

Build Send Profit

A Guide to Using Email Marketing to Boost Your Business



Anthony Morrison

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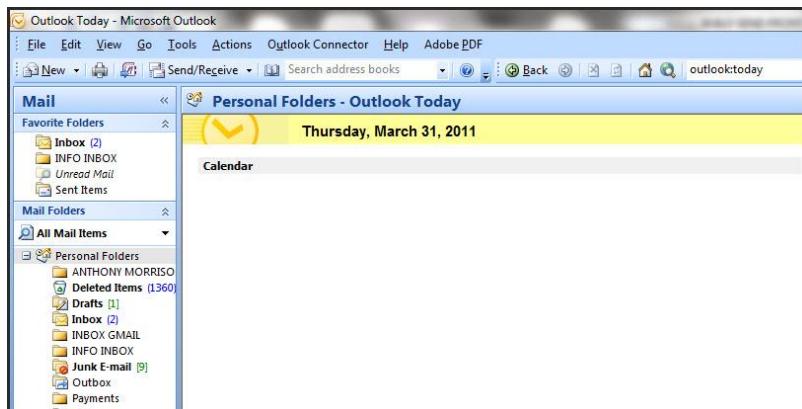
INTRODUCTION

WELCOME TO EMAIL MARKETING

The internet has changed the way people do business. In the past, you had to build contacts in an offline setting and send letters to those contacts. This was not very efficient or profitable.



Now you can use a computer to collect email addresses and send messages directly to your list of contacts.



Not only is it incredibly efficient, but it is also very profitable. That's because you can sell products and services directly to your email list.



In this book, you are going to learn how to build an email list that you can use to make money. Once you learn how to build an email list, you will find out how to select products to market to that list. Finally, you will learn how to create emails that will convert the most customers.

Cc:
Subject: Chuck, Are You Using Twitter to Your Advantage

Chuck,

You Know that Twitter is all the rage. If you use it correctly, you can generate leads to your site. The most successful companies, stars and products are using Twitter to gain reputation in the community. It is a great tool to gain customers and get information about your product to a mass group of consumers.

Have no idea where to start with Twitter? I used this Twitter guide and it showed me everything I needed to know to run an effective campaign. It will also help you get started.

www.YourSite.com/twitterguide

After you get your account set up, you don't even have to spend time sending tweets to your followers. You can use programs like this one that automatically sends messages to your followers daily.

www.YourSite.com/twitterprogram

Hope you like these products. They have helped me gain 10,000 followers in just one month and my sales are through the roof.

BCO

P.S. Check Out This Great Program that connects your Twitter and Facebook posts!!!
www.YourSite.Com/SpecialOffer

WHAT THIS MEANS FOR YOU

Once you learn these tools, you will be able to:

Build a Highly Targeted Email List

Send Offers and Promotions to the List

Get People to Click on the Offers and Promotions

Make Money With Your List

Now you are ready to start on the first lesson. In the first chapter, we will go over email lists.



PART 1:
EMAIL LISTS

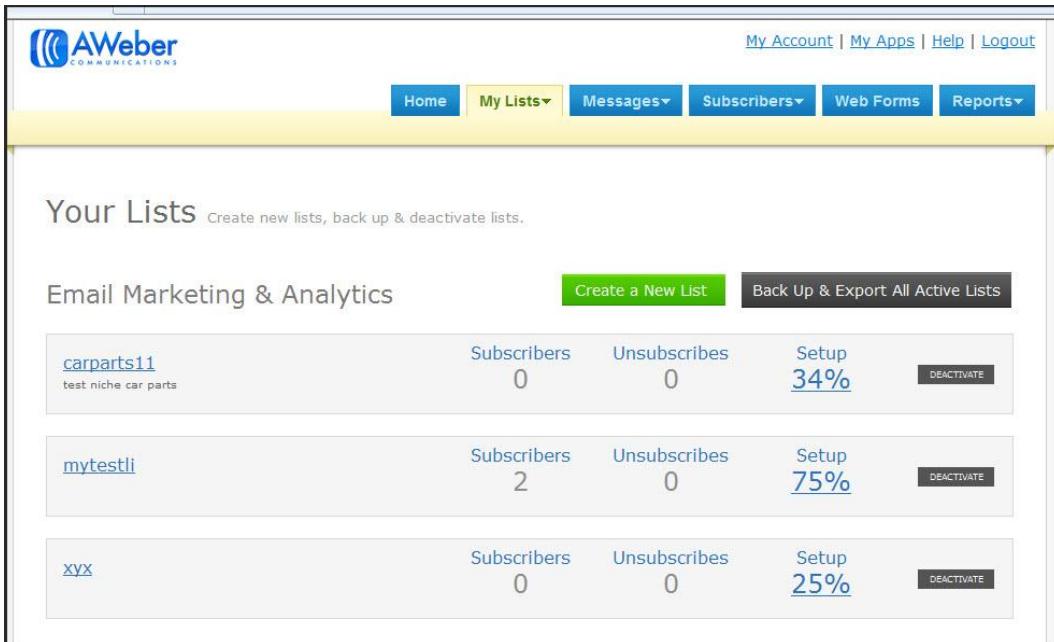
CHAPTER 1: INTRODUCTION TO EMAIL LISTS

Before you can begin making money with email marketing, you will need an email list. You have probably heard the term “email list” before, but you may not understand the components that make up this type of list. We are going to cover the different aspects of email lists and explain what you need to do in order to build one for your business.

We will begin by explaining what an email list includes.

WHAT IS A LIST?

A list is a term used for email addresses that you gather for marketing purposes.



The screenshot shows the AWeber interface for managing email lists. At the top, there is a navigation bar with links for 'My Account', 'My Apps', 'Help', and 'Logout'. Below the navigation bar, there is a secondary navigation bar with links for 'Home', 'My Lists', 'Messages', 'Subscribers', 'Web Forms', and 'Reports'. The main content area is titled 'Your Lists' with a sub-instruction 'Create new lists, back up & deactivate lists.' Below this, there is a section titled 'Email Marketing & Analytics' with buttons for 'Create a New List' and 'Back Up & Export All Active Lists'. The list of existing email lists is displayed in a table format:

List Name	Subscribers	Unsubscribes	Setup (%)	Action
carparts11 test niche car parts	0	0	34%	DEACTIVATE
mytestli	2	0	75%	DEACTIVATE
xyx	0	0	25%	DEACTIVATE

You want your list to be large so you can send lots of marketing emails. At the same time, you want it to be targeted so you can tailor your messages to a specific audience.

Thus, a good email list consists of lots of addresses that are broken into groups based on various factors, including the types of products the customer purchased or the action he completed.



For example, assume that you are promoting two different types of dog food. You create a list to market those products and, over time, 100 people purchase your dog food. Fifty people purchase Dog Food 1, while the other fifty people purchase Dog Food 2.



You would use that information to create two lists. List one would send emails to the people who purchased the first dog food. The emails would contain information specific to that group.

For instance, you could notify them about a sale on that dog food, or you could send information on other products offered by your company.



List 1 Includes Customers Who Purchased Dog Food 1. Send Emails to This Group with Upcoming Sales on Dog Food 1 and Promoting Other Products You Sell.



Then you would do the same for the second group.



List 1 Includes Customers Who Purchased Dog Food 1. Send Emails to This Group with Upcoming Sales on Dog Food 1 and Promoting Other Products You Sell.



List 2 Includes Customers Who Purchased Dog Food 2. Send Emails to This Group with Upcoming Sales on Dog Food 2 and Promoting Other Products You Sell.

Thus, it is important to include two things when defining an email list.

Email lists consist of all of the email addresses you can use for marketing purposes.

Lists should be broken down into sub lists in order to create specific marketing messages.

Now that you understand what a list is, it is time to look at the different types of email lists.

TYPES OF LISTS

You have several options for lists. You can use:

- *An opt-in list*
- *A confirmed opt-in list*
- *A purchased list*

Let's look at all three in greater detail, starting with the opt-in list.

OPT-IN LIST

An opt-in list is a list that someone has to opt into in order to receive emails. The potential will opt in by providing you with his contact information. This typically occurs when the person fills out a form on a blog or a website.

Keep me rich!"

I want to online you will appreciate ours of research, and this report. This is my 10 and 6 it helped me self-made Download port. My

Enter Your Email!

Name:

Email Address:

GET FREE REPORT

Build Send Profit

PURPOSE OF AN OPT-IN LIST

When you build an opt-in list, you will have a list of people who are interested in your products and services. For example, assume you go online and visit a website. You notice that the website has a form you can fill out to join their email list.

MY SECRET SIXTEEN

"My personal list of 10 companies & 6 products that help keep me rich!"



If you are new to online marketing, you will especially appreciate how many hours of frustration, research, and trial and error this report will save you. This is my private list of 10 companies and 6 products that helped me become a self-made millionaire. Download my FREE report, **My Secret SIXTEEN** to set your path to success immediately!

Enter Your Email!

Name: Chuck Pere

Email Address: chuck@bluecowonline.com

GET FREE REPORT

You fill out the form and receive an email.

Amy Cox youtube video

Chuck, Here is your My Secret SIXTEEN Report as promised

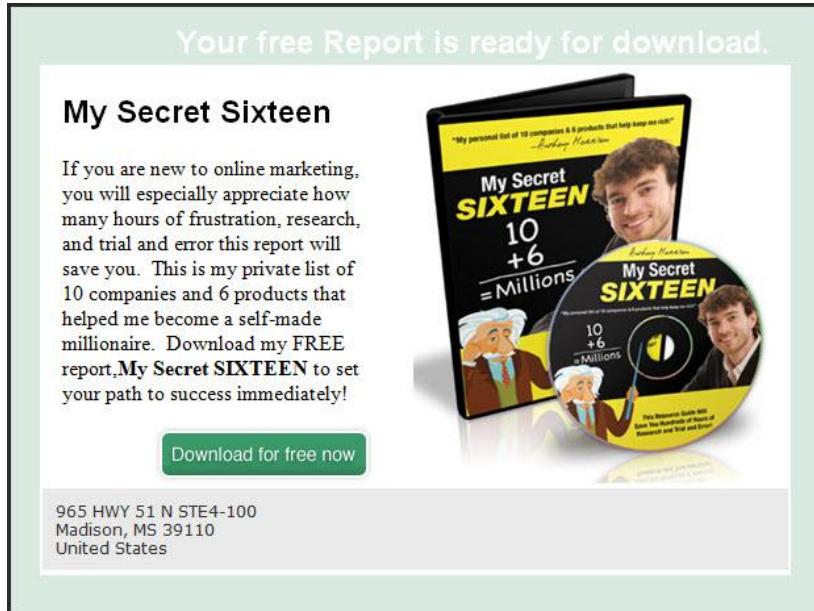
seminarpremium@aweber.com on behalf of Anthony's 16 [report@anthony16.com]

Sent: Wed 3/23/2011 10:13 AM

To: Chuck Pere

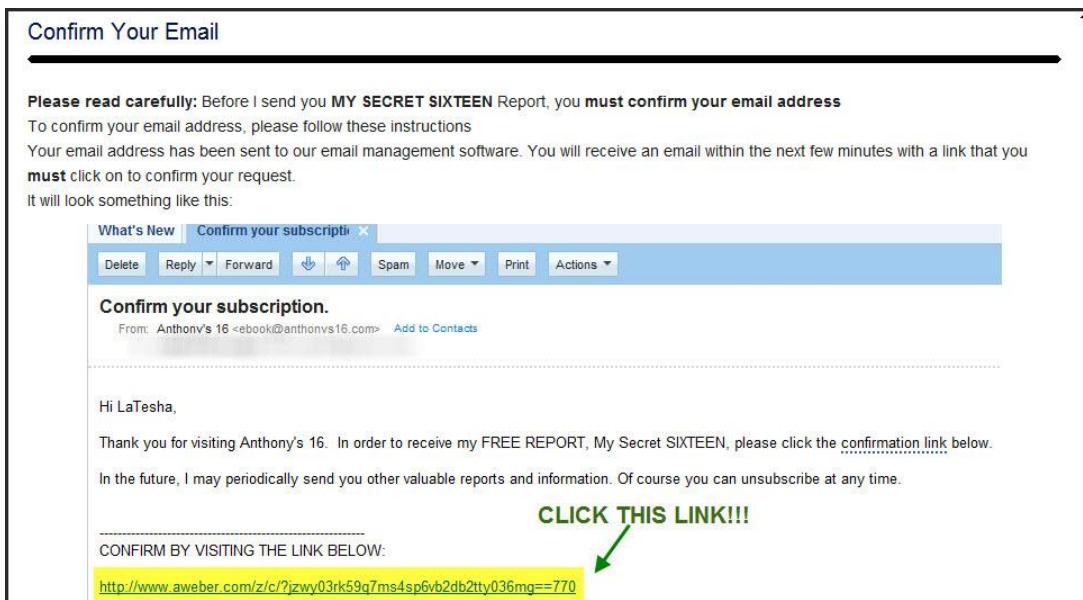
Your free Report is w...

