AFFILIATE SWIPE PACK

Grandma's Subtle Secrets Swipe Pack

Ready-to-use emails, hooks, ads, posts and articles

Inside: 25 emails, 40 hooks across 16 angles, 35 text and newsletter ads, 24 social posts, 4 ready-made articles and a product review article.

For Grandma's Subtle Secrets To Make Him Chase You Forever by Jennifer Evans

Before you start

What's inside

In this pack: 25 emails, 40 hooks across 16 angles, 35 text and newsletter ads, 24 social posts, 4 ready-made articles and a product review article.

Put in your own link

Every link in this pack reads {HOPLINK}. Replace it with your own ClickBank hoplink, which you can make on the Promotion Links page of the affiliate area, for example https://hop.clickbank.net/?affiliate=YOURID&vendor=subtlsecr&tid=email1&type=main. Links with type=main open Jenny's free video presentation at subtlesecrets.com, and links with type=written open the written version.

Links that skip the sales page and go straight to the order form aren't allowed.

The rules

- Keep the disclosure line in everything you publish or send: "This post contains affiliate links. I may earn a commission if you buy through them, at no extra cost to you."
- Only email people who opted in to your list.
- Quote stories only word for word. Never add results, reviews or prices of your own, and never promise an outcome.
- Never present yourself as Jennifer Evans or the creator of the program.
- Don't bid on the brand name "Grandma's Subtle Secrets" and don't use brand words in search ads.
- Ask the affiliate manager, Jeffrey Sandoval (jeffreys@unica.co.nz), to review your site before any Google or Bing ads.

Part 1: Email swipes

Five emails, one a day

Jenny's story told in order, one email a day: the phone call, the bet, Gram's big idea, the first technique, and what happened to her friends. Each one also works on its own.

Email 1: Gram had a date that night

Send: Day 1. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Her 83-year-old grandmother had a date that night
- Gram said the 72-year-old was too young for her
- She was crying to Gram on the phone when Gram mentioned her date

Preheader: Jenny was 39 and heartbroken. Her grandmother was 83 and getting ready for a date.

Hi [FIRSTNAME],

A woman called Jenny Evans was on the phone to her grandmother one evening, crying over a man.

Jenny was 39. Jeremy, the man she'd been seeing for three months, had just told her he loved her but wasn't "in love" with her, and then he was gone. Her plan for the night was Netflix and a good cry.

So she asked her Gramma Violet what she was up to, expecting to hear about a card game at the retirement complex.

Violet was 83, and she had a date. A man had just moved into her complex and kept asking her out. She told Jenny she thought he was too young for her, since he was only 72, but he was funny and had a nice body, so she figured why not.

Jenny asked about Jim, the man she'd met the week before and taken to be Gram's boyfriend. Violet said they still spent time together, but she'd told him she wasn't interested in being tied down. "Life is short!" she said, and then she had to go.

Jenny hung up and curled up on her bed in shock.

Her grandmother had only ever been with one man, Jenny's grandfather Frank. They met when Violet was 16 and were together for more than sixty years, and he adored her to his very last breath. Now, in her 80s, she had men chasing her.

What did Violet know that her granddaughter, 44 years younger, had never been shown?

Jenny found out a few days later over a game of cards, and she tells the story in a free video presentation:

{HOPLINK}

Tomorrow I'll tell you about the bet Violet made with her across the kitchen table, because it put more than twelve thousand dollars on the line.

Talk tomorrow,
[Your name]

> *Tip: The two ages (83 and 72) do the work in this one, so keep them in the subject line you choose. Send it on an evening, when the reader has time to watch.*

Email 2: The bet over Rummy 500

Send: Day 2. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Her grandmother offered to pay off $12,471
- The bet they made over a game of Rummy 500
- "No offense honey, but you're awful at this game"

Preheader: One month of following Gram's advice, and the stakes were Jenny's whole credit card debt.

Three days after that phone call, Jenny was sitting at her grandmother's kitchen table playing Rummy 500 and losing, the way she always did.

Violet laid down three jacks, three aces and three kings, and then asked a question that seemed to come out of nowhere. Did Jenny know how many more women than men there are in a retirement community like hers?

By Violet's age, she said, there are more than twice as many women as men, and most of the good men date women ten or twenty years younger because they can get away with it.

Even so, the men in Violet's complex were still chasing her.

Jenny had always assumed Grampa Frank treated Gram like a queen because she got lucky, so she was stunned when Violet asked her, "Did you ever think for a second that the reason he did that is because I knew what I was doing?"

So Violet offered a bet: for ONE MONTH, Jenny would do exactly what Gram told her when it came to men and dating. If at the end of that month Jeremy, or any other man Jenny wanted, wasn't ignoring other women and chasing her, Violet would pay off every cent of Jenny's $12,471 credit card debt.

Jenny asked if she could even afford that. Violet said Grampa had left her very well taken care of.

[FIRSTNAME], think about how sure you'd have to be about men to bet that kind of money on your own granddaughter's love life.

Jenny shook on it, and they started that very afternoon. You can see how her month went in Jenny's free video:

{HOPLINK}

Speak soon,
[Your name]

P.S. Gram wouldn't bet on the cards, by the way. She said gambling is only fun when she thinks she might lose.

> *Tip: The $12,471 figure is from Jenny's own story, so it's fine to use. Don't present it as money anyone else will save or earn.*

Email 3: It has to be his idea

Send: Day 3. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- The one thing Gram said a man must believe
- Why it has to be HIS idea
- What Violet told Jenny that afternoon

Preheader: It explained why every relationship Jenny had ever had started well and then slowly stopped.

Hello [FIRSTNAME],

Most women have heard that men like to hunt, or that a man needs respect more than he needs love.

Jenny had heard all of it. So when Gramma Violet sat her down on the afternoon of their bet, she bit her tongue and waited for more of the same.

What Violet said instead made Jenny feel like dominoes were finally slotting into place. It explained why every relationship she'd had seemed to start well and then sputter and stop, however hard she worked to keep it going.

Violet told her that a man has to believe, with every fiber of his being, that chasing you, choosing you and committing to you is his idea. He has to believe he made the first move, that he's the one who talked you into being his girlfriend, and that he's the one who begged you to be his wife.

If you can make him feel deep in his soul that you're a prize he worked for and earned, Violet said, he'll love you and romance you and brag about you to his friends for as long as you want him to.

Jenny sat there stunned. She thought about the times she'd tried to guilt a man into being her boyfriend, and the times she'd "put herself out there" and only met men who were looking for sex.

Then she looked her grandmother in the eyes and asked the question any of us would ask: "How, Gram? How?"

Violet spent the next few weeks showing her, one small technique at a time. Jenny shares the story of those weeks in her free presentation:

{HOPLINK}

[Your line: a time you saw a man act as if something was his idea, when really it was hers.]

Until tomorrow,
[Your name]

> *Tip: The bracketed line is optional, but a true little memory of your own makes this email feel written by you.*

Email 4: Five words by text

Send: Day 4. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Five words, sent by text
- The next day he asked her out for coffee
- Gram's "thought magnet" technique

Preheader: Jeremy had said he didn't feel it any more. Then Jenny sent five words.

The first thing Gramma Violet taught Jenny was something she called her "thought magnet" technique.

It's five words. You can send them by text or messenger, or even leave them as a voicemail on his phone.

Jenny thought it was a bit weird, and she didn't expect anything to come of it. Jeremy had already told her he didn't feel the way he used to, so why would five words change his mind?

The next day he wrote asking if she wanted to get coffee.

Most of us would have said yes before he'd finished typing, and Jenny was tempted too. But Gram had told her what to do, so she said she couldn't, and that she wasn't ready to "just be friends."

She thought that might be the end of it. Instead, the next day he texted her again with fun, flirty messages, asking about her day and telling her he missed her. "Thinking about you, beautiful," he wrote. "I'm so glad you're in my life."

Jenny says it was like the beginning again, back when they first met and she fell for him so hard.

Violet knew that the moment Jeremy had to work a little to get Jenny back, wanting her would become his idea again, and that is exactly how he started acting.

Gram also told Jenny exactly when to finally say yes to him. Jenny tells the rest in her free video:

{HOPLINK}

Tomorrow, in the last email of this little series, I'll tell you what happened when Jenny passed Gram's advice on to three women she's close to.

Bye for now,
[Your name]

> *Tip: Never guess at the five words or put words of your own in their place. The open question is what makes people watch.*

Email 5: Sally, Kim and Kelly

Send: Day 5. Link goes to: Free video presentation (recommended) (type=main)
Subject lines:

- "Your Grandmother has saved my marriage"
- It took Kim just three days
- Jenny couldn't keep it to herself any longer

Preheader: One best friend, one cousin and one friend from the office tried Gram's advice.

[FIRSTNAME], once Jenny had Jeremy back, she felt guilty keeping her grandmother's advice to herself.

Her friends were struggling to find the love she finally had, and she was tired of telling her sister she didn't know what had changed Jeremy. So one by one she started passing Violet's advice on.

Her best friend Sally hadn't had a boyfriend in four years and hated the very idea of what Jenny told her to do, but she did it anyway, and soon two handsome, successful men were chasing her.

Her cousin Kim was seeing a man who said he "wasn't monogamous." It took just three days of Gram's advice before he begged her for a real commitment.

And Kelly, a friend from the office, told her this: "Jenny, I swear your Grandmother has saved my marriage. I can't believe what's come over Sam but THANK YOU."

In the end Jenny wrote all of Violet's advice down in a handbook called Grandma's Subtle Secrets To Make Him Chase You Forever. It comes as a book and as an audio edition, so you can listen while you walk or drive.

It's one payment of $37 and comes with three free gifts. Jenny also gives you 60 days to decide: if you don't think it's worth at least double what you paid, you get your money back.

Start with her free video, which goes back to the night Jeremy left her:

{HOPLINK}

Thanks for reading along this week,
[Your name]

P.S. Remember the bet over the card game? Jenny's free presentation tells you which of them came out ahead.

> *Tip: The three friends are part of Jenny's own story. Quote them as they are and never present them as customer reviews.*

Eighteen emails that stand alone

Each one has its own angle: one of Gram's named techniques, a reader's situation, or a moment from Jenny's story. Drop any of them into your normal schedule.

Email 6: The Prince Charming Phrase

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Four words to say when he first asks you out
- Say this and he won't flake on you
- The "Prince Charming Phrase"

Preheader: Gram had a phrase for the moment he first asks you out. It's only four words long.

Let's say a man you like finally asks you out. Maybe you met him on a dating app, or he's a friend of a friend you've been hoping would call.

Most women say yes, smile, and then spend the next few days wondering whether he'll follow through or cancel at the last minute.

Jennifer Evans learned something better for that exact moment from her grandmother, Violet. Jenny's handbook calls it the "Prince Charming Phrase."

It's four simple words that you say when he first asks you out. They don't sound like much, but the moment he hears them he knows you're a once-in-a-lifetime woman he needs to take seriously and treat like a queen. Jenny says it makes it psychologically impossible for him to flake on you.

Violet was 83 when she taught Jenny this, and the men in her retirement complex were still asking her out.

The phrase is one of the secrets in Jenny's handbook, Grandma's Subtle Secrets To Make Him Chase You Forever. In her free video, Jenny tells how her grandmother's advice brought back the man who had left her:

{HOPLINK}

Warmly,
[Your name]

> *Tip: Good for lists of women who are dating again. Keep the four words a mystery: only the handbook reveals them.*

Email 7: The Mona Lisa Smile

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Every woman has a "Mona Lisa Smile"
- Why men rush to open doors for some women
- The smile that gets your shopping carried

Preheader: Gram said every woman already has one. Most of us have never been shown how to use it.

Have you noticed how some women get doors held open and bags carried for them wherever they go, while everyone else struggles through with their arms full?

Jenny Evans got the answer from her grandmother, Violet, who put it down to something every woman already has: her "Mona Lisa Smile."

