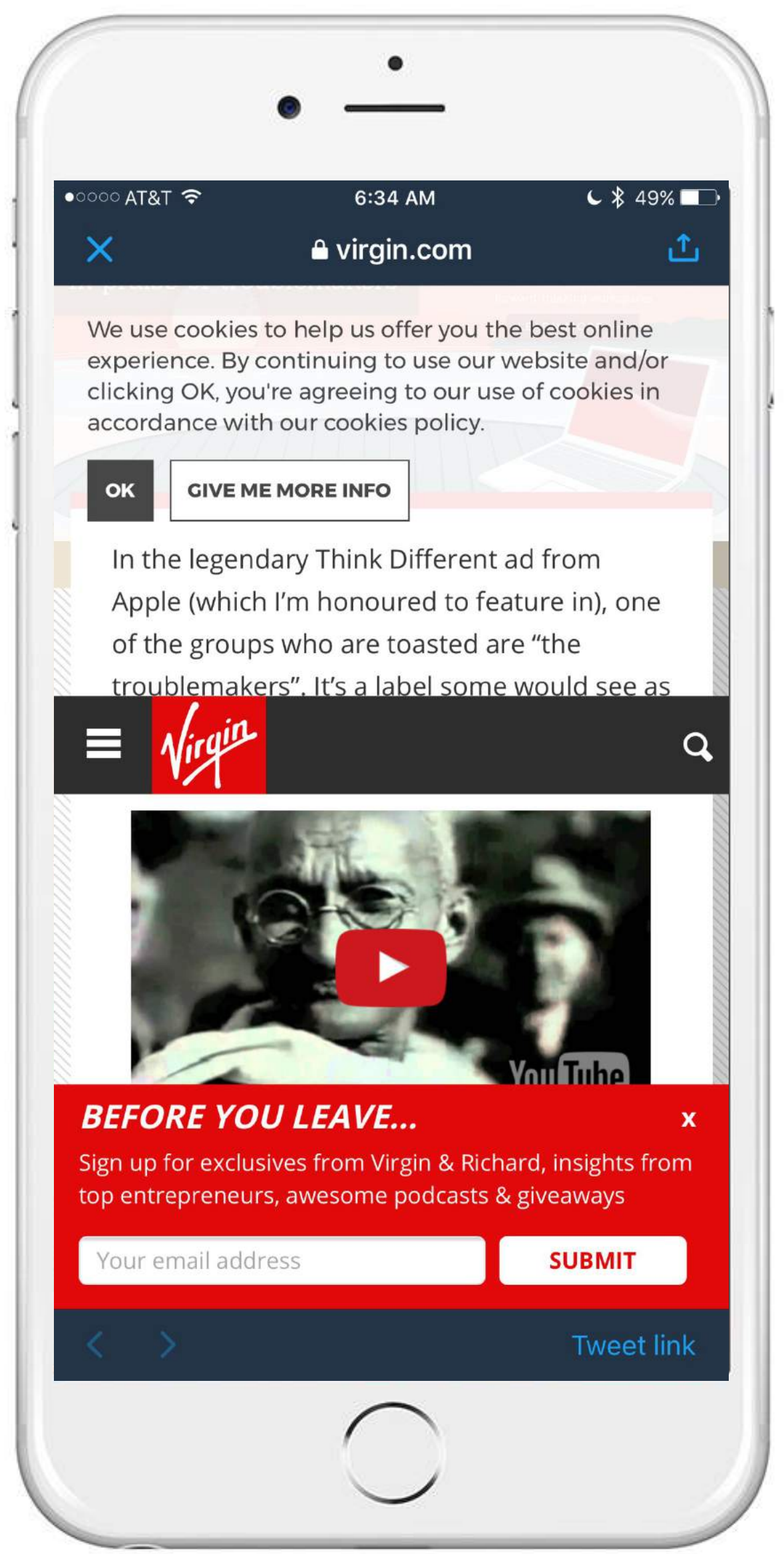
WE REALLY DON'T WANT YOU TO READ THIS

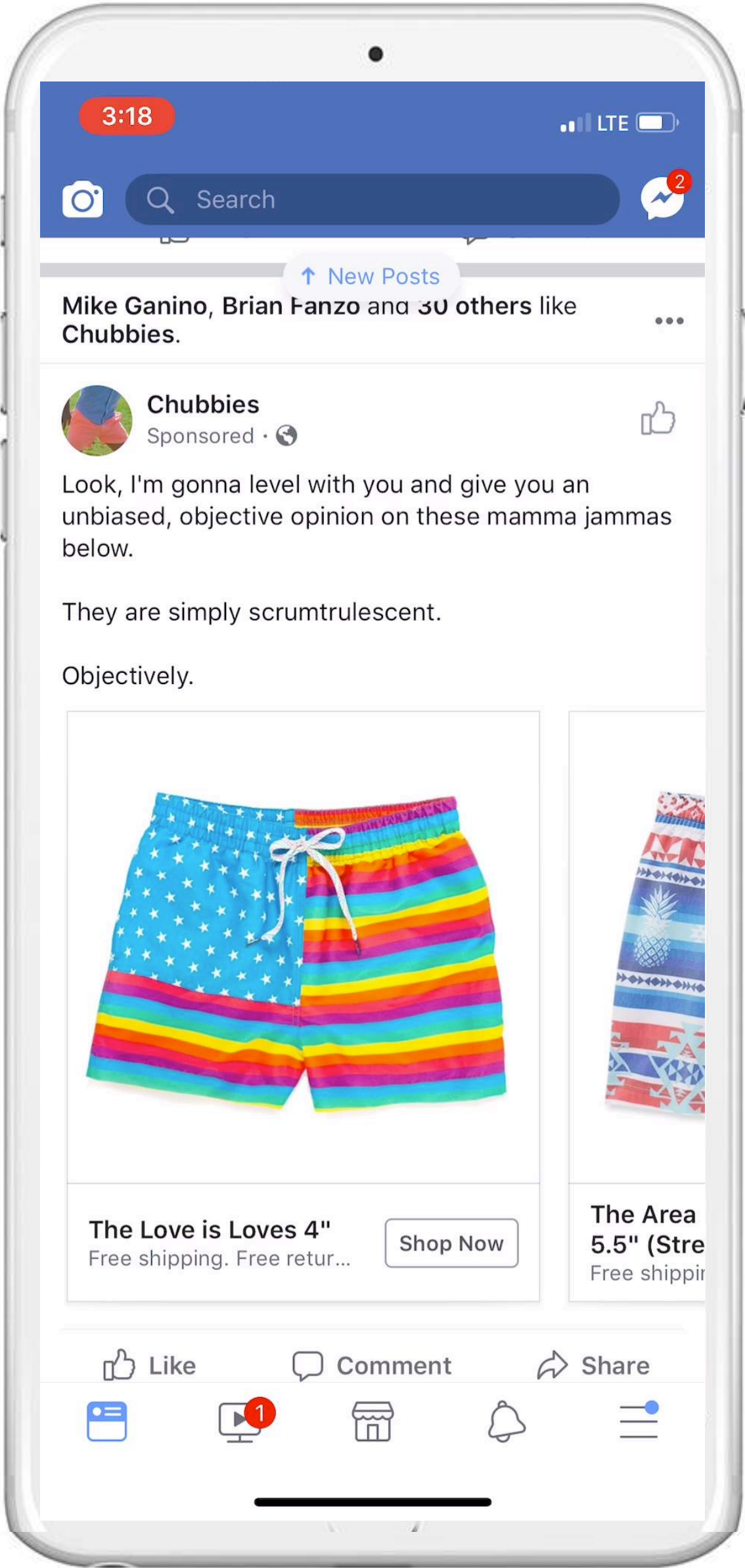


OH, YOU ACTUALLY WANT TO READ SOMETHING?

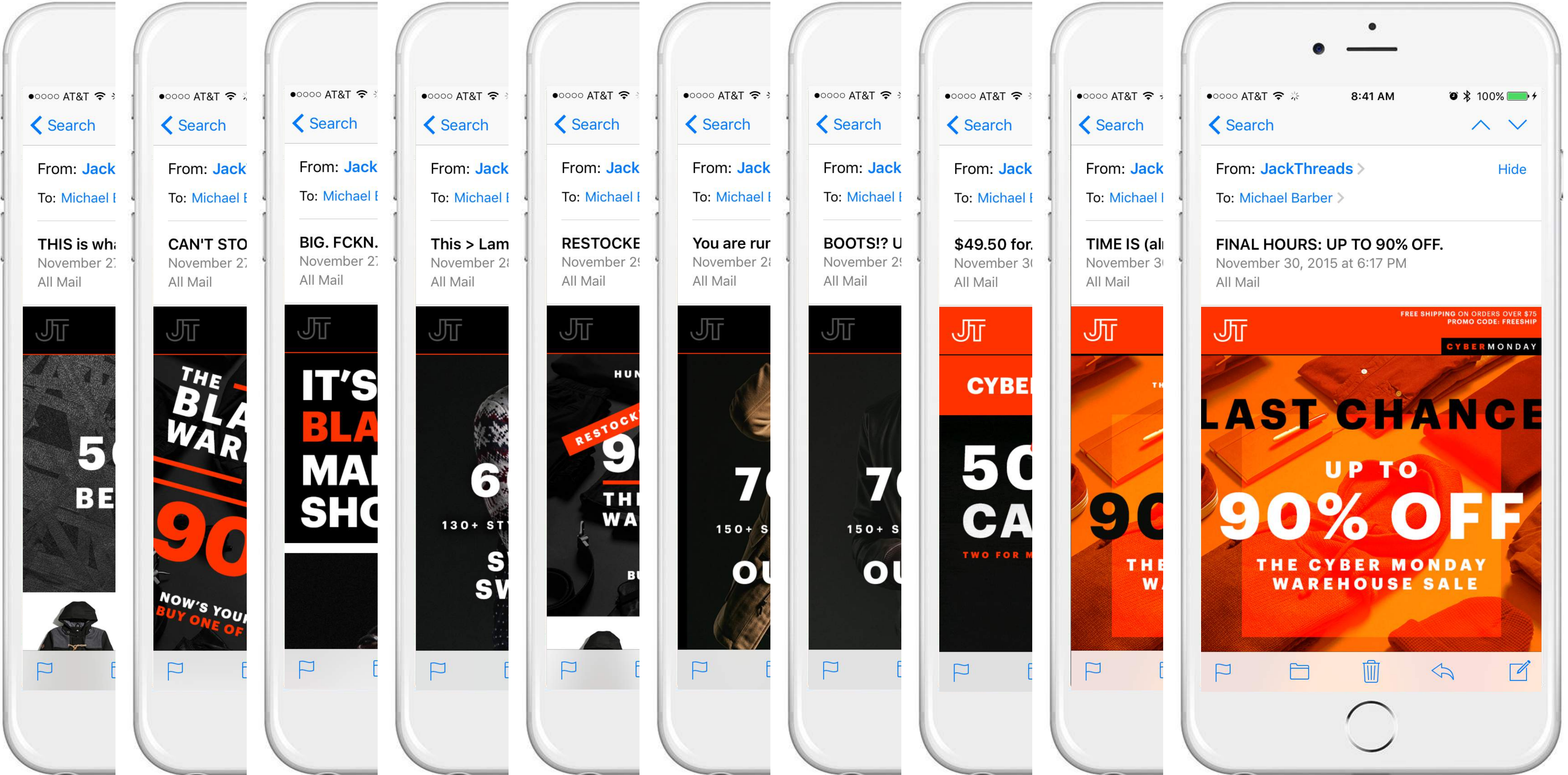


OH, YOU ACTUALLY WANT TO READ SOMETHING?





72 HOURS, 10 EMAILS, WTF



YOU KNOW BECAUSE LANDING PAGES...

REDACTED



Call Now to Start Accepting Credit Cards Today!
800.249. REDACTED OR L101



"Looking for a customized, low-rate merchant account for your business?"

YOU FOUND IT!

 **Rated #1 Processor!**

Sign up with **REDACTED** and receive a:

- **FREE** Credit Card Terminal or
- **FREE** Mobile Credit Card Reader or
- **FREE** Internet Virtual Terminal

\$500 Guarantee*
If we can't save you money on your current processing costs, we will give you \$500!



New or Existing Business?
REDACTED has the credit card processing solution for you!

- Face to Face
- Over the Phone
- Internet

- Smartphone
- Mobile
- Wireless



- ✓ **LOWEST** Rates in the Industry
- ✓ **FREE** Equipment & Set-up
- ✓ No Hidden Fees
- ✓ High Approval Rate
- ✓ Superior Customer Service
- ✓ 24/7/365 Customer Support
- ✓ Same Day Approval
- ✓ Custom Solutions for Every Business Type



MAY 2012
OVERALL PROCESSOR
topcreditcardprocessors.com



MAY 2012
MOBILE PROCESSOR
topcreditcardprocessors.com



No Out of Pocket Expense to Become an **AGENT**

[Read More](#)

Start Here!

Name (*)

Business Name (*)

Phone (*)

Email (*)

What state is your business located in?

Do you currently process credit cards? (*)

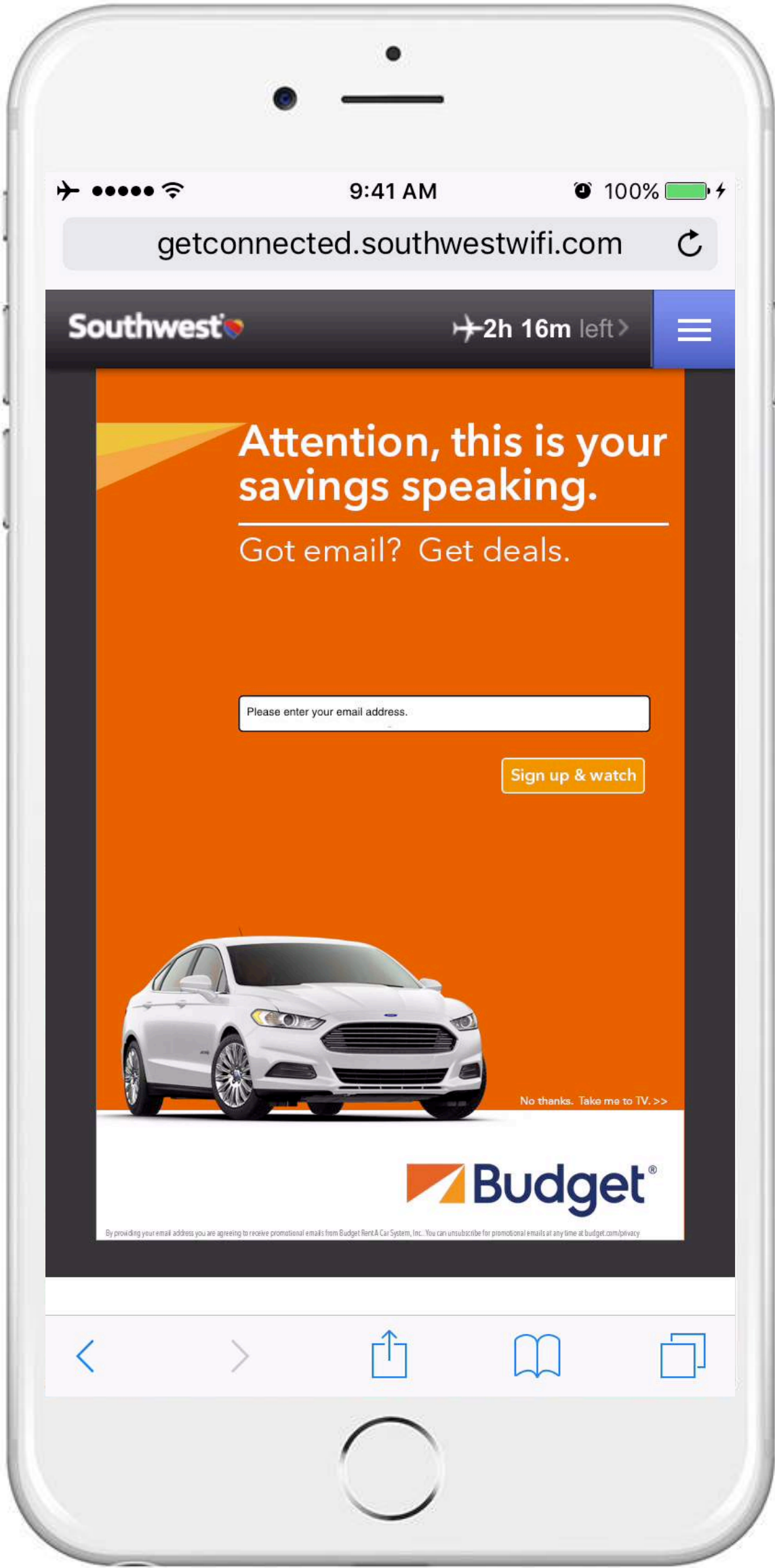
Comments

Mandatory fields marked with (*) (4/4)

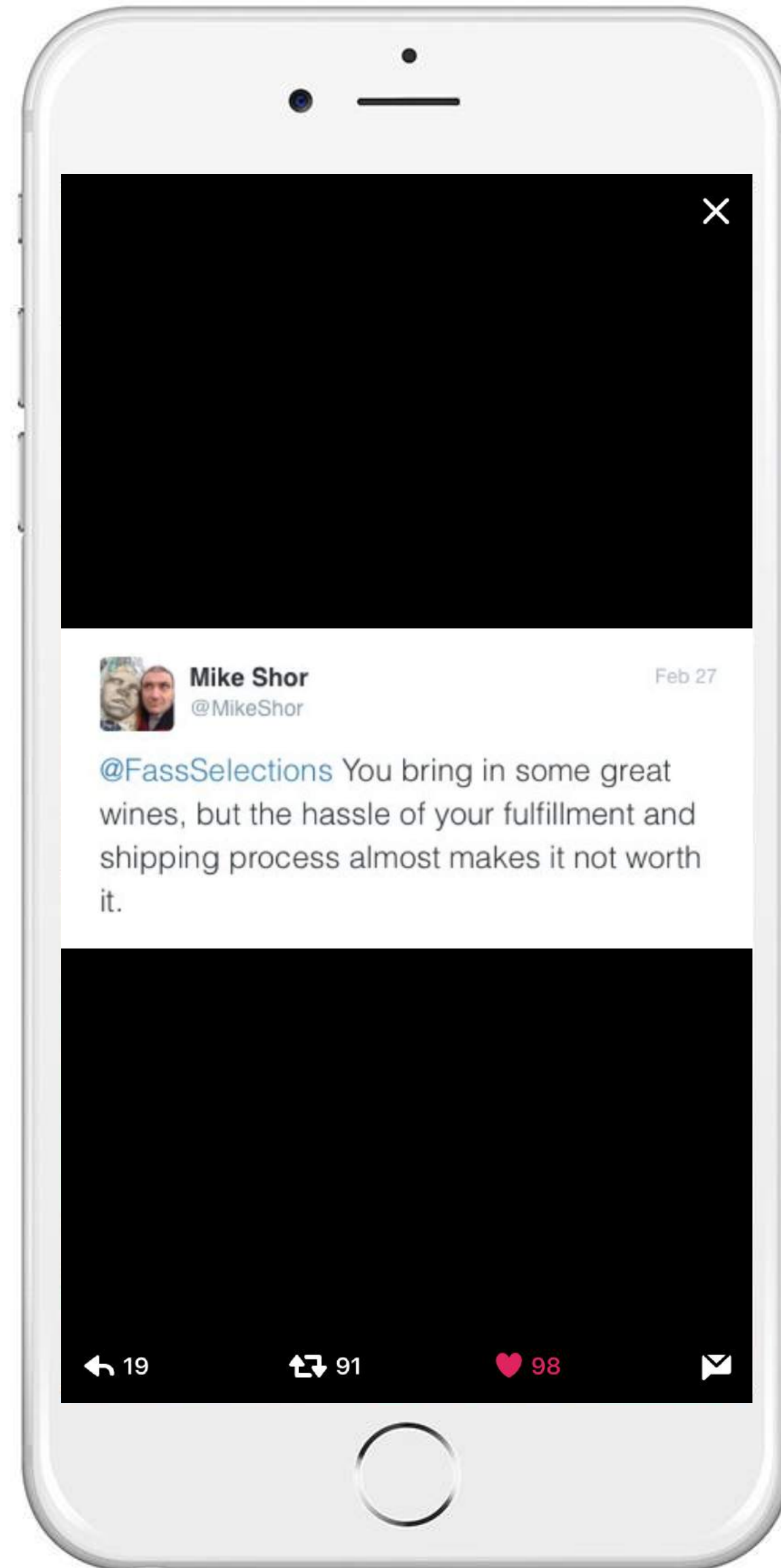
SUBMIT 

Mobile Credit Card Processing

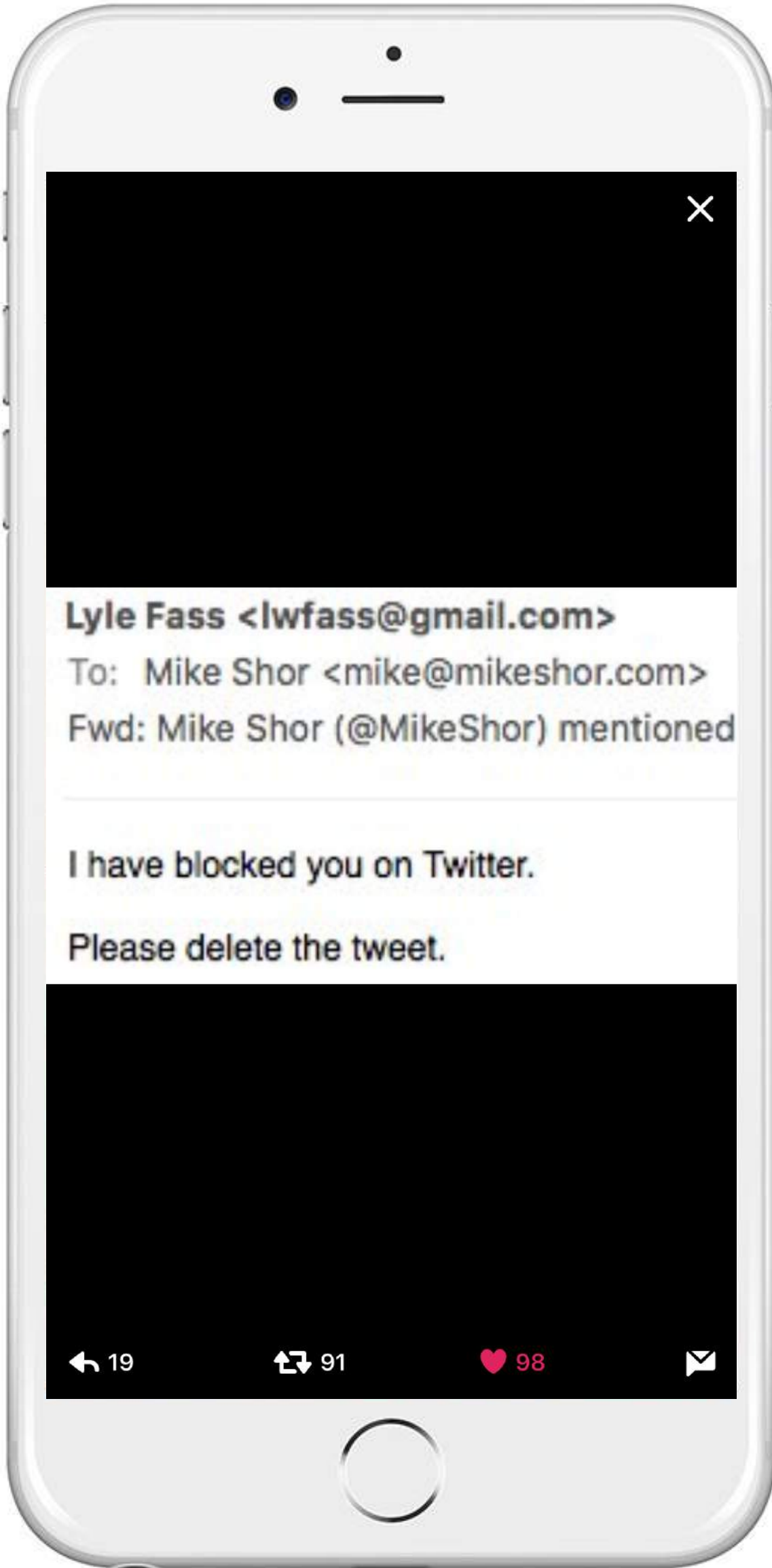
WOULDN'T THE ALTERNATIVE BE BETTER?