Unlike spam email, you are expecting this email. In fact, you are anticipating it. You signed up for a reason, so you want to know what this person has to say. You will open the email and click on the links. After all, you are the one who chose to join the list, so you will want to participate in it.



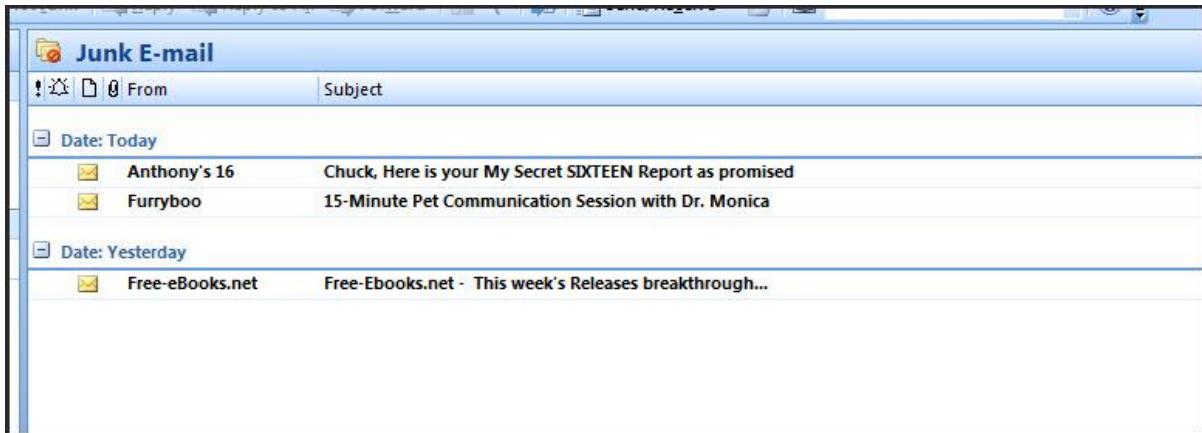
CONFIRMED OPT IN LIST

A confirmed or double opt-in list takes the opt-in list one step further. People go through the initial opt-in process, and then they have to confirm their opt-in status by clicking on a link in a verification email.



PURPOSE OF A CONFIRMED OPT-IN LIST

When you use a confirmed opt-in, you ensure that the person on the list actually signed up to receive your emails. This will prevent your email address from ending up in a spam folder, which could eventually get you blacklisted from certain email providers.



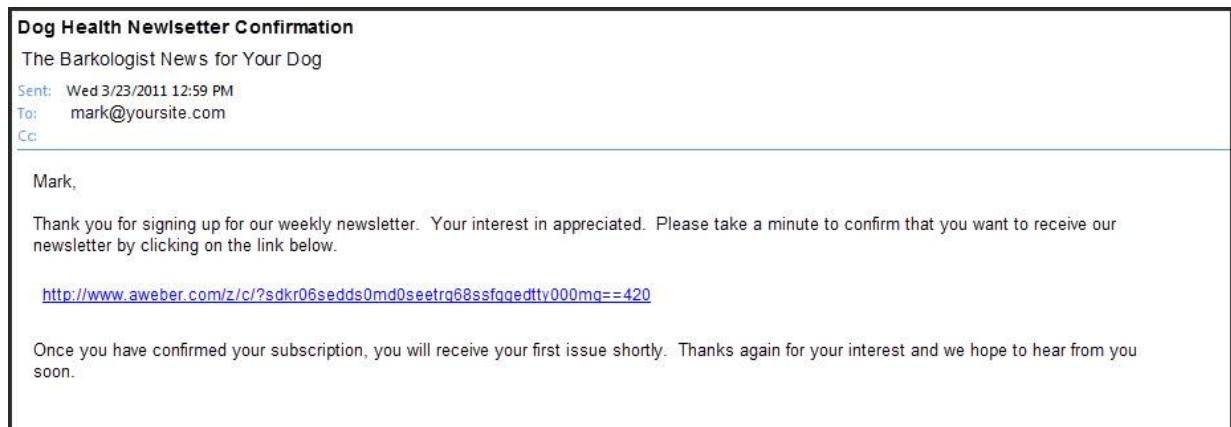
For example, assume Joe goes online and sees a website about pets. The site offers a free newsletter that he thinks his friend Mark will like. He puts Mark's contact information into the form so Mark will receive the newsletter. However, he forgets to tell his friend about the signup.

A screenshot of a website for 'Your Pet's Health'. The page features a headline 'River Ranch today so you can reverse the damage and give your dog back his health.' Below this is a section titled 'Your Pet's Health' with the sub-headline 'You want your pet to be: Healthy, Happy, Energetic'. To the right of this text is a grid of four small images of dogs. Below the grid is a call-to-action button: 'Sign Up Today for our Newsletter with Tips on how to keep your dog healthy!!!'. Below this button are input fields for 'First Name' and 'Email', and a large yellow 'Get Free Instant Access' button. At the bottom of the page is a footer message: 'You owe it to your dog. He has been there for you, and now you need to repay the favor. Give him a healthy'.

If you used a basic opt-in email, Mark would be put on your email list. He would receive emails, and he would not know why. He might even put your email in a spam folder, which means you will be one step closer to being blacklisted by his service provider.



However, if you used a confirmed opt-in list, Mark would receive an email and click on a link in order to activate his subscription. He would have the option of joining and receiving the newsletters or ignoring the email and staying off the list.



This will allow you to ensure that the people on your email list are interested in your products or services. It will help you convert more customers and end up in fewer spam folders.

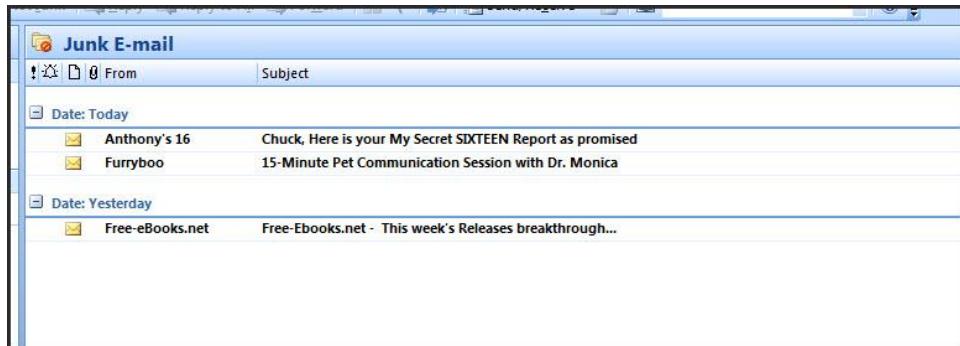
PURCHASED LIST

A purchased list is a list that you purchase from a third party. This is the easiest way to build your email list, but it is also the least effective. We do not recommend buying a list because it will prevent you from having a high response rate.

For example, assume you purchase a list from Company X. Company X provides you with a list based on your business preferences. They find people who are interested in your type of products and services.

Email	First Name	Last Name	Sending
list1-1@gmail.com	First Name	Last Name	
list1-2@gmail.com	First Name	Last Name	
list1-3@gmail.com	First Name	Last Name	
list1-4@gmail.com	First Name	Last Name	
list1-5@gmail.com	First Name	Last Name	
list1-6@gmail.com	First Name	Last Name	
list1-7@gmail.com	First Name	Last Name	
list1-8@gmail.com	First Name	Last Name	
list1-9@gmail.com	First Name	Last Name	
list1-10@gmail.com	First Name	Last Name	
list1-11@gmail.com	First Name	Last Name	
list1-12@gmail.com	First Name	Last Name	
list1-13@gmail.com	First Name	Last Name	
list1-14@gmail.com	First Name	Last Name	
list1-15@gmail.com	First Name	Last Name	
list1-16@gmail.com	First Name	Last Name	
list1-17@gmail.com	First Name	Last Name	
list2-1@gmail.com	First Name	Last Name	

However, the people on the list are not familiar with your particular business. Since they are not familiar with your business, they will not respond to your emails. Some will simply ignore the emails, while others will report your messages as spam.



Additionally, some of the email addresses will no longer be valid. Thus, you will not be able to reach some of the people on the list.

failure notice
 MAILER-DAEMON@smtpauth21.prod.mesa1.secureserver.net
 Extra line breaks in this message were removed.
 Sent: Wed 3/23/2011 1:17 PM
 To: chuck@bluecowonline.com

Hi. This is the qmail-send program at smtpauth21.prod.mesa1.secureserver.net.
 I'm afraid I wasn't able to deliver your message to the following addresses.
 This is a permanent error; I've given up. Sorry it didn't work out.

chuck@bluechow.com:
 69.89.25.184 does not like recipient.
 Remote host said: 550 No Such User Here
 Giving up on 69.89.25.184.

--- Below this line is a copy of the message.

You will end up spending money on a list that doesn't deliver the goods. Because of that it is essential that you learn how to build an opt-in list. That way you will have a targeted audience that is familiar with your products and services.

BUILDING OPT-IN LISTS

In order to build opt-in and confirmed opt-in email lists, you will need:

A Landing Page

A Blog

Something to Promote Your List

An Autoresponder

LANDING PAGE

A landing page, also known as a squeeze page, is a one page website. The page uses sales language in order to get people to complete a specific task.



You will use this site for one thing, which is to gather email addresses. You will use those email addresses to build your list.

In order for this to work, you need a landing page that has:

Professional graphics

Concise and compelling copy

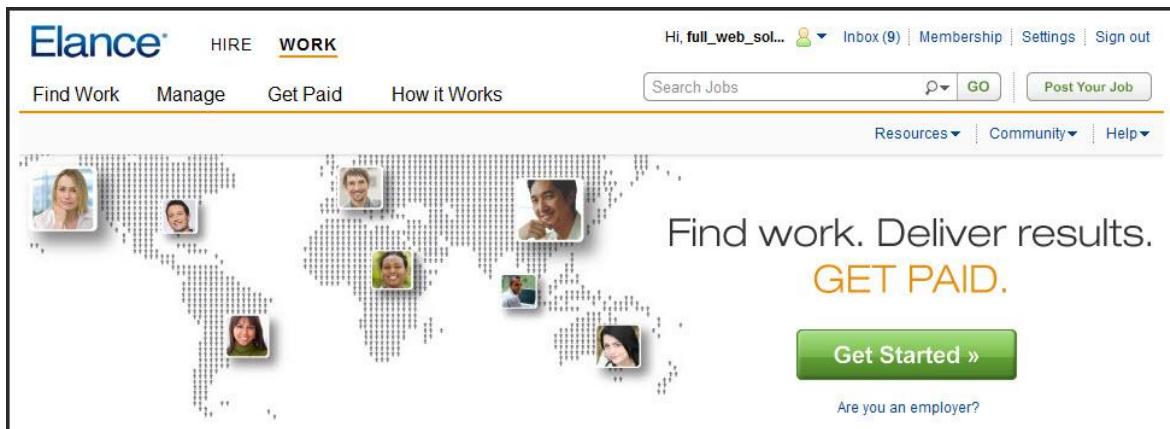
A sign up form

An incentive

PROFESSIONAL GRAPHICS AND COMPELLING COPY

Since a landing page is essentially a single page with the sole purpose of generating an action, you need graphics and copy that will compel people to do what you want them to do. That means you need to hire a professional to do the work for you.

You can find professionals on Elance who can create professional landing pages. They will be able to provide you with the type of page you need to convert customers.



However, in order to hire someone to do the work for you, you need to communicate your needs. You cannot simply hire someone and say, "Build me a landing page."

Instead, you need to provide them with:

- *Information on your topic*
- *Keywords*
- *An explanation of the action you want people to complete*

We will explain how to assess your needs and hire someone from Elance in a later chapter.