Used the right way, Jenny says, it has men bending over backwards to open doors for you, help you with your shopping and show you how chivalrous they can be. It also draws jealous looks from every woman nearby who doesn't know the secret.

A lot of women today feel there's something "wrong" with asking a man for help, and it's easy to see why, because nobody wants to look as if she can't cope.

You can cope, of course, and a good man still loves being the one who gets to help. Violet's advice to Jenny was to get out of her own way and let herself act like a woman.

Jenny saw it work for herself once she started going on dates again.

The Mona Lisa Smile is one of the small secrets Violet passed on, and Jenny put them all into a handbook. In her free video she tells how she came to learn them:

{HOPLINK}

Have a lovely week,
[Your name]

> *Tip: A light, friendly email that suits a general women's list. Try it as your first mention of the product.*

Email 8: The Hot Mirror technique

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Teach him what you like without ever having to ask
- The "Hot Mirror" technique
- How to teach him what you want (and spare his pride)

Preheader: Asking feels awkward and showing him can hurt his pride. Gram had a third way.

Plenty of women in long relationships never tell their man what they'd really like in the bedroom.

Saying it out loud feels awkward, and showing him can be worse still, because he may take it as a sign he's been getting it wrong and his pride takes a knock.

So a lot of women say nothing, and over the years things get a little predictable.

An 83-year-old grandmother named Violet had a way around this, and she taught it to her granddaughter, Jennifer Evans. It's known as the "Hot Mirror" technique, and it lets you subtly teach a man what you want in bed without ever having to ask for it, and without wounding his masculine pride by showing him.

That way he gets to feel that what happens between you is his own idea, which is what Violet built all her advice around.

Jenny put the Hot Mirror into her handbook along with the rest of Gram's techniques, and she explains where it all came from in her free video presentation:

{HOPLINK}

[FIRSTNAME], it's a sweet story, and Gram is a lot cheekier than you'd expect.

With love,
[Your name]

> *Tip: Best for lists that already talk openly about relationships and intimacy. Keep it as tasteful as it is here.*

Email 9: The four-word weekly text

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- A four-word text to send him once a week
- What to text your man every week
- The text that has him bragging about you

Preheader: Gram told Jenny to send this four-word text to her man once a week.

There's a text Gramma Violet told her granddaughter to send her man once a week, [FIRSTNAME].

It's only four words long.

According to Jenny, it sends testosterone thundering through his veins and fills him with pride, passion and intense desire for you, and it has him telling anyone who'll listen how lucky he is to be your man.

Now think about what most texts between couples look like after a while: "Can you pick up some milk?" and "Running late, sorry." Nothing in those makes him feel like the man you chose.

Violet understood that a man wants to feel he won you, a prize he worked for and earned, and that it does no harm to remind him now and then.

Violet wanted Jenny to have a man who would brag about her the way Grampa Frank always bragged about Violet, and this little text is one of the ways she taught her to bring that out.

The weekly text is in Jenny's handbook along with the rest of her grandmother's secrets. Watch the free video to hear how it all started:

{HOPLINK}

All the best,
[Your name]

P.S. You can send it to a man you've just started seeing or to a husband of many years.

> *Tip: Works for married and dating readers alike. The subject line with "once a week" tends to suit married women best.*

Email 10: The Lightswitch Technique

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)
Subject lines:

- Why men lose interest in the women they love
- The "Lightswitch Technique"
- Bring back the way he wanted you at the start

Preheader: Gram explained why it happens, and how to bring back the desire he felt at the start.

It's so sad how often it happens. A man is crazy about a woman at the start, and a few years later he hardly reaches for her at all.

Usually she blames herself. She wonders whether it's her age or her body, and decides this is just what happens to couples after a while.

Gramma Violet knew exactly why men lose interest in having sex with the women they love. She explained it to her granddaughter, Jenny Evans, and then showed her what to do about it.

The "Lightswitch Technique" is how you reawaken the intense desire he had for you the very first time you were together.

Her own marriage showed that the spark can last, because after more than sixty years together her husband, Frank, was still telling anyone who would listen how beautiful she was.

You'll find the Lightswitch Technique in Grandma's Subtle Secrets To Make Him Chase You Forever, the handbook Jenny wrote from Gram's advice. Her free video tells how Gram came to share her secrets:

{HOPLINK}

Take care,
[Your name]

> *Tip: Aim this at married women and women in long relationships. It pairs well with the Kelly email a few days later.*

Email 11: A tilt of the head

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)
Subject lines:

- She tilted her head, and he walked over
- A little trick for a crowded room
- How Jenny got men to come and talk to her

Preheader: She didn't make the first move or say a word. Gram had taught her a trick with a tilt of the head.

Jenny Evans learned a little trick for crowded rooms from her grandmother, and it needs nothing more than tilting your head just so.

Jenny tried it when she started going out again. She found she could get any man she wanted in a bar to come over and talk to her, without any of them having the faintest idea she was doing anything at all.

Think about what that means if you've spent years either waiting to be noticed or walking up to a man yourself and hoping it doesn't go badly.

Violet had told Jenny that a man has to believe he made the first move, and with a tilt of the head he really does make it. He crosses the room because he wants to, and as far as he knows, it was entirely his idea.

Jenny says it was fun being so wanted and pursued, but her heart was still set on Jeremy, the man who had ended things with her, so she turned Gram's advice on him too.

There's also a secret in Jenny's handbook about using your eyes to let a man know it's time to kiss you, and how to tilt your head as he pulls you close.

You can hear how things turned out with Jeremy in Jenny's free video:

{HOPLINK}

Have fun out there,
[Your name]

> *Tip: Lively and fun. Good for single readers and for lists that like a short read.*

Email 12: Dating again after 40

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Dating again after 40?
- Men still keep asking Violet out at 83
- At Gram's age, the odds are terrible

Preheader: By Gram's age there are more than twice as many women as men, and she still has a choice of dates.

If you're dating again after 40, you've probably been told the odds get worse every year.

Take Violet, Jenny Evans's 83-year-old grandmother. She lives in a retirement complex, and she says that by her age there are more than twice as many women as men in places like hers. The good men can date women ten or twenty years younger, and most of them do.

Those are about the worst odds a woman could face. Yet men in her complex were still asking Violet out, including a 72-year-old newcomer she thought was too young for her.

Violet hadn't spent her life on dating apps, either. She met her husband at 16 and was with him for over six decades. When she tried to give Jenny advice, Jenny told her it was different now.

Violet's answer was that men are the same now as they ever were, and she set out to prove it to her granddaughter, who was 39 and single again.

Her advice works at any age because all of it is built on making a man believe that chasing you, choosing you and committing to you was his own idea.

Jenny tells her story in a free video, including the bet Violet made with her over a game of cards:

{HOPLINK}

[Your line: something true you or a friend have noticed about dating after 40.]

Rooting for you,
[Your name]

> *Tip: One of the strongest angles for women 40 and over. Your own bracketed line about dating later in life will lift the clicks.*

Email 13: He went cold

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- "I love you, but I'm not in love with you"
- When he says he doesn't feel it any more
- Jeremy said he didn't know what had changed

Preheader: Jenny heard it after three months. Her grandmother saw something in it that Jenny had missed.

Few things hurt quite as much as hearing a man say, "I love you. I do, but I'm not 'in love' with you."

Jenny Evans heard it from Jeremy after three months together. He said he didn't know what had changed, he just didn't feel it the way he used to, and he was sorry. Then he was gone.

If a man has ever pulled away from you like that, you'll know what comes next. You go over every conversation looking for the thing you did wrong.

Jenny did exactly that, until her grandmother Violet gave her something better to do. Violet had taught her that a man has to believe that chasing you is his own idea, and she knew how to make Jeremy feel that again.

She started Jenny off with five words sent by text, and the next day Jeremy asked her out for coffee. Gram made her wait longer than she wanted to before saying yes.

Later on, Jeremy asked Jenny to be his, and only his, and she says he's been chasing her ever since.

If there's a man who has gone cold on you, watch Jenny's free video before you do anything else:

{HOPLINK}

Thinking of you,
[Your name]

> *Tip: This one speaks to a sore spot, so send it on its own rather than in the middle of a busy week of promotions.*

Email 14: He won't commit

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- He told her he "wasn't monogamous"
- Three days later he begged her for commitment
- When he says he's not ready

Preheader: Jenny's cousin Kim tried her grandmother's advice. It took three days.

Dear [FIRSTNAME],

Jenny Evans's cousin Kim was seeing a man who told her straight out that he "wasn't monogamous."

Plenty of women in Kim's place would walk away, or hang on and hope he changes his mind one day.

Kim followed the advice Jenny had learned from Gramma Violet instead, and it took just three days before that same man begged her for a real commitment.

Most of us were taught to ask a man for commitment, or to wait patiently until he offers it, and that's natural enough. What Violet added, and what made the difference for Kim, is that a man commits when he believes, deep in his soul, that you're a prize he worked for and earned, and that choosing you was his own idea.

There's even a free gift with Jenny's handbook for this exact situation. It's called Become His Secret Passion: How To Fascinate A Guy Who Thought He Was "Not Ready" For A Relationship, and it's about getting him to want a deeper level of commitment all by himself.

Jenny's free video tells how her grandmother's advice changed things for her:

{HOPLINK}

With warm wishes,
[Your name]

> *Tip: Strong for readers in relationships that seem stuck. Kim's three days are part of Jenny's story, not a promise to the reader.*

Email 15: When a marriage has gone quiet

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- "I can't believe what's come over Sam"
- What Kelly said to Jenny at the office
- For the married women on my list

Preheader: Kelly used Gram's advice on her husband, Sam, and couldn't believe what came over him.

Kelly is a friend of Jenny Evans from the office, and this is what she told Jenny:

"Jenny, I swear your Grandmother has saved my marriage. I can't believe what's come over Sam but THANK YOU."

Kelly was married, so she wasn't trying to get a man to ask her out. She used the advice Jenny had learned from her grandmother Violet on her husband, Sam.

Gram's secrets are usually talked about as advice for getting a man to chase you, and they work just as well on a husband, who can keep chasing his wife for as long as they're together if she knows what she's doing.

Violet's own husband, Frank, was still leaving her little notes right up to the end of their six decades together.

Jenny says she sees so many women drag their husbands to couples counselling that costs thousands, and does nothing to bring back the attention and desire they're missing.

Several of Violet's secrets are for women who are already married. One of them, the Lightswitch Technique, is for when a man has lost interest in sex with the woman he loves.

If you're married and you'd love to see a change like Kelly's, have a look at Jenny's free video:

{HOPLINK}

Yours,
[Your name]

> *Tip: Use the third subject line only if your list really is mostly married women; otherwise pick one of the first two.*

Email 16: The three free gifts

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Three free gifts with Jenny's handbook
- A free audio program with coach Marni Kinrys

- "4 Magic Phrases That Heal Relationships"

Preheader: A report, an audio program and a guide for the man who says he's not ready.

Jennifer Evans gives three gifts with every copy of Grandma's Subtle Secrets, the handbook she wrote from her grandmother's advice about men.

The first is a report called 4 Magic Phrases That Heal Relationships. It shows you how to turn an argument into a moment of growth, so you know exactly what to say to heal things and keep your love life strong for the long term.

The second is an audio program, How To Have The ULTIMATE Love Life, with dating and relationships coach Marni Kinrys. It covers how to use feminine emotional connection and the habits a relationship needs if it's going to last, and how to keep him wanting you even after many years together.

The third is Become His Secret Passion: How To Fascinate A Guy Who Thought He Was "Not Ready" For A Relationship. Once you know this method, he won't be able to stop thinking about you, and he'll want to take things to a deeper level of commitment.

The handbook itself comes as a book and an audio edition, and the whole package is one payment of $37, with a 60-day money-back guarantee.

Watch Jenny's free video first. It tells how her grandmother's advice won back Jeremy, the man who'd walked out on her, and the gifts are shown on the same page:

{HOPLINK}

[FIRSTNAME], I'd start with the audio program if you like to listen while you get on with your day.