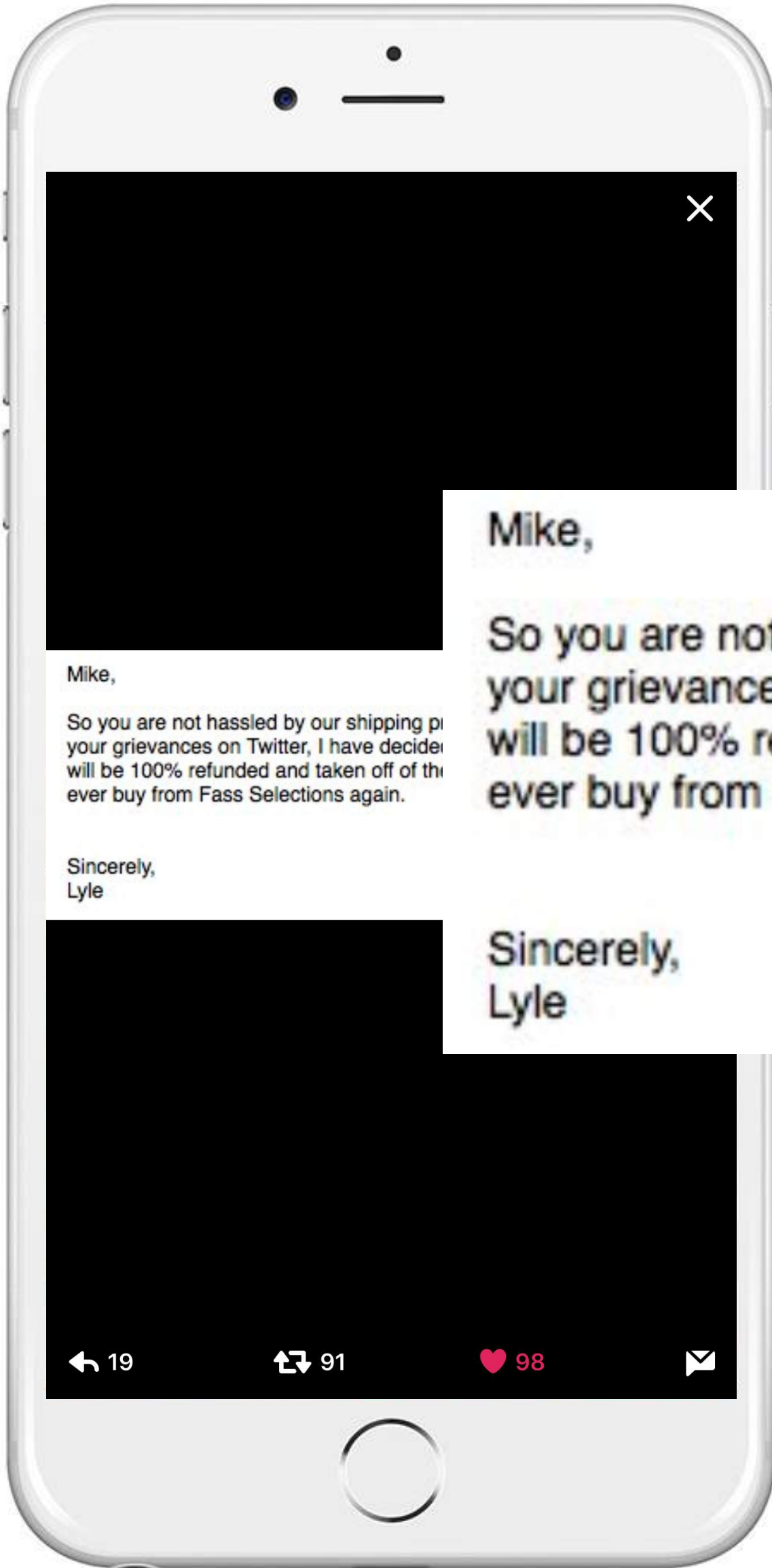
#SCREENSHOT



#SCREENSHOT



#SCREENSHOT

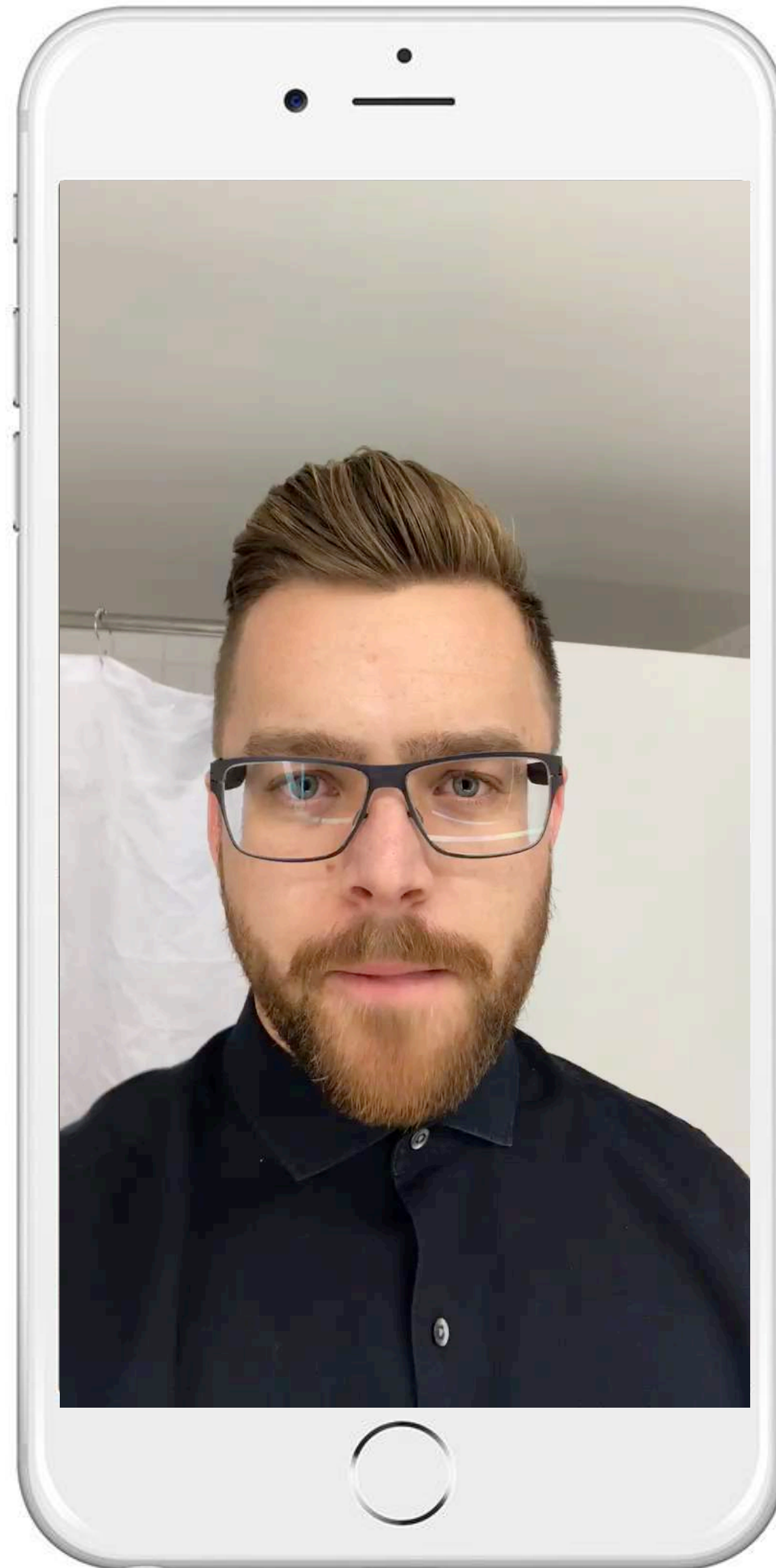


Mike,

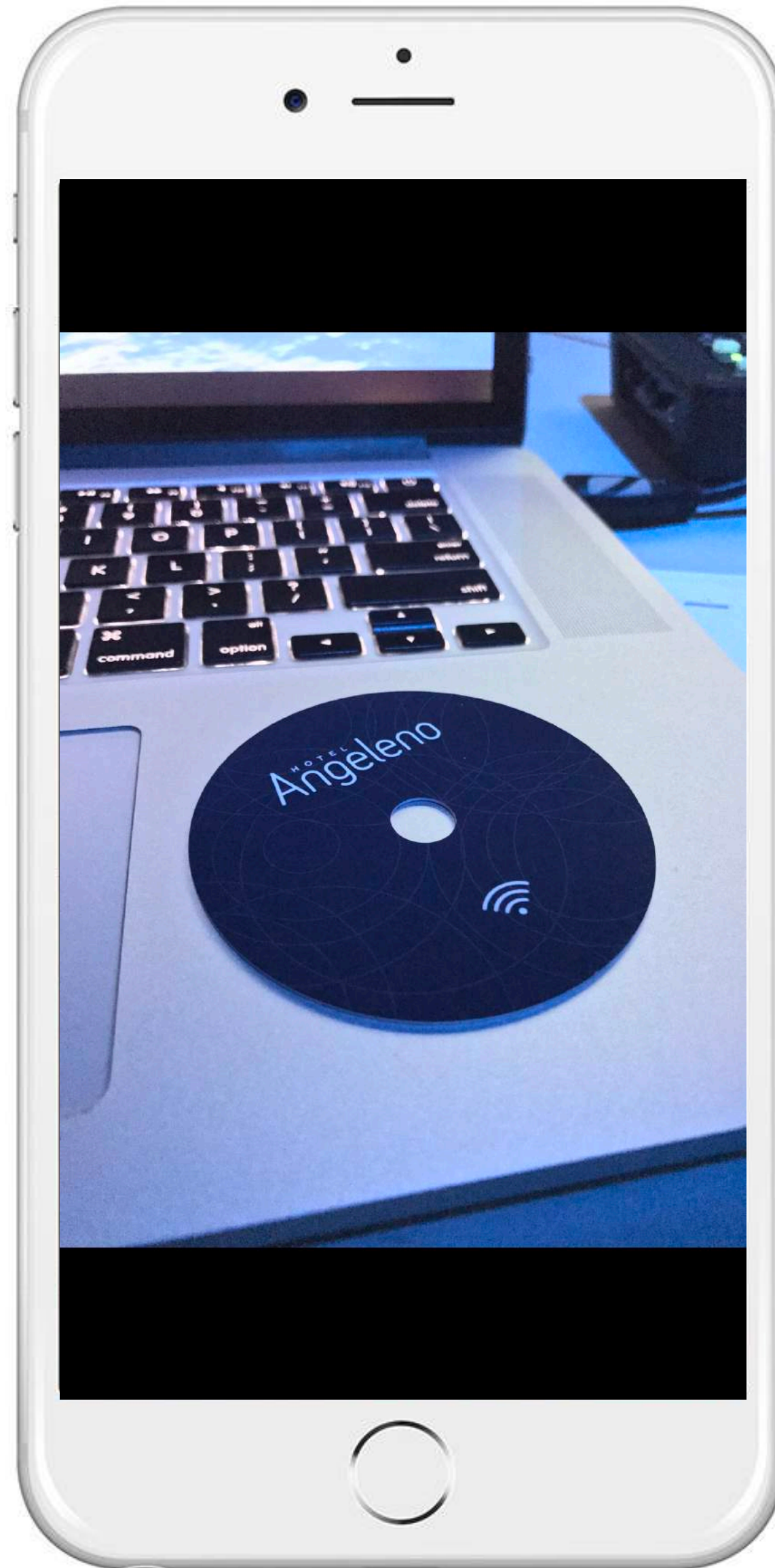
So you are not hassled by our shipping process and decided to air out your grievances on Twitter, I have decided to cancel your order. You will be 100% refunded and taken off of the list and not allowed to ever buy from Fass Selections again.

Sincerely,
Lyle

THINK DIFFERENT?!?!?



WHY? PLEASE TELL ME WHY?



COLONOSCOPY > OPENING THIS PACKAGE



**AND, DO YOU KNOW
WHAT EVERYONE DOES WHEN
THEY HAVE THESE EXPERIENCES?**

SHOW EM, BEY.





NO.

BUT, HOW DO WE CHANGE?

A close-up, portrait-oriented photograph of a woman with long, straight blonde hair. She is looking directly at the camera with a neutral expression. The background is a blurred outdoor setting, possibly a street or parking lot, with a white car and some greenery visible. The lighting is bright, suggesting daylight.

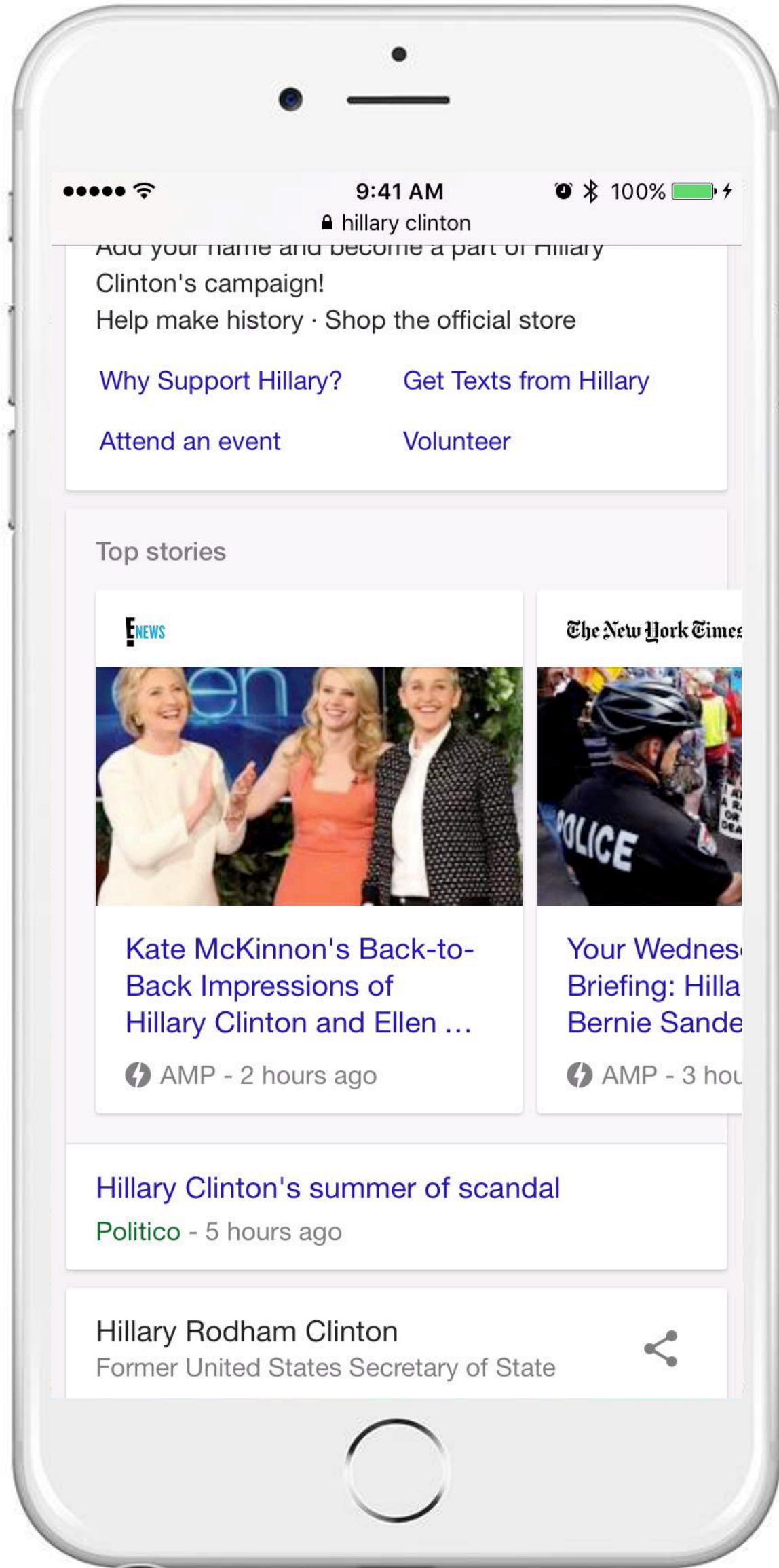
YOU READY?



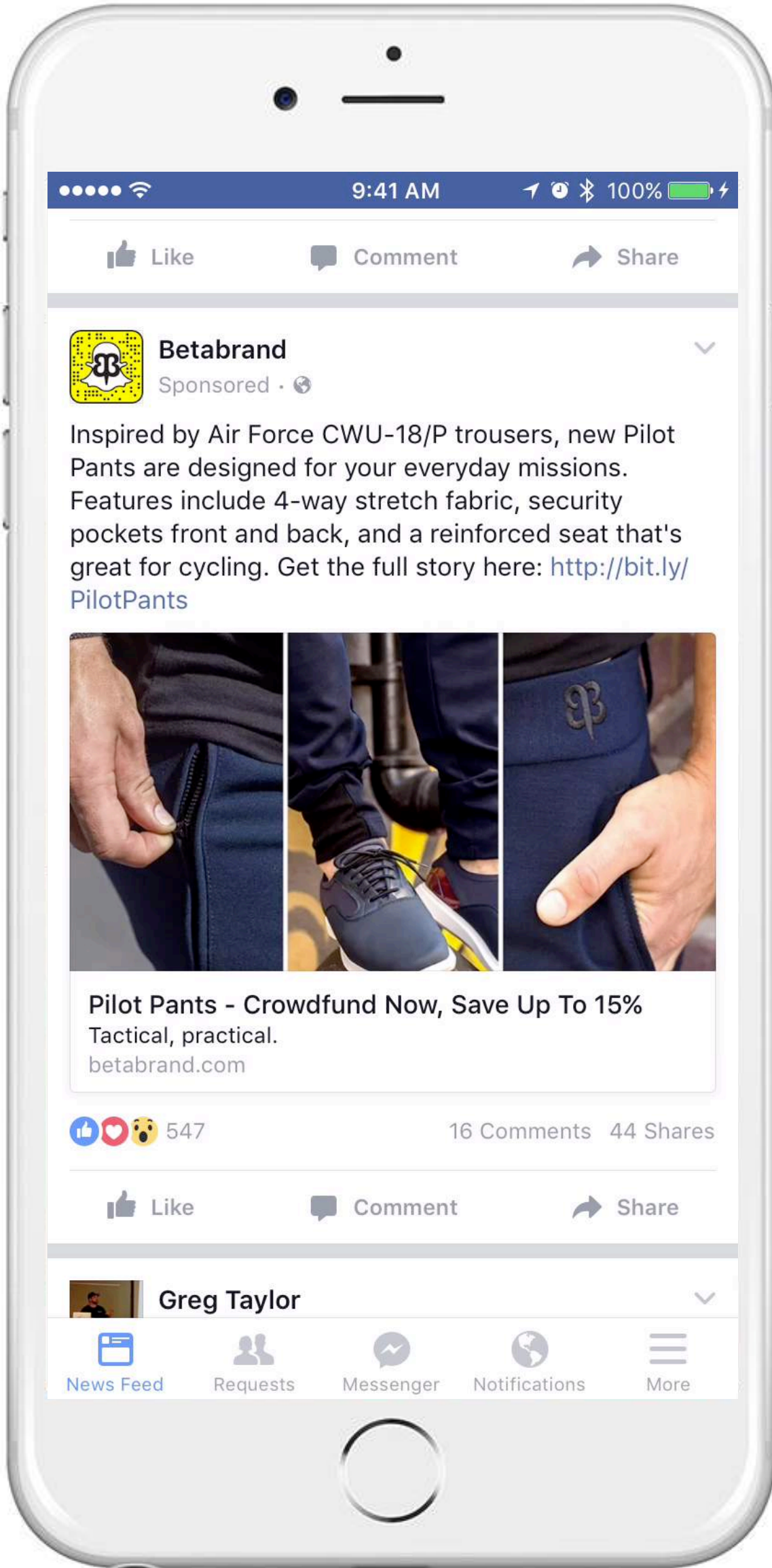
SLAY, ALL THE TIME.

Do ~~better~~ the best you can for the medium.