A SIGN UP FORM

Along with the professional graphics and copy, your landing page will need a signup form. You can get an automated form from an autoresponder such as AWeber. The form will ask users for specific information. Once they fill out the form, they will be on your email list. You will receive notification for the new signup, and the user will receive the emails you send to your list.

```
AWeber default1683432.control panel:

Extra line breaks in this message were removed.

Sent: Mon 2/28/2011 10:20 AM
To: Amy Cox

## This is a confirmation message from your AWeber ## account unit name "default1683432". The person below was added ##
emailed message none.

FORM DATA:
unit: default1683432

verify: 1

redirect: https://www.aweber.com/users/leads/add?success=1
```

AN INCENTIVE

People will not put their information into your form unless you provide them with an incentive. Popular incentives include:



The incentive should be free and enticing. You will have the copywriter weave information about the incentive into the copy. Then people will be able to fill out the form in order to get the incentive.

Once you hook people with your incentive, you can begin to sell products. We will explain how the process works in a later chapter.

Now let's move on to your blog.

BLOG

A blog will serve two purposes. First, you can use the blog to build your email list, and second, you can use it to sell products.

For instance, you can create a blog and put a sign up form on the blog. The sign up form will be similar to the form on your landing page. However, unlike your landing page, you can use the signup form to enroll people in blog casts. Then people will receive a message every time you post a new blog.



Your blog posts can mention special products and savings that people can receive. This is a great opportunity to sell items to the people on your list.

Now let's move on to promoting your list.

SOMETHING TO PROMOTE YOUR LIST

Simply putting everything in place is not enough. You also need to promote your list. You can promote your list by using:

Pay-per-click advertising

Twitter

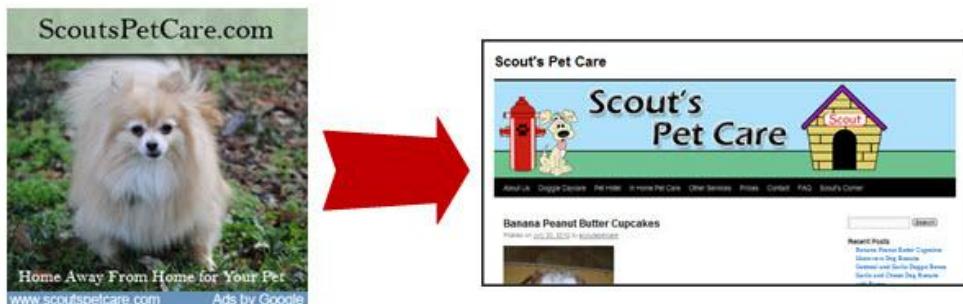
Facebook

SEO

Forum posts

PAY-PER-CLICK ADVERTISING

Pay-per-click advertising provides fast results, which is why it is a great option for building your email list. When you use pay-per-click advertising, you will set up an account with AdWords, Facebook, or Microsoft AdCenter. Then you will create advertisements and pay every time someone clicks on your advertisement. The advertisement will direct people to your blog or landing page and will help you generate lots of people for your email list.

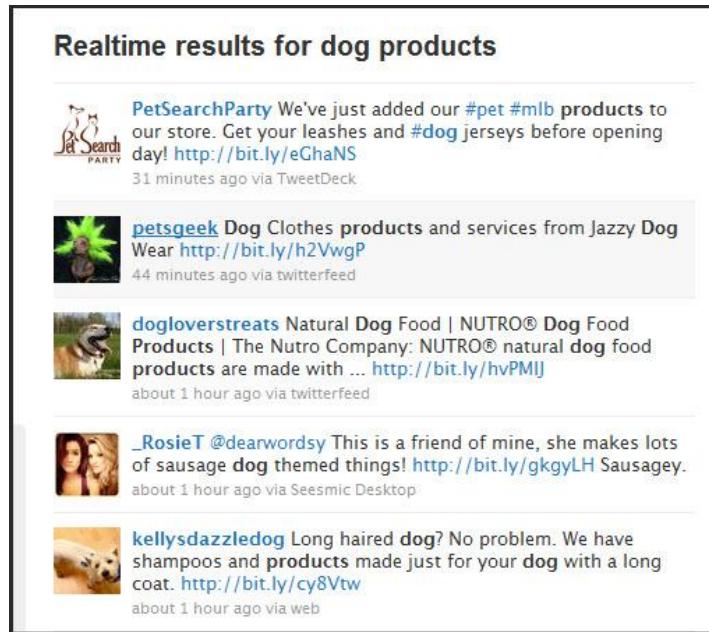


You Place Ads on Websites Which Direct Customers to Your Site. You Are Charged Each Time a Customer Clicks on Your Ad.

There is quite a bit involved in running a pay-per-click advertising campaign. Check out Anthony Morrison's Mastery Marketing System at <http://accessanthony.com/mms> for the step-by-step processes involved for pay-per-click advertising.

TWITTER

Twitter is a microblogging site that is also great for generating traffic to a website and building your email list. You can Tweet about topics related to your products, services, or list and include links. People can follow the links and sign up for your list.



Realtime results for dog products

PetSearchParty We've just added our #pet #mlb products to our store. Get your leashes and #dog jerseys before opening day! <http://bit.ly/eGhANS>
31 minutes ago via TweetDeck

petsgeek Dog Clothes products and services from Jazzy Dog Wear <http://bit.ly/h2VwgP>
44 minutes ago via twitterfeed

dogloverstreats Natural Dog Food | NUTRO® Dog Food Products | The NUTRO Company: NUTRO® natural dog food products are made with ... <http://bit.ly/hvPMIj>
about 1 hour ago via twitterfeed

_RosieT @dearwordsy This is a friend of mine, she makes lots of sausage dog themed things! <http://bit.ly/gkgylH> Sausagey.
about 1 hour ago via Seesmic Desktop

kellysdazzledog Long haired dog? No problem. We have shampoos and products made just for your dog with a long coat. <http://bit.ly/cy8Vtw>
about 1 hour ago via web

Information on Twitter is also available in Anthony Morrison's Mastery Marketing System.

FACEBOOK

We mentioned that you can use Facebook for pay-per-click advertising. You can also use free services on Facebook to build your list. You can create an Official Facebook page and use it to drive traffic to your website and blog, as well as to build your email list. We will cover this in a later chapter.



SEO

SEO, or search engine optimization, is a free way to boost your landing page and blog. It refers to optimizing a site for the search engines. Search engines crawl sites and rank them based on what they see. You want to provide them with what they are looking for so you can have a good ranking. Once you get a good ranking, you will get more traffic, which means you will build a larger email list.

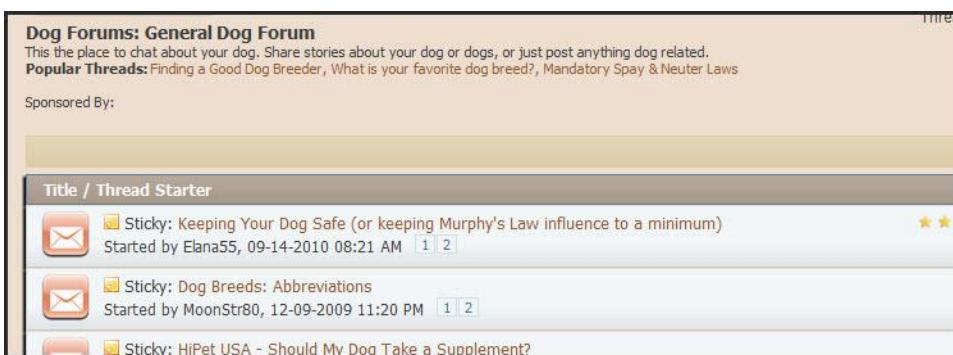
In order to have an optimized site, you will need:

- *Keywords*
- *LSI*
- *Tags*
- *Scalable Content*
- *Anchor Text*
- *Inbound Links*

Your web designer and copywriter will handle some of the SEO tasks for you, but you will have to take care of some of them on your own. We will go over each of these tasks when we set up your website and blog.

FORUM POSTS

Forum posts are a great way to get information about your list out to the public. People go to forums every day. They visit the forums to communicate with others and find information about certain topics. You can use this to your advantage. Once you become familiar with the forums, you can use email signatures to direct people to your website and blog.



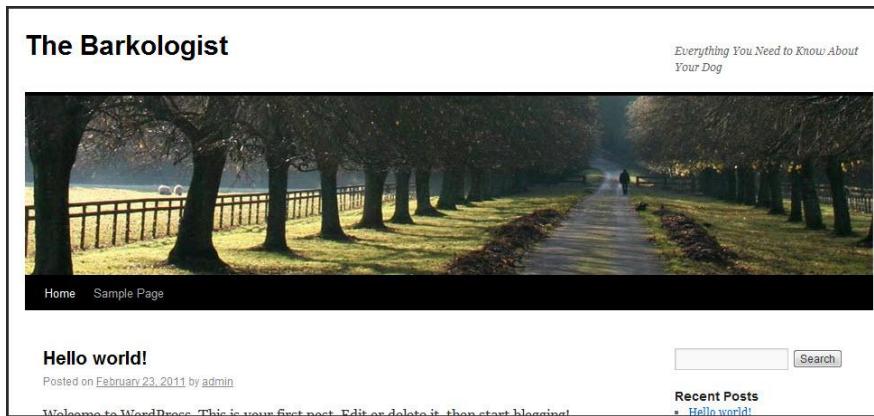
The screenshot shows a forum interface for the 'General Dog Forum'. The title bar reads 'Dog Forums: General Dog Forum'. Below it, a description states: 'This is the place to chat about your dog. Share stories about your dog or dogs, or just post anything dog related.' A 'Popular Threads' section lists: 'Finding a Good Dog Breeder', 'What is your favorite dog breed?', and 'Mandatory Spay & Neuter Laws'. A 'Sponsored By:' section is present. The main area displays a list of threads under 'Title / Thread Starter'. The first thread is 'Sticky: Keeping Your Dog Safe (or keeping Murphy's Law influence to a minimum)', started by 'Elana55' on '09-14-2010 08:21 AM' with 2 replies. The second thread is 'Sticky: Dog Breeds: Abbreviations', started by 'MoonStr80' on '12-09-2009 11:20 PM' with 2 replies. The third thread is 'Sticky: HiPet USA - Should My Dog Take a Supplement?'.

AUTORESPONDERS

Lastly you will need an autoresponder. An autoresponder will send out welcome emails to new subscribers, blog posts to blog subscribers, and other emails that you set up. You can also use an autoresponder to analyze statistics. We will cover autoresponders in the next chapter.

THE LIST BUILDING PROCESS

Now you understand the list building process. You have a landing page, a blog, and a sign up form created by an autoresponder.



You market your landing page and blog by using:

Pay-per-click advertising

Twitter

Facebook

SEO

Forum posts

People who visit your landing page and blog enter their information into the sign up form.

River Ranch today so you can reverse the damage and give your dog back his health.

Your Pet's Health

You want your pet to be:

Healthy
Happy
Energetic



Sign Up Today for our Newsletter with Tips on how to keep your dog healthy!!!

First Name:

Email:

Get Free Instant Access

You owe it to your dog. He has been there for you, and now you need to repay the favor. Give him a healthy

The information from the sign up form is collected by the autoresponder.

Stop	Ad Tracking	Last Message	Name	Email (Click for more info)	Added	Last Follow Up time	Stopped	Erase
<input type="checkbox"/>	barkologist	1	Wayne Pere	chuck@bluecowonline.com	Today, 3:02pm	Today, 3:03pm	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	control panel	1001	Amy Cox	amyc2912@gmail.com	02/28/11 11:09am		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	control panel	1001	Chuck Pere	writers@bluecowonline.com	02/28/11 11:10am		<input type="checkbox"/>	<input type="checkbox"/>

You use the autoresponder to send messages to your list.

Broadcast Messages Send an email newsletter or other one time message to your list.

Pending Broadcasts

Send Date	Subject	Segment	Type	# Att.	Click Tracking	Spam?	Actions
03/08/11 02:13 PM	⚠ Insert Your Subject Here	All Subscribers	Text	0	Off	0	COPY TEST QUEUE X

Truth About Most Foods

Would you feed your pet a household chemical? Would you allow him to put something in his mouth that you knew would cause him to die?

Pet owners do not want to be the cause of their pet's death, but they are inadvertently causing a problem by feeding dangerous food to their dogs.