Enjoy,
[Your name]

> *Tip: Send this to readers who have already heard about the handbook. It gives a hesitant reader a fresh reason to look.*

Email 17: "I guess I just got lucky"

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)
Subject lines:

- "I guess I just got lucky"
- He left her little notes for sixty years
- What Gram never told anyone about her marriage

Preheader: For decades Violet told everyone it was luck, until her heartbroken granddaughter needed the real reason.

For more than sixty years, Violet's husband Frank treated her like a queen.

He was always doing little things for her and leaving her notes. He told anyone who would listen how beautiful she was, and he always seemed happiest when she was in the room.

Their granddaughter, Jenny, was at the hospital the day he died. He looked Violet in the eyes and whispered "I love you" with his last breath.

Whenever anyone asked Violet what she did to make him act that way, she just smiled with her eyes and said, "I guess I just got lucky."

Years later, when Jenny was 39 and heartbroken over a man called Jeremy, Violet finally admitted over a game of cards that luck had nothing to do with it: "Did you ever think for a second that the reason he did that is because I knew what I was doing?"

She'd kept it to herself for her whole marriage. She only told Jenny because she hated seeing her so sad when she knew she didn't have to be.

Then she taught Jenny everything, and Jenny tells the story in a free video presentation:

{HOPLINK}

[FIRSTNAME], it's the loveliest thing you'll watch this week.

Fondly,
[Your name]

> *Tip: A gentle, story-first email. It works well on a weekend, and the bench-couple picture suits it if your emails carry images.*

Email 18: More than one man at once

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Gram wouldn't let her go straight back to him
- Why Violet wanted her dating more than one man
- "It would be good for your ego"

Preheader: Jeremy was chasing her again, and Jenny wanted to rush back. Her grandmother said no.

When Jeremy started chasing Jenny again, all she wanted was to dive straight back in with him.

Her grandmother Violet wouldn't let her.

Violet said it would be good for Jenny's ego to have more than one man chasing her at once. So Jenny went on a few dates, and she was amazed when the men opened doors for her and acted like real gentlemen.

Jenny admits that Gram was right, and that it was fun being so wanted and romanced.

I think Violet had a good reason for pushing her. A woman who has other men asking for her time has no need to chase anyone, and the man she really wants can feel it. He has to work for her, and that's exactly what makes it his idea.

No matter who she went out with, though, Jenny kept thinking about Jeremy and the connection they had, so she used a few of Violet's subtle tricks on him.

One day they were out walking hand in hand when he pulled her close, looked her in the eyes and asked her to be his, and only his. After acting as if she was thinking about it, she melted and said yes.

Jenny tells her story from the start in her free video:

{HOPLINK}

Best wishes,
[Your name]

> *Tip: Good for single readers who tend to rush into things. The paragraph that starts "I think" is your opinion as the sender; rewrite it in your own words if you like.*

Email 19: "It's different now, Gram"

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Gram never had to deal with dating apps
- "It's different now, Gram"
- Have men really changed?

Preheader: Jenny thought her 83-year-old grandmother couldn't possibly understand modern dating.

"Gram, it's different now. It's not like when you were young."

That's what Jenny Evans told her grandmother when Violet tried to give her advice about men.

Jenny thought she had a point. Violet met her husband at 16 and stayed with him for more than sixty years. She never had to deal with texting and dating apps, or with men who won't commit because their next date is a few taps away on their phone.

Jenny was 39, single again and scared of growing old alone. What could an 83-year-old who'd only ever been with one man teach her about dating today?

As it turned out, Violet could teach her quite a lot. She told Jenny that men are the same now as they ever were, and then she bet her more than twelve thousand dollars that she could prove it within a month.

Apps have changed how people meet. What makes a man chase a woman, and keep chasing her for the rest of his life, is exactly what it was when Violet was 16, and she knew it inside out.

Jenny saw it work on Jeremy, the man who had left her, and then on her friends.

Watch Jenny's free video and judge for yourself:

{HOPLINK}

Cheering you on,
[Your name]

> *Tip: Suits readers who are tired of dating apps. Avoid naming any particular app in your subject line.*

Email 20: Four years on her own

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Four years without a boyfriend
- Sally hated the idea at first

- After four quiet years, two men at once

Preheader: Jenny's best friend didn't like Gram's advice one bit. She tried it anyway.

Sally, Jenny Evans's best friend, hadn't had a boyfriend in four years, not since her ex broke her heart.

When Jenny started passing on her grandmother Violet's advice about men, Sally hated the very idea of what Jenny was telling her to do.

I can understand why. Some of Violet's advice sounds old-fashioned when you first hear it, and it asks you to let go of a few things you've always believed about men.

Sally did it anyway, and soon she had two handsome, successful men chasing her with all the passion they could muster.

Jenny had already seen the same thing happen to herself. She was 39 and newly single when her grandmother started teaching her, and over the next few weeks Jeremy, who had ended things with her, came back to her for good.

If you or a friend have been on your own for a while, Jenny's free video is worth watching tonight:

{HOPLINK}

Until next time,
[Your name]

P.S. If you have a Sally in your life, [FIRSTNAME], forward this to her.

> *Tip: The P.S. invites forwarding, which brings new readers to your link. Keep it.*

Email 21: Worth double, or your money back

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)
Subject lines:

- Worth at least double, or your money back
- 60 days to try Gram's advice
- What if it doesn't work for you?

Preheader: Jenny gives you two months to try her grandmother's advice on a real man.

I really like the promise Jennifer Evans makes about her handbook.

If you don't think Grandma's Subtle Secrets To Make Him Chase You Forever is worth at least double what you paid, you contact her customer service any time in the next 60 days and get every cent back.

That gives you two full months to read it, listen to the audio edition and try her grandmother's advice on a real man.

Jenny can make that promise because of where the advice came from. Her grandmother Violet kept one man devoted to her from the age of 16, and at 83 she still had men asking her out.

Jenny also saw the advice change her own life. The man who had ended things with her, saying he wasn't "in love" with her, came back, and these days he's the one chasing her.

The handbook is one payment of $37 and comes with three free gifts, including an audio program with dating and relationships coach Marni Kinrys.

Start with the free video. If Jenny's story speaks to you, you'll know what to do next:

{HOPLINK}

Kind regards,
[Your name]

> *Tip: A good second or third email for readers who have heard of the handbook but haven't bought. Don't change the guarantee wording.*

Email 22: The 5 Rules of Sex

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- The 5 Rules of Sex Gram taught Jenny
- Yes, her 83-year-old grandmother talked about this
- Five rules every woman should know

Preheader: I didn't expect an 83-year-old grandmother to have rules about this. She has five.

I'll admit I didn't expect an 83-year-old grandmother to have rules about sex.

Violet does, and there are five of them. She taught them to her granddaughter, Jenny, and Jenny says every woman needs to know them.

They're about awakening a man's hidden caveman lust, so he devours you with his eyes and ravishes you the way you've been longing for, with a passion he's never had for any other woman.

Violet clearly knew how to keep a man's passion alive, because Frank, whom she met at 16, adored her right up until he died more than sixty years later. These days the men in her retirement complex ask her out, and she's in no hurry to be tied down.

The 5 Rules of Sex are in Jenny's handbook, Grandma's Subtle Secrets To Make Him Chase You Forever, along with the Hot Mirror technique for showing him what you like without hurting his pride.

Jenny's free video tells you how she came to learn all this, starting with a card game and a bet:

{HOPLINK}

Yours truly,
[Your name]

> *Tip: For lists comfortable with grown-up topics. The second subject line gets the most curiosity.*

Email 23: He chooses to quit porn

Send: Any time. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Competing with porn for his attention?

- He quits porn, and you never have to ask
- Gram never had to compete with this

Preheader: Gram's way gets him to stop without you saying a word about it.

Hey [FIRSTNAME],

When Jenny Evans was 39 and single again, she listed the things her grandmother had never had to deal with. One of them was competing with porn for a man's attention.

A lot of women know that frustration. Asking him to stop rarely works, because he gets defensive or simply hides it better, and either way it ends up sitting between you.

Violet, Jenny's grandmother, had an answer for this too. It's a way to make him choose to quit watching porn without you ever having to ask him to.

It works because of the idea behind all of Violet's advice: a man has to believe that choosing you, and everything he does for you, is his own idea.

Jenny wrote this one down with the rest of Gram's secrets when she made her handbook. Her free video explains where the advice came from and what it did for her:

{HOPLINK}

Wishing you well,
[Your name]

> *Tip: A sensitive topic that gets strong replies from married readers. Send it on its own, with no other promotions that day.*

A reminder and a last call

Send the reminder two or three days after your first email about Jenny's video, and the last call a few days after that. Neither uses a deadline, because there isn't one.

Email 24: A quick reminder

Send: 2-3 days after your first email. Link goes to: Free video presentation (recommended) (type=main)

Subject lines:

- Did you get a chance to watch it?
- Jenny's video, in case you missed it
- About the bet over the card game

Preheader: Just in case my last email got buried. It's a story worth hearing.

Just a short note from me today, in case my last email got buried under everything else.

A few days ago I sent you a link to a free video by Jennifer Evans. It tells how her 83-year-old grandmother bet her $12,471 that within one month she'd have the man who had left her, or any man she wanted, chasing her.

Gram had been with one man her whole life, and he adored her until the day he died. At 83 men were still chasing her, and she'd kept the reason to herself for decades, until her granddaughter needed it.

If you haven't watched the video yet, here it is again:

{HOPLINK}

It's a lovely story, and the advice in it is just as useful if you're married as it is if you're dating again.

[Your line: one thing from the video that stayed with you.]

That's all from me today,
[Your name]

> *Tip: Send only to readers who didn't click the first time, if your autoresponder lets you.*

Email 25: The last time I'll mention it

Send: A few days after the reminder. Link goes to: Free video presentation (recommended) (type=main)
Subject lines:

- The last time I'll mention this
- One more thing before I move on
- I'll leave this with you

Preheader: After today I'll stop talking about Jenny's grandmother. Here's the link one more time.

This is the last time I'll write to you about Jennifer Evans and her grandmother, [FIRSTNAME].

I keep coming back to one thing Violet said. When Jenny said Gram had never had to deal with dating because she'd only ever been with Grampa Frank, Violet asked her, "Did you ever think for a second that the reason he did that is because I knew what I was doing?"

Jenny's handbook holds everything Violet knew, written down by her granddaughter, from what to say when a man first asks you out to how to keep a marriage alive.

If you've been meaning to watch Jenny's video and haven't got round to it, this is a good moment:

{HOPLINK}

When you try it, you have 60 days to decide whether Gram's advice is worth at least double what you paid.

Either way, I'm really glad you read these emails, and I'll be back next time with something new.

Thank you, as always,
[Your name]

> *Tip: A calm close with no deadline. It often gets clicks from readers who were waiting for a nudge.*

Part 2: Hooks and angles

Gram at 83

Who it's for: Any women's list, especially readers 45 and over. Email subject lines, Facebook and video openings.

The idea: Violet is 83, an age when women outnumber men more than two to one, and men in her retirement complex still ask her out.

- An 83-year-old widow told her granddaughter that her date that night was too young for her, because he was only 72.
- By Violet's age there are more than twice as many women as men, yet at 83 men keep inviting her on dates.
- Jenny was crying on the phone to her grandmother after a breakup when Gram mentioned she had a date that night.

Link to: Free video presentation (recommended) (type=main). Jenny's free presentation tells Gram's story: one man for over six decades, and men still chasing her at 83.

The bet over cards

Who it's for: Story-loving readers on email and Facebook.

The idea: Over a game of Rummy 500, Violet bet Jenny she'd pay off her $12,471 credit card debt if a month of her advice didn't have a man chasing her.

- A grandmother offered to pay off her granddaughter's $12,471 credit card debt if her advice about men didn't work within a month.
- Over a game of Rummy 500, Jenny's grandmother made a bet about men that she was completely sure she would win.
- How sure would you have to be about men to put twelve thousand dollars on it?