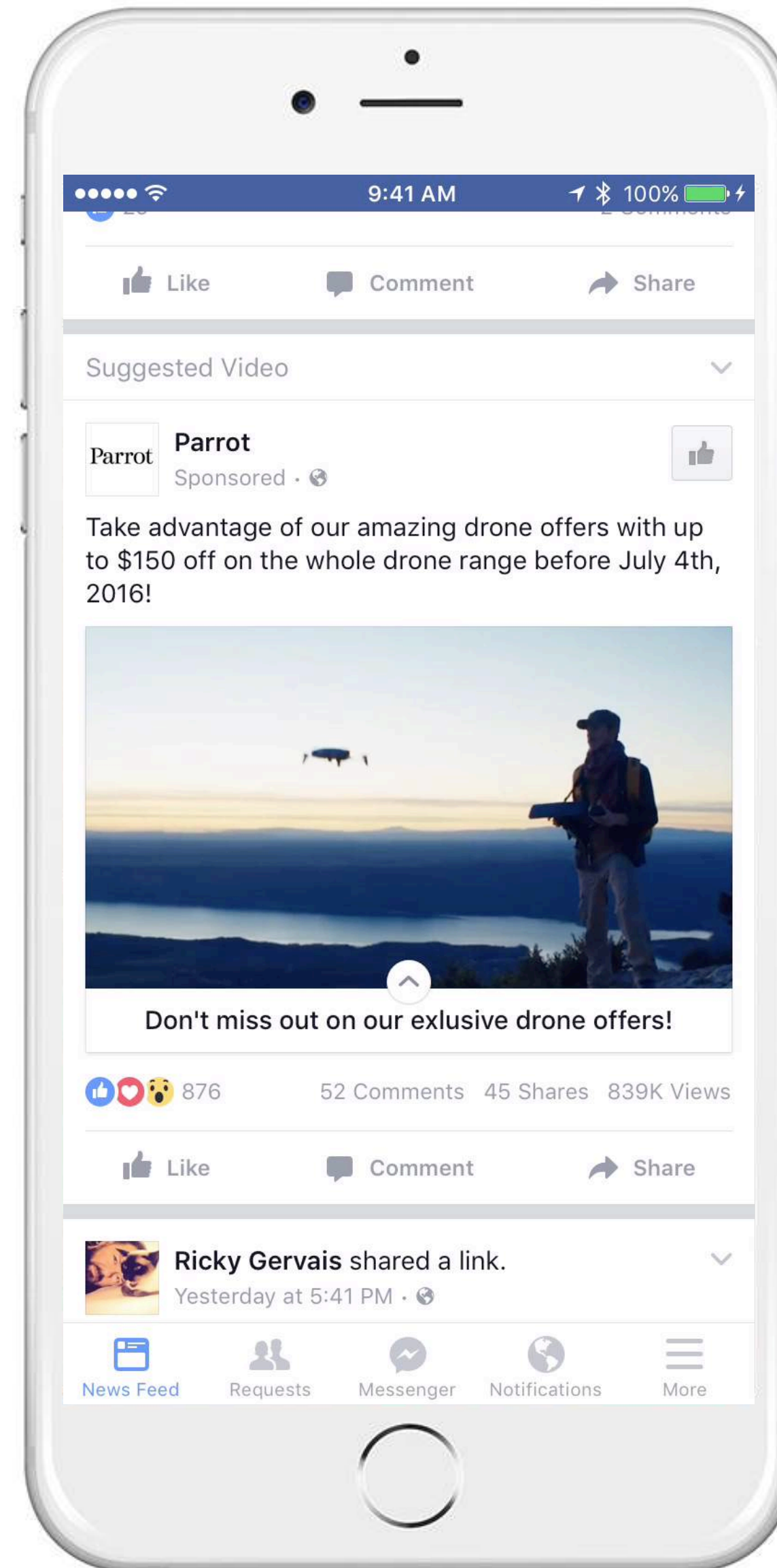
CONTENT WHERE THEY ARE



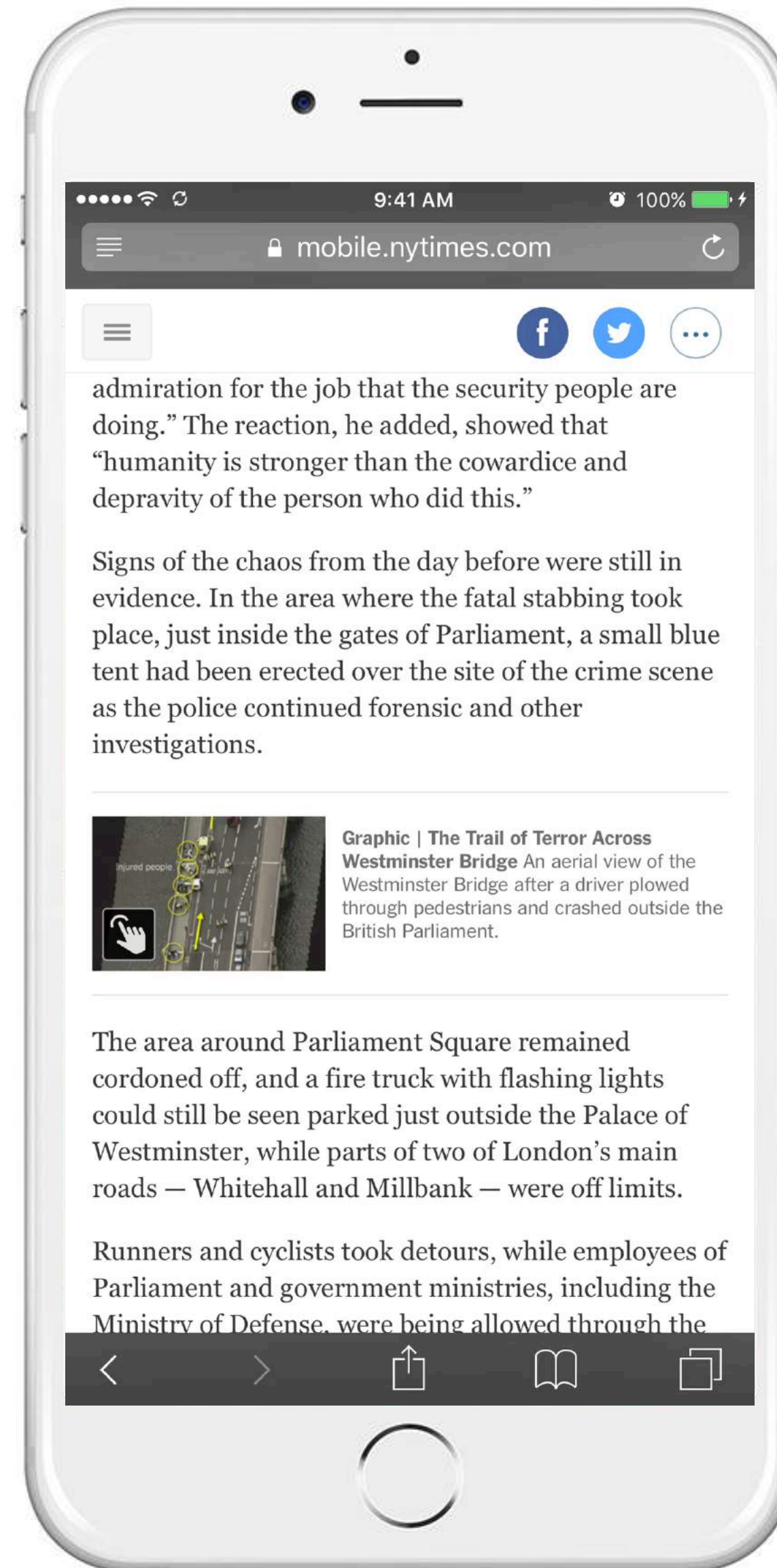
BE WHERE THEY HAPPEN TO BE



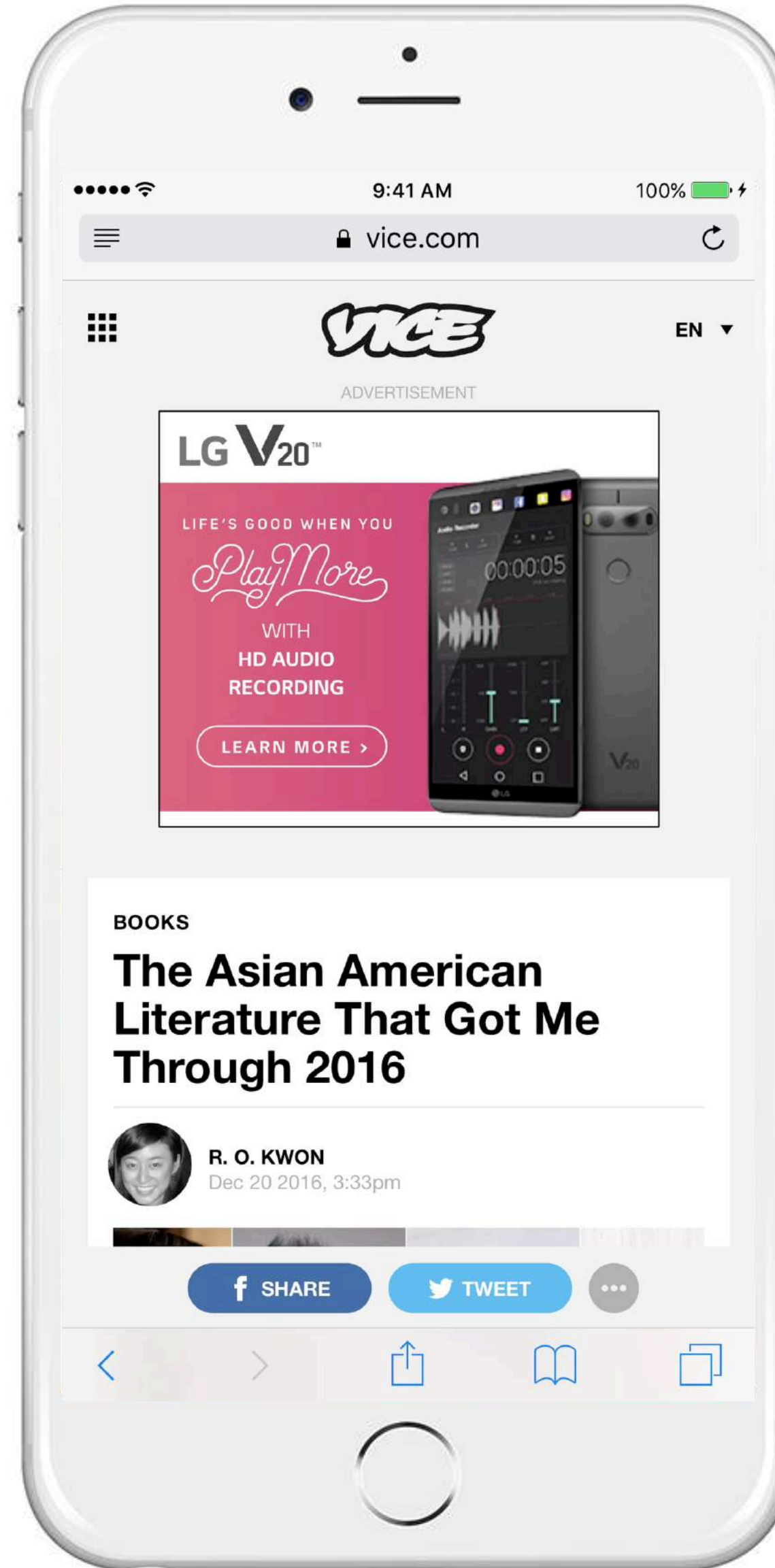
NATIVE ALWAYS



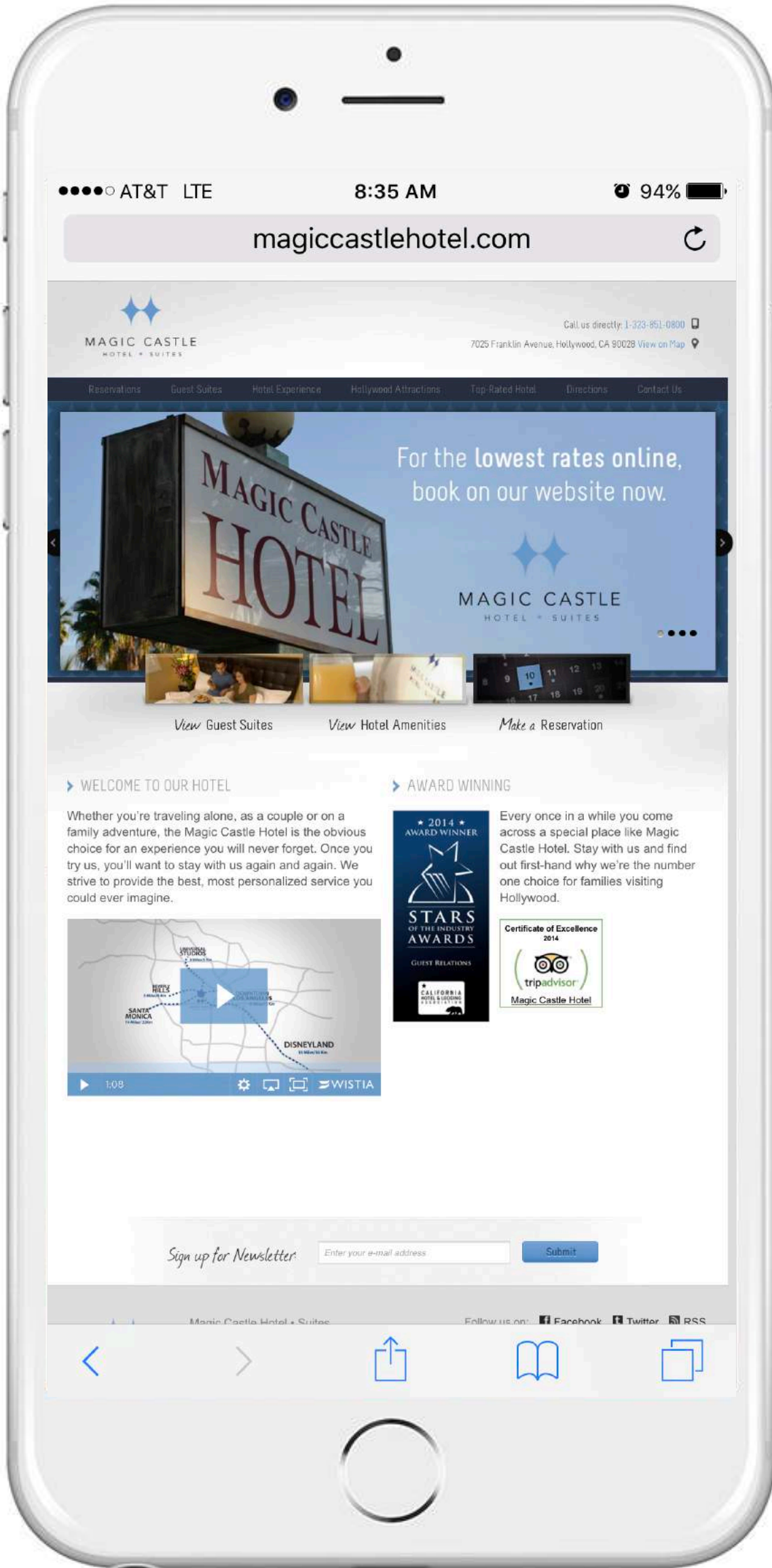
DO DISPLAY DIFFERENTLY



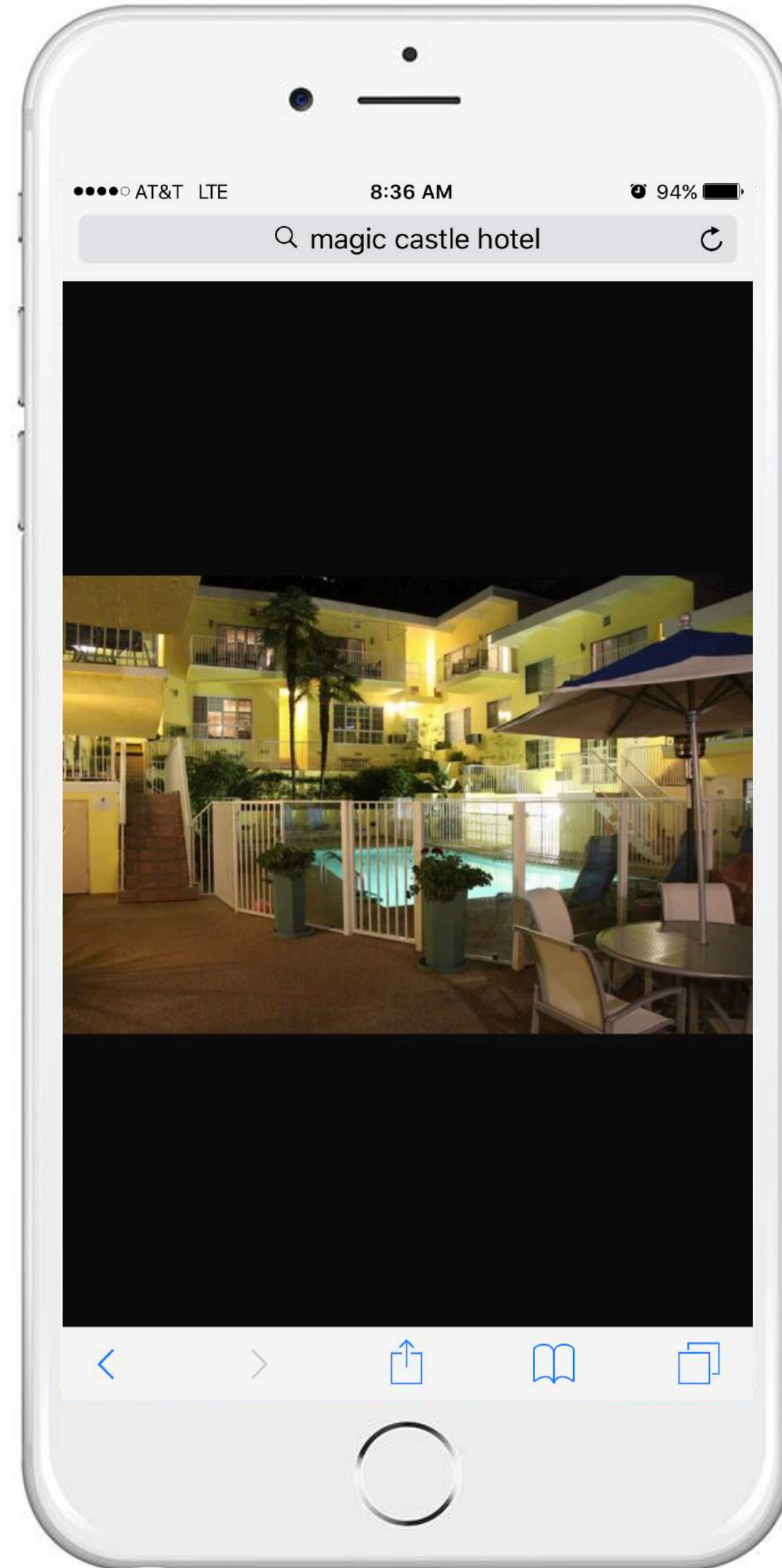
LEVERAGE THE CONTEXT



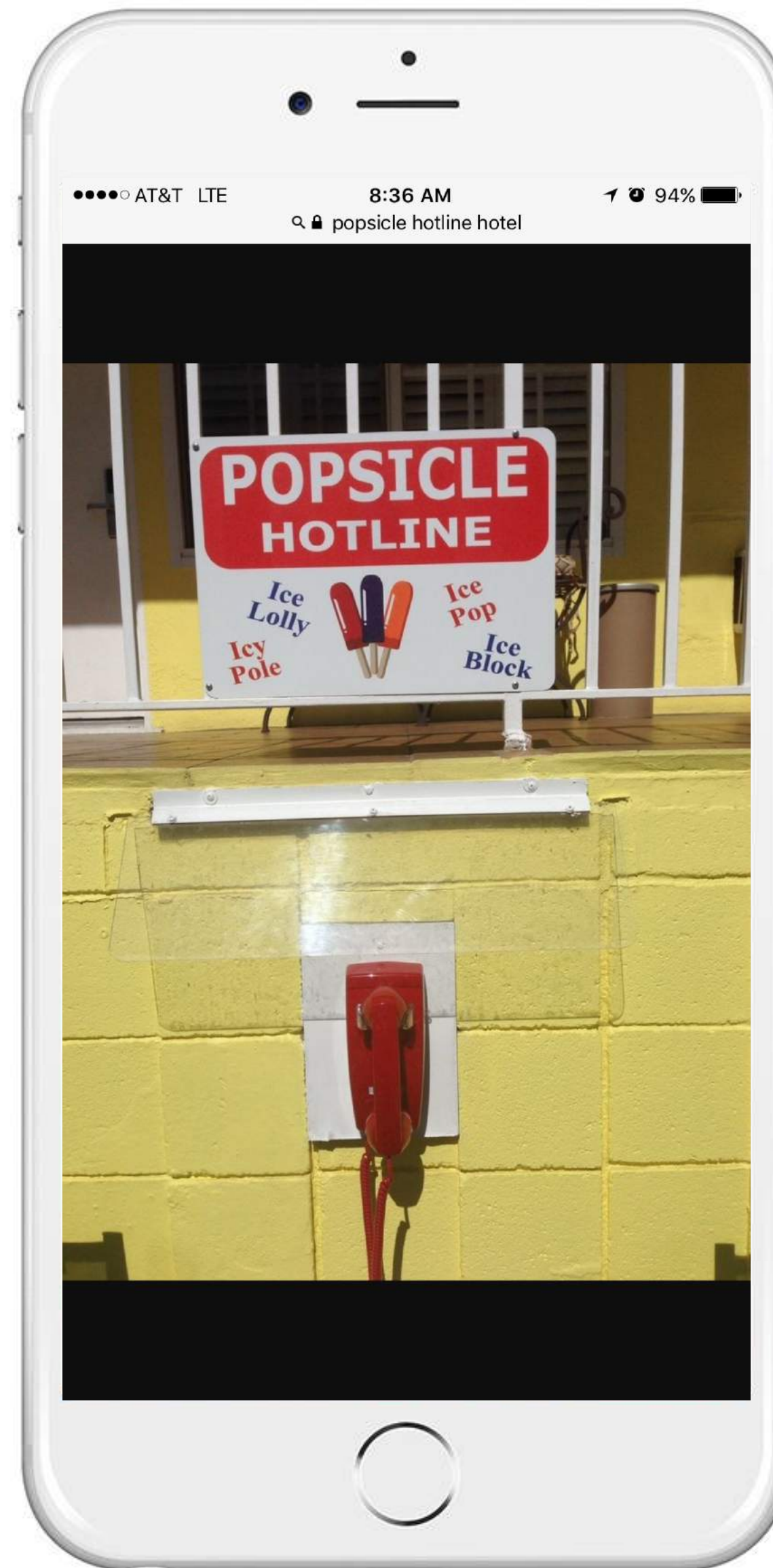
RIDICULOUS CUSTOMER EXPERIENCE



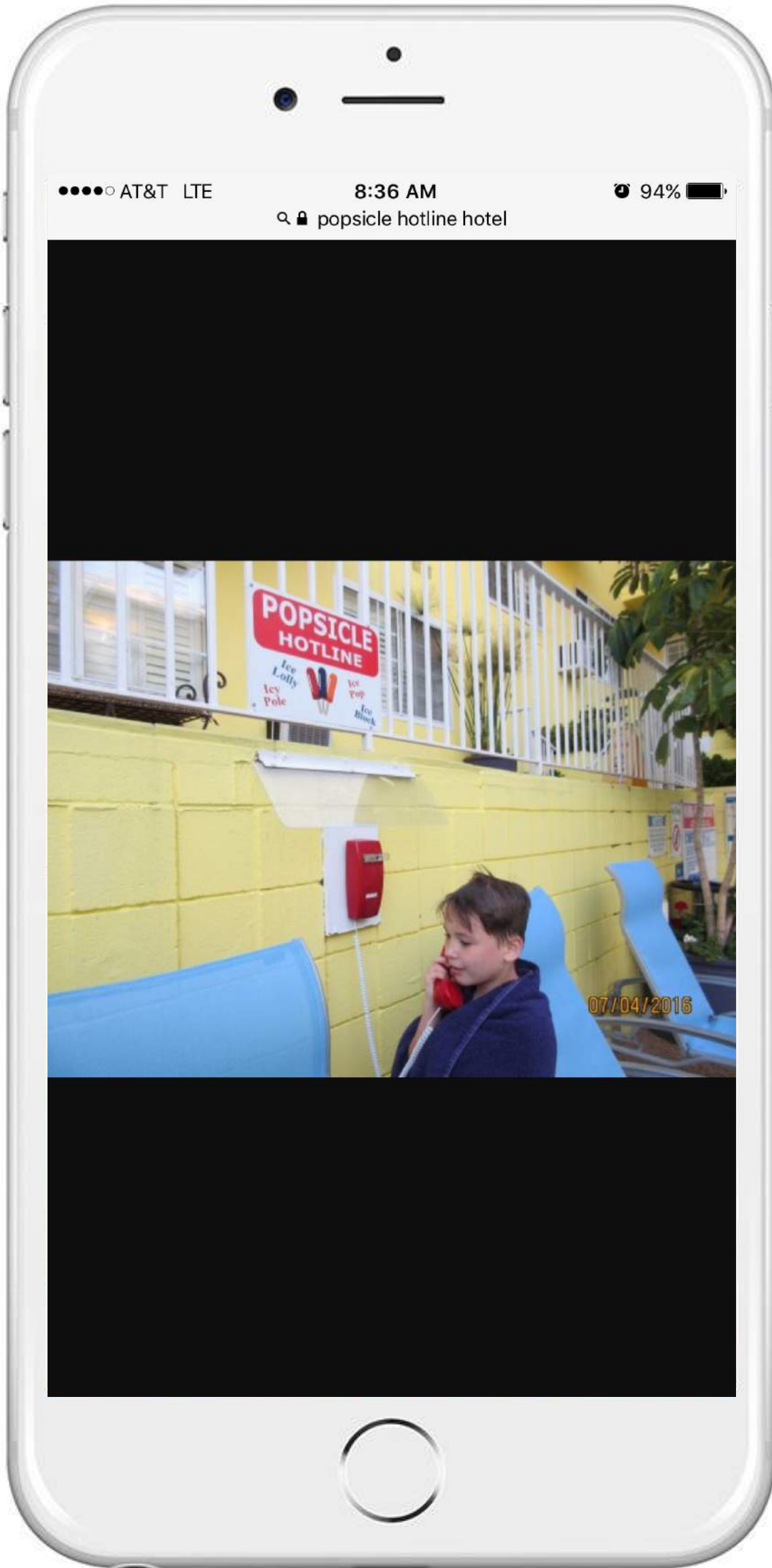
RIDICULOUS CUSTOMER EXPERIENCE



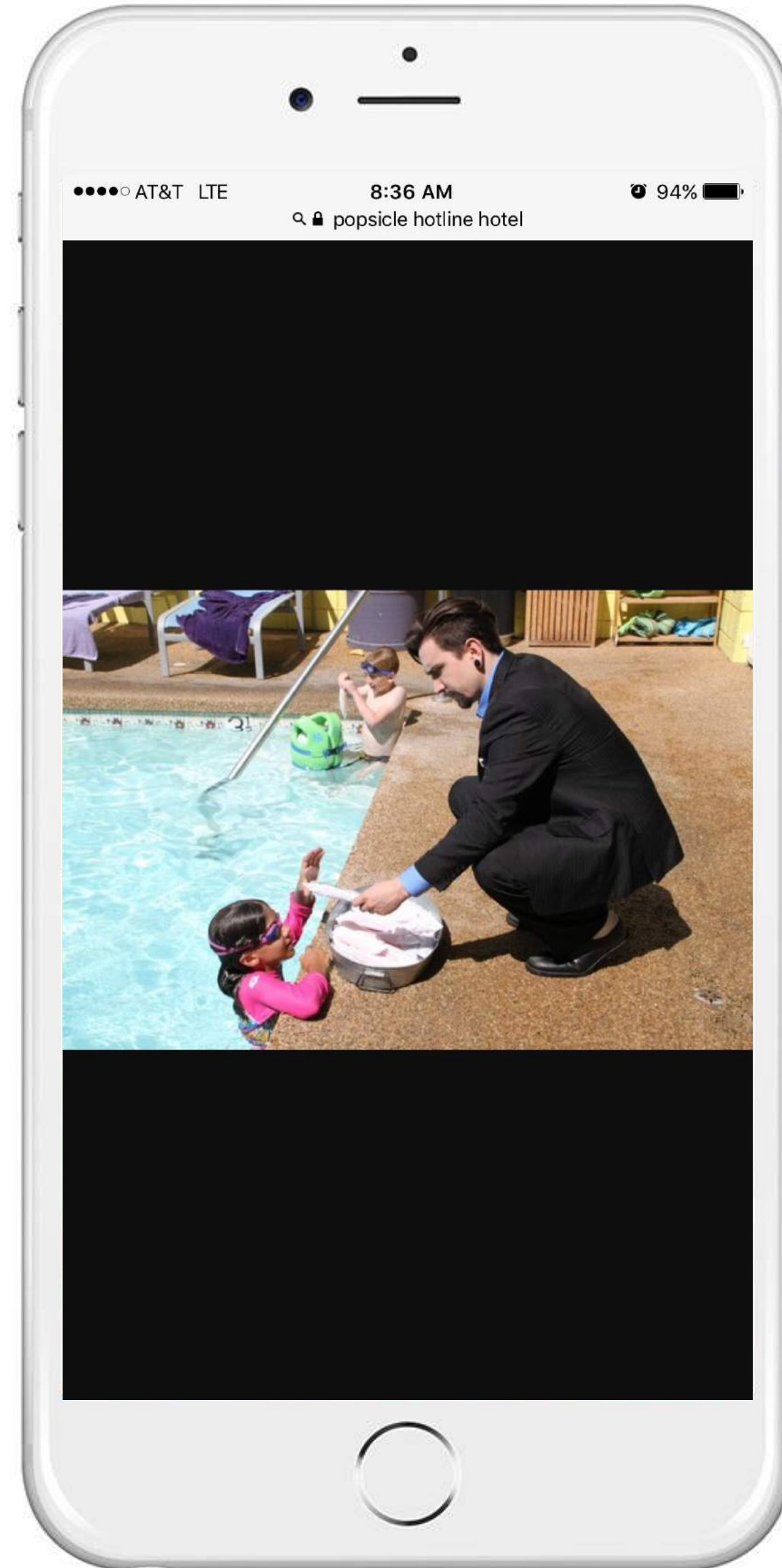