You want what is best for your dog, which means you need to stop feeding him dangerous food. Your current dog food might be killing your dog. It is a slow death, and it can be stopped. Order your free sample of Hint River Ranch today so you can reverse the damage and give your dog back his health.

Your Pet's Health

You want your pet to be:

Healthy
Happy
Energetic



Sign Up Today for our Newsletter with Tips on how to keep your dog healthy!!

First Name:
Email:

Get Free Instant Access

You owe it to your dog. He has been there for you, and now you need to repay the favor. Give him a healthy diet so he will have energy and health. Give him back his life.

Do not force your dog to be ill because of his diet. Free him from the illnesses a poor diet causes.



Sign Up Today for our Newsletter with Tips on how to keep your dog healthy!!

First Name:
Email:

Get Free Instant Access

Customers Fill Out Sign Up Form

You Create a Landing Page or Blog with a Sign Up Form

Stop
 Ad Tracking Last Message Name

<input type="checkbox"/> barkologist	1	Wayne Pere
<input type="checkbox"/> control panel	1001	Amy Cox
<input type="checkbox"/> control panel	1001	Chuck Pere

Autoresponder Collects Contact Information



Autoresponder Sends Emails to All Subscribers

Now you are ready to move on to the next step. In the next chapter, you will learn about two of the most popular autoresponders on the market today.

CHAPTER 2: AUTORESONDERS

An autoresponder is software that collects email addresses and sends emails out to those addresses. Just as the name implies, autoresponders do this automatically once the system is set up and ready to go.

WHAT TO LOOK FOR IN AN AUTORESPOUNDER

You want to make sure you pick an autoresponder that has all of the features you need for your site. With that in mind, your autoresponder should include:

Form Customization

Options for Email Personalization

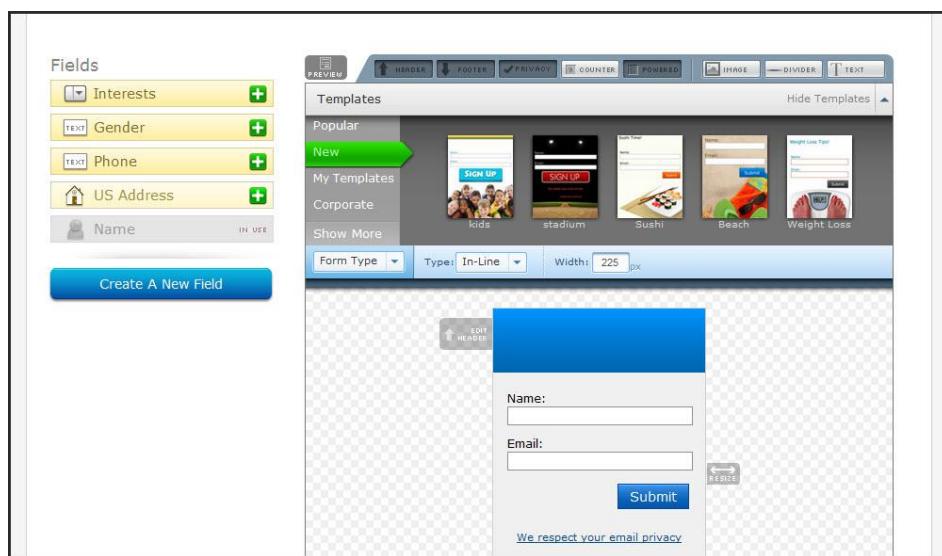
Email Scheduling Options

Options for Building Multiple Lists

Spam Checks

FORM CUSTOMIZATION

A good autoresponder will allow you to customize the form before you place it on a website. That way, you will be sure to collect the type of information you want.



A standard form asks people for their name and address.

A standard contact form with a blue header. It contains fields for 'Name' and 'Email', both with placeholder text. Below these is a large blue 'Submit' button. Under the buttons, there is a link to 'We respect your email privacy' and another to 'Powered by AWeber email marketing'.

However, if you chose the right software, you can add other sections into the form. You can ask people for anything you want, including:

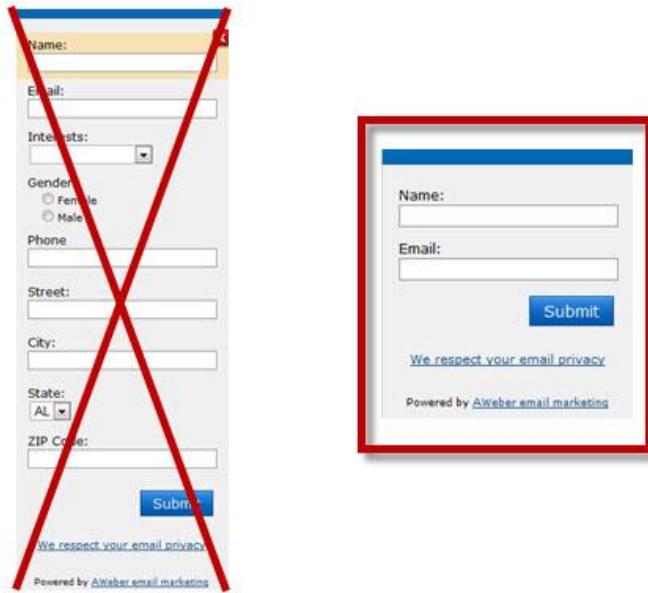
Phone
Number

Gender

Likes and
Interests

The screenshot shows a software interface for creating forms. On the left, a 'Fields' panel lists 'Interests', 'Gender', 'Phone', 'US Address', and 'Name' (marked as 'IN USE'). Below it is a 'Create A New Field' button. On the right, a 'Templates' panel shows a 'Popular' section with 'New' highlighted, and 'My Templates' and 'Corporate' sections. A green arrow points from the 'New' template to a preview of a 'kids' template. The preview shows a 'SIGN UP' button and a placeholder for a photo. Below the preview are buttons for 'Form Type' (set to 'In-Line'), 'Type' (set to 'In-Line'), and 'Width' (set to '225 px').

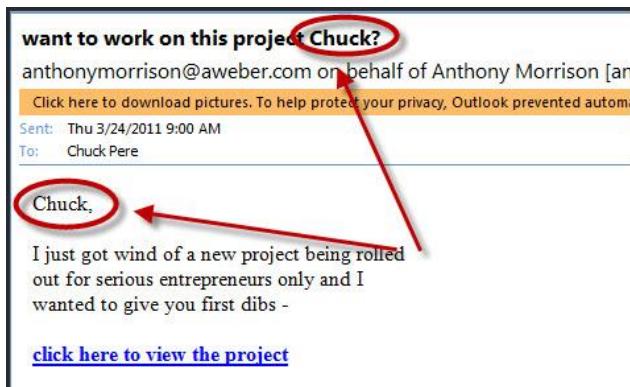
It is important to note that you do not want to make the form too long. People don't want to take a test in order to get on your list. Keep the form short but still add some customized fields so you can get the information you want.



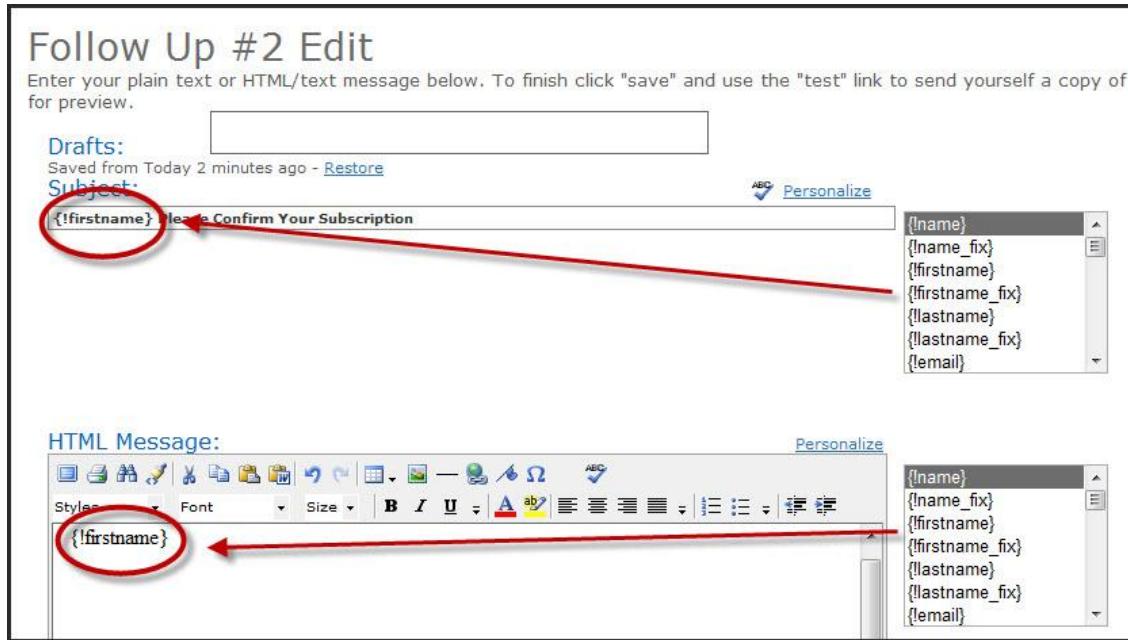
The image shows two side-by-side sign-up forms. The left form is a complex, multi-field form with fields for Name, Email, Interests, Gender, Phone, Street, City, State, and ZIP Code. A large red 'X' is drawn over this form, indicating it is not recommended. The right form is a simplified version with only Name and Email fields, and a 'Submit' button. It also includes a 'We respect your email privacy' statement and 'Powered by AWeber email marketing' text. This form is enclosed in a red box, suggesting it is the preferred or recommended approach.

EMAIL PERSONALIZATION

When you have hundreds of people on your email list, it is difficult to personalize the emails to each recipient manually.



If you choose the right autoresponder software, it will take care of the personalization for you. You will just need to insert codes and the software will place the proper personalization in the email.



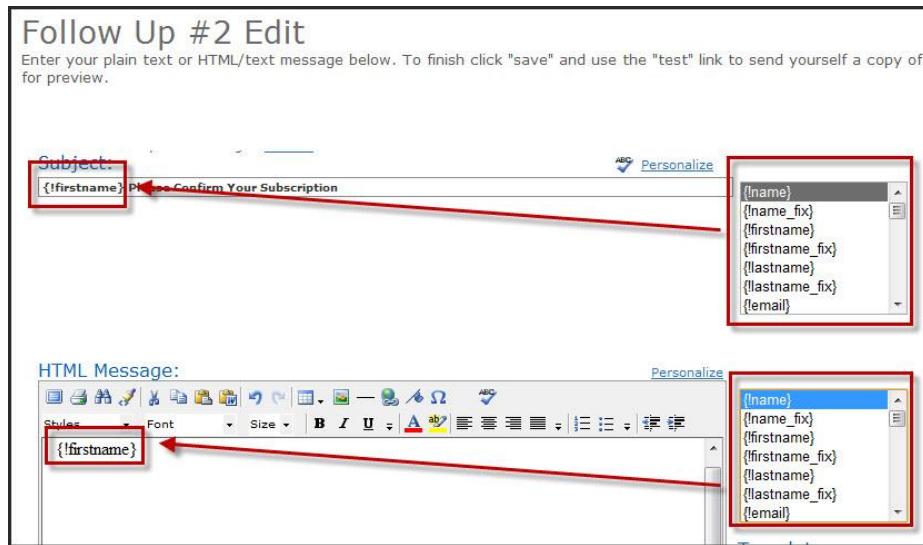
For example, assume you have a form that asks people for their:

- Names
- Email Addresses
- Interests

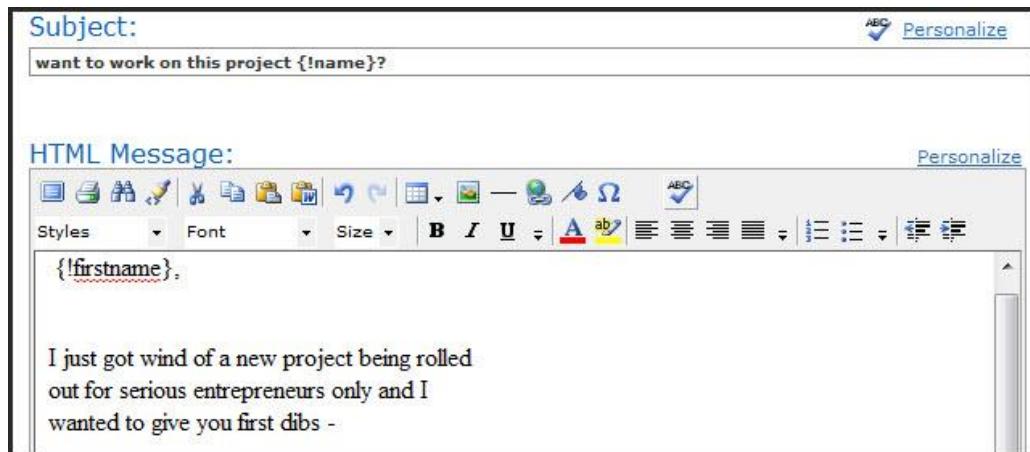
Note that they will choose interests based on selections you made. For instance, if you have a landing page for pet products, interests may be:

- Dog Food
- Pet Health
- Pet Toys

You want to personalize the emails so you can speak directly to each person. To do this you will first personalize the emails by name. You can choose to include the name in the subject line, the body of the email, or both.