Link to: Free video presentation (recommended) (type=main). The free presentation tells how the month of the bet turned out.

It has to be his idea

Who it's for: Single and dating readers who feel they've tried everything. Email and Instagram.

The idea: Gram's core idea: a man has to believe that chasing you, choosing you and committing to you was his idea.

- Jenny's grandmother says there's one thing a man has to believe about you before he will ever commit.
- Every relationship Jenny ever had started well and then slowly stopped, until her grandmother explained why in a single sentence.
- If a man ever proposes to you, Violet says, he has to believe the whole thing was his own idea.

Link to: Free video presentation (recommended) (type=main). Jenny explains Gram's idea and how she learned to use it.

The Prince Charming Phrase

Who it's for: Women who are dating, or about to. Email and Facebook.

The idea: Four words to say when he first asks you out, so he takes you seriously and doesn't flake.

- Gram taught Jenny four words to say the moment a man first asks her out, and once he hears them he won't flake on her.
- The moment a man hears the Prince Charming Phrase, he knows you're a once-in-a-lifetime woman he has to take seriously.

Link to: Free video presentation (recommended) (type=main). The video sets up the story behind Gram's techniques.

The Mona Lisa Smile

Who it's for: General women's lists, light and friendly. Facebook, TikTok and email.

The idea: Every woman has a Mona Lisa Smile, and used well it has men opening doors and carrying her shopping.

- Every woman has a Mona Lisa Smile, and Gram taught Jenny how to use hers to have men rushing to hold doors open.
- Why do men fall over themselves to carry some women's shopping to the car?

Link to: Free video presentation (recommended) (type=main). The video introduces Gram and her secrets.

The Hot Mirror

Who it's for: Women in long relationships, on lists that talk openly about intimacy. Email.

The idea: A way to teach a man what you want in bed without asking and without hurting his pride.

- Gram's Hot Mirror technique teaches a man what you want in bed without you ever having to ask for it.
- Of all people, it was Jenny's grandmother who taught her how to show a man what she wants in bed.

Link to: Free video presentation (recommended) (type=main). The video shows who Gram is and why her advice works.

The four-word weekly text

Who it's for: Married and dating women alike. Email, Instagram and TikTok.

The idea: A four-word text to send a man once a week that fills him with pride and has him bragging about you.

- Gram told Jenny to send her man the same four-word text once a week, and she says it has him bragging to everyone about how lucky he is.
- What four-word text could make a man brag to all his friends about you?

Link to: Free video presentation (recommended) (type=main). The video tells where Gram's secrets come from.

The Lightswitch Technique

Who it's for: Married women and long relationships. Email and Facebook.

The idea: Why men lose interest in sex with women they love, and how to bring back the desire he had at the start.

- Jenny's grandmother Violet told her why men lose interest in sex with the women they love, and what to do about it.

- The Lightswitch Technique brings back the way he wanted you the very first time you were together.

Link to: Free video presentation (recommended) (type=main). The video introduces the handbook that teaches the technique.

The thought magnet

Who it's for: Women whose man has pulled away or gone quiet. Email, Facebook and TikTok.

The idea: Five words sent by text, messenger or voicemail; the next day Jeremy asked Jenny for coffee.

- Jenny sent the man who'd dumped her five words by text, and the next day he asked her out for coffee.
- Gram's thought magnet is five words long, and you can even leave them as a voicemail.
- He asked her for coffee, and Gram told her to say no.

Link to: Free video presentation (recommended) (type=main). The free presentation tells what happened with the man who left Jenny.

The head tilt

Who it's for: Single women who go out and meet people. Instagram and Facebook.

The idea: A trick from Gram that needs nothing more than tilting your head just so, and men in a bar come over to talk.

- A small tilt of the head was all it took for Jenny to have a man walk across a crowded bar to talk to her.
- Men came over to talk to Jenny without ever guessing she'd done a thing to bring them.

Link to: Free video presentation (recommended) (type=main). The free presentation introduces Gram and the bet that started Jenny's month of dating.

Dating again after 40

Who it's for: Women 40 and over who are single again. Email, Facebook groups that allow promotion, YouTube.

The idea: If an 83-year-old can have men asking her out at an age when women outnumber men two to one, age isn't what's in the way.

- If men are still asking an 83-year-old out, what could her advice do for a woman of 45?
- At 39, Jenny was single again and scared of growing old alone when her grandmother made her an offer over a card game.
- Dating after 40 feels like the odds are against you, but at 83 Gram faces far worse odds than yours, and men still chase her.

Link to: Free video presentation (recommended) (type=main). The video tells Jenny's story from the start.

He went cold

Who it's for: Women whose man has pulled away. Email.

The idea: Jeremy said "I'm not 'in love' with you" after three months. Gram's advice brought him back asking her to be his.

- "I love you, but I'm not in love with you" is how Jeremy ended it, and Jenny's grandmother knew exactly what to do next.

- When a man says he doesn't feel it the way he used to, Jenny's grandmother knows how to bring the spark back.
- A few weeks after Jeremy walked out, he was asking Jenny to be his, and only his.

Link to: Free video presentation (recommended) (type=main). Jenny tells how Jeremy came back in the video.

He won't commit

Who it's for: Women in relationships that seem stuck. Email and Facebook.

The idea: Kim's man said he "wasn't monogamous"; three days into Gram's advice he begged her for a real commitment.

- Kim's boyfriend told her he "wasn't monogamous," and three days later he was begging her for a real commitment.
- The man who keeps saying he isn't ready will be the one begging you to marry him once you know what Violet knew.
- There's a free guide with Jenny's handbook for the man who thought he was "not ready" for a relationship.

Link to: Free video presentation (recommended) (type=main). The video introduces Gram's approach to commitment.

A marriage that's gone quiet

Who it's for: Married women. Email and Facebook.

The idea: Kelly used Gram's advice on her husband Sam: "I swear your Grandmother has saved my marriage."

- "I can't believe what's come over Sam," Kelly told her friend Jenny at the office.
- Kelly was already married, so she tried Gram's advice on her husband, Sam.
- Before you drag him to couples counselling that costs thousands, find out what Jenny's friend Kelly tried on her husband, Sam.

Link to: Free video presentation (recommended) (type=main). The free presentation tells where the advice Kelly used came from.

"I guess I just got lucky"

Who it's for: Readers who love a love story. Facebook, Instagram and email.

The idea: Violet's husband worshipped her for sixty years; she always said it was luck, and finally admitted it wasn't.

- For sixty years, whenever anyone asked how she kept her husband so devoted, Violet smiled and said she just got lucky.
- Grampa Frank whispered "I love you" to Violet with his very last breath, and at 83 she finally told her granddaughter why.

Link to: Free video presentation (recommended) (type=main). Jenny tells her grandfather's story in the video.

Gifts and guarantee

Who it's for: Readers who already know about the handbook. Email and newsletter ads.

The idea: Three free gifts, including an audio program with coach Marni Kinrys, and 60 days to decide.

- Jenny's handbook comes with a free audio program with dating and relationships coach Marni Kinrys.

- You get 60 days to try Gram's advice on a real man.

Link to: Free video presentation (recommended) (type=main). The gifts and the guarantee are shown on the same page as the video.

Part 3: Text and newsletter ads

Newsletter and solo ads

Short ads for a sponsor slot in someone else's newsletter or a solo-ad mailing. Use the headline as the subject line or the bold first line, then the ad and your link.

Gram's date at 83

Link to: Free video presentation (recommended) (type=main)

Headline:

At 83, she had a date with a man of 72, and she thought he was too young for her

Ad:

Jenny was crying over a breakup when her grandmother told her she had a date that night. Violet had been with one man for sixty years, and now the men in her retirement complex kept asking her out.

Jenny tells what her grandmother knew in a free video:

{HOPLINK}

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

The bet

Link to: Free video presentation (recommended) (type=main)

Headline:

Her grandmother bet $12,471 on her advice about men

Ad:

Across the card table, Violet made Jenny an offer: follow her advice about men for one month, and if no man was chasing her by the end of it, Gram would pay off her whole credit card debt.

Jenny's free presentation tells how that month turned out:

{HOPLINK}

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

His idea

Link to: Free video presentation (recommended) (type=main)

Headline:

The one thing a man must believe before he commits

Ad:

Jenny's grandmother taught her the one thing a man has to believe, deep down, before he'll ever chase you and commit, and suddenly every relationship that had fizzled out on Jenny made sense.

The free video tells you what it is:

{HOPLINK}

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

Thought magnet

Link to: Free video presentation (recommended) (type=main)

Headline:

Five words by text, and he asked her out the next day

Ad:

After Jeremy told Jenny he wasn't "in love" with her, her grandmother had her send him five words. The next day he asked her for coffee.

Jenny tells the whole story here:

{HOPLINK}

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

Prince Charming Phrase

Link to: Free video presentation (recommended) (type=main)

Headline:

Four words to say when he first asks you out

Ad:

Say the "Prince Charming Phrase" when he first asks you out, and he'll know you're a once-in-a-lifetime woman he has to take seriously. Jenny learned it from her grandmother.

Jenny's free video tells where the phrase came from:

{HOPLINK}

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

Mona Lisa Smile

Link to: Free video presentation (recommended) (type=main)

Headline:

Every woman has a "Mona Lisa Smile"

Ad:

Used the right way, it has men rushing to open doors for you and carry your shopping. An 83-year-old grandmother taught it to her granddaughter.

Jenny tells her grandmother's story in a free presentation:

{HOPLINK}

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

Hot Mirror

Link to: Free video presentation (recommended) (type=main)

Headline:

Teach him what you like without ever having to ask

Ad:

Gram's "Hot Mirror" technique lets you teach a man what you want in bed without asking, and without hurting his pride.

Jenny explains where it comes from:

{HOPLINK}

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

Weekly text

Link to: Free video presentation (recommended) (type=main)

Headline:

A four-word text to send him once a week

Ad:

Jenny's grandmother says this short text fills a man with pride and desire, and has him bragging about how lucky he is to be with you.

Hear about Gram and her secrets in Jenny's free video:

{HOPLINK}

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

Lightswitch

Link to: Free video presentation (recommended) (type=main)

Headline:

Why men lose interest in the women they love

Ad:

Gram explained the reason to Jenny, and then showed her the "Lightswitch Technique" for bringing back the desire he felt for you at the very start.

Watch Jenny's free presentation:

{HOPLINK}

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

Head tilt

Link to: Free video presentation (recommended) (type=main)

Headline:

How a tilt of the head brings a man across the room to talk to you

Ad:

Jenny's grandmother taught her a little trick that had men coming over to talk to her in a bar, with no idea she'd done anything at all.

Jenny tells how she learned it in a free video:

{HOPLINK}

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

Dating after 40

Link to: Free video presentation (recommended) (type=main)

Headline:

Dating again after 40?

Ad:

Jenny's grandmother is 83, an age when women outnumber men more than two to one, and men still chase her. Her advice works at any age.

Hear it from Jenny:

{HOPLINK}

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

He went cold

Link to: Free video presentation (recommended) (type=main)

Headline:

"I love you, but I'm not in love with you"

Ad:

Jeremy said that to Jenny after three months and walked away. Within weeks of Jenny following her grandmother's advice, he was asking her to be his.

Watch how it happened:

{HOPLINK}

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

He won't commit

Link to: Free video presentation (recommended) (type=main)

Headline:

He said he "wasn't monogamous"

Ad:

Jenny's cousin Kim tried Gram's advice, and three days later that same man was begging her to commit.

See Jenny's free video:

{HOPLINK}

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

Cooled marriage

Link to: Free video presentation (recommended) (type=main)

Headline:

"I swear your Grandmother has saved my marriage"

Ad:

That's what Kelly told her friend Jenny after using Gram's advice on her husband, Sam. Gram's secrets work for married women too.