RIDICULOUS CUSTOMER EXPERIENCE



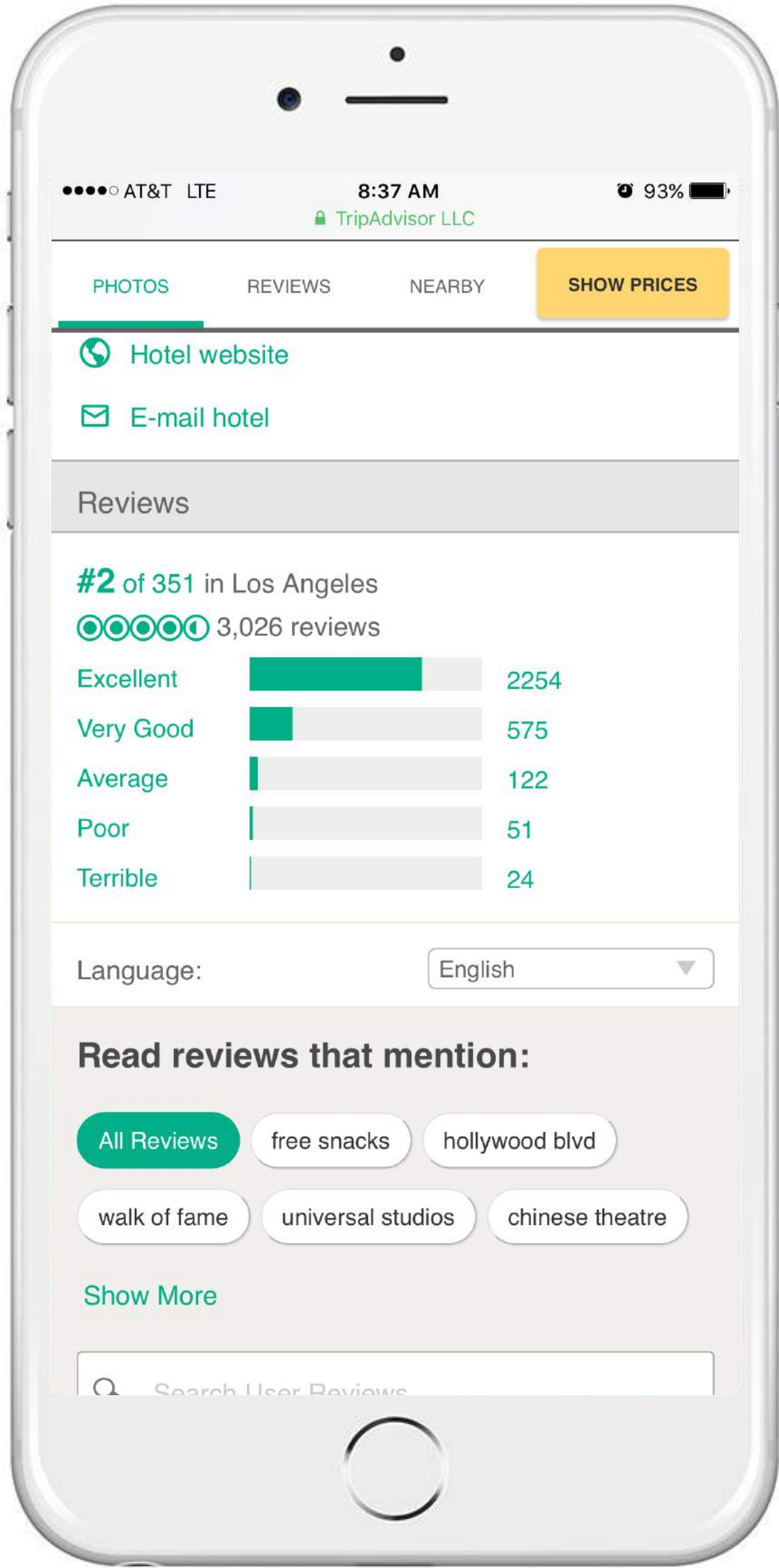
RIDICULOUS CUSTOMER EXPERIENCE



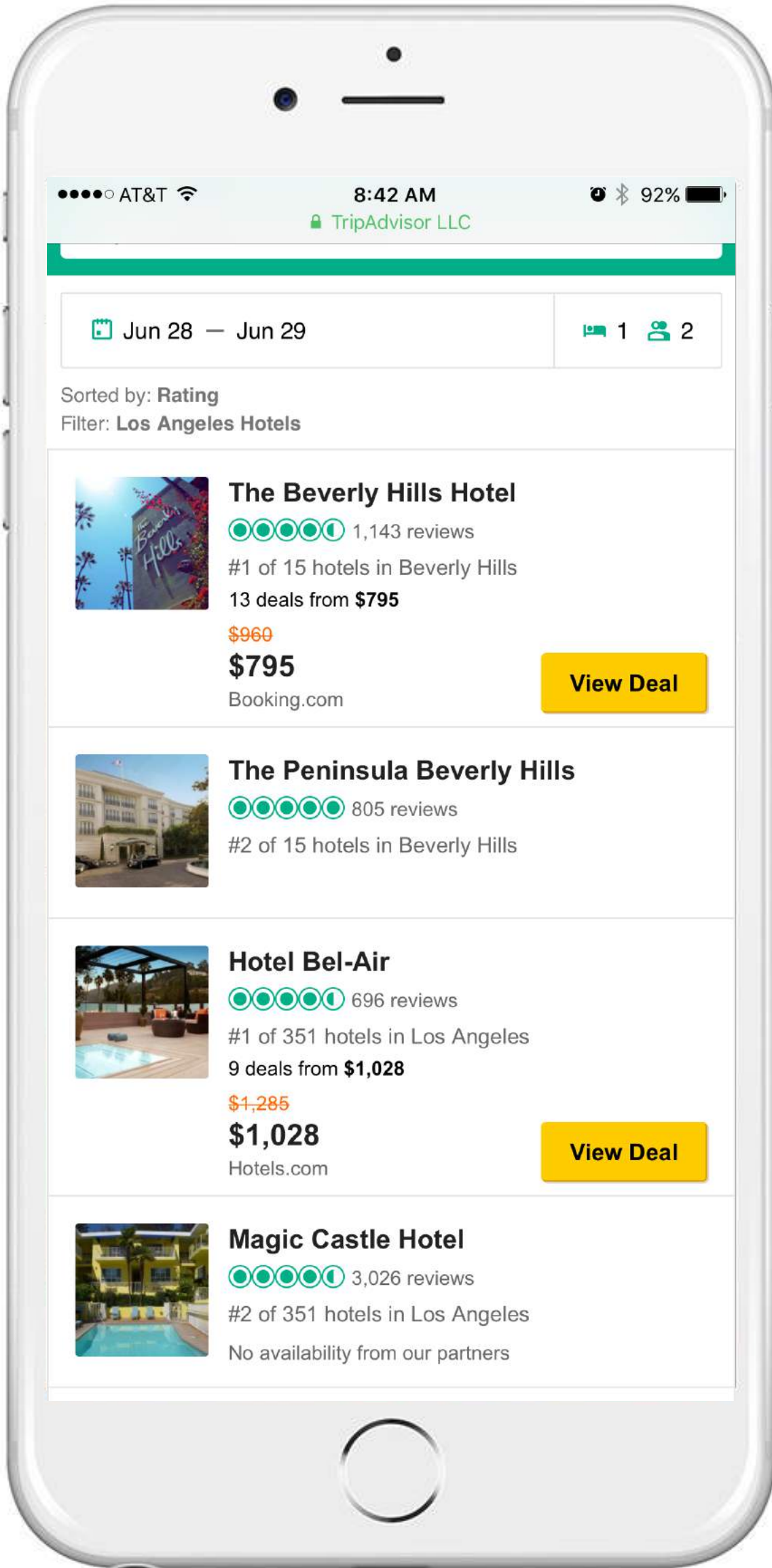
RIDICULOUS CUSTOMER EXPERIENCE



RIDICULOUS CUSTOMER EXPERIENCE

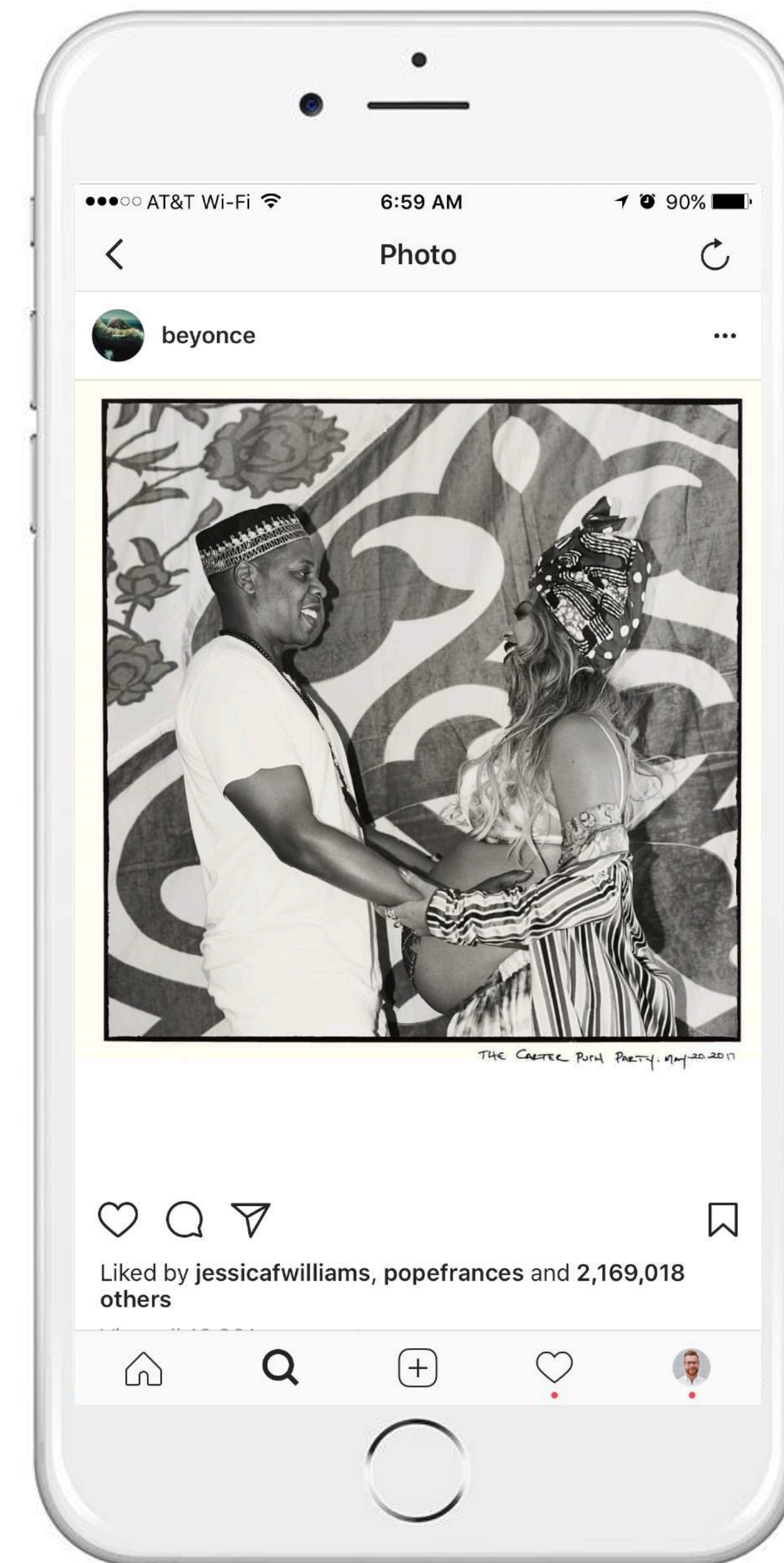
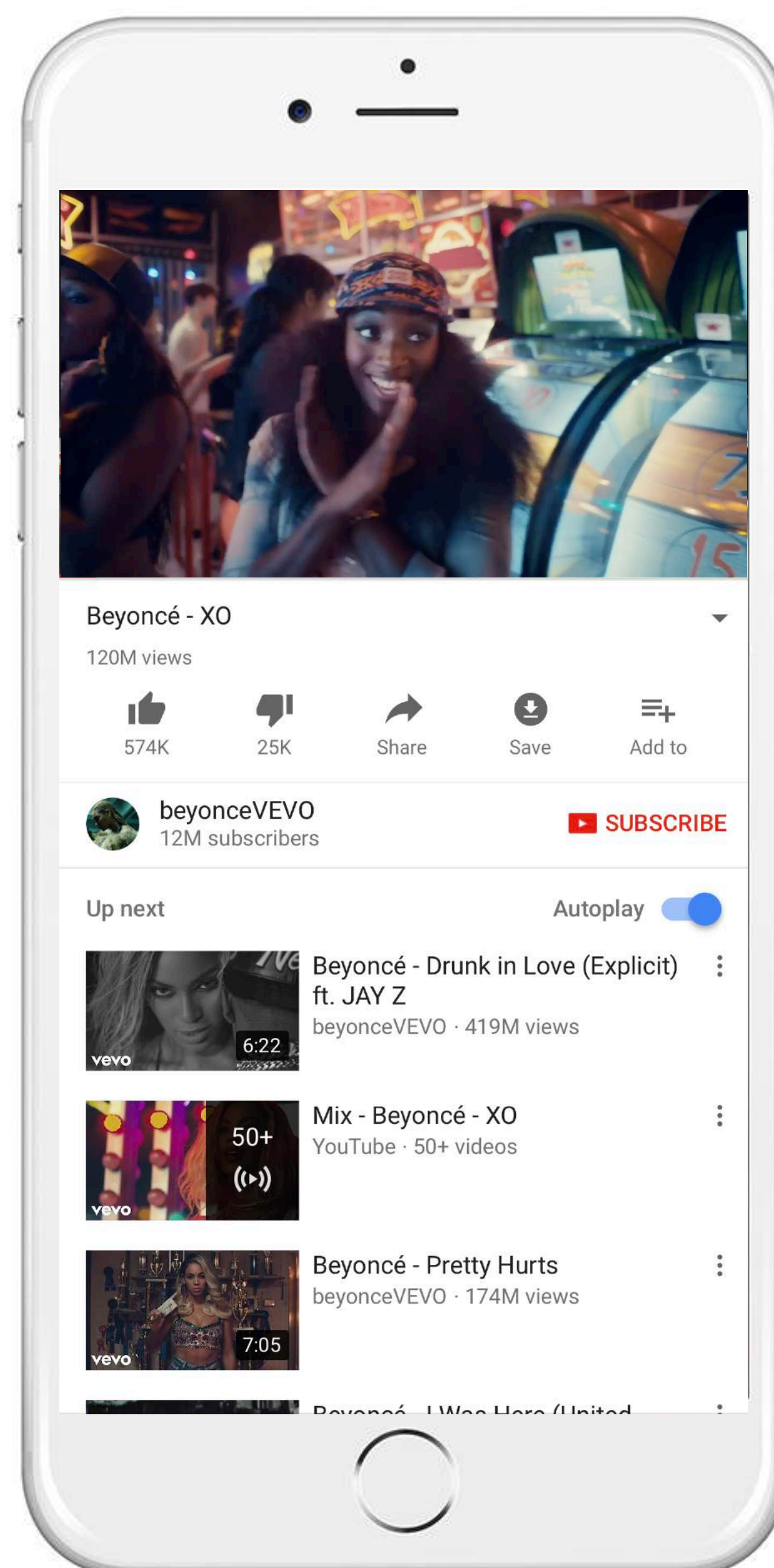


RIDICULOUS CUSTOMER EXPERIENCE



SLAY, ALL THE TIME.

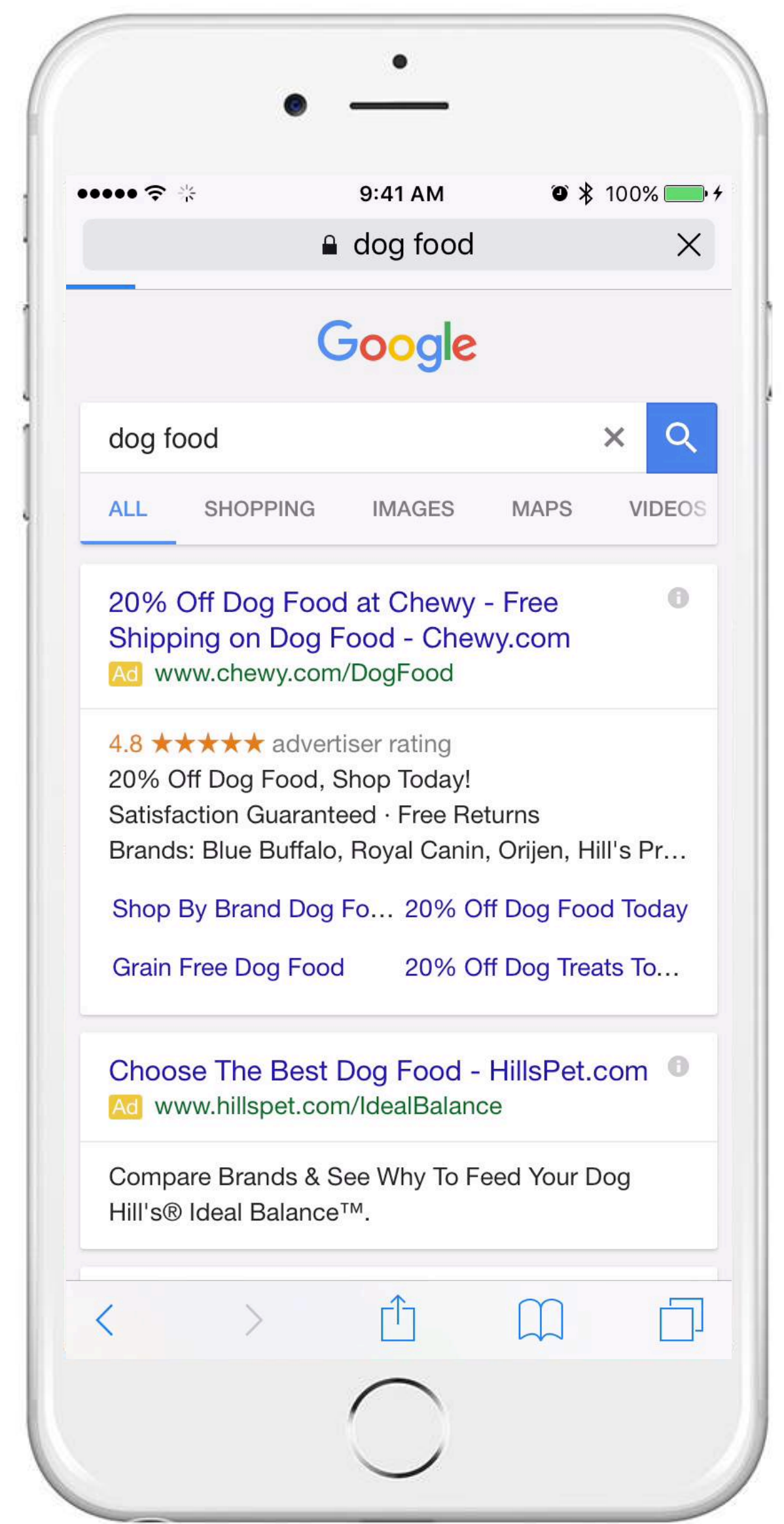
Do ~~better~~ the best you can for the medium.



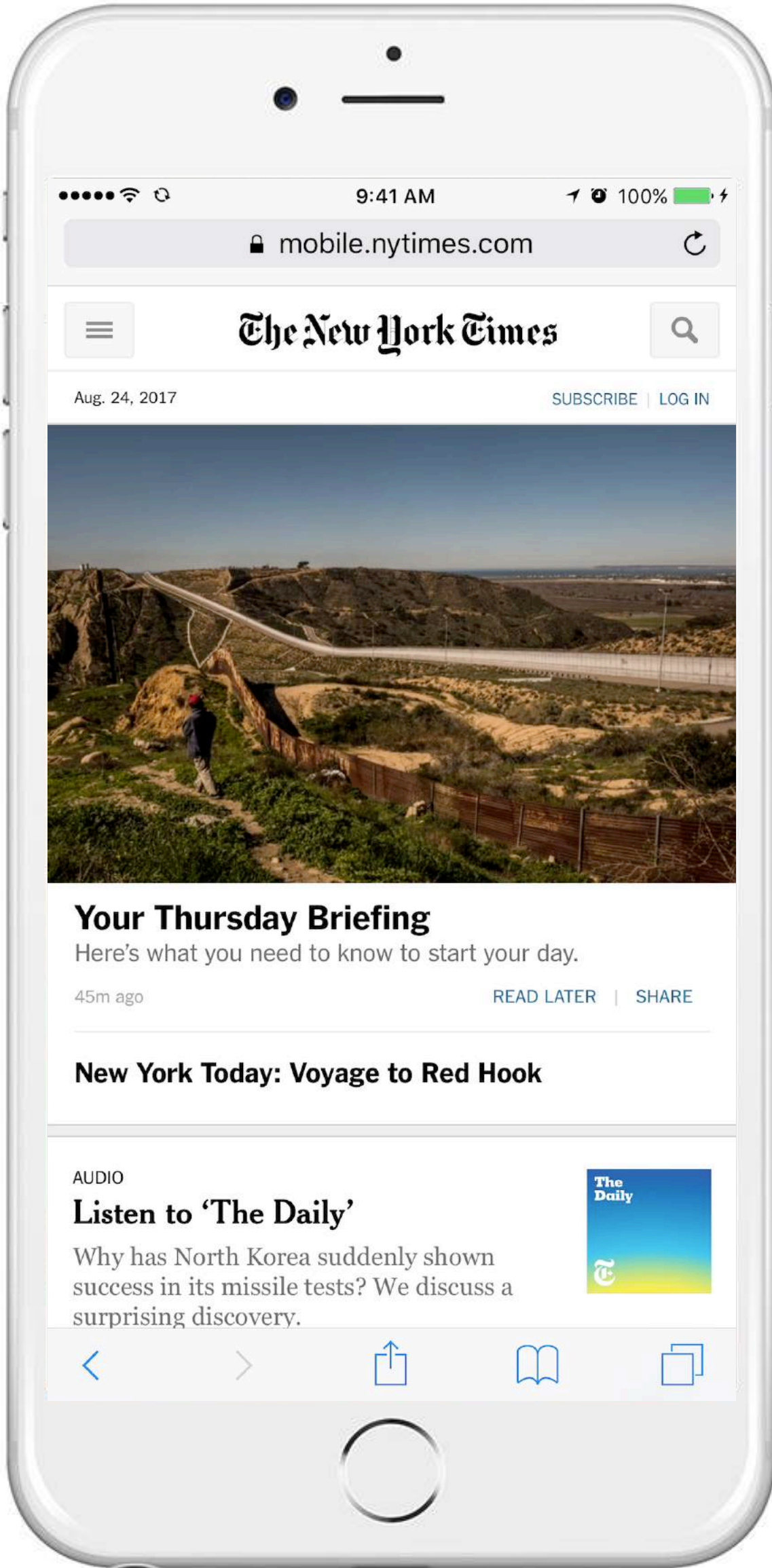
BE CLOSE TO US.