You will insert a code in place of the name and then the autoresponder will fill the name in for you.



want to work on this project Chuck?

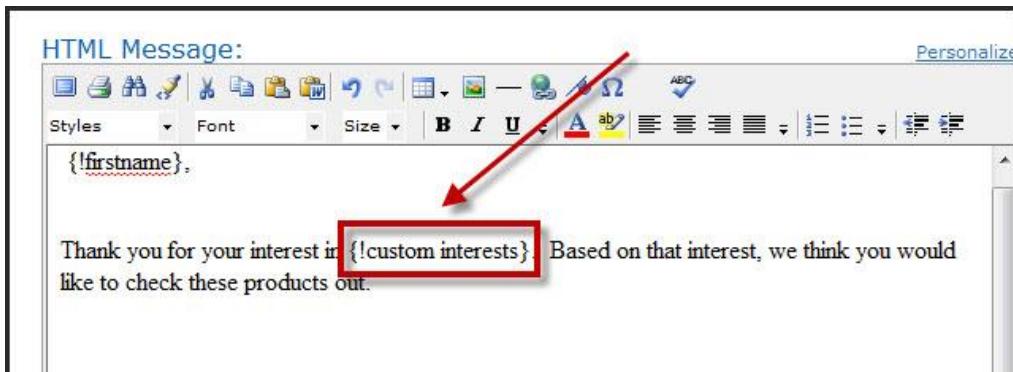
Sent: Thu 3/24/2011 9:00 AM

To: Chuck Pere

Chuck,

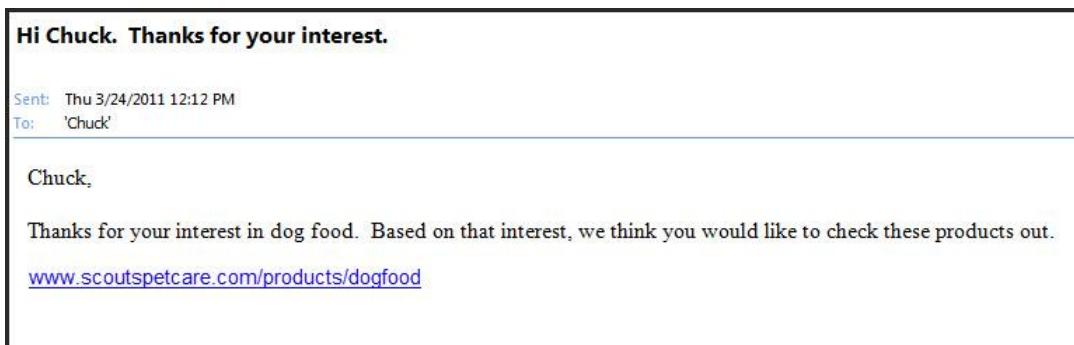
I just got wind of a new project being rolled out for serious entrepreneurs only and I wanted to give you first dibs -

Next you can personalize by interests. For instance, assume 20 of your subscribers are interested in dog food. You could create an email that says, “Thank you for your interest in (code).”



Your autoresponder would then put “dog food” into the interest section. Thus, the email would read:

Thank you for your interest in dog food. Based on that interest, we think you would like to check these products out.



People will like that the email speaks directly to them, so they will be more likely to click on the link and check it out.

EMAIL SCHEDULING

In order to understand the need for email scheduling, we need to look at the different types of emails you will send in a campaign. You will send:

Broadcast emails

Follow-up emails

BROADCAST EMAILS

Broadcast emails are one-time messages sent out to your list. You can send a newsletter, company information, or anything you want in a broadcast email.

Broadcast Edit

Use this form to create a date and time specific email sent to subscribers. Typical uses might be a monthly newsletter or one-time product announcements.

Subject: [Personalize](#)

HTML Message: [Personalize](#)

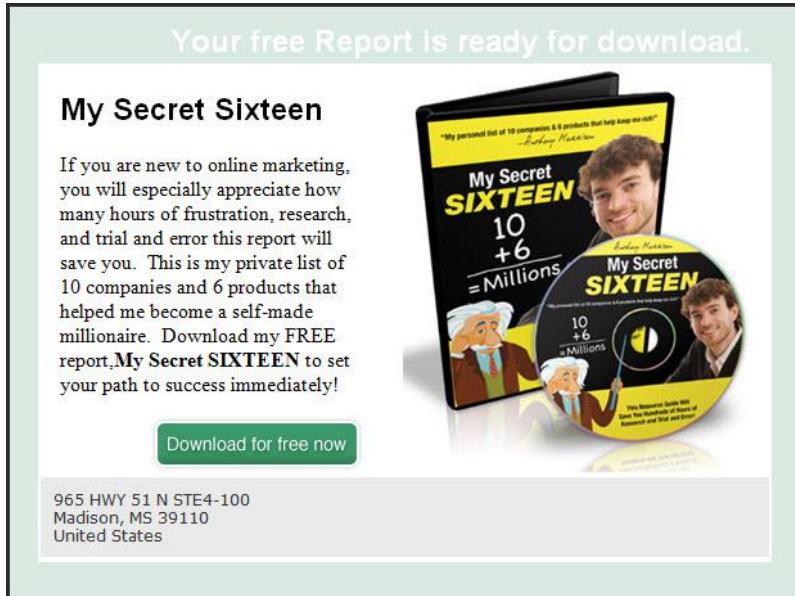
Templates:

- Basic Plain Template -- (none)
- Bakery (aqua/pink)
- Bakery (blue/pink)
- Bakery (brown/blue)
- Bakery (brown/green)
- Bakery (green/orange)
- Bakery (orange/beige)
- Bakery (red/orange)
- Be Mine (blue/red)
- Be Mine (gray/red)

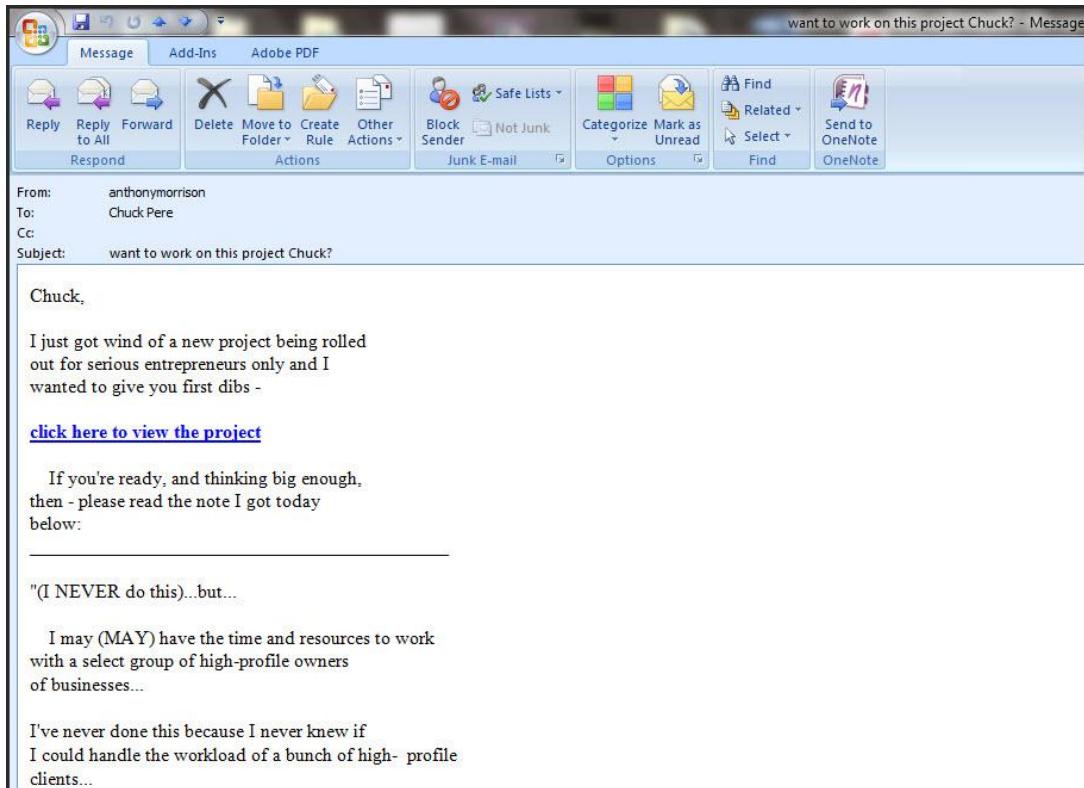
Preview: [View Preview](#)

Message description goes here... Nulla et tempus, i nscrum agit, dolor. Maecid id mi. Phas praesent, ell in convallis consequt, sem ell id consequt. 1. [Link 1](#) 2. [Link 2](#) 3. [Link 3](#) 4. [Link 4](#) 5. [Link 5](#) 6. [Link 6](#) 7. [Link 7](#) 8. [Link 8](#) 9. [Link 9](#) 10. [Link 10](#) 11. [Link 11](#) 12. [Link 12](#) 13. [Link 13](#) 14. [Link 14](#) 15. [Link 15](#) 16. [Link 16](#) 17. [Link 17](#) 18. [Link 18](#) 19. [Link 19](#) 20. [Link 20](#) 21. [Link 21](#) 22. [Link 22](#) 23. [Link 23](#) 24. [Link 24](#) 25. [Link 25](#) 26. [Link 26](#) 27. [Link 27](#) 28. [Link 28](#) 29. [Link 29](#) 30. [Link 30](#) 31. [Link 31](#) 32. [Link 32](#) 33. [Link 33](#) 34. [Link 34](#) 35. [Link 35](#) 36. [Link 36](#) 37. [Link 37](#) 38. [Link 38](#) 39. [Link 39](#) 40. [Link 40](#) 41. [Link 41](#) 42. [Link 42](#) 43. [Link 43](#) 44. [Link 44](#) 45. [Link 45](#) 46. [Link 46](#) 47. [Link 47](#) 48. [Link 48](#) 49. [Link 49](#) 50. [Link 50](#) 51. 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Then he will receive the first email in the sequence. This email could be a welcome email that includes information about a hot product or special deal.



He will continue to receive emails until the sequence is finished.



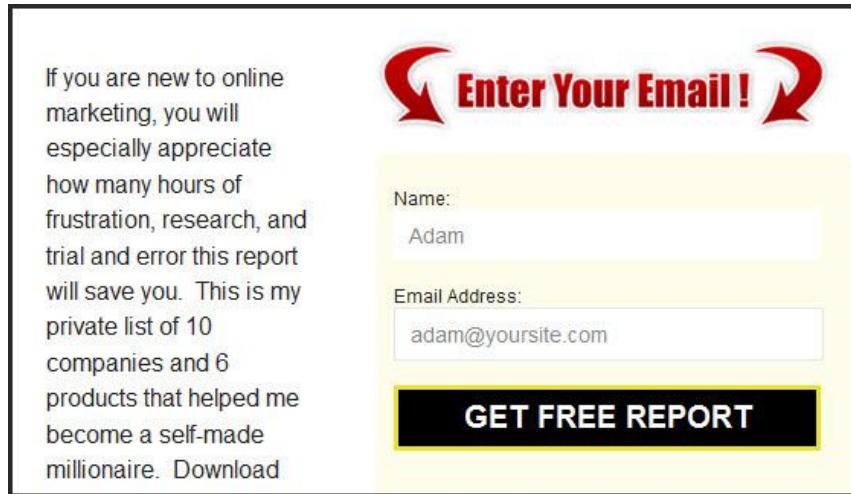
Now that you understand how this works, let's look at why it is so important to have email scheduling.