Jenny's free video tells where Kelly's advice came from:

{HOPLINK}

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

Grampa's notes

Link to: Free video presentation (recommended) (type=main)

Headline:

For decades she said her happy marriage was just luck

Ad:

Violet's husband adored her and left her little notes right to the end. She always said she'd just got lucky, until the day she told her granddaughter what really happened.

Watch Jenny tell it:

{HOPLINK}

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

Sally

Link to: Free video presentation (recommended) (type=main)

Headline:

After four years on her own, Sally had two men chasing her

Ad:

Jenny's best friend Sally hated the idea of Gram's advice at first, but she tried it anyway, and soon two handsome, successful men were hunting her with all the passion they could muster.

Hear where Sally's advice came from:

{HOPLINK}

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

Men haven't changed

Link to: Free video presentation (recommended) (type=main)

Headline:

"Gram, it's different now"

Ad:

Jenny was sure her 83-year-old grandmother couldn't understand dating apps. Violet said men are the same as they ever were, and bet money she could prove it.

Find out who won the bet:

{HOPLINK}

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

More than one

Link to: Free video presentation (recommended) (type=main)

Headline:

Why Gram wouldn't let her rush back to him

Ad:

When Jeremy started chasing Jenny again, her grandmother made her go on dates with other men first, and Jenny found she loved being so wanted.

Hear how it turned out:

{HOPLINK}

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

Gifts

Link to: Free video presentation (recommended) (type=main)

Headline:

Three free gifts, including an audio with Marni Kinrys

Ad:

Jenny's handbook of her grandmother's advice comes with a report, an audio program with dating coach Marni Kinrys, and a guide for the man who says he's "not ready."

You'll find them on the same page as Jenny's free video:

{HOPLINK}

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

Guarantee

Link to: Free video presentation (recommended) (type=main)

Headline:

Try Gram's advice for 60 days

Ad:

If you don't think Jenny's handbook is worth at least double what you paid, you get your money back. That's two months to try her grandmother's advice on a real man.

Watch the free video first:

{HOPLINK}

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

5 Rules

Link to: Free video presentation (recommended) (type=main)

Headline:

The 5 Rules of Sex, from an 83-year-old grandmother

Ad:

Violet taught them to her granddaughter Jenny, who says every woman needs to know them.

Find out how Jenny came to learn them:

{HOPLINK}

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

Porn

Link to: Free video presentation (recommended) (type=main)

Headline:

How to make him choose to quit porn by himself

Ad:

Jenny's grandmother had a way to make a man choose to stop watching porn without you ever bringing it up.

Hear the story behind it:

{HOPLINK}

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

Coffee no

Link to: Free video presentation (recommended) (type=main)

Headline:

He invited her for coffee, and she said no on her grandmother's orders

Ad:

Jenny did as she was told. The next day Jeremy was back with flirty texts, asking about her day and telling her he missed her.

See what Gram knew:

{HOPLINK}

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

Gram's question

Link to: Free video presentation (recommended) (type=main)

Headline:

"I knew what I was doing"

Ad:

When Jenny said her grandmother had never had to deal with dating, Violet asked if she'd ever thought Grampa treated her like a queen because she knew what she was doing. Then she showed Jenny what she meant.

Jenny tells it all in a free video:

{HOPLINK}

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

Hunter's instinct

Link to: Free video presentation (recommended) (type=main)

Headline:

What a man really thinks when you make the first move

Ad:

Gram told Jenny what really goes through a man's mind when a woman makes the first move, and how a little feminine coyness wakes up his hunter's instinct.

Jenny's free presentation tells how Gram came to teach her:

{HOPLINK}

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

Short classified ads

For classified sections in newsletters and ezines that take short ads. The link line doesn't count towards the words in most publications.

Gram at 83

Link to: Free video presentation (recommended) (type=main)

Ad (29 words):

At 83, Gram is still being asked out. She taught her granddaughter how to make a man chase her, and it worked on the man who left. Free video:

Link line:

{HOPLINK} (affiliate link)

The bet

Link to: Free video presentation (recommended) (type=main)

Ad (23 words):

Grandmother bets $12,471 her advice will have a man chasing her granddaughter within a month. Watch the free video to see who won:

Link line:

{HOPLINK} (affiliate link)

His idea

Link to: Free video presentation (recommended) (type=main)

Ad (21 words):

Why every man has to believe chasing you was his idea, explained by a grandmother married sixty years. Free video presentation:

Link line:

{HOPLINK} (affiliate link)

Five words

Link to: Free video presentation (recommended) (type=main)

Ad (18 words):

Five words by text brought him back asking her out. Hear the grandmother's story in a free video:

Link line:

{HOPLINK} (affiliate link)

Over 40

Link to: Free video presentation (recommended) (type=main)

Ad (19 words):

Dating again after 40? Get the advice of an 83-year-old grandmother who still has men chasing her. Free video:

Link line:

{HOPLINK} (affiliate link)

Commitment

Link to: Free video presentation (recommended) (type=main)

Ad (19 words):

He said he wasn't monogamous. Three days of grandma's advice later, he begged for commitment. See the free video:

Link line:

{HOPLINK} (affiliate link)

Marriage

Link to: Free video presentation (recommended) (type=main)

Ad (23 words):

Married and the spark has faded? One wife used a grandmother's advice on her husband and said it saved her marriage. Free video:

Link line:

{HOPLINK} (affiliate link)

Phrase

Link to: Free video presentation (recommended) (type=main)

Ad (25 words):

Four words to say when he first asks you out, so he takes you seriously. Hear about the grandmother behind them in a free video:

Link line:

{HOPLINK} (affiliate link)

Smile

Link to: Free video presentation (recommended) (type=main)

Ad (25 words):

Every woman has a "Mona Lisa Smile" that has men holding doors and carrying her shopping. Meet the grandmother behind it in a free video:

Link line:

{HOPLINK} (affiliate link)

Guarantee

Link to: Free video presentation (recommended) (type=main)

Ad (23 words):

A grandmother's secrets to make him chase you, in a book and audio, with 60 days to decide. Watch the free video first:

Link line:

{HOPLINK} (affiliate link)

Part 4: Social media posts

Facebook posts

Post on your page or profile, or in groups whose rules allow promotions. Add the suggested picture and keep the #ad line.

Gram's date

Link to: Free video presentation (recommended) (type=main)

Picture: Gram and Jenny playing cards at the kitchen table, Jenny laughing (https://subtlesecrets.com/ss2026/img/hero-cards.jpg)

Post:

Jenny was 39 and heartbroken, and she was crying on the phone to her grandmother.

Her grandmother was 83, and she was busy getting ready for a date. A man had just moved into her retirement complex, and although at 72 he seemed a little young for her, he kept asking her out, so she figured why not.

She'd spent her whole life with one man, Jenny's grandfather, and he adored her right to the end. So what did she know that Jenny didn't?

Jenny's free video tells you, and it's well worth a watch:
{HOPLINK}

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

The bet

Link to: Free video presentation (recommended) (type=main)

Picture: Old love letters, a pressed rose and playing cards on a desk (https://subtlesecrets.com/ss2026/img/letter-desk.jpg)

Post:

Would you take this bet?

Jenny's 83-year-old grandmother told her to follow her advice about men for one month, and if no man was chasing Jenny by the end of it, Gram would pay off her whole credit card debt of $12,471.

Jenny shook on it, and you can watch how the month went here:
{HOPLINK}

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

He went cold

Link to: Free video presentation (recommended) (type=main)

Picture: A woman in her forties on a sofa, smiling at a text message (https://subtlesecrets.com/ss2026/img/phone-smile.jpg)

Post:

"I love you. I do, but I'm not 'in love' with you."

That's what Jeremy told Jenny after three months together, and then he was gone.

Her grandmother had her send him five words by text. The next day he asked her out for coffee, and Gram told her to say no.

It's a lovely story, and the ending is worth the wait:
{HOPLINK}

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

Married women

Link to: Free video presentation (recommended) (type=main)

Picture: A couple in their forties at dinner, the man clearly captivated (https://subtlesecrets.com/ss2026/img/dinner-date.jpg)

Post:

A woman called Kelly said this to her friend Jenny at work: "Jenny, I swear your Grandmother has saved my marriage. I can't believe what's come over Sam but THANK YOU."

Kelly had been using the advice Jenny learned from her 83-year-old grandmother, who kept her own husband devoted for over six decades.

If you're married and you miss the way things were at the start, have a look:
{HOPLINK}

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

I just got lucky

Link to: Free video presentation (recommended) (type=main)

Picture: An elderly couple on a park bench, seen from behind (https://subtlesecrets.com/ss2026/img/bench-couple.jpg)

Post:

For sixty years, people asked Violet how she kept her husband so devoted. He left her little notes and told everyone how beautiful she was, right to the end.

She always smiled and said, "I guess I just got lucky."

At 83, she finally told her granddaughter the truth, and her granddaughter made a free video about it:
{HOPLINK}

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

Dating after 40

Link to: Free video presentation (recommended) (type=main)

Picture: Gram whispering a secret to Jenny on a porch swing (https://subtlesecrets.com/ss2026/img/og-subtle-secrets.jpg)

Post:

Ladies who are dating again after 40, this one's for you.

Jenny's grandmother is 83, and by her age there are more than twice as many women as men, yet she still gets asked out.

She taught Jenny her secrets when Jenny was 39 and single again, and Jenny has shared them in a free video:
{HOPLINK}

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

Three gifts

Link to: Free video presentation (recommended) (type=main)

Picture: The Grandma's Subtle Secrets handbook with its three free gifts (https://subtlesecrets.com/ss2026/img/package.png)

Post:

Jenny's handbook of her grandmother's advice about men comes with three free gifts.

There's a report called 4 Magic Phrases That Heal Relationships, an audio program with dating and relationships coach Marni Kinrys, and a guide for the man who thought he was "not ready" for a relationship.

Start with Jenny's free video:
{HOPLINK}

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

Instagram captions

Post the picture, paste the caption and add the hashtags as the last line or the first comment. Instagram doesn't make links in captions clickable, so put your hoplink, or a presell page on your own site, in your bio.

His idea

Link to: Free video presentation (recommended) (type=main)

Picture: A red thread drawing a paper heart towards a man's hat (https://subtlesecrets.com/ss2026/img/his-idea.jpg)

Caption:

#ad Jenny's 83-year-old grandmother told her there's one thing a man has to believe before he'll ever chase you and commit. Every relationship Jenny had ever had suddenly made sense. She shares what it changed for her in a free video. Link in my bio.

Hashtags:

#ad #datingover40 #relationshipadvice #grandmaknowsbest #datingadvice #lovestory #womenover40

Gram at 83

Link to: Free video presentation (recommended) (type=main)

Picture: Gram and Jenny playing cards at the kitchen table, Jenny laughing (https://subtlesecrets.com/ss2026/img/hero-cards.jpg)

Caption:

#ad At Violet's age, women outnumber men more than two to one, yet the men around her still invite her out at 83. Her granddaughter Jenny learned how she does it, and tells the story in a free video. Link in my bio.

Hashtags:

#ad #datingover40 #relationshipadvice #grandmaknowsbest #datingadvice #lovestory #womenover40

Five words

Link to: Free video presentation (recommended) (type=main)

Picture: A woman in her forties on a sofa, smiling at a text message (https://subtlesecrets.com/ss2026/img/phone-smile.jpg)

Caption:

#ad Jenny's grandmother had her send five words by text to the man who had walked away, and the next day he wanted to meet for coffee. Jenny tells what happened next in a free video, link in my bio.

Hashtags:

#ad #datingover40 #relationshipadvice #grandmaknowsbest #datingadvice #lovestory #womenover40

Weekly text

Link to: Free video presentation (recommended) (type=main)

Picture: A woman in her forties on a sofa, smiling at a text message (https://subtlesecrets.com/ss2026/img/phone-smile.jpg)

Caption:

#ad Gram told Jenny to send her man the same four-word text once a week. Jenny says it has him bragging to everyone about how lucky he is. The video about Gram's secrets is free, and the link is in my bio.