You make it easy to connect with you.

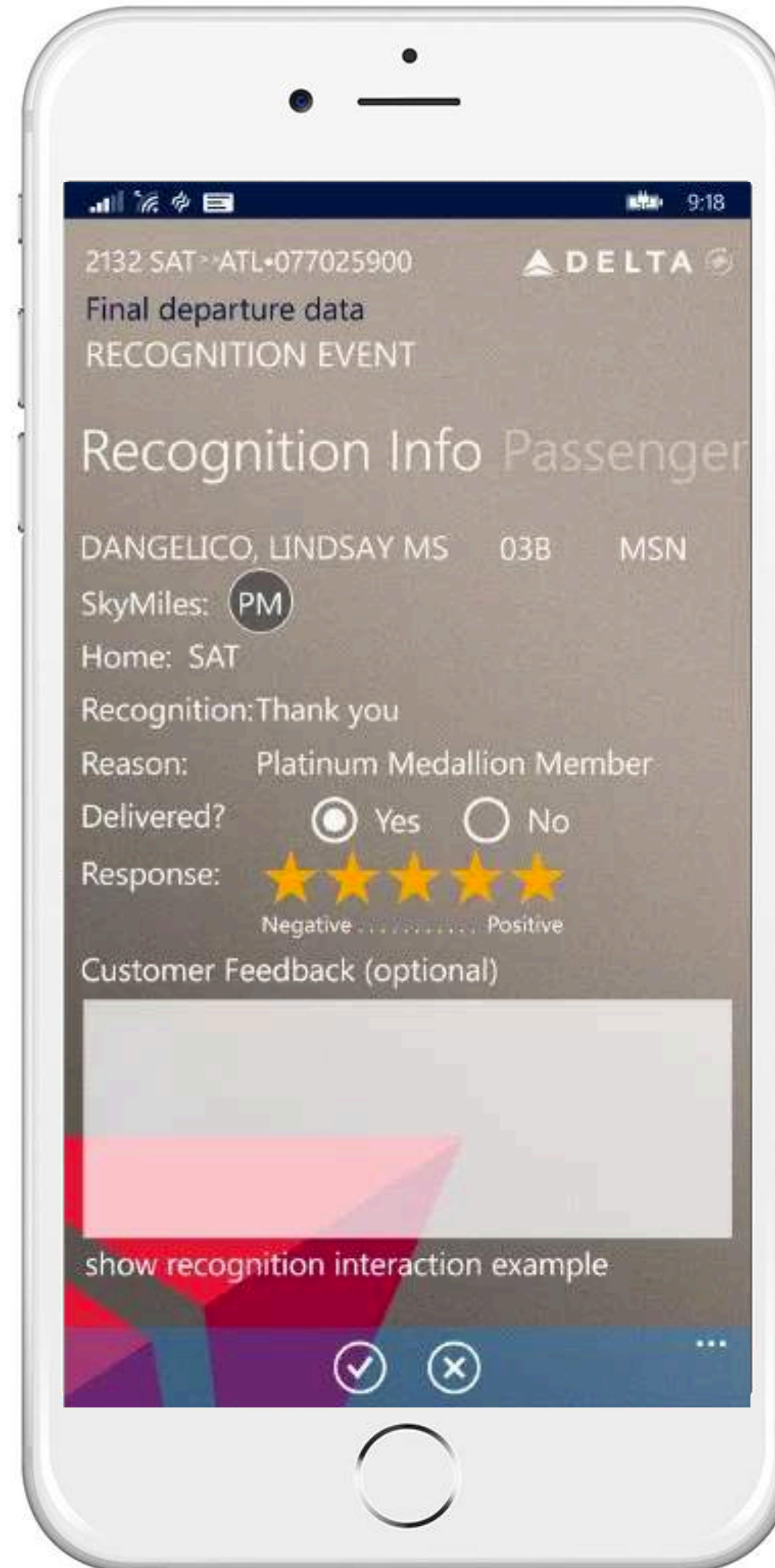
DON'T MAKE ME WORK HARD TO FIND YOU



SHOW ME THE MONEY



KNOW THY LOVERS



KNOW THY LOVERS



2132 SAT→ATL•077025900 DELTA

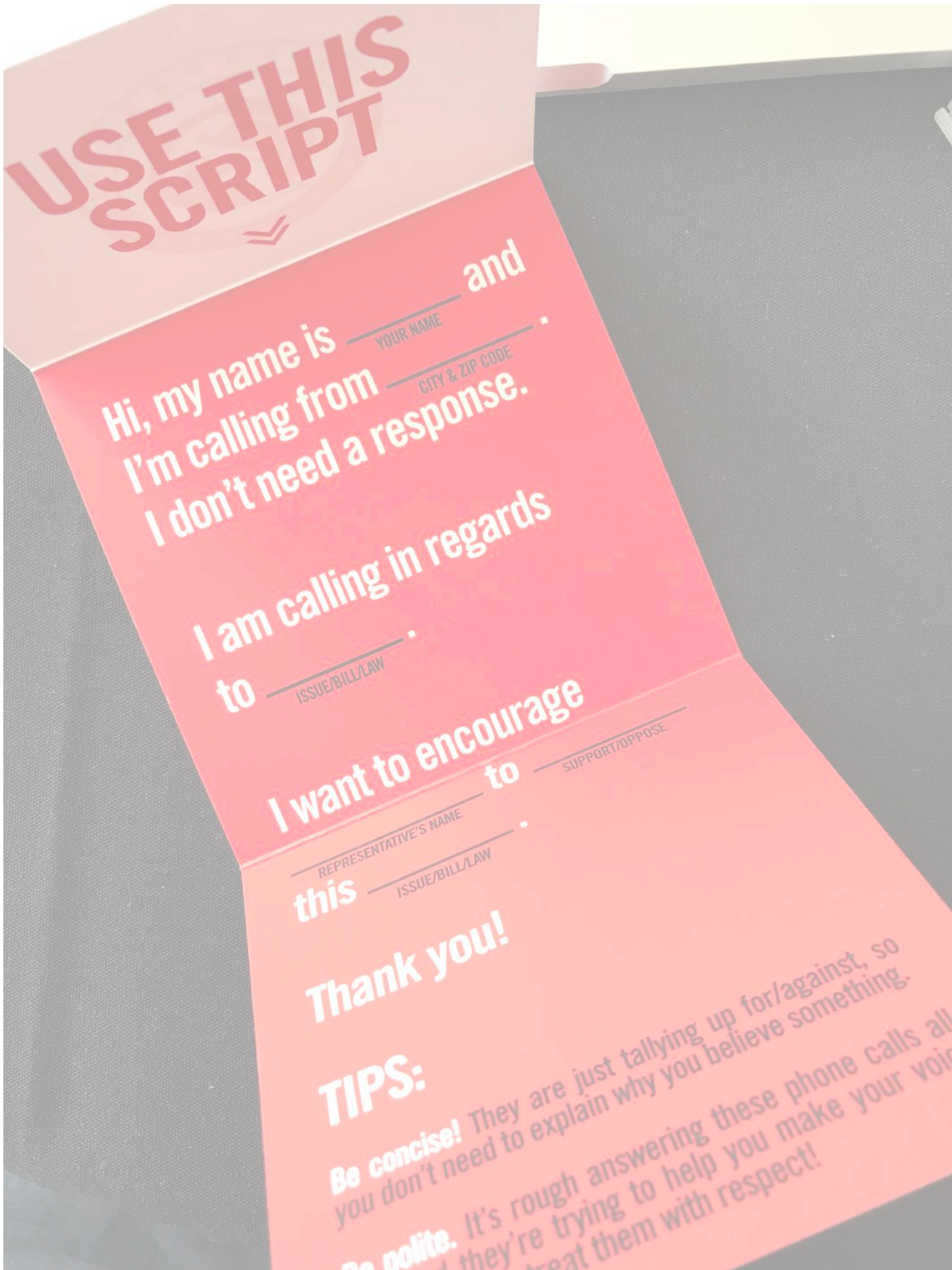
Final departure data

PASSENGER CONNECTIONS

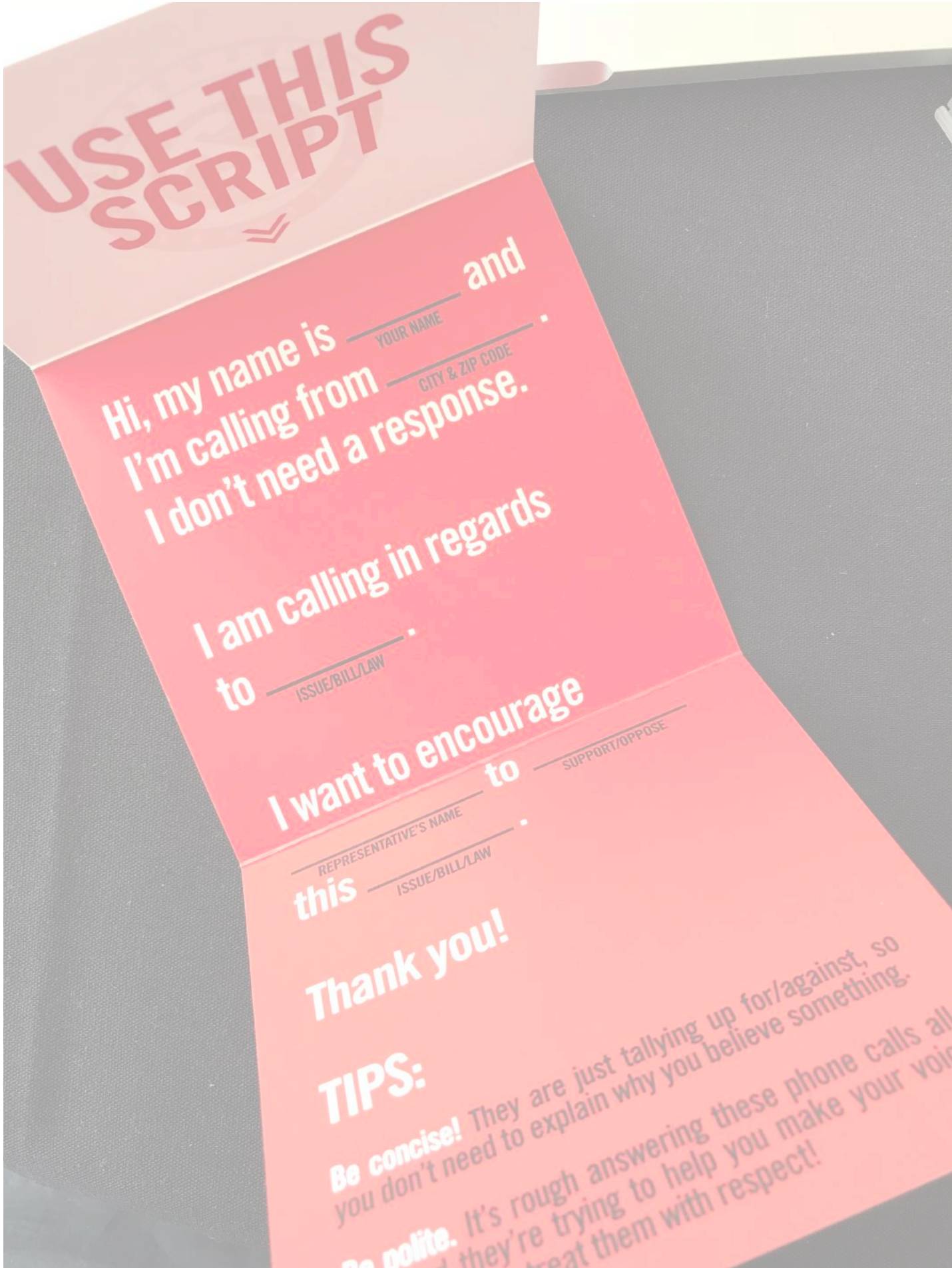
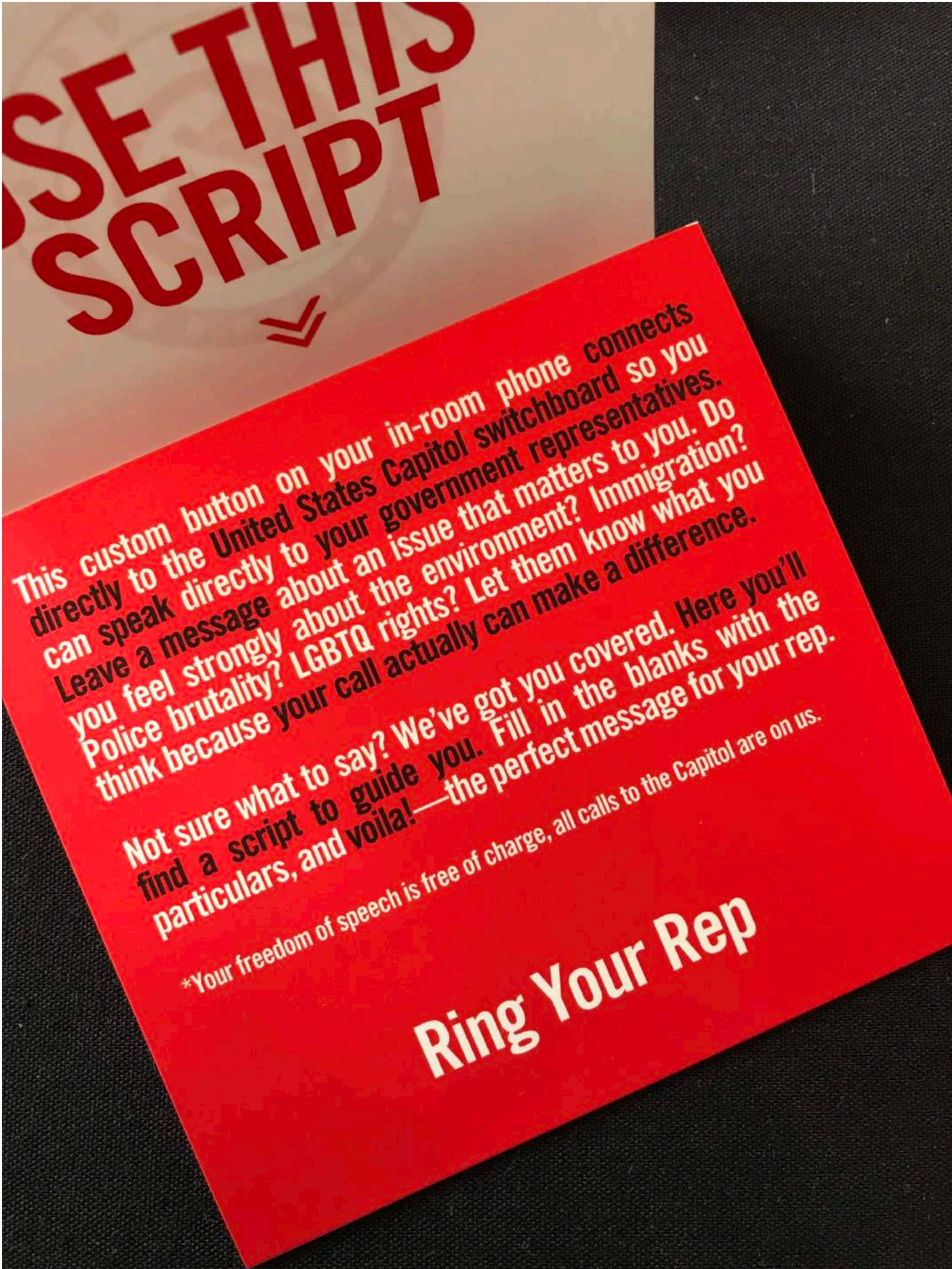
ETA: 17:01 Arr. Gate: B25 Bag Claim: 6

DEST	FLIGHT	GATE	SCHED	ETD	LAYOVER
↕	↕	↕	↕	↕	↑
CHO	4633	D15	16:43		-18m
FAY	3395	D44	16:59		-2m
MSY	1277	A02	17:00		-1m
BDL	2493	B06	17:00		-1m
MKE	1663	B13	17:02		1m
CSG	4182	D24	17:07		6m
RSW	1226	A12	17:15		14m
IAD	1442	B04	17:20		19m
RIC	1198	D06	17:20		19m
JFK	775	A26	17:24		23m
MEM	2067	C55	17:25		24m
CDG	8517	F03	17:25		24m
DCA	2909	A10	17:30		29m

CONNECT US TO OUR CAUSES



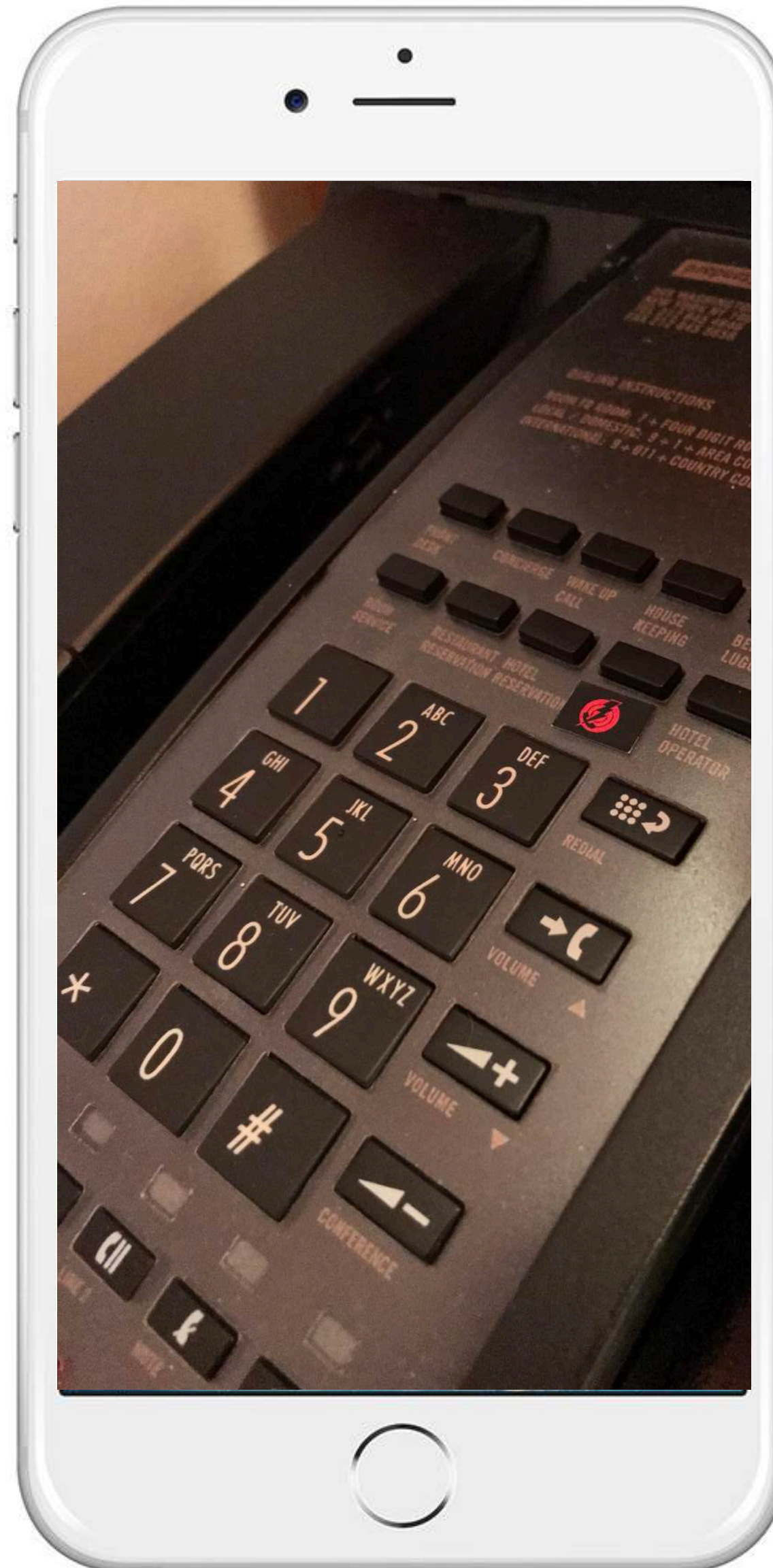
CONNECT US TO OUR CAUSES



CONNECT US TO OUR CAUSES



CONNECT US TO OUR CAUSES



WE LOVE STORIES ABOUT US



BE CLOSE TO US.