Build Send Profit

You can have as many emails as you want in a follow-up sequence, and you want these emails to be sent out at specific intervals.

However, your follow-up sequence will start at different times for different people.

For example, assume Adam goes to your website and signs up for your email list on January 21st. He would be enrolled in the follow-up sequence.



If you are new to online marketing, you will especially appreciate how many hours of frustration, research, and trial and error this report will save you. This is my private list of 10 companies and 6 products that helped me become a self-made millionaire. Download

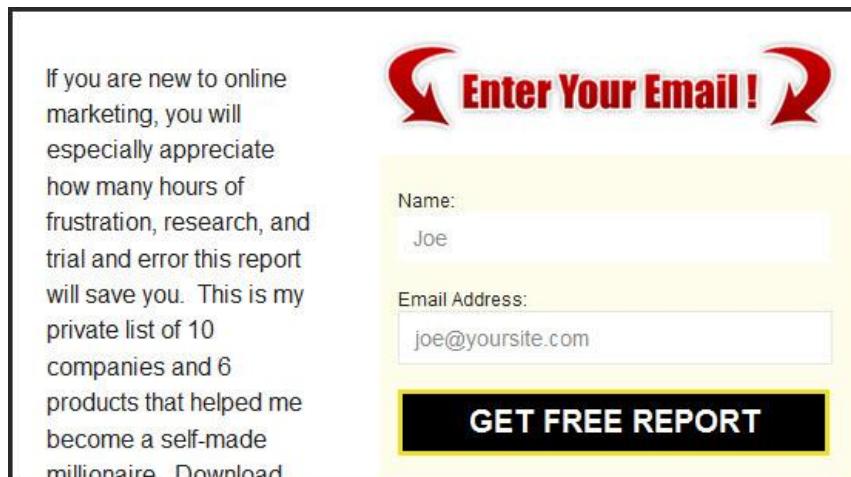
Enter Your Email!

Name:

Email Address:

GET FREE REPORT

Then assume Joe goes to your site and signs up for the mailing list on January 28th. He would be enrolled in the follow-up sequence.



If you are new to online marketing, you will especially appreciate how many hours of frustration, research, and trial and error this report will save you. This is my private list of 10 companies and 6 products that helped me become a self-made millionaire. Download

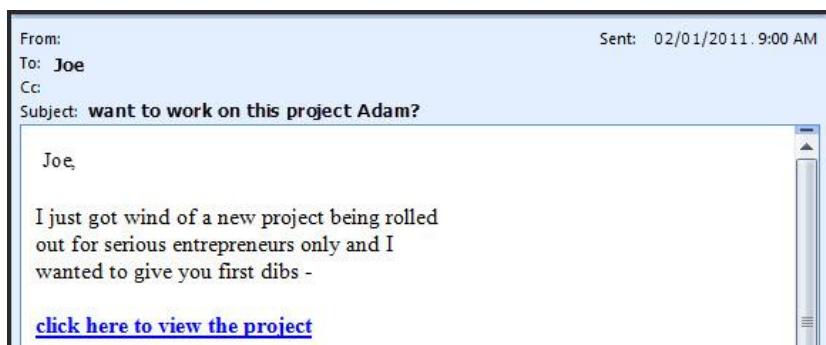
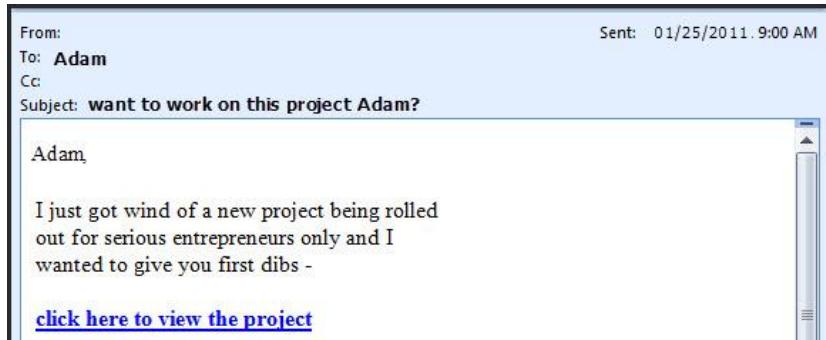
Enter Your Email!

Name:

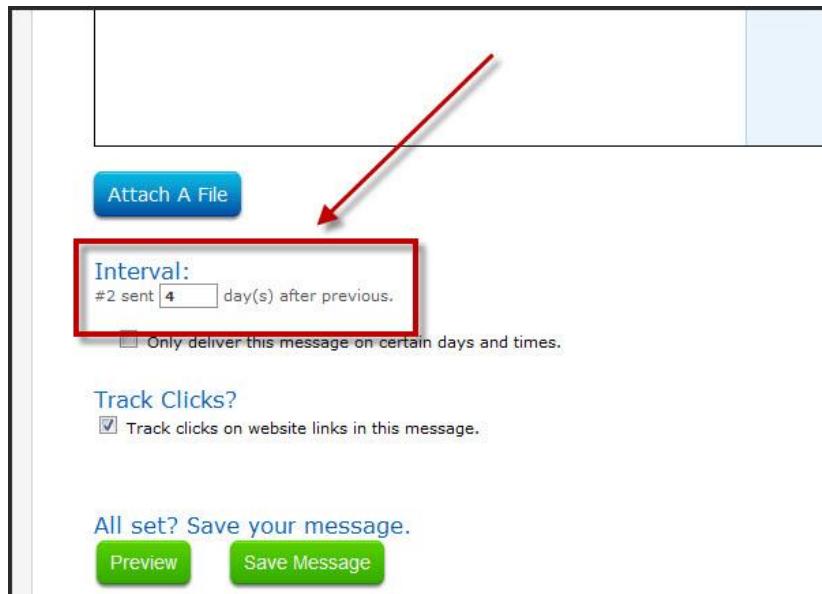
Email Address:

GET FREE REPORT

If you had to send the emails manually, you would be tasked with dividing the list by sign up date and then sending out the emails at the proper times. This can be confusing and is an easy way to destroy a marketing campaign.



Thus, you want an autoresponder that will allow you to create your emails, save them, and set them to be sent at certain intervals. For instance, you could create the first follow-up email to be sent as soon as someone signs up for your list and the second one to be sent after four days. Both Adam and Joe would receive the second email four days after they signed up for the list, even though they signed up on different dates.



Now let's move on to the next thing you should look for in autoresponder software.

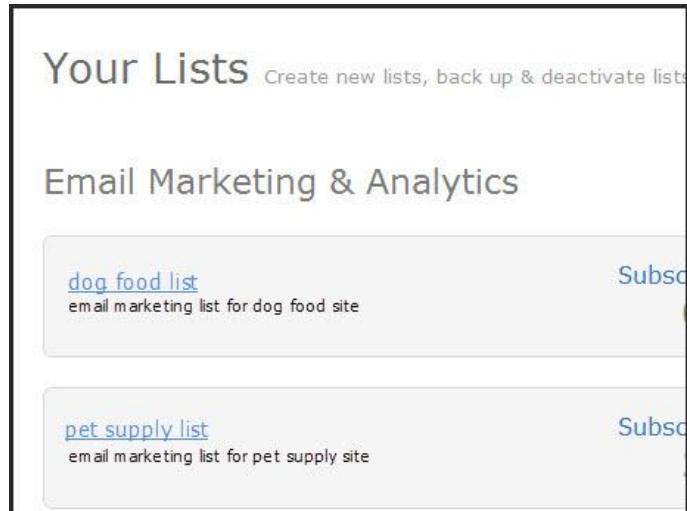
BUILDING MULTIPLE LISTS

Over time you will have different products and websites. Because of that, you will want to build different lists with your autoresponder.

For example, assume your business expands and you have one website for dog food and one website for pet supplies.



The dog food site should have one email list, and the pet supplies site should have another list.



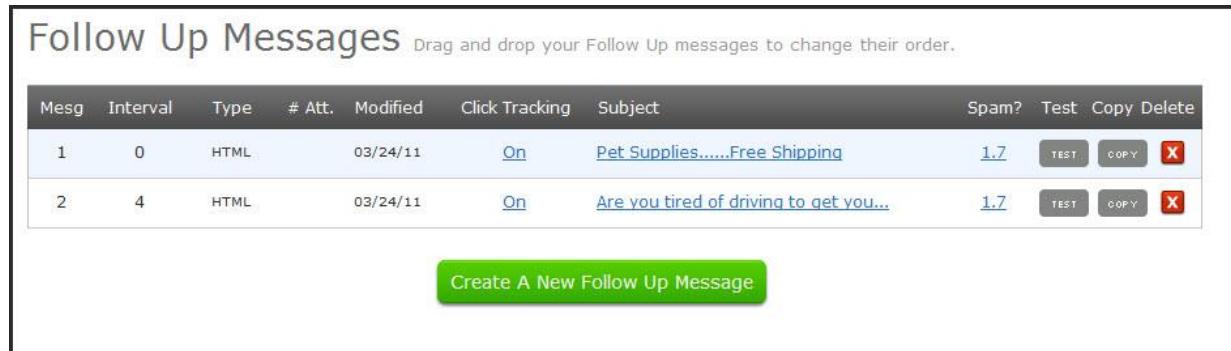
Your Lists Create new lists, back up & deactivate lists

Email Marketing & Analytics

[dog food list](#) email marketing list for dog food site [Subscribers](#)

[pet supply list](#) email marketing list for pet supply site [Subscribers](#)

You will be able to set up different follow-up and broadcast messages for each list.



Follow Up Messages Drag and drop your Follow Up messages to change their order.

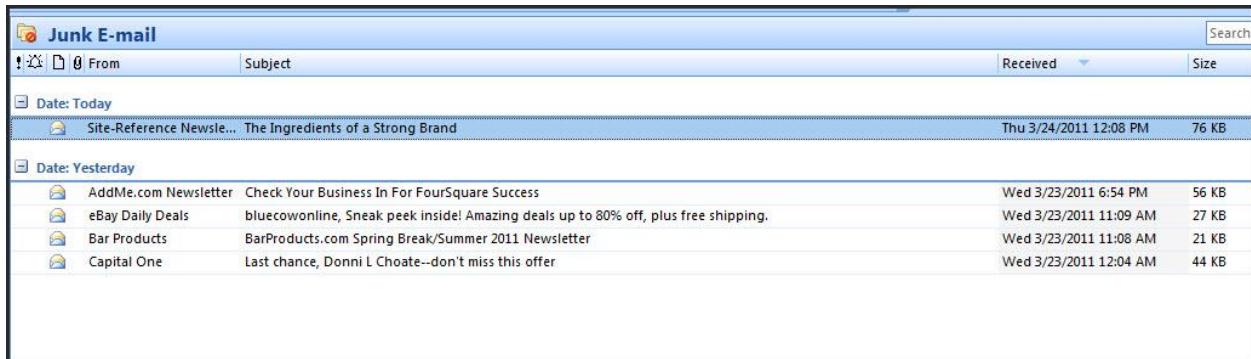
Msg	Interval	Type	# Att.	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	HTML		03/24/11	On	Pet Supplies.....Free Shipping	1.7	TEST	COPY	X
2	4	HTML		03/24/11	On	Are you tired of driving to get you...	1.7	TEST	COPY	X

[Create A New Follow Up Message](#)

Now let's move to the next thing you need to look for in an autoresponder.