Hashtags:

#ad #datingover40 #relationshipadvice #grandmaknowsbest #datingadvice #lovestory #womenover40

Listen on the go

Link to: Free video presentation (recommended) (type=main)

Picture: A woman around 50 reading on a tablet with earphones in (https://subtlesecrets.com/ss2026/img/member-reading.jpg)

Caption:

#ad Jenny wrote down everything her grandmother taught her about men, and it comes as a book and an audio edition you can listen to on a walk. Start with her free video; the link is in my bio.

Hashtags:

#ad #datingover40 #relationshipadvice #grandmaknowsbest #datingadvice #lovestory #womenover40

Sixty years

Link to: Free video presentation (recommended) (type=main)

Picture: An elderly couple on a park bench, seen from behind (https://subtlesecrets.com/ss2026/img/bench-couple.jpg)

Caption:

#ad He left her little notes for more than sixty years and whispered "I love you" with his last breath. Violet says she knew exactly what she was doing all along, and she taught her granddaughter Jenny how. Link in my bio for the free video.

Hashtags:

#ad #datingover40 #relationshipadvice #grandmaknowsbest #datingadvice #lovestory #womenover40

TikTok videos

Each idea is a short video you can make with the suggested picture as the background, or by talking to camera. Say the first line in the first two seconds, keep #ad in the caption, and put your hoplink, or a presell page on your own site, in your bio.

Head tilt

Link to: Free video presentation (recommended) (type=main)

Picture: A couple in their forties at dinner, the man clearly captivated (https://subtlesecrets.com/ss2026/img/dinner-date.jpg)

Video idea:

Use the picture as your background, or film yourself, and say this first line out loud with it on screen: "Jenny Evans could get a man to walk over and talk to her in a bar just by tilting her head a certain way." Then say that her 83-year-old grandmother taught her the trick, and that the men never had any idea she'd done anything at all. Don't show or guess the tilt, because wanting to know it is what sends viewers to your bio.

Caption:

Her grandmother taught her this when she was 39 and single again. #ad Jenny's free video is at the link in my bio.

Hashtags:

#datingadvice #datingover40 #grandmaknowsbest #relationshipadvice #storytime #womenover40

Prince Charming Phrase

Link to: Free video presentation (recommended) (type=main)

Picture: A woman in her forties on a sofa, smiling at a text message (https://subtlesecrets.com/ss2026/img/phone-smile.jpg)

Video idea:

Hold your phone as if a message has just come in, and open with: "When a man asks you out for the first time, there are four words that make it psychologically impossible for him to flake on you." Then say they're known as the Prince Charming Phrase, and that Jenny learned them from her grandmother. Never say or guess the four words, because the mystery is what sends viewers to your link.

Caption:

Jenny got the Prince Charming Phrase from her 83-year-old grandmother. #ad Her free video is at the link in my bio.

Hashtags:

#datingadvice #datingover40 #grandmaknowsbest #relationshipadvice #storytime #womenover40

Kim

Link to: Free video presentation (recommended) (type=main)

Picture: A red thread drawing a paper heart towards a man's hat (https://subtlesecrets.com/ss2026/img/his-idea.jpg)

Video idea:

Put the red-thread picture on screen and open with: "Kim's boyfriend told her he wasn't monogamous." Pause for a second, then say that three days after Kim started following Jenny's grandmother's advice, he begged her to commit to him for real. Leave what Kim did as the open question, and point to the link in your bio.

Caption:

Kim is Jenny's cousin, and the advice came from Jenny's 83-year-old grandmother. #ad Link in my bio for the free video.

Hashtags:

#datingadvice #datingover40 #grandmaknowsbest #relationshipadvice #storytime #womenover40

Gram and Jim

Link to: Free video presentation (recommended) (type=main)

Picture: Gram and Jenny playing cards at the kitchen table, Jenny laughing (https://subtlesecrets.com/ss2026/img/hero-cards.jpg)

Video idea:

Over the picture of Gram and Jenny at cards, say: "Jenny's grandmother is 83, and she told the man she'd been seeing that she wasn't interested in being tied down." Then explain that a 72-year-old who had just moved into her retirement complex kept asking her out, so she said yes to him too. Finish by asking viewers who they think has the better love life, Jenny or her grandmother.

Caption:

"Life is short!" Gram told Jenny on the phone. #ad Jenny tells the rest of the story in her free video, link in bio.

Hashtags:

#datingadvice #datingover40 #grandmaknowsbest #relationshipadvice #storytime #womenover40

Mona Lisa Smile

Link to: Free video presentation (recommended) (type=main)

Picture: Gram whispering a secret to Jenny on a porch swing (https://subtlesecrets.com/ss2026/img/og-subtle-secrets.jpg)

Video idea:

With the picture of Gram whispering to Jenny on screen, say: "Every woman has a Mona Lisa Smile, and Jenny's grandmother taught her how to use hers." Then tell viewers it had men falling over themselves to open doors for Jenny and carry her shopping. Don't explain how the smile works; that stays in Jenny's handbook.

Caption:

Jenny learned it from her grandmother Violet, and it's one of the secrets in Jenny's handbook. #ad Link in my bio for Jenny's free video.

Hashtags:

#datingadvice #datingover40 #grandmaknowsbest #relationshipadvice #storytime #womenover40

The bet

Link to: Free video presentation (recommended) (type=main)

Picture: Old love letters, a pressed rose and playing cards on a desk (https://subtlesecrets.com/ss2026/img/letter-desk.jpg)

Video idea:

Lay a few playing cards on the table, or use the picture, and open with: "An 83-year-old grandmother bet $12,471 that a month of her advice would have a man chasing her granddaughter." Then explain the terms: if no man was chasing Jenny after one month, Gram would pay off her credit card debt. Don't say who won.

Caption:

Jenny's free video has the ending. #ad Link in my bio.

Hashtags:

#datingadvice #datingover40 #grandmaknowsbest #relationshipadvice #storytime #womenover40

YouTube Shorts and Community posts

Shorts: use the title, make the video from the idea, and paste the description. YouTube doesn't make links in Shorts descriptions clickable, so put your hoplink, or a presell page on your own site, in your channel's links. Community posts: add the picture and paste the post; links in Community posts can be clicked.

Short: It's different now

Link to: Free video presentation (recommended) (type=main)

Picture: An elderly couple on a park bench, seen from behind (https://subtlesecrets.com/ss2026/img/bench-couple.jpg)

Title:

Jenny thought her grandmother was too old to understand dating today

Video idea:

Start with Jenny's words, "Gram, it's different now," on screen over the bench picture. Say that Jenny was 39 and sure her grandmother couldn't understand texting, Tinder and men who won't commit, because Gram had spent her whole life with one husband. Then say that Gram told her men are the same now as they ever were, and end on what Gram offered to prove it, without saying how it turned out.

Description:

Gram told Jenny that men haven't changed since she was 16, and then she showed her. Jenny tells how it all played out in her free video. #ad The link is on my channel page.

Short: Sally

Link to: Free video presentation (recommended) (type=main)

Picture: A woman in her forties on a sofa, smiling at a text message (https://subtlesecrets.com/ss2026/img/phone-smile.jpg)

Title:

What happened when Jenny's best friend tried her grandmother's advice after four years alone

Video idea:

Show a phone lighting up with messages, or the picture, and say that Sally hadn't had a boyfriend in four years, not since her ex broke her heart, and that she hated the idea of what Jenny told her to do. Then say that she did it anyway, and finish with the result: two handsome, successful men started chasing her.

Description:

Sally used the advice Jenny learned from her grandmother Violet. #ad Jenny's free video is linked on my channel page.

Short: First move

Link to: Free video presentation (recommended) (type=main)

Picture: A red thread drawing a paper heart towards a man's hat (https://subtlesecrets.com/ss2026/img/his-idea.jpg)

Title:

What really goes through a man's mind when a woman makes the first move

Video idea:

Put the red-thread picture on screen and ask viewers whether they've ever asked a man out first. Then say that Jenny's grandmother told her exactly what goes on in his head when a woman does that, and that a man has to believe chasing you was his own idea. Stop there and send viewers to the link for the rest.

Description:

Jenny Evans learned this from her grandmother Violet, who was married to one man for over six decades. #ad The link to Jenny's free video is on my channel page.

Community post: More than one

Link to: Free video presentation (recommended) (type=main)

Picture: A couple in their forties at dinner, the man clearly captivated (https://subtlesecrets.com/ss2026/img/dinner-date.jpg)

Post:

When the man who'd left Jenny started texting her again, she wanted to rush straight back to him, and her grandmother wouldn't let her.

Gram said it would be good for Jenny's ego to have more than one man chasing her, so Jenny went on a few dates and marvelled at how the men treated her.

Would you have waited? Jenny tells what Jeremy did next in a free video:
{HOPLINK}

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

Community post: Lightswitch

Link to: Free video presentation (recommended) (type=main)

Picture: Old love letters, a pressed rose and playing cards on a desk (https://subtlesecrets.com/ss2026/img/letter-desk.jpg)

Post:

Jenny's grandmother understood why men lose interest in sex with the women they love, and what a woman can do about it.

Gram's Lightswitch Technique brings back the desire he felt for you the very first time you were together, and she taught it to Jenny along with the rest of her secrets for keeping a man devoted.

Jenny's free video is the place to begin:
{HOPLINK}

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

Part 5: Ready-made articles

Publish them on your blog, site or newsletter. Each is also in the articles download as a Word file, text file and web page. Links are shown as: label (hoplink).

Why a Man Pulls Back After a Great Start, and What Brings Him Back Chasing You

Meta description: He was keen for weeks, then the texts slowed down. Why a man pulls back after a great start, and the grandmother's advice that had one man asking to be hers again.

Summary: For women whose man was keen for weeks and then cooled off. It tells how Jeremy ended things with Jenny after three months, explains her grandmother's idea that the chase has to be his idea, shows what Jenny did instead of chasing him, then points to the free presentation.

Disclosure at the top: This post contains affiliate links. I may earn a commission if you buy through them, at no extra cost to you.

For the first few weeks, he texts you good morning before you're even out of bed.

He plans the dates himself, and once or twice you catch him looking at you across the table as if he can't believe his luck.

Then, somewhere around the second or third month, something shifts.

His replies get shorter and come later in the day. Weekend plans turn into “let's see how the week goes.” One evening he tells you he needs a bit of space.

Afterwards you go over every conversation you had, trying to find the moment it went wrong.

If that has happened to you, I'd like to tell you about a woman called Jenny. It happened to her at 39, and the advice that turned it around came from someone she had never thought of asking about men.

Three months, and then “I'm not in love with you”

Jenny Evans had been seeing a man called Jeremy for three months when he ended it. This is how she remembers him putting it:

> "Jenny, I love you. I do, but I'm not 'in love' with you. I don't know what it is..."
> - Jeremy, as Jenny tells it

And then he was gone. Jenny was single again, she was 39, and she was scared of growing old alone.

She thought about going back to the dating apps, and she kept wondering what she was doing so wrong.

The person who answered that question was her grandmother, Violet. Violet was 83, and men in her retirement complex were asking her out.

She met Jenny's grandfather at 16 and stayed with him for more than sixty years. He adored her to the very end, and when people asked how she did it, she'd smile and say she guessed she just got lucky.

A few days later, while beating Jenny at Rummy 500 as she always did, Violet told her the truth:

> "Did you ever think for a second that the reason he did that is because I knew what I was doing?"
> - Gramma Violet

The idea that explains why he drifted

Violet's whole approach rests on one idea. In her words:

> "He has to believe with every fiber of his being that chasing you, choosing you, committing to you, your entire relationship is his idea."
> - Gramma Violet

After a great start, he's keen, so you relax and start to give back. You text first more often, you suggest the next date, and one day you gently ask where this is going.

Every one of those things comes from a warm, generous place, yet bit by bit they take away his feeling that he went after you and won you, and a man never values a relationship in quite the same way once that feeling has gone.