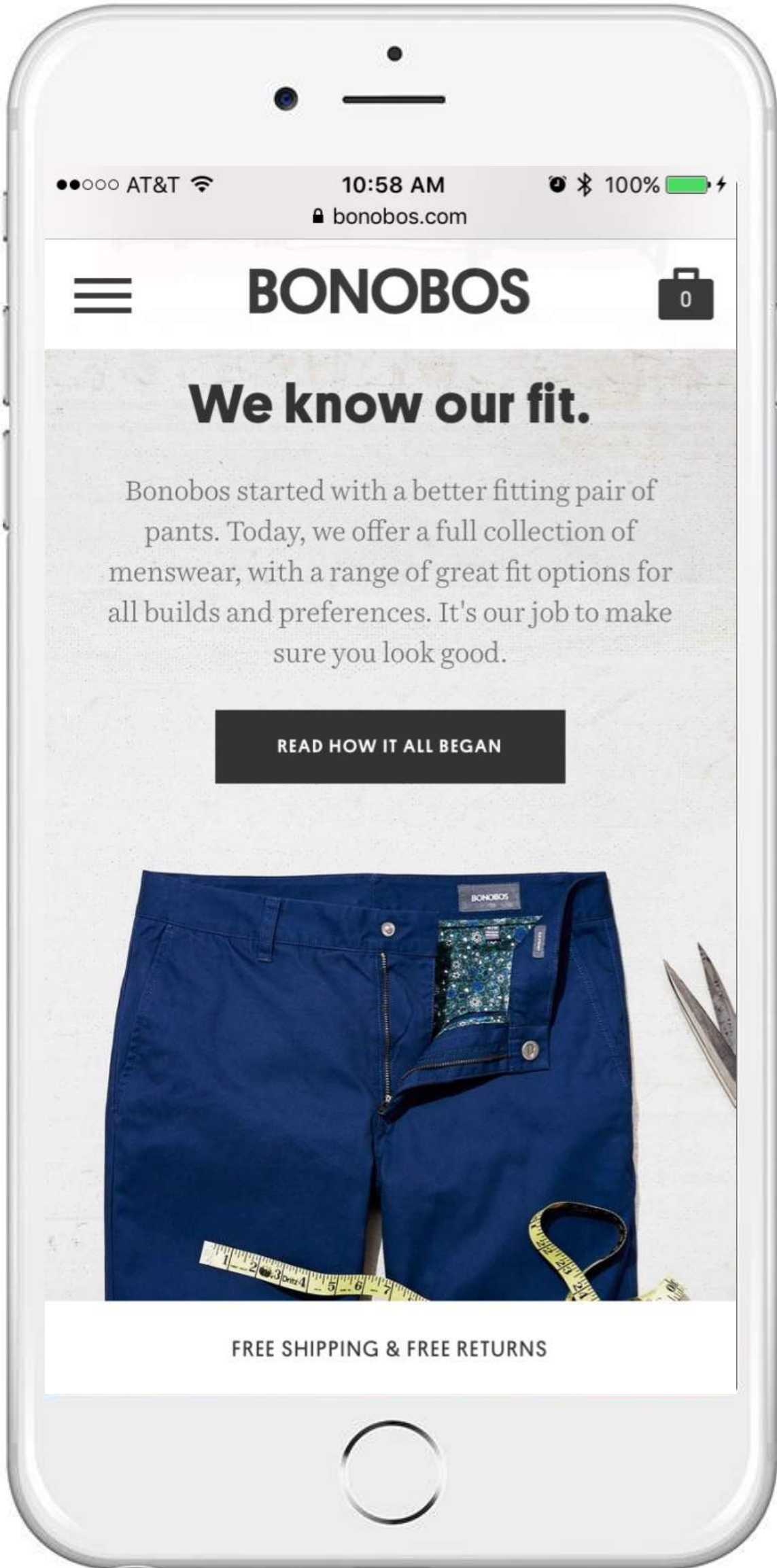
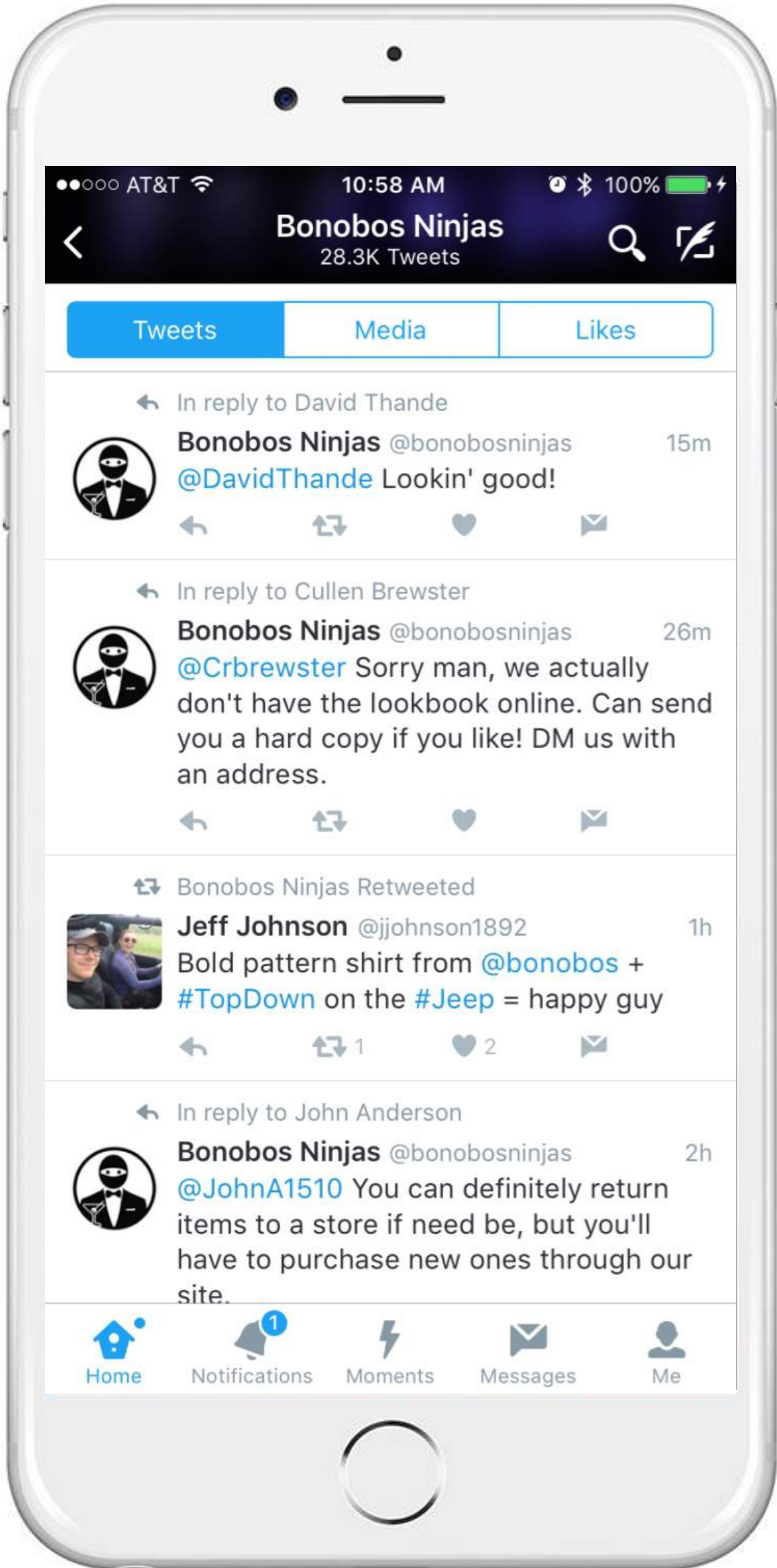
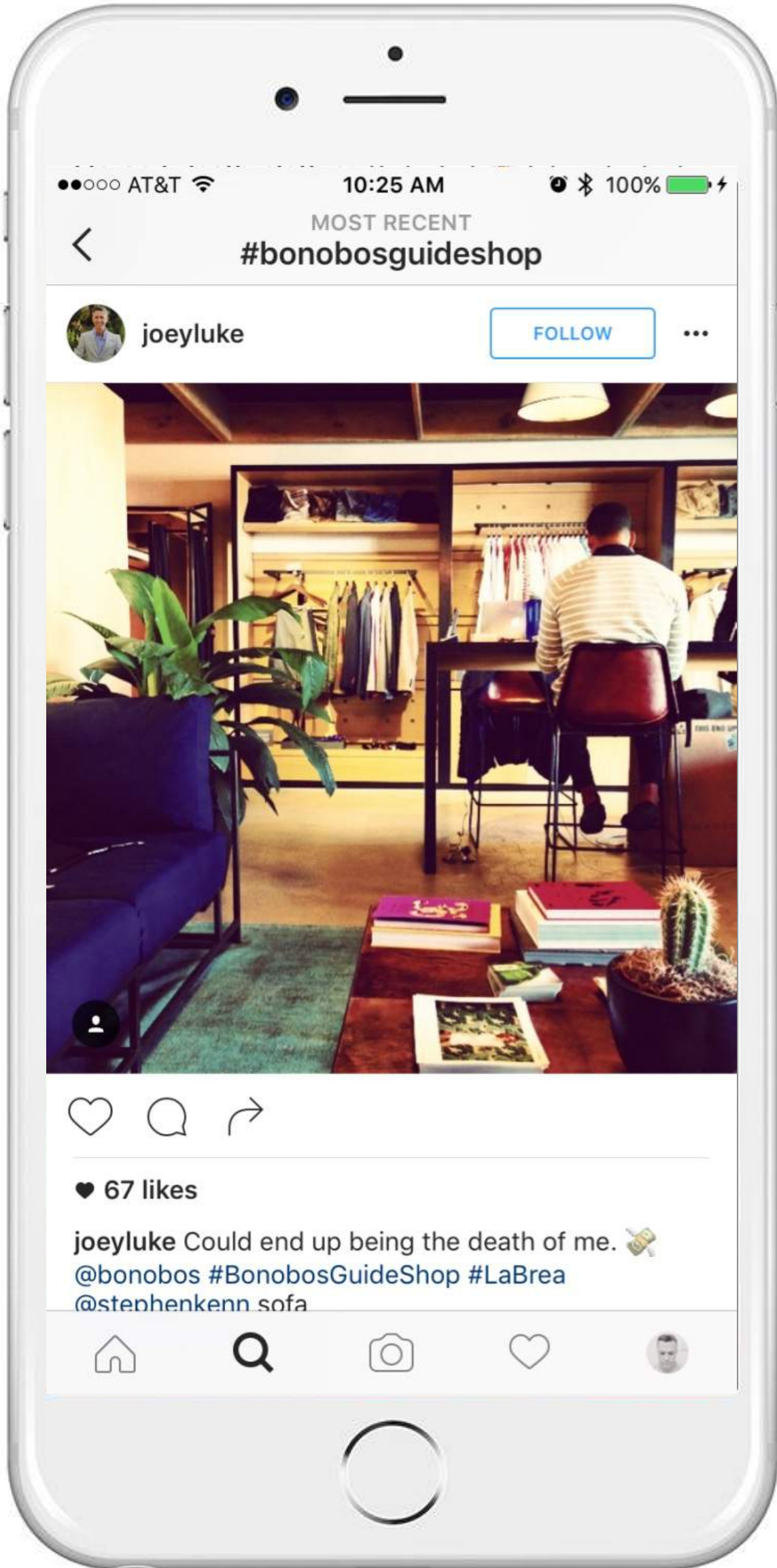
You make it easy to connect with you.



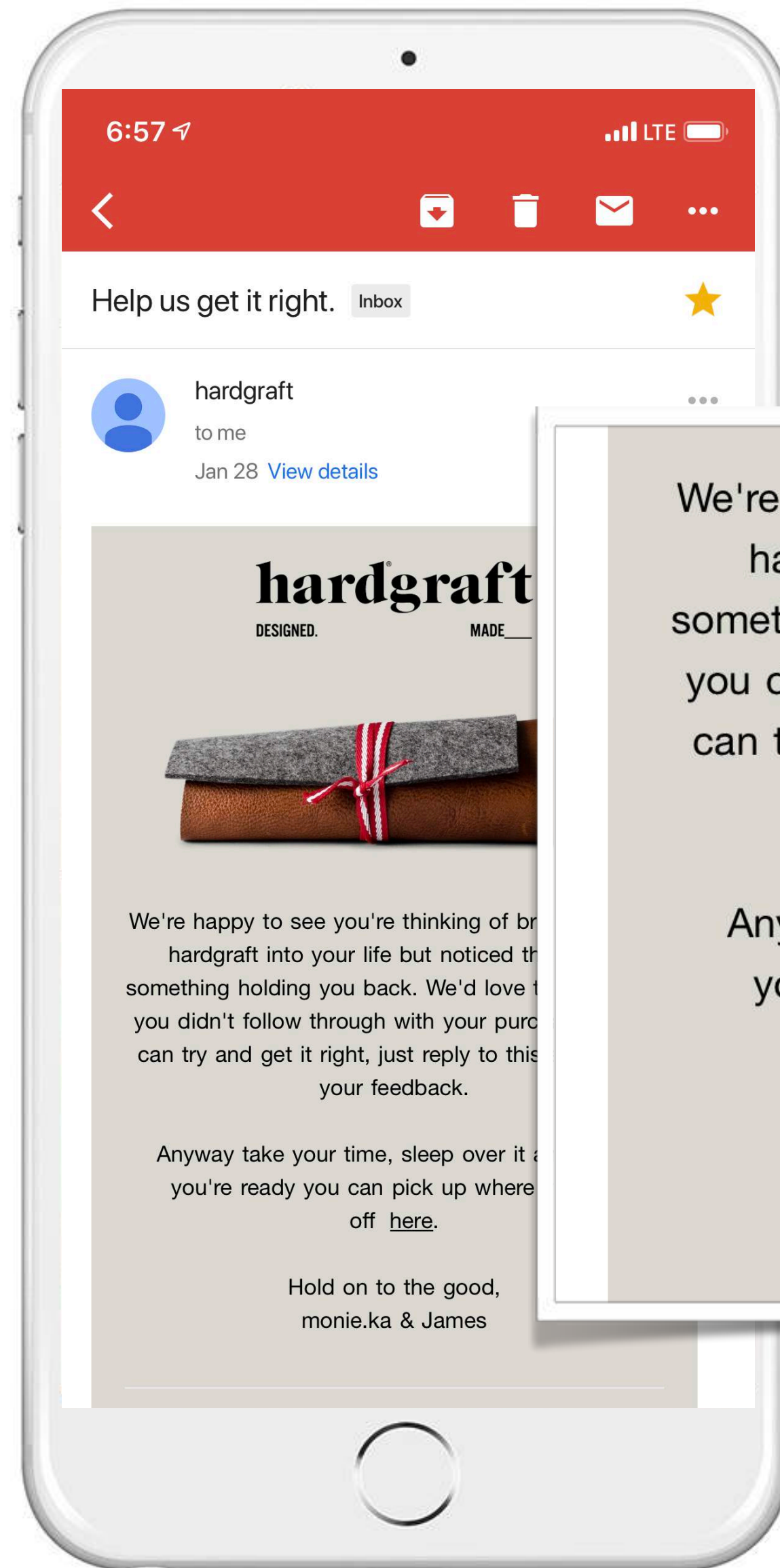
DÉJÀ VU, ALWAYS.

It's the same experience, always.

NO SURPRISES, EVER



IT'S THE SAME EXPERIENCE, ALWAYS

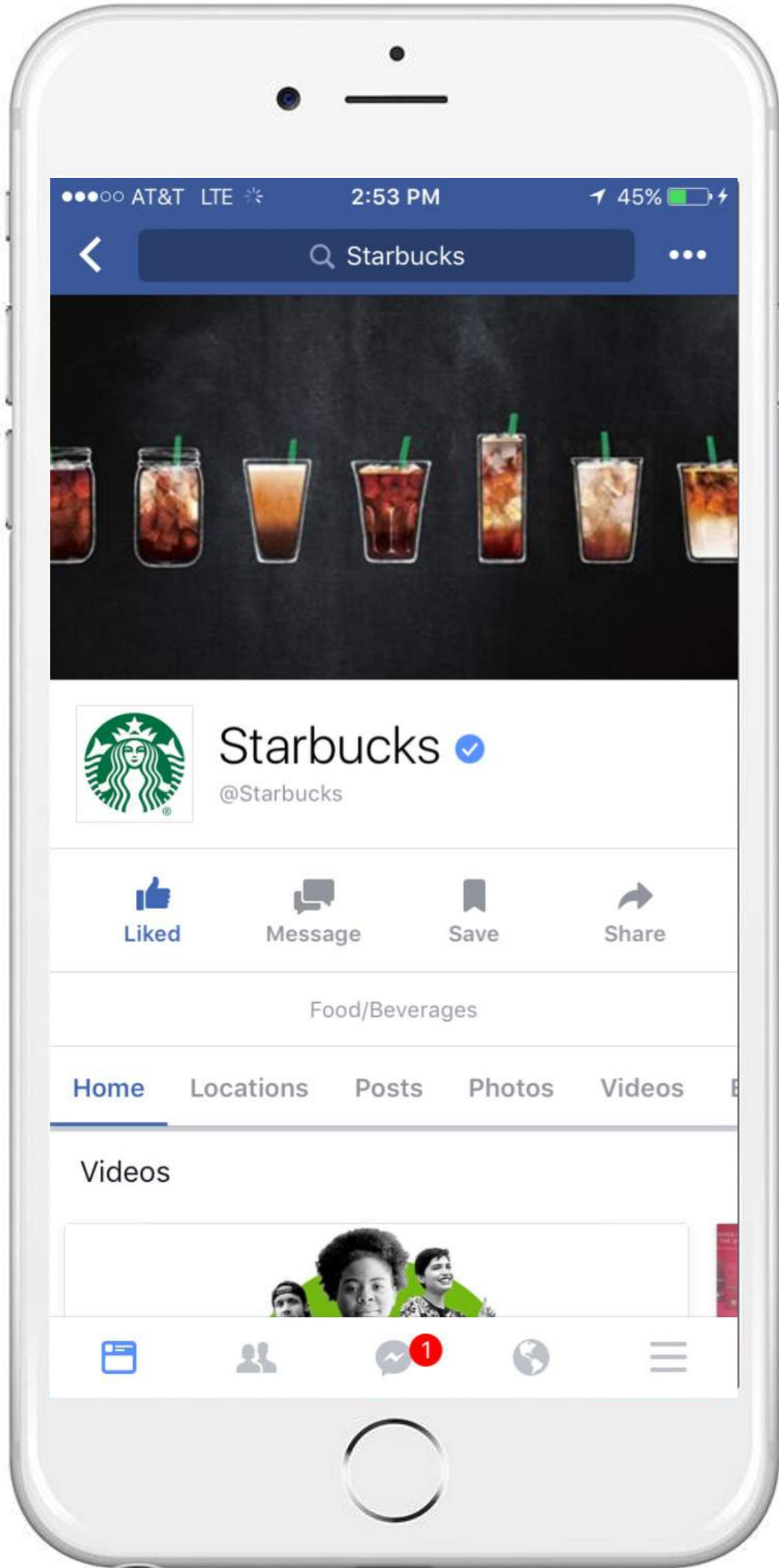
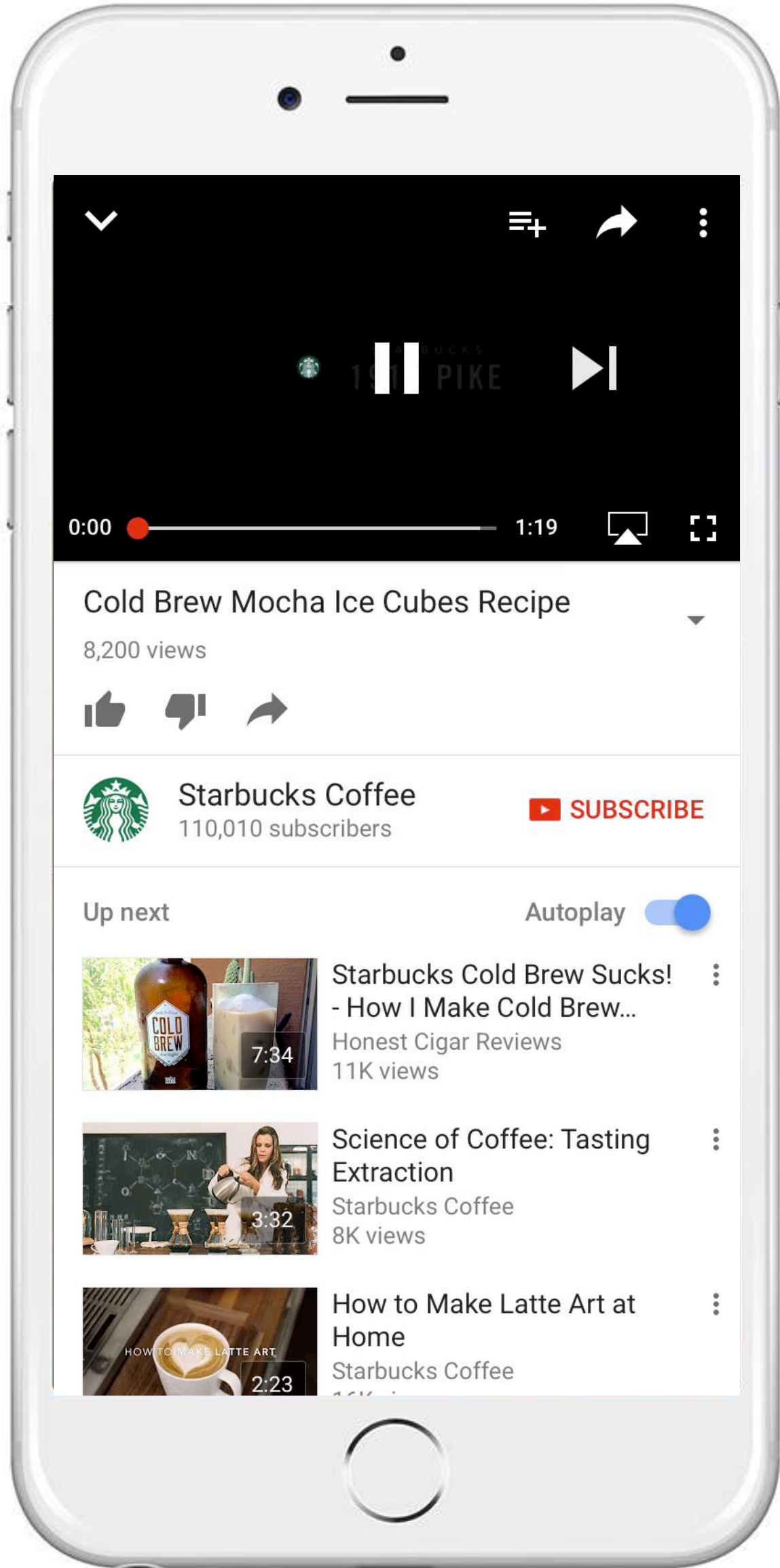
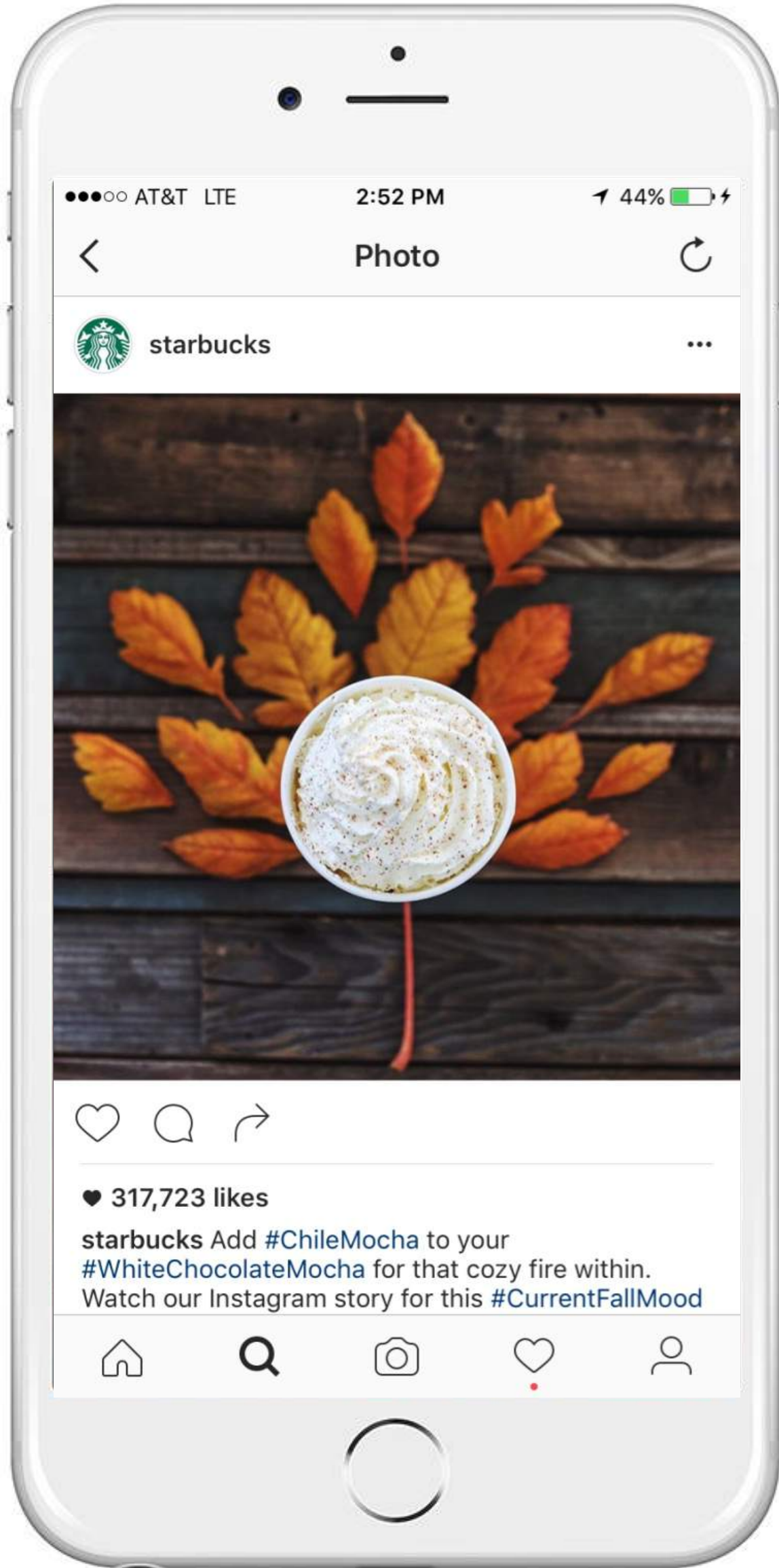


We're happy to see you're thinking of bringing some hardgraft into your life but noticed there was something holding you back. We'd love to know why you didn't follow through with your purchase so we can try and get it right, just reply to this email with your feedback.