SPAM CHECKS

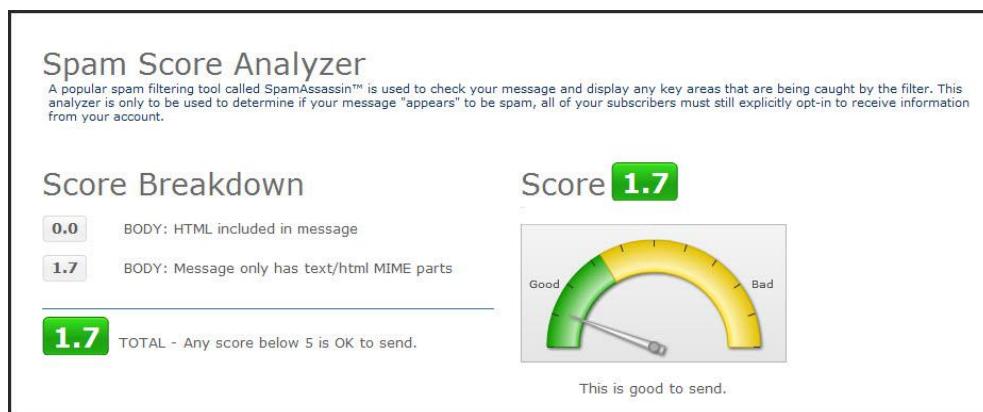
Spam is an email marketer's worst enemy. If a marketing message ends up in the spam folder, the recipient will never see it. That means the email will not help you sell products or services.



The screenshot shows a list of spam emails in a junk inbox. The messages are as follows:

From	Subject	Received	Size
Site-Reference Newsle...	The Ingredients of a Strong Brand	Thu 3/24/2011 12:08 PM	76 KB
AddMe.com Newsletter	Check Your Business In For FourSquare Success	Wed 3/23/2011 6:54 PM	56 KB
eBay Daily Deals	bluecowonline, Sneak peek inside! Amazing deals up to 80% off, plus free shipping.	Wed 3/23/2011 11:09 AM	27 KB
Bar Products	BarProducts.com Spring Break/Summer 2011 Newsletter	Wed 3/23/2011 11:08 AM	21 KB
Capital One	Last chance, Donni L Choate--don't miss this offer	Wed 3/23/2011 12:04 AM	44 KB

Some autoresponders have spam checkers in place. You can run emails through the spam checker before sending it. The checker will see if your email will likely be flagged as spam. This will prevent a lot of issues down the line.



The screenshot shows the Spam Score Analyzer interface. It includes a 'Score Breakdown' table and a large green 'Score 1.7' indicator. The breakdown table shows two items:

Score	Description
0.0	BODY: HTML included in message
1.7	BODY: Message only has text/html MIME parts

The total score is 1.7, labeled as 'TOTAL - Any score below 5 is OK to send.' To the right is a gauge meter ranging from 'Good' (green) to 'Bad' (yellow). The needle is positioned in the green 'Good' zone. A note below the gauge says 'This is good to send.'

Now that you know what to look for in an autoresponder, it is time to go over your options.

AUTORESPONDER OPTIONS

While you could build your own autoresponder or host an autoresponder on your own server, it is best to use a third part autoresponder that takes care of the hosting for you. This is the best way to get your messages delivered to the intended recipients.

While you have several autoresponder options, we want to go over two of the best, which are:

iContact

AWeber

These autoresponders have the features we just mentioned, as well as some additional features that will help you build and manage your email campaign. We are going to compare the features so you can decide which autoresponder is right for you.

AWEBER VS. ICONTACT

We are going to compare the:

Price

Reports

Deliverability rate

Social media integration

Acceptance of email marketing tactics

Support

PRICE

AWeber wins the price wars. AWeber charges based on the number of subscribers you have. So when you first start out and you have a small list, you will not pay very much. Of course, you will pay more as your list grows, but even then, your payments will be manageable. That's because you do not pay per email sent.

Subscriber Pricing <small>(subscriber fees charged monthly)</small>						
Subscribers	up to 500	501-2,500	2,501-5,000	5,001-10,000	10,001-25,000	25,001+
Pricing	Included	\$10	\$30	\$50	\$130	contact us

For example, assume you have 20,000 people on your email list. You will pay for those subscribers, but you can send an unlimited amount of emails without spending any more money. That means you could send 20,000 emails a day without having to spend more.

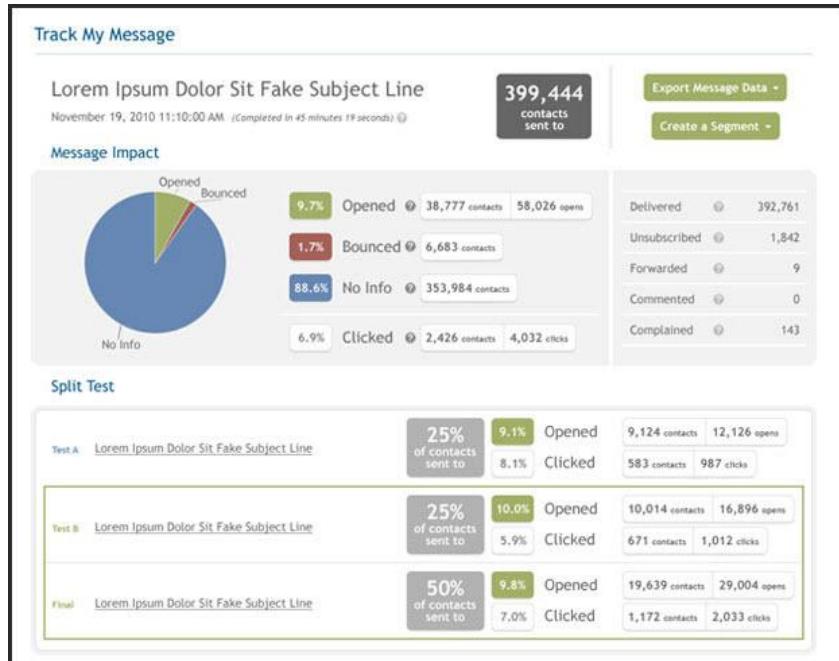
iContact, on the other hand, charges based on the number of emails you send. You can end up paying quite a bit with this service, since you will send thousands of emails a week as your list grows.

Our Starter Plan	Our Basic Plan <small>MOST POPULAR</small>	Our Pro Plan	iContactPlus™
Up to 250 Subscribers	1,001 to 2,500 Subscribers	5,001 to 10,000 Subscribers	Over 100,000 Subscribers
\$8.46/mo w/ annual agreement or \$9.95 monthly No Setup fee Free iPhone App Free Survey Tools Tracking and Reporting	\$24.65/mo w/ annual agreement or \$29.00 monthly No Setup fee Free iPhone App Free Survey Tools Tracking and Reporting	\$62.90/mo w/ annual agreement or \$74.00 monthly No Setup fee Free iPhone App Free Survey Tools Tracking and Reporting	Call 866.775.4254 for Individual Pricing or Click to Learn More Custom Solutions Managed Services Included High-Volume Sending Split Test Included

REPORTS

Both autoresponders offer solid reports. However, while AWeber focuses on opens, clicks, and revenue earned, iContact offers advanced reports that will help you analyze your campaign.

For example, iContact lets you view unique opens and clicks. This is important, since it will give you a better idea of how your emails are resonating with your subscribers.



For instance, assume that you send an email out to 100 people and 50 of them open the email.

Sent: Thu 3/24/2011 9:00 AM
To: 100 Subscribers

Chuck,

I just got wind of a new project being rolled out for serious entrepreneurs only and I wanted to give you first dibs -

[click here to view the project](#)

If you're ready, and thinking big enough, then - please read the note I got today below:

Follow-up Email Sent to 100 Subscribers.

50 Subscribers Open the Email.

Out of those 50 people, 30 of them open it twice.

want to work on this project

Sent: Thu 3/24/2011 9:00 AM
To: 100 Subscribers

Chuck,

I just got wind of a new project being rolled out for serious entrepreneurs only and I wanted to give you first dibs -

[click here to view the project](#)

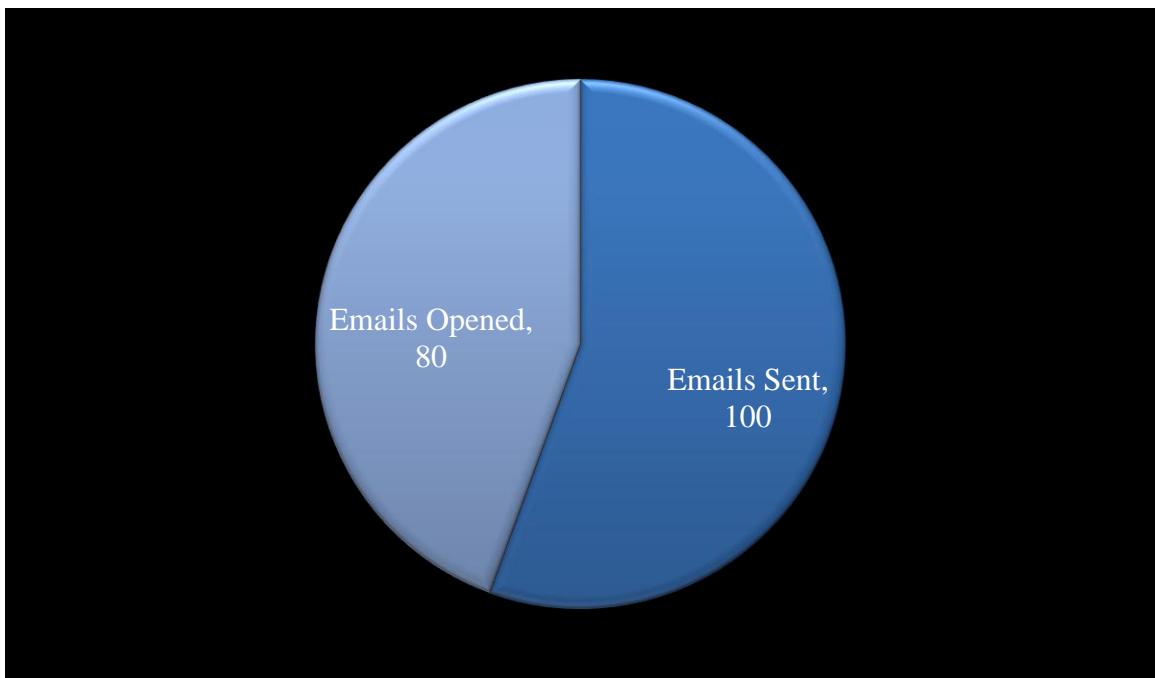
If you're ready, and thinking big enough, then - please read the note I got today below:

Follow-up Email Sent to 100 Subscribers.

50 Subscribers Open the Email.

30 Subscribers Open the Email Twice.

A report on AWeber would show that you had 80 opens. That's because the email was opened a total of 80 times by 50 people.

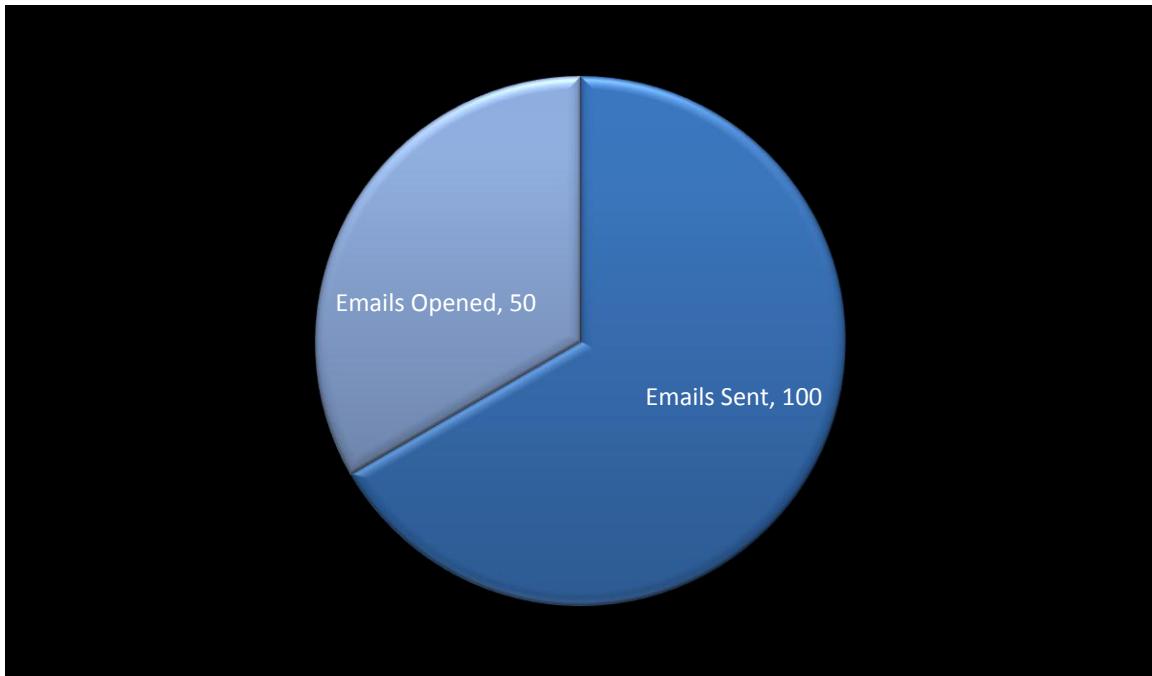


After reviewing this statistic, you would assume that 80% of the people opened your email, when only 50% of the people actually opened your email.