That's usually when the replies slow down. He still likes you, but the excitement he felt at the start fades once he no longer feels like the one doing the chasing.

Violet described the other side of it too. If a woman can convince a man, deep in his soul, that she is a prize he worked for and earned, “then he will love you and romance you and brag about you to his friends for as long as you want him to.”

What Jenny did instead of chasing Jeremy

Violet had no intention of letting Jenny sit by the phone. She gave her something to do, starting with a message only five words long.

The next day, Jeremy got in touch and asked her out for coffee.

Jenny badly wanted to say yes. On her grandmother's advice, she told him she couldn't, because she wasn't ready to “just be friends.”

Most of us would be terrified that a reply like that would end it for good. Instead, Jeremy texted her again the next day, and this time the messages were fun and flirty. He asked about her day, and he told her he missed her.

When Jenny did say yes to a date with Jeremy, it was because Violet told her the moment was right. Even then, Violet wouldn't let her rush back to him. She had Jenny go out with other men as well, because she said it would be good for her ego to have several men chasing her at once.

Her grandmother was right about that. The men she went out with treated her like a real lady, and she enjoyed being wanted again.

A little while later, Jeremy looked her in the eyes and asked her to be his, and only his.

In Jenny's words, he's been chasing her ever since.

From Sally's two admirers to a handbook of Violet's secrets

Jenny couldn't keep it to herself for long. She passed Violet's advice on to a few friends, and her best friend Sally, who hadn't had a boyfriend in four years, soon had two men pursuing her.

Over the next year, as more women tried Violet's advice, Jenny put every bit of it into a handbook, Grandma's Subtle Secrets To Make Him Chase You Forever ({HOPLINK}). It comes as a book and as an audio edition, so you can read it or listen to it.

Several things inside fit this exact problem:

- What really goes through a man's mind when a woman makes the first move, and how a little feminine coyness awakens his hunter's instinct.
- The “Prince Charming Phrase”, four words to say when a man first asks you out that tell him at once you're a once-in-a-lifetime woman he needs to take seriously and treat like a queen.
- A 4-word text you send him once a week that leaves him proud, full of desire for you and telling everyone how lucky he is.
- Why men lose interest in sex with women they love, and the “Lightswitch Technique” that reawakens the desire he had for you the very first time you were together.

Your order also comes with three free gifts. One of them is a report called 4 Magic Phrases That Heal Relationships, which shows you what to say to turn an argument into a moment of growth for the two of you.

The handbook costs $37, paid once, and it's covered by a 60-day money-back guarantee. If you don't think it's worth at least double what you paid, you email the support team within 60 days and get every cent back.

Before you decide anything, watch Jenny's free presentation. She tells the story of the bet her grandmother made with her across that card table, and what happened with Jeremy. You can watch it here ({HOPLINK}).

If a man has started to pull back from you, watch it before you send him another message.

What an 83-Year-Old Grandmother Knows About Men That Dating Apps Have Forgotten

Meta description: At 83, Violet still gets asked on dates. She bet her granddaughter $12,471 that her old-fashioned advice about men would work today.

Summary: The full story of Gramma Violet, who is still being asked on dates at 83, and the Rummy 500 bet she made with her granddaughter Jenny. It explains why her advice works better than ever in the age of dating apps, shares the friends' stories from the letter, then points to the free presentation and the written version.

Disclosure at the top: This post contains affiliate links. I may earn a commission if you buy through them, at no extra cost to you.

Over a game of Rummy 500, an 83-year-old woman offered to pay off every cent of her granddaughter's credit card debt, all $12,471 of it.

All the granddaughter had to do was follow her grandmother's advice about men for one month. If it didn't work, the money was hers.

I've thought about that bet a lot since I first read about it, because the advice the grandmother gave across that kitchen table is the clearest explanation I've found of why so many good relationships fizzle out today.

A grandmother who still has men asking her out at 83

The grandmother is Violet. She met her husband, Frank, when she was 16, and they were together for more than six decades, until he died just under six years ago.

He was always doing little things for her. He left her notes, and he told anyone who would listen how beautiful she was.

Their granddaughter Jenny was at the hospital at the end, and the last thing Frank did was look Violet in the eyes and whisper “I love you” with his last breath.

You might expect a widow of 83 to have finished with romance. Violet had a date that very evening with a man who'd just moved into her retirement complex.

> "I think he's too young for me. He's only 72 but he's funny and he's got a nice body and he keeps asking me out so I figure why not."
> - Gramma Violet, on her new admirer

There was also Jim, who Jenny had taken for her boyfriend. Violet still saw him, but she'd told him she wasn't interested in being tied down right now. “Life is short!” she said.

What makes it remarkable is something Violet pointed out herself. By her age there are more than twice as many women as men in retirement communities like hers, and most of the good men date women ten or twenty years younger, because they can.

So how was she the one being chased?

“Gram, it's different now”

Jenny was 39 at the time, and she'd just had her heart broken. A man called Jeremy had ended things after three months, telling her he loved her but wasn't “in love” with her.

She was sure her grandmother's advice belonged to another world. Violet had only ever been with one man. She'd never had to swipe through dating apps, or wait on a text from a man who knew his next date was a few taps away.

“Gram, it's different now,” Jenny told her. “It's not like when you were young.”

Violet's answer was the bet. She was certain that men are the same now as they ever were, and she was willing to put $12,471 on it.

Jenny thought about her credit card debt and about Jeremy, and about how miserable online dating had been, and she decided she had nothing to lose. They shook hands over the kitchen table and started that very afternoon.

The thing Violet knew that the apps have forgotten

Jenny bit her tongue, expecting something she'd heard a hundred times. She thought she'd be told that men need to "hunt", or that the key is to be confident and be yourself.

What Violet actually said stopped her in her tracks:

> "He has to believe with every fiber of his being that chasing you, choosing you, committing to you, your entire relationship is his idea."
> - Gramma Violet

He has to believe he made the first move, Violet said, and that he talked you into being his girlfriend, and that he's the one who begged you to be his wife.

Jenny said it felt like dominoes falling into place. It explained why every relationship she'd ever had had sputtered and stopped, however hard she worked to keep it going.

I think dating apps have turned Violet's idea upside down without anyone noticing.

On an app, a woman who wants something real often ends up doing most of the work. She sends a friendly first message, keeps the chat going when his replies slow down and suggests a time to meet, because otherwise nothing seems to happen.

None of that feels like a big deal at the time. But it means the man never gets the feeling Violet was talking about, the feeling that he went after someone special and won her.

And a man who never had that feeling doesn't fight very hard to keep what he has.

A month of following Gram's advice

Over the next few weeks, Violet walked Jenny through her advice one step at a time.

She started with a message of five words, which she called her "thought magnet" technique. Another was a small tilt of the head that had men in a bar coming over to talk to Jenny without any idea she had done a thing.

Violet had her date other men too, and Jenny marvelled at how well they treated her.

Then one day Jeremy asked her to be his, and only his, and she said yes.

Jenny started sharing her grandmother's advice with a few friends. Her cousin Kim was seeing a man who said he "wasn't monogamous", and within three days of following Violet's advice he begged her for a real commitment. Then there was Kelly, from Jenny's office:

> "Jenny, I swear your Grandmother has saved my marriage. I can't believe what's come over Sam but THANK YOU."
> - Kelly, Jenny's friend from the office

The Mona Lisa Smile, the Hot Mirror and the Prince Charming Phrase

As more and more women tried Violet's secrets, Jenny turned them into a handbook, which she and Violet called Grandma's Subtle Secrets To Make Him Chase You Forever ({HOPLINK}). You can read it as a book or listen to the audio edition.

Many of Violet's techniques have names of their own. The “Mona Lisa Smile” gets men offering to open doors and help with your shopping. The “Hot Mirror” technique lets you teach a man what you want in bed without ever having to ask, and without wounding his pride.

There's also the Prince Charming Phrase, four words that make sure a man doesn't flake on your first date, and a 4-word text to send him once a week.

The price is a single payment of $37, with a 60-day money-back guarantee, and Jenny adds three gifts at no charge. One of them is an audio program, How To Have The ULTIMATE Love Life, with dating and relationships coach Marni Kinrys.

In a free video presentation, Jenny describes the month of the bet in her own words and explains the idea that changed everything for her and Jeremy. Watch Jenny's free presentation here ({HOPLINK}).

Once you've seen it, I'd love to know what you make of Violet's bet.

The Four-Word Text That Keeps a Man Thinking About You All Week

Meta description: Most texts to a man ask him for something. The short messages a grandmother taught her granddaughter work the other way round, and one of them is only four words long.

Summary: For women who overthink every message to a man. It explains why most texts to men fall flat, tells how a five-word message brought Jeremy back to Jenny, and teases the 4-word weekly text and the Prince Charming Phrase from the handbook without giving them away.

Disclosure at the top: This post contains affiliate links. I may earn a commission if you buy through them, at no extra cost to you.

Picture a man at work on a Wednesday afternoon, checking his phone between two meetings.

There's a message from the woman he's seeing. It's four words long, it took her a few seconds to type, and for the rest of the day he can't get her out of his head.

That evening he tells a friend how lucky he is.

Those four words come from a handbook written by a woman called Jenny Evans, who learned them from her 83-year-old grandmother. Since they're Jenny's to share, I'll leave the words themselves to her and explain why a text like that works, and why most of the messages women send men have the opposite effect.

Why so many texts to men fall flat

Read back through the last few messages you sent a man and count how many of them asked him for something.

It might have been a reply, a plan for the weekend, or a little reassurance that he still felt the same way. “Are we still on for Saturday?” “Haven't heard from you today, everything OK?”

Those are kind, normal messages, and there's nothing wrong with any one of them, except that each one hands him a small job to do.

Send enough of them and your name on his screen starts to mean a question he has to answer. Sooner or later he takes a little longer to reply, and then you send another message to check he's all right.

The woman a man falls hardest for is usually the one who makes him feel proud of himself, and who seems to have plenty going on in her own life while she does it.

Five words that brought a man back

Jenny Evans was 39 when a man called Jeremy ended things after three months. He said he loved her, but he wasn't “in love” with her.

Her grandmother, Violet, had been married for more than sixty years to a man who adored her. Over a hand of Rummy 500 she bet Jenny $12,471 that her advice could have Jeremy, or any man Jenny wanted, chasing her within a month.

One of the first things Violet taught her was what she called her “thought magnet” technique. It's five words, which you can send by text, by messenger or even leave as a voicemail.

Jenny didn't think it would work. The next day Jeremy wrote asking if she wanted to get coffee.

She turned him down, because Violet had told her to say she wasn't ready to “just be friends.” The day after that, Jeremy texted again, and this time the messages were flirty and warm:

> "Thinking about you, beautiful. I'm so glad you're in my life."
> - Jeremy's texts, as Jenny remembers them

Jenny said it was like the beginning all over again, when she'd first fallen for him so hard.

By then Jeremy was the one doing the asking, which is exactly where Violet wanted him.

The four words to send once you're together

Jenny used the thought magnet to bring back a man who had already walked away, while the four-word text in her handbook is something you send your man once a week.

Jenny's handbook says it “sends testosterone thundering through his veins”, fills him with pride, passion and intense desire for you, and has him bragging to anyone who'll listen about how astonishingly lucky he is to be your man.

The words stay in the handbook, though I have a good idea why they work so well. Men will move mountains for a woman who makes them feel like a hero, and a man who feels like your hero keeps coming back to feel it again.

So many of the texts we send ask a man to prove himself, yet what he'd love far more is a message that tells him he already has.

Sending it only once a week matters too, because a message that comes now and then is one he looks forward to.

The Prince Charming Phrase, for when a man first asks you out

There's another set of four words in the handbook, and these aren't for texting. The handbook calls them the “Prince Charming Phrase”, and you say them when a man first asks you out.