Anyway take your time, sleep over it and when you're ready you can pick up where you left off [here](#).

Hold on to the good,
monie.ka & James

DOESN'T HAVE TO BE PERFECT, BUT IT HAS TO BE CONSISTENT



DÉJÀ VU, ALWAYS.

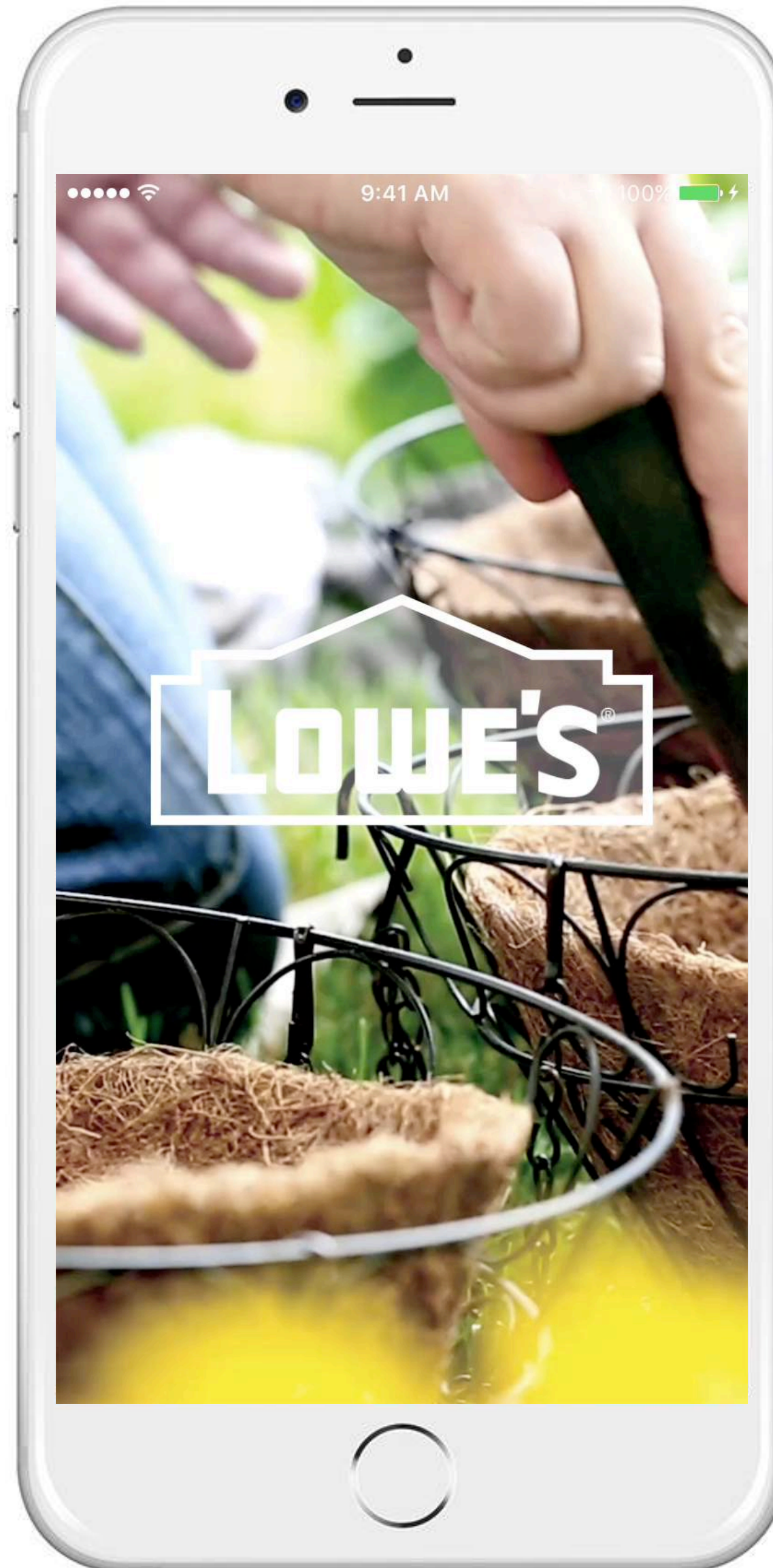
It's the same experience, always.



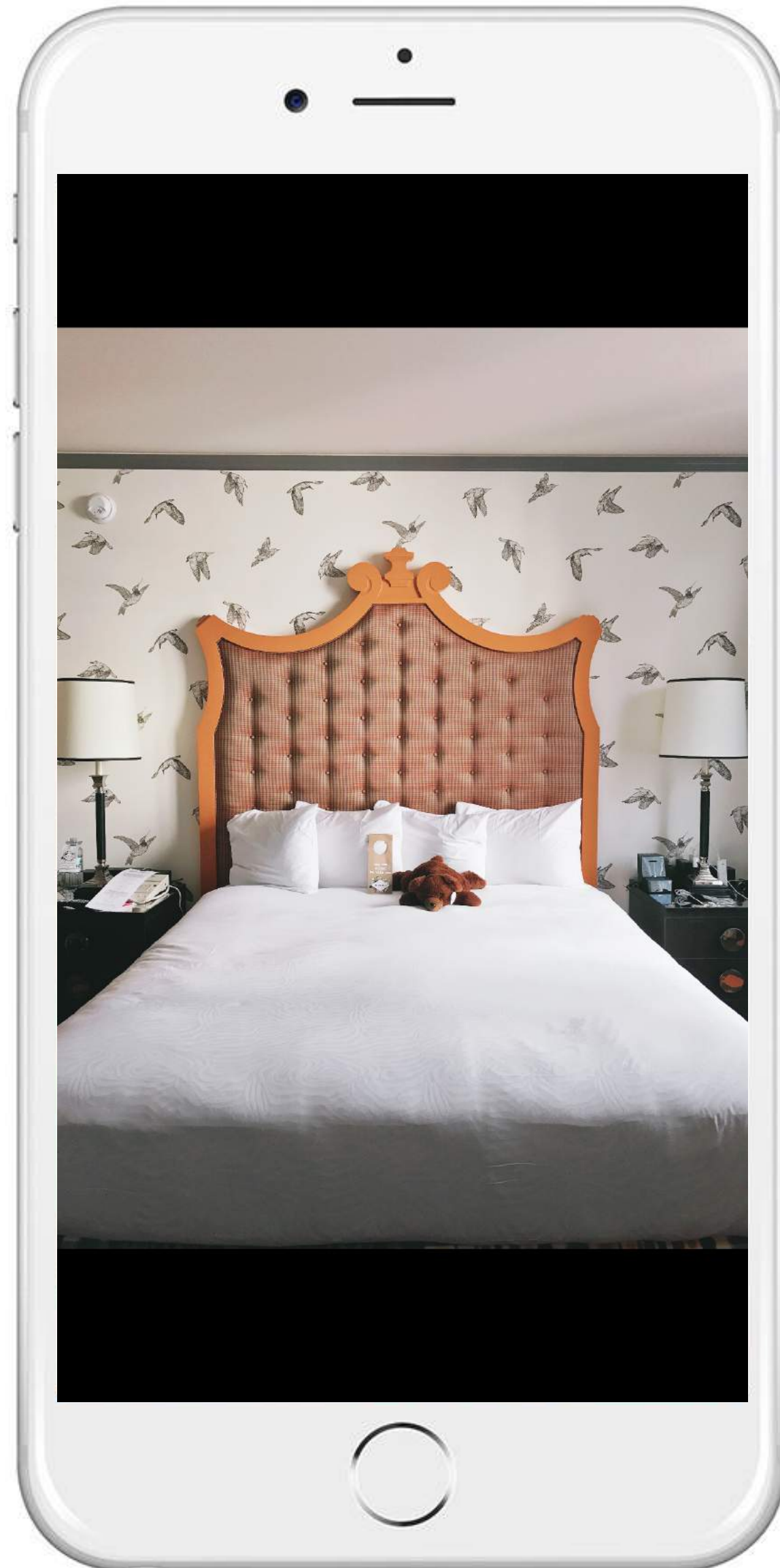
BE THE BEST THING WE GOT

Be the best you.