Jenny says they make it psychologically impossible for him to flake on you. The moment he hears them, he knows you're a once-in-a-lifetime woman he needs to take seriously and treat like a queen.

If you've ever been stood up, or had a promising first date quietly moved to “some other time”, you'll see why these four words are worth having ready before he asks.

Violet's other techniques, from the Mona Lisa Smile to the Lightswitch

You'll find the texts in Jenny's handbook, Grandma's Subtle Secrets To Make Him Chase You Forever ({HOPLINK}), which has an audio edition you can listen to in the car or while you walk.

Alongside the texts and the Prince Charming Phrase, it covers the “Mona Lisa Smile”, the “Hot Mirror” technique, The 5 Rules of Sex and the “Lightswitch Technique”, which brings back the desire a man felt for you the very first time you were together.

Three free gifts come with it as well. One is called Become His Secret Passion, and it's about how to fascinate a man who thought he wasn't ready for a relationship until he met you.

The handbook is $37, and if you don't think it's worth at least double that, the 60-day money-back guarantee gets you a full refund.

The best place to start is Jenny's free presentation, where she explains the bet and what happened with Jeremy. Watch it here ({HOPLINK}), and then decide whether you want those four words for yourself.

Dating Again After 40: How to Have Good Men Pursuing You Again, Without Living on the Apps

Meta description: Single again after 40 and dreading the apps? A grandmother with two admirers at 83 shows why your age was never the problem, and what to do instead.

Summary: For women 40 and over who are single again. It opens with an 83-year-old who has two men keen to date her, looks at why dating feels harder the second time around, and shares three of her ideas (letting a man help, being noticed in a room and dating more than one man) before pointing to the handbook.

Disclosure at the top: This post contains affiliate links. I may earn a commission if you buy through them, at no extra cost to you.

“He's only 72 but he's funny and he's got a nice body and he keeps asking me out so I figure why not.”

The woman talking was 83 years old. Her name is Violet, and the man was her date for that evening, a newcomer to her retirement complex who she suspected was a little too young for her.

She still spent time with another admirer, Jim, but she'd told him she wasn't interested in being tied down.

If you're dating again after 40 and you've started to wonder whether men still notice you, keep a picture of Violet in your mind.

Why dating can feel harder the second time around

Violet's granddaughter, Jenny, was 39 and newly single when that conversation took place. A man she'd been seeing for three months had just told her he wasn't “in love” with her, and she was terrified of being old and alone.

Plenty of women coming back to dating after a divorce or a long relationship would recognise how she felt.

The last time you were single, you probably met people through friends or at work. Now the advice is to put yourself on an app, where a man always seems to have his next date a few taps away.

Many men have also grown nervous about approaching a woman at all, in case a bit of friendly flirting is taken the wrong way.

Many women over 40 have also spent years being strong and handling everything themselves. That's a wonderful quality, but it can leave a man with nothing to do for you.

Violet's advice speaks to every one of those problems, and three of her ideas are worth knowing before your next date.

1. Let a man help you, and watch what it does to him

One of Violet's secrets is known as the “Mona Lisa Smile”. Every woman has one, and once you know how to use yours, men go out of their way to open doors for you, help you with the shopping and show you how chivalrous they can be.

Many women feel there's something wrong with asking a man for help, especially with a job they could easily do themselves, and that's understandable. Letting a man help, though, gives him the chance to look after you, which most men secretly enjoy, and it brings out the best in him.

When Jenny started dating again on Violet's advice, she couldn't believe how many of the men she went out with opened doors for her and acted like proper gentlemen.

2. Get noticed without saying a word

Of all the things Violet taught Jenny, this is the one that made me smile.

There's a little trick of hers that takes nothing more than tilting your head just so. Jenny used it in a bar, and suddenly she could get any man she wanted to come over and talk to her, without him having any idea she'd done anything at all.

That matters more after 40 than it did at 25. The men you'd like to meet are often a little shy, or a little out of practice themselves, and a signal they can read makes it easy for them to take the first step.

Better still, the first move stays his. Violet's whole approach depends on that, because she says a man has to believe that “chasing you, choosing you, committing to you, your entire relationship is his idea.”

3. Don't hand your heart to the first man who calls

When Jenny wanted to rush back to Jeremy, Violet wouldn't let her. She said it would be good for Jenny's ego to have several men chasing her at once.

Being wanted and romanced by more than one man turned out to be fun, and it showed her she had choices.

It did something for Jeremy too. A man who can see that other men want a woman knows he'll have to make an effort to win her, and in the end Jeremy was the one asking Jenny to commit.

For a woman over 40 this can feel strange, especially if you were married for a long time, yet Violet was doing exactly that at 83, with Jim and her new admirer both keen to take her out.

Four words that stop a first date being cancelled, and more

These three ideas are only a small part of what Violet taught. The rest is in Jenny's handbook, Grandma's Subtle Secrets To Make Him Chase You Forever ({HOPLINK}), which you can read as a book or play as an audio edition.

Here are a few more things you'll find inside:

- The “Prince Charming Phrase”, four words to say when a man first asks you out so that he takes you seriously and doesn't flake.
- How to use your eyes to let a man know it's time to kiss you, and how to tilt your head as he pulls you close, so his deepest instinct is to protect you and make you his.
- The 5 Rules of Sex, so you can awaken a passion in him he has never had for any other woman.
- The 4-word text to send a man once a week that leaves him feeling like the luckiest man alive.

There are three free gifts with it too. One of them, Become His Secret Passion, is about fascinating a man who thought he was “not ready” for a relationship, and if you're dating after 40 you'll meet a few of those.

You pay $37 once, and a 60-day money-back guarantee covers you.

Violet's advice works even if you're nowhere near 20 anymore, and even if you've never felt truly feminine or wanted before. Jenny tells her story, and Violet's, in a free presentation. You can watch it free here ({HOPLINK}).

If good men are still chasing Violet at 83, a woman of 40, 50 or 60 has every chance of having one chase her too.

Part 6: Product review article

Fill every highlighted [YOUR EXPERIENCE: ...] line with your own true words, or delete it, before you publish.

Grandma's Subtle Secrets Review: Inside the Handbook That Teaches You to Make Him Chase You

Meta description: A close look at Grandma's Subtle Secrets To Make Him Chase You Forever by Jennifer Evans: the techniques, the free gifts, the price, the guarantee and who it suits.

Summary: A review an affiliate can adapt after reading the handbook: what Grandma's Subtle Secrets is and where it came from, the named techniques inside, the three free gifts, who it suits and who should skip it, the $37 price and the 60-day guarantee, and a verdict. The highlighted [YOUR EXPERIENCE] boxes are for the affiliate's own true words.

Disclosure at the top: This post contains affiliate links. I may earn a commission if you buy through them, at no extra cost to you.

Grandma's Subtle Secrets To Make Him Chase You Forever asks you to stop putting yourself out there and let the man do the pursuing, and that advice comes from a woman of 83 whose neighbours in her retirement complex keep asking her on dates.

[YOUR EXPERIENCE: one or two sentences on why you picked it up. For example, what was going on in your own dating life or relationship, or what made you curious about it.]

I've read the whole handbook, so I can tell you who I think it suits and who should save their money.

A handbook built from one grandmother's advice

The handbook is written by Jennifer Evans, known as Jenny. At 39 she was single again, after a man called Jeremy told her he wasn't “in love” with her.

Her grandmother, Violet, had been married to her grandfather for over six decades, and he worshipped the ground she walked on to the very end. One afternoon at her kitchen table, Violet bet Jenny that if she did what Violet said about men for one month, Jeremy or any man she wanted would be chasing her. If it didn't work, Violet would pay off Jenny's $12,471 credit card debt.

Jenny took the bet, and the handbook holds everything Violet taught her. It comes as a digital book and an audio edition, so you can read it or listen to its 19 audio chapters in the members area.

Everything in it hangs on one idea. Violet puts it like this:

> "He has to believe with every fiber of his being that chasing you, choosing you, committing to you, your entire relationship is his idea."
> - Gramma Violet

Each technique in the book is a way of letting a man pursue you, so that by the time he commits he's sure the whole thing was his own idea.

The techniques you'll learn, by name

Most of the techniques have names, which makes them easy to remember when you need them. These are the main ones:

- What really goes through a man's mind when a woman makes the first move, and how feminine coyness awakens his hunter's instinct, so he'll do anything to have you while thinking it's 100% his idea.
- The “Prince Charming Phrase”: four words to say when a man first asks you out that make it psychologically impossible for him to flake on you.
- The 5 Rules of Sex, to awaken a passion in him he has never had for any other woman.
- The “Mona Lisa Smile”, which has men opening doors for you, helping with your shopping and showing you how chivalrous they can be.
- How to use your eyes to let him know it's time to kiss you, and how to tilt your head as he pulls you close, to trigger his desire to protect you and make you his.
- The “Hot Mirror” technique, for teaching a man what you want in bed without asking and without wounding his pride.
- The 4-word text to send a man once a week, which fills him with pride and desire and has him bragging about how lucky he is to be your man.
- The “Lightswitch Technique”, for when a man has lost interest in sex with a woman he loves, to bring back the desire he felt the very first time you were together.
- How to make him choose to quit watching porn without ever asking him to.

The story also shows Violet's “thought magnet” technique in action. It's five words you can text him, message him or leave on his voicemail, and the day after Jenny sent them, Jeremy wrote asking to meet for coffee.

[YOUR EXPERIENCE: which technique stood out most to you, and why. If you tried one, say what you did and what happened, in your own words. Don't give away the exact words of the Prince Charming Phrase, the 4-word text or the thought magnet.]

The three free gifts that come with it

You also get three bonuses at no extra cost:

- 4 Magic Phrases That Heal Relationships, a report on what to say to turn conflict into moments of growth and keep your love life on track for the long term.
- How To Have The ULTIMATE Love Life, an audio program with dating and relationships coach Marni Kinrys, on using feminine emotional connection, the habits a relationship needs to last, and keeping him desiring you after many years together.
- Become His Secret Passion: How To Fascinate A Guy Who Thought He Was “Not Ready” For A Relationship, so he can't stop thinking about you and wants to take things deeper.

[YOUR EXPERIENCE: optional. Which gift you'd start with, or which one surprised you.]

The women who'll get the most from it

This handbook is a great fit if you're single and dating again and tired of being the one who does all the work.

It's just as useful if you're seeing a man who has started to pull back, or one who says he isn't ready for anything serious.

Women in long relationships will get plenty from it too, because the Lightswitch Technique and the Hot Mirror are both about bringing the spark back to a relationship that has gone cold.

The advice suits women of any age. Jenny was 39 when she started, and Violet is proof that it still works at 83.

Who should skip it

If you believe a woman should always make the first move and do the pursuing, you'll find yourself arguing with every page. The book asks you to let the man chase, and that feels old-fashioned to some readers.

It also talks openly about sex. The 5 Rules of Sex, the Hot Mirror and the Lightswitch Technique are frank, so if that makes you uncomfortable, this isn't the book for you.

And if there's abuse or addiction in your relationship, please talk to a qualified professional first. This handbook is about attraction and commitment, and it isn't meant for that.

The price and the 60-day guarantee

Grandma's Subtle Secrets costs $37 in total, with no monthly fees. You get the handbook, the audio edition and all three gifts straight away.

It's sold through ClickBank, and it comes with a 60-day money-back guarantee. If you don't think the program is worth at least double what you paid, you email support@subtlesecrets.com within 60 days and they refund every cent.

Is Grandma's Subtle Secrets worth $37?

For a woman who wants a man to chase her, choose her and stay keen for years, yes, it is. The advice is practical and memorable, and it gives you things you can say and do this week.

What I like most is that it shows you how to give a man the feeling of winning you, and I haven't seen another dating book teach that so clearly.

[YOUR EXPERIENCE: your own verdict in one or two sentences. What you'd tell a friend about it.]

Before you buy, watch the free presentation where Jenny talks about the bet and what happened next. Jenny's presentation is free to watch here ({HOPLINK}).

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