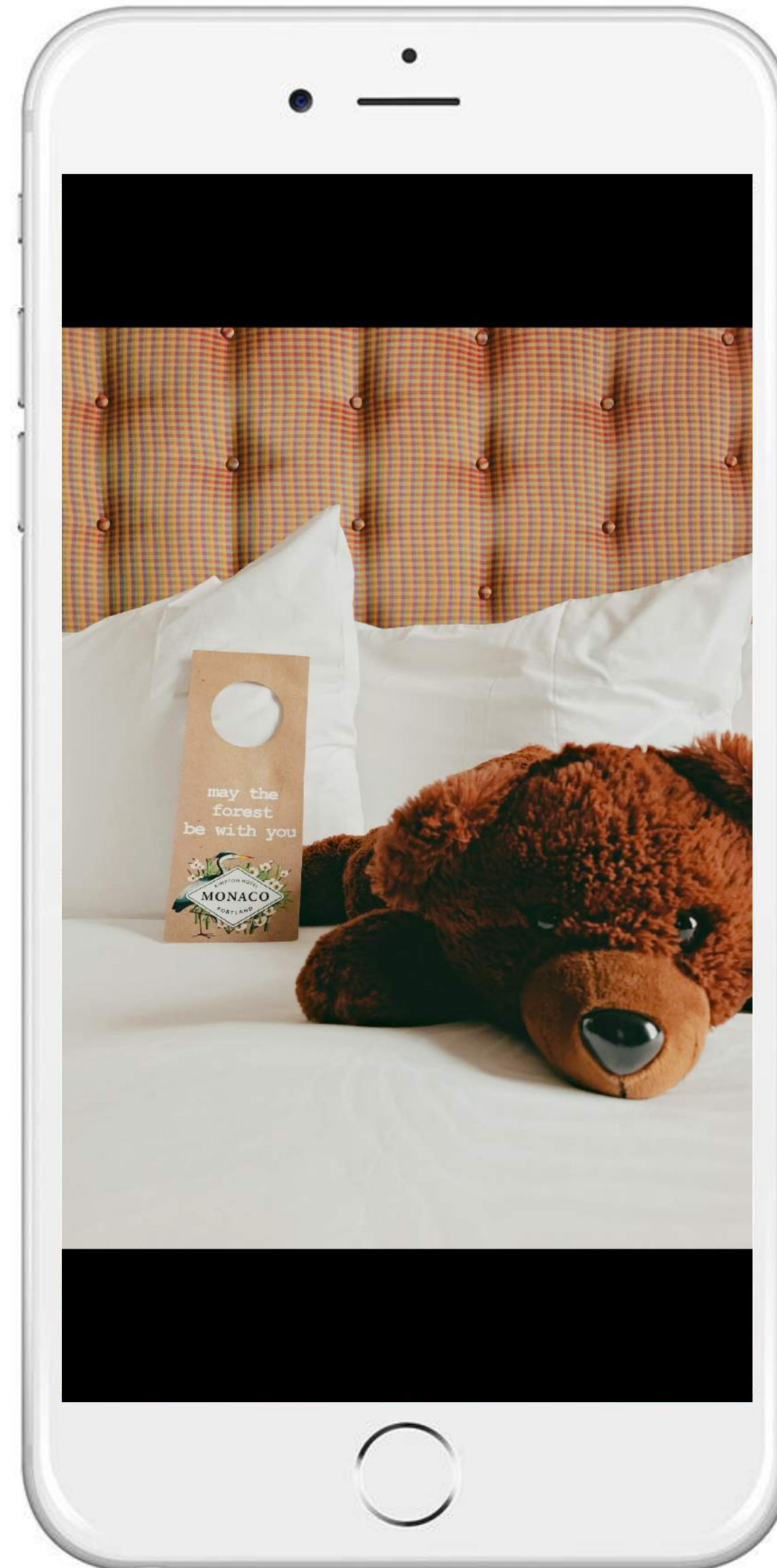
PEOPLE DON'T CARE ABOUT OFFLINE / ONLINE



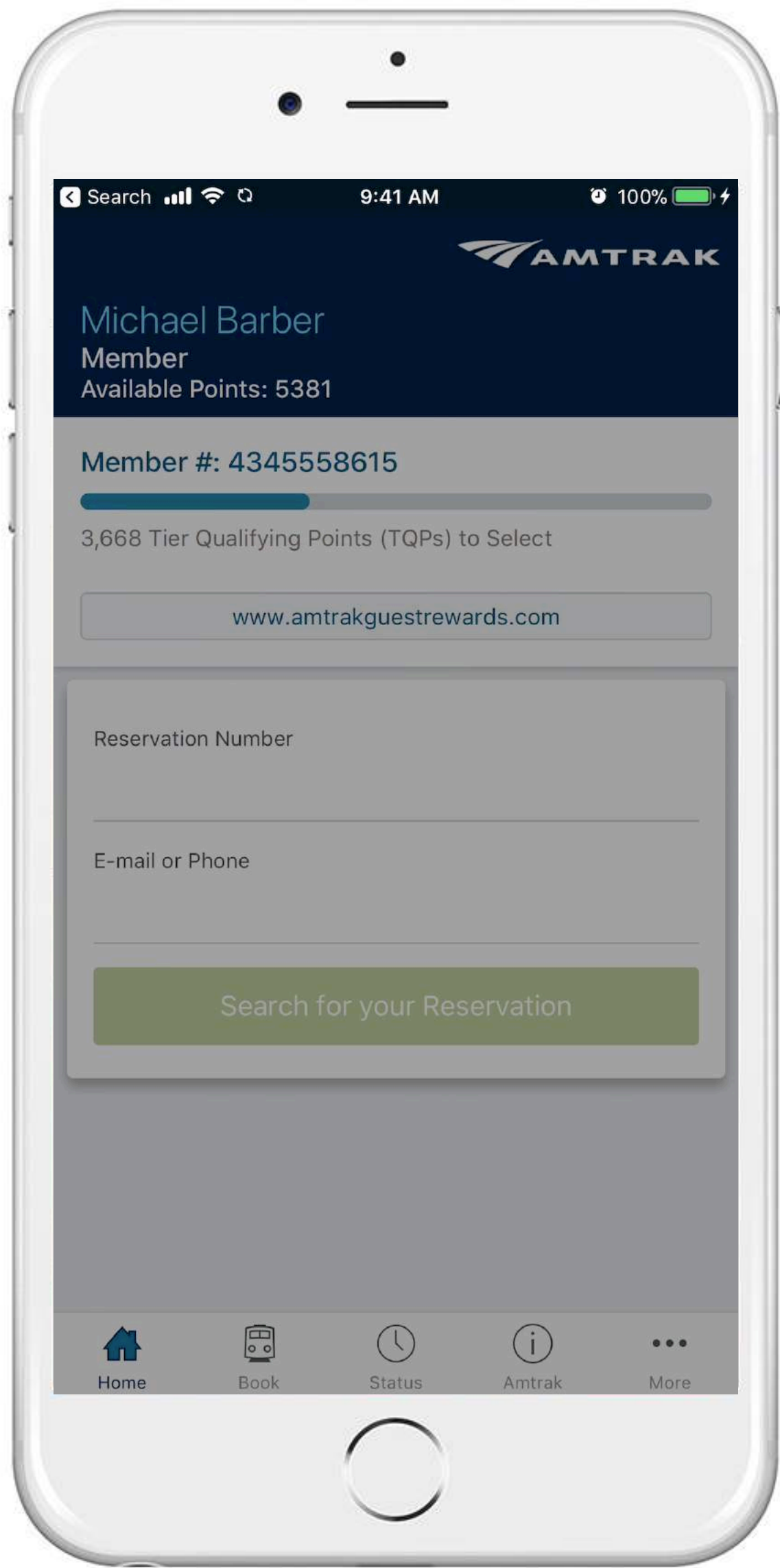
SURPRISE & DELIGHT



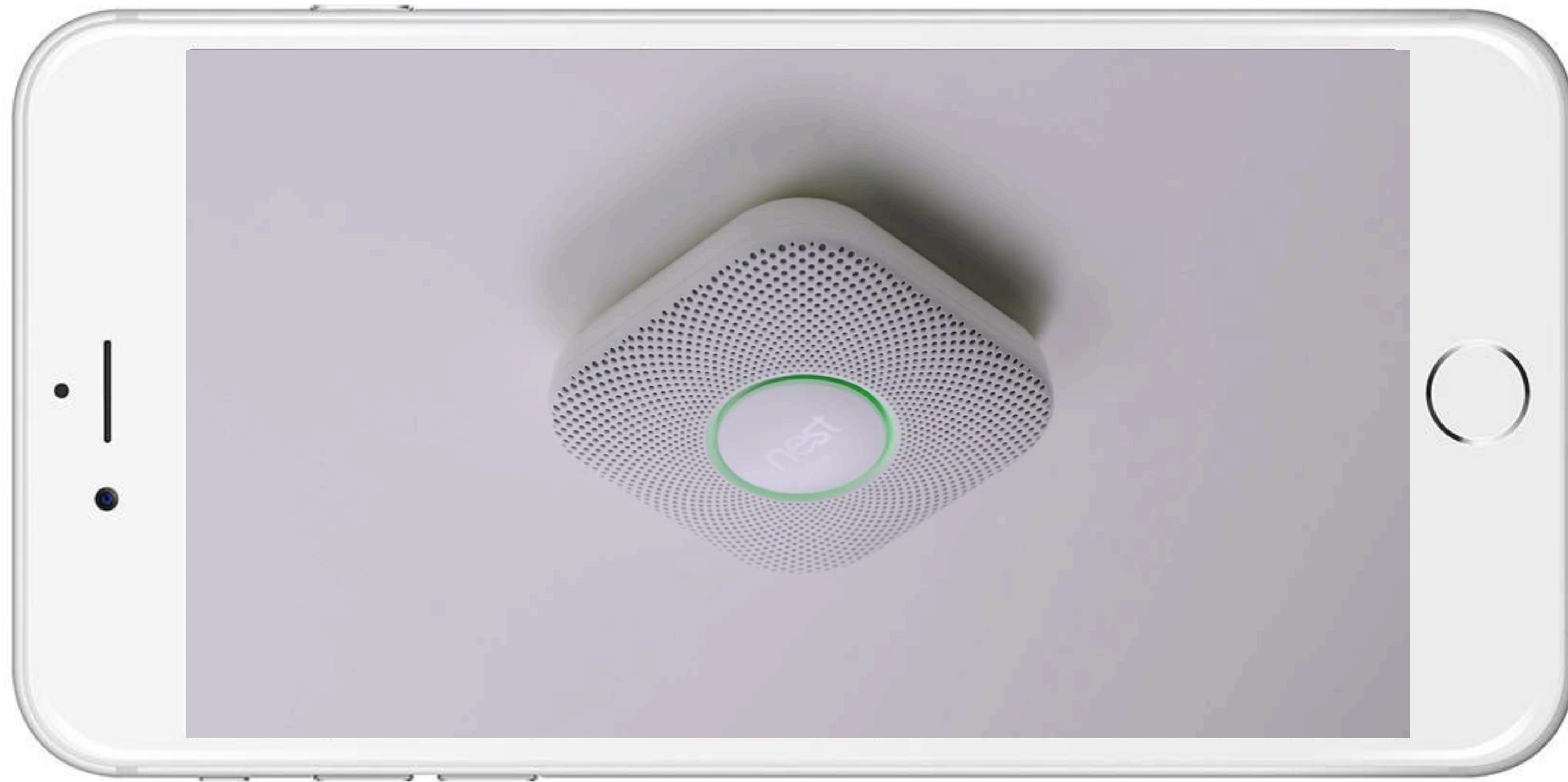
SURPRISE & DELIGHT



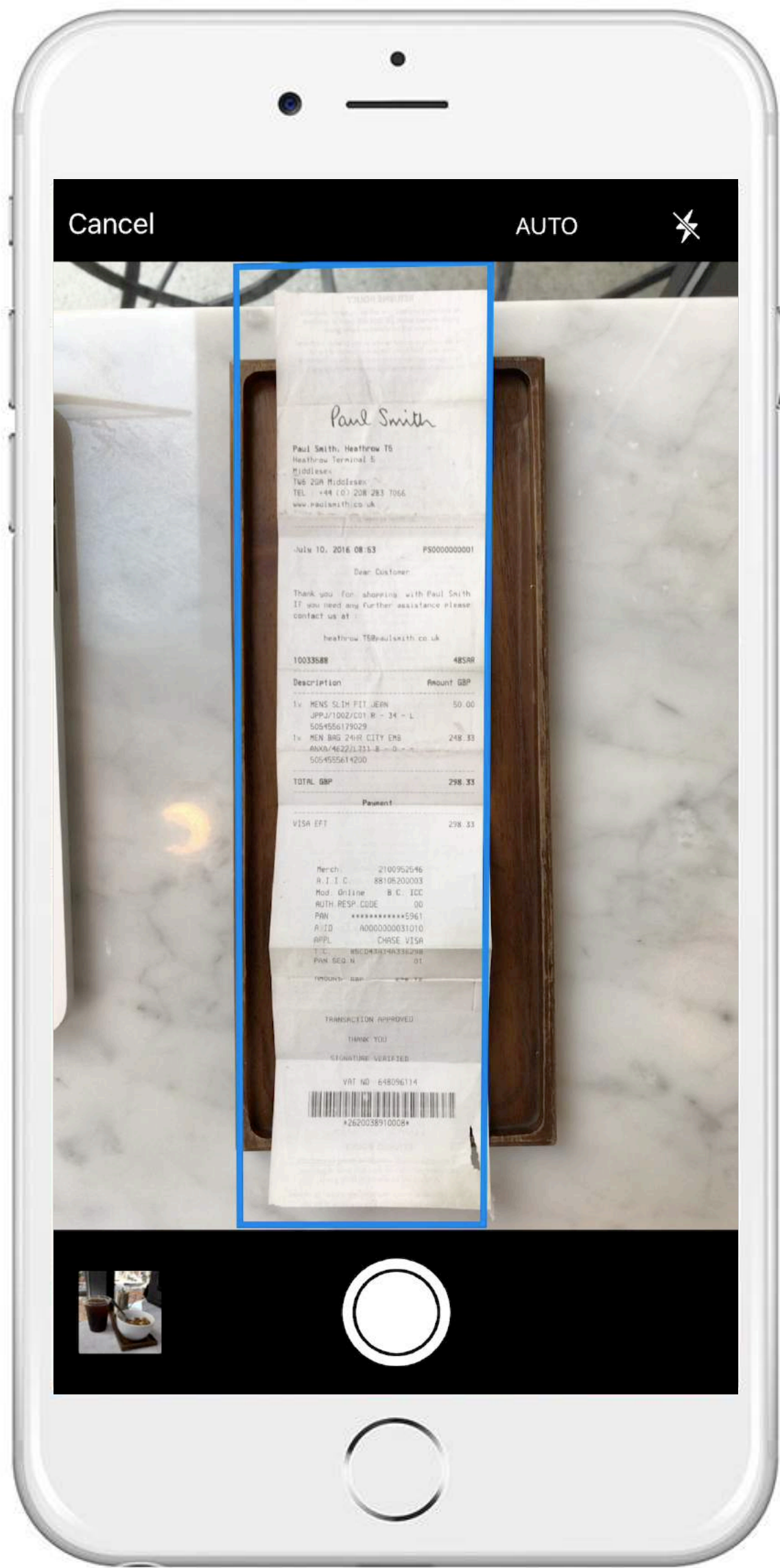
THE TINIEST OF IMPROVEMENTS



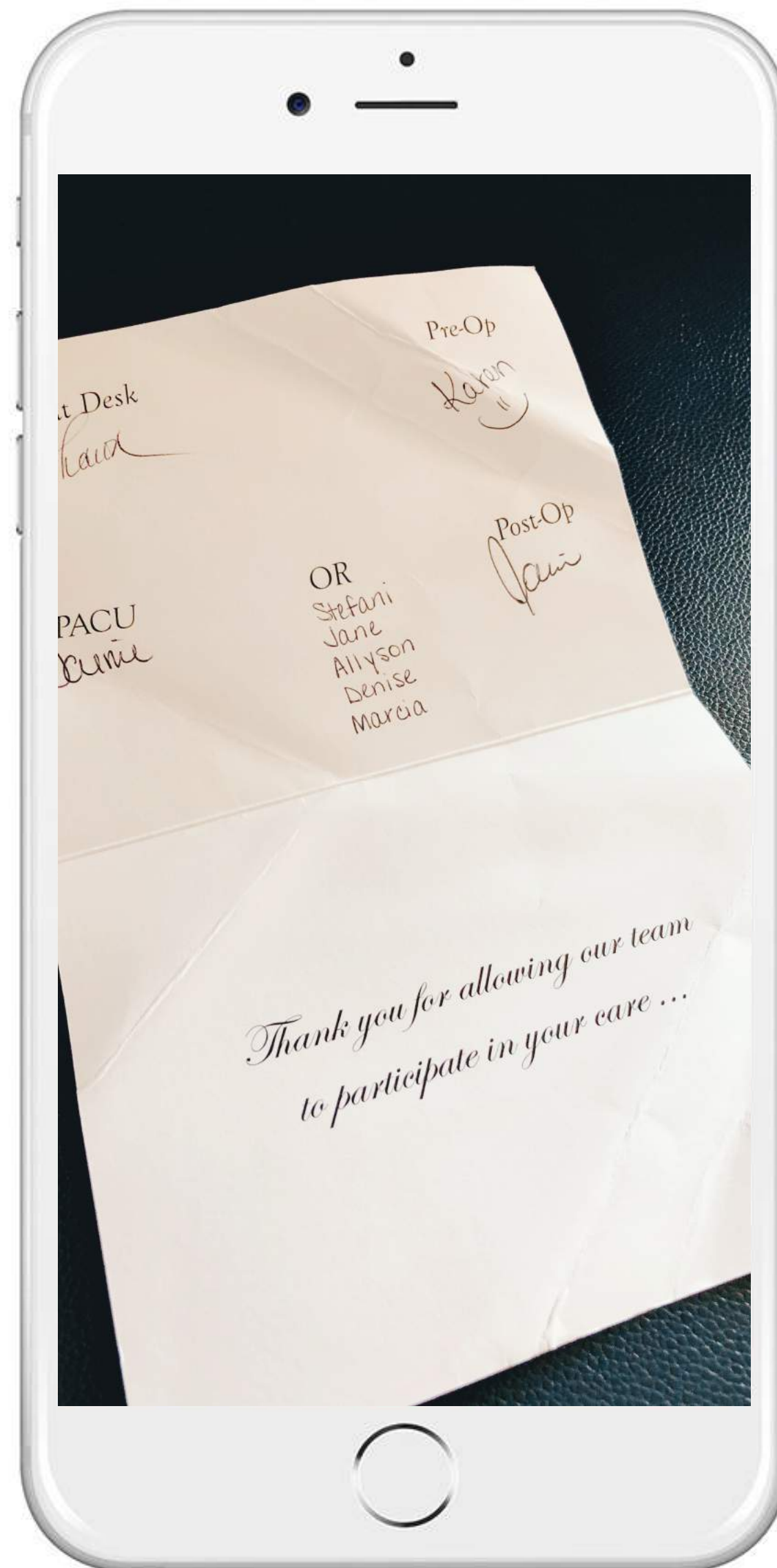
IT'S THE LITTLE THINGS



ALWAYS THE LITTLE THINGS



ALWAYS THE LITTLE THINGS



BE THE BEST THING WE GOT

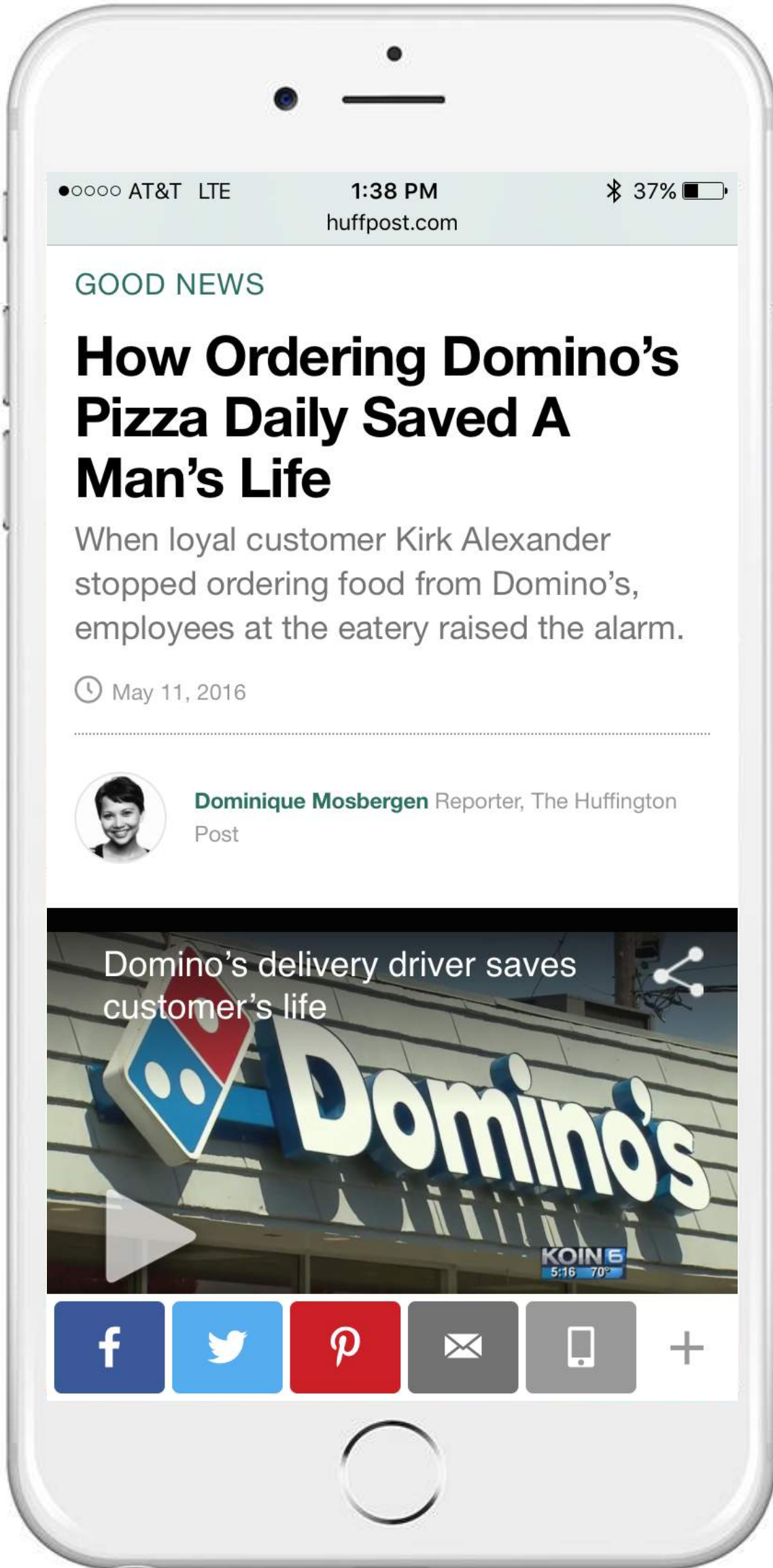
Be the best you.



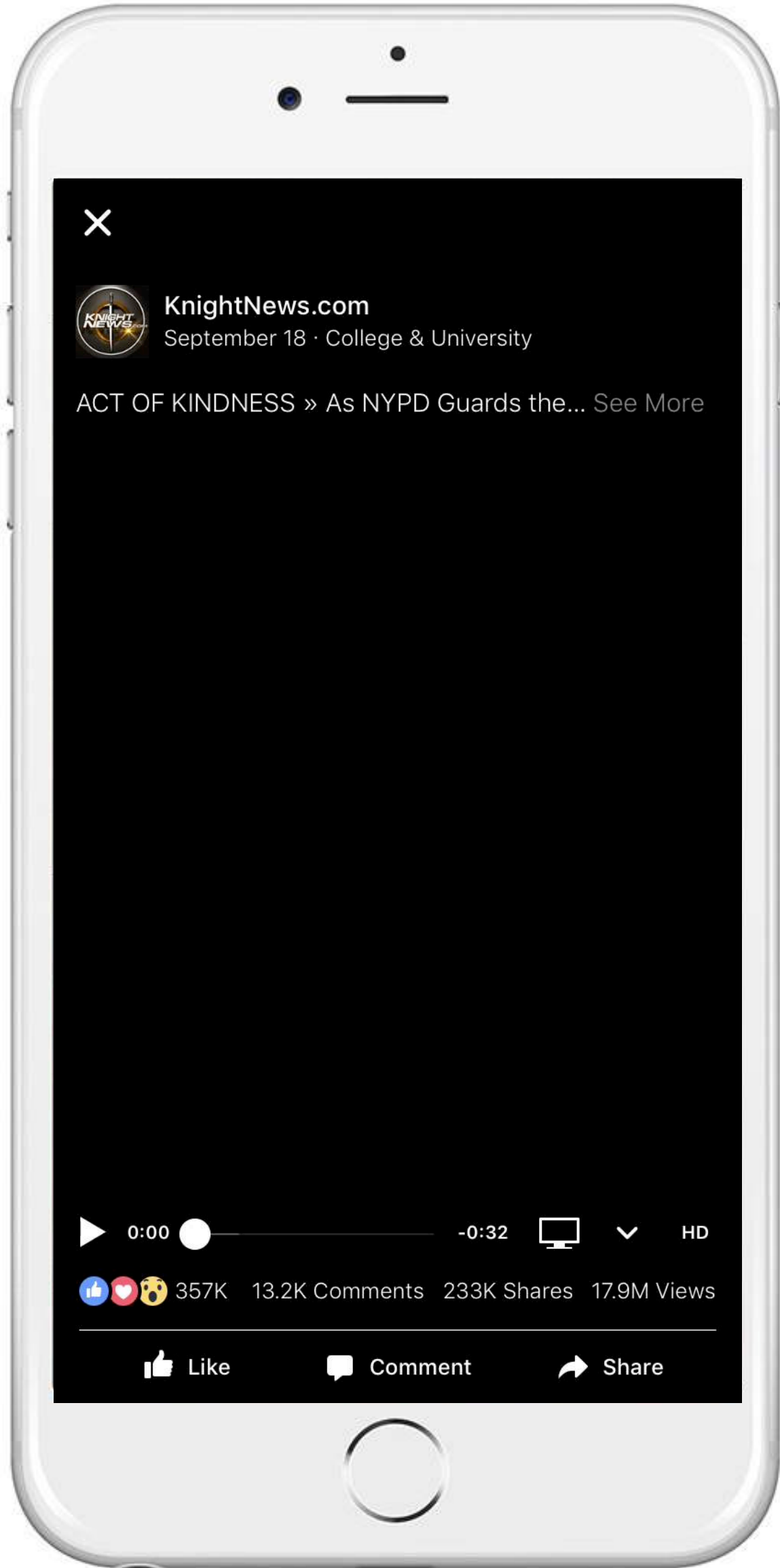
GET CRAZY IN LOVE WITH PEOPLE

Empathy is required, always.

CUSTOMER SERVICE FTW



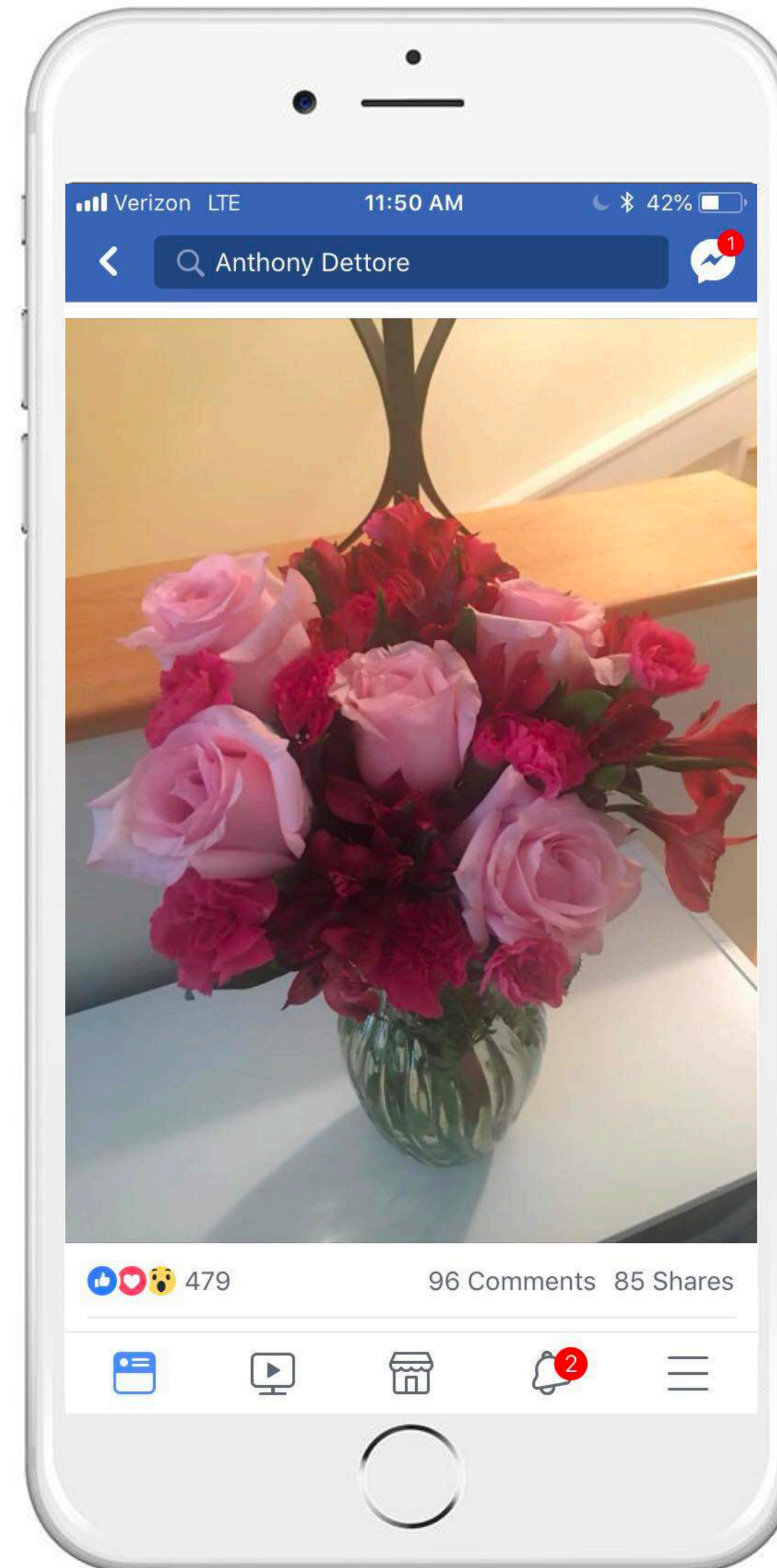
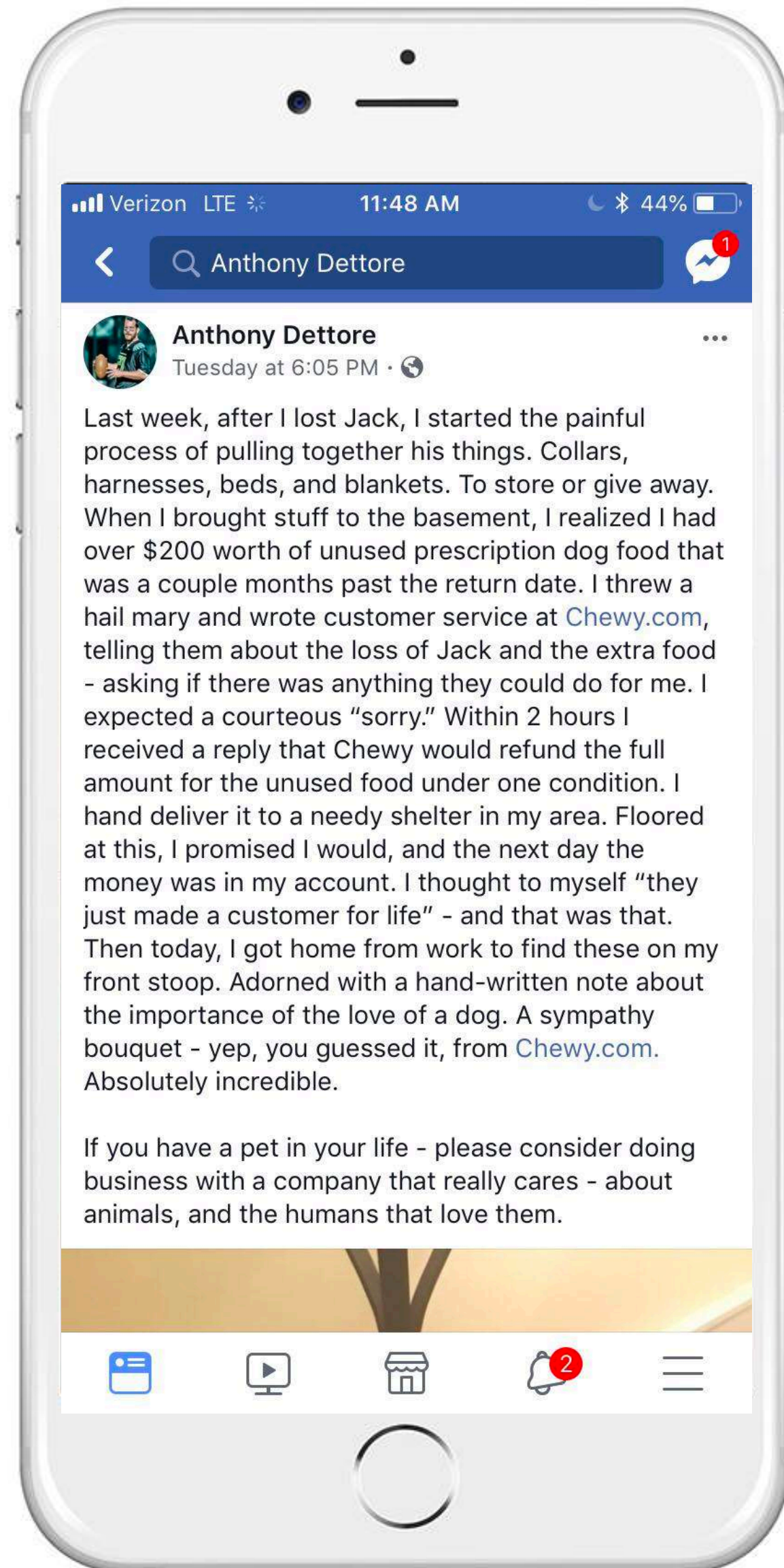
DOING RIGHT SHOULDN'T HAVE TO BE NEWS



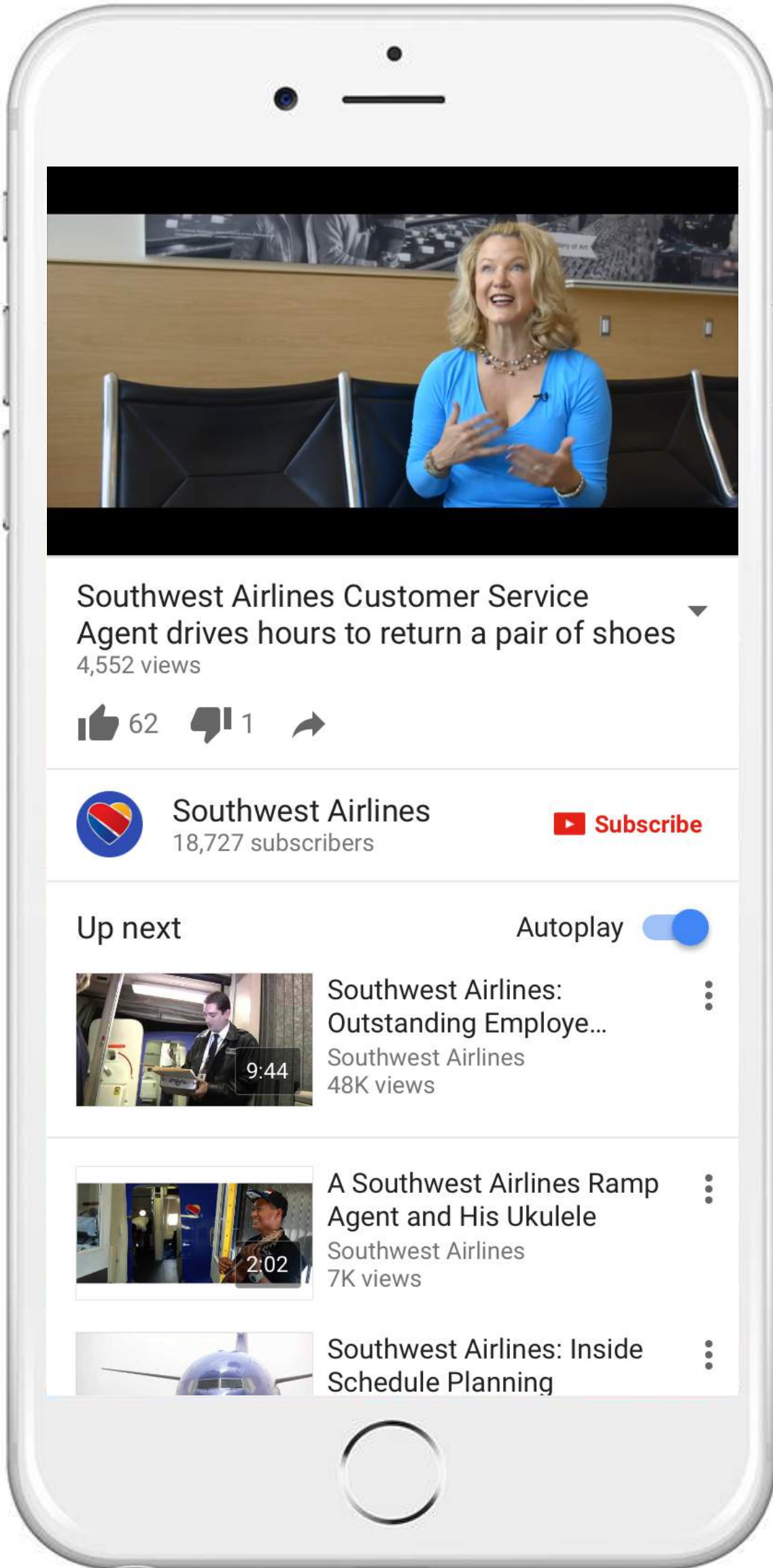
BUT, IT CAN BE.



EXTEND THE EXPERIENCE



AND, I MEAN EMPATHY





LET'S RECAP

SLAY

PROVE YOU GOT SOME COORDINATION.

SLAY

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BE CLOSE TO US

MAKE IT ALL TOO EASY TO CONNECT WITH YOU.

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DÉJÀ VU, ALWAYS

SAME EXPERIENCE, DAY-IN, DAY-OUT.

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BE THE BEST THING YOU GOT

SOMETHING WE'VE NEVER HAD/SEEN/DONE.

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GET CRAZY IN LOVE

EMPATHY IS REQUIRED, ALWAYS.

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GET CRAZY IN LOVE

EMPATHY IS REQUIRED, ALWAYS.

TAKE IT FROM  .
MAKE PEOPLE XO.



THANK YOU.

Want to say hello? @michaeljbarber