Looking at This Statistic, You Would Assume 80% of Your Subscribers Opened Your Email

Your iContact report would show you that only 50% of the people opened your email.



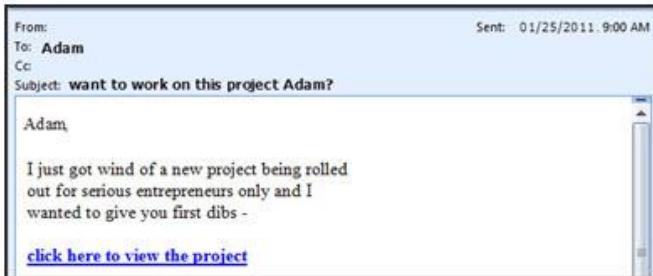
After reviewing your iContact report, you would know that 50% of the people ignored your email. You would use that information to create an email that would reach the people who were not interested in your message.



Your iContact Report Shows 50% of Your Subscribers Ignored Your Email. You Can Use This Information When Creating New Emails.

DELIVERABILITY RATE

Deliverability rate refers to the number of emails that actually make it to your subscribers' inboxes. You want your rate to be as close to 100% as possible.



You Want to Make Sure Your Email is Delivered to Your Subscriber's Inbox. Spam Filters, Wrong Email Addresses, Junk Folders and Blacklists Will Hurt Your Deliverability Rate.

While iContact has a slightly higher deliverability rate, both will do a good job of getting your emails delivered to inboxes, as long as you follow the proper email marketing techniques. We will cover those techniques in a later chapter.

SOCIAL MEDIA INTEGRATION

Both autoresponders make social media integration simple. You can put signup forms on Facebook pages and use Twitter to Tweet your newsletters.

② Social Media / Sharing Integrate with Twitter/Facebook and customize your broadcast archive.

Tweet Your Broadcasts
[Connect with twitter](#)

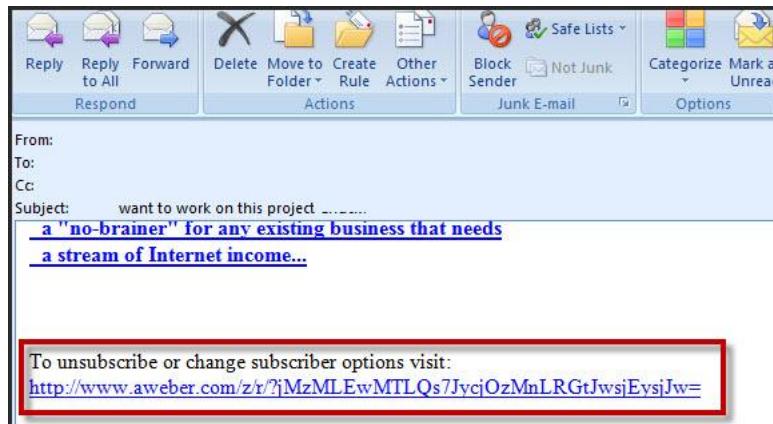
Post Broadcasts on Facebook
[Connect with facebook](#)

Broadcast Archive Settings
 Include a web form [Preview your archive](#)

Unsubscribe page [Preview your unsubscribe page](#)

UNSUBSCRIBE LINK

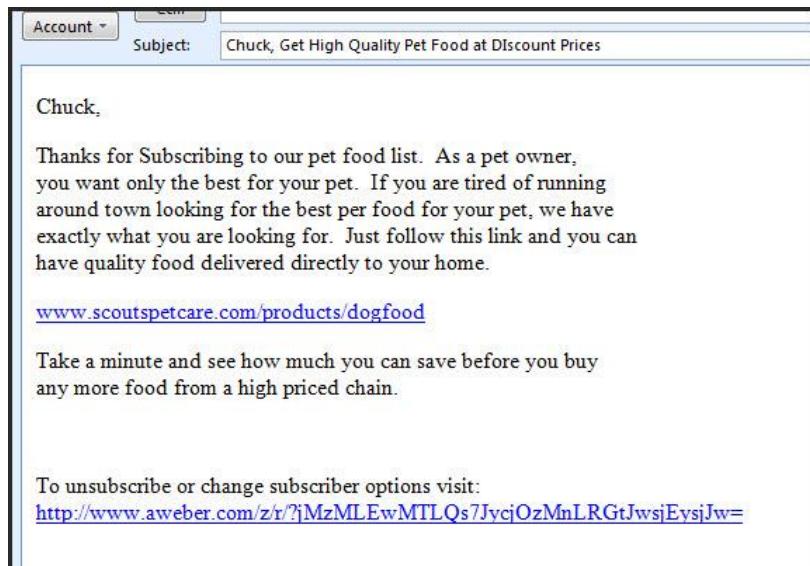
iContact allows marketers to push the “unsubscribe” link down to the bottom of the email, while AWeber does not.



Pushing the unsubscribe link to the bottom of the email can decrease your number of unsubscribes. That's because the link is not staring someone in the face when they open the email.

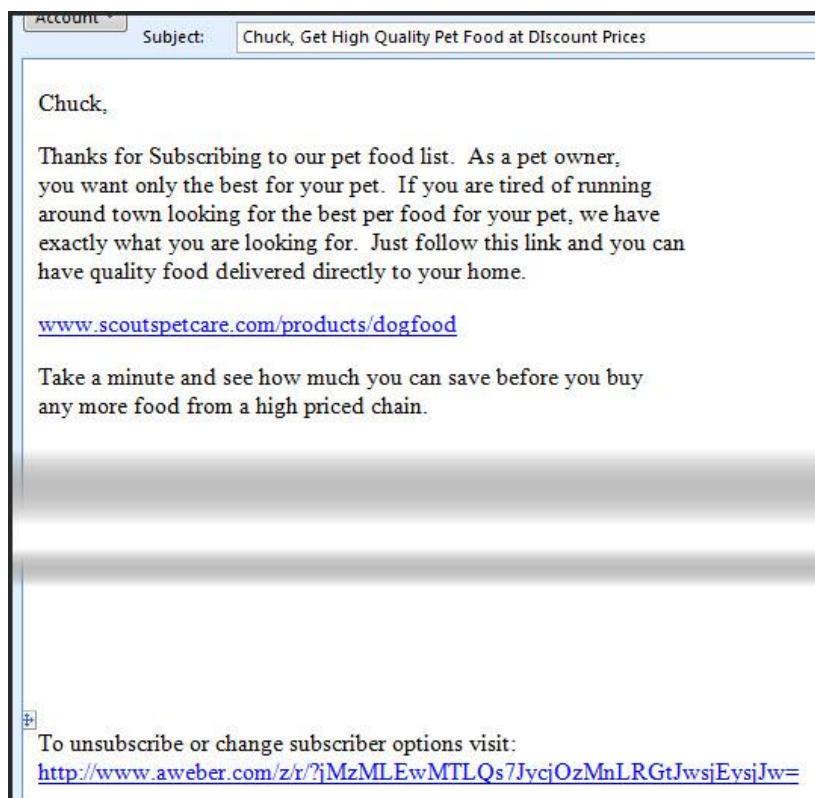
In order to understand this, let's look at an example.

You send two emails. One is with AWeber and one is with iContact. Your email for AWeber has an unsubscribe link that is easily visible.



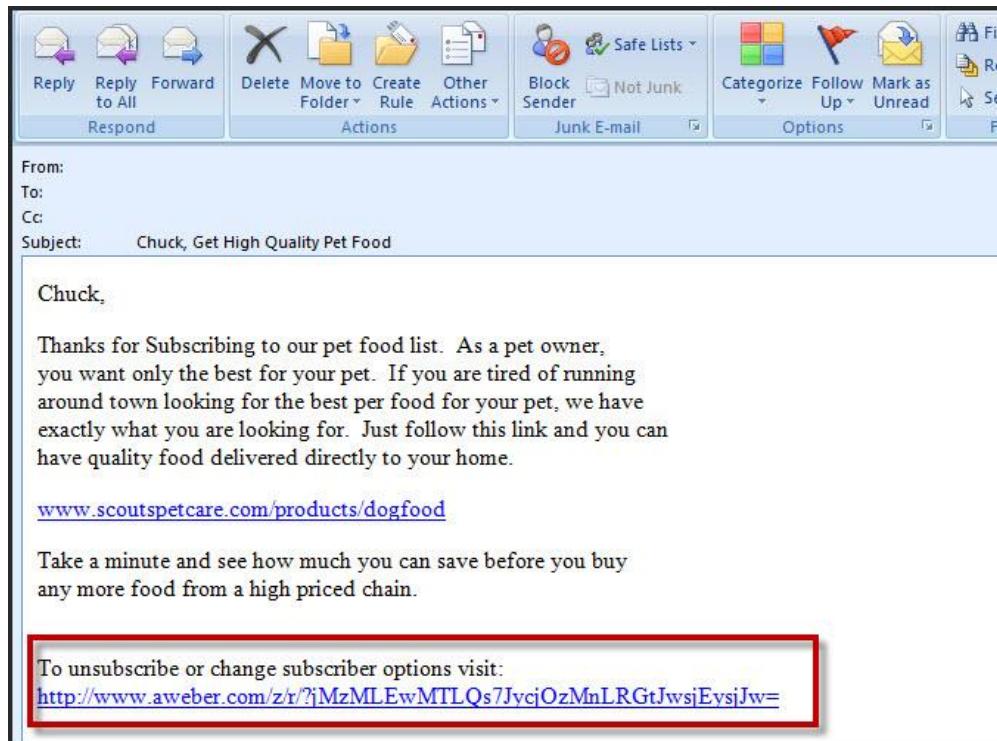
The screenshot shows an email composition window. The subject line is "Chuck, Get High Quality Pet Food at Discount Prices". The body of the email starts with "Chuck," followed by a message about pet food and a link to "www.scoutspetcare.com/products/dogfood". At the bottom, there is a section titled "To unsubscribe or change subscriber options visit:" followed by a long URL: "http://www.aweber.com/z/r/?jMzMLEwMTLQs7JvcjOzMnLRGtJwsjEysjJw=". The unsubscribe link is clearly visible and stands out from the rest of the text.

Your email from iContact has an unsubscribe link that is placed near the bottom of the page after some white space.



The screenshot shows an email composition window. The subject line is "Chuck, Get High Quality Pet Food at Discount Prices". The body of the email starts with "Chuck," followed by a message about pet food and a link to "www.scoutspetcare.com/products/dogfood". At the bottom, there is a section titled "To unsubscribe or change subscriber options visit:" followed by a long URL: "http://www.aweber.com/z/r/?jMzMLEwMTLQs7JvcjOzMnLRGtJwsjEysjJw=". The unsubscribe link is placed at the very bottom of the page, following a large amount of white space.

Mark opens your email from AWeber. He usually likes the information inside of your emails, and he's actually clicked on links and purchased products in the past. Today, though, he's having a bad day and he's not interested in what you have to say. When he opens up the email and sees the unsubscribe link staring him in the face, he doesn't think twice. He unsubscribes to your email list.



From:
To:
Cc:
Subject: Chuck, Get High Quality Pet Food

Chuck,

Thanks for Subscribing to our pet food list. As a pet owner, you want only the best for your pet. If you are tired of running around town looking for the best pet food for your pet, we have exactly what you are looking for. Just follow this link and you can have quality food delivered directly to your home.

www.scoutspetcare.com/products/dogfood

Take a minute and see how much you can save before you buy any more food from a high priced chain.

To unsubscribe or change subscriber options visit:
<http://www.aweber.com/z/r/?jMzMLEwMTLQs7JycjOzMnLRGtJwsjEvsJw=>

He wasn't thinking about unsubscribing when he opened the email. However, when he saw the link right in front of him, he decided to go ahead and do it. Because of that, you lost a good customer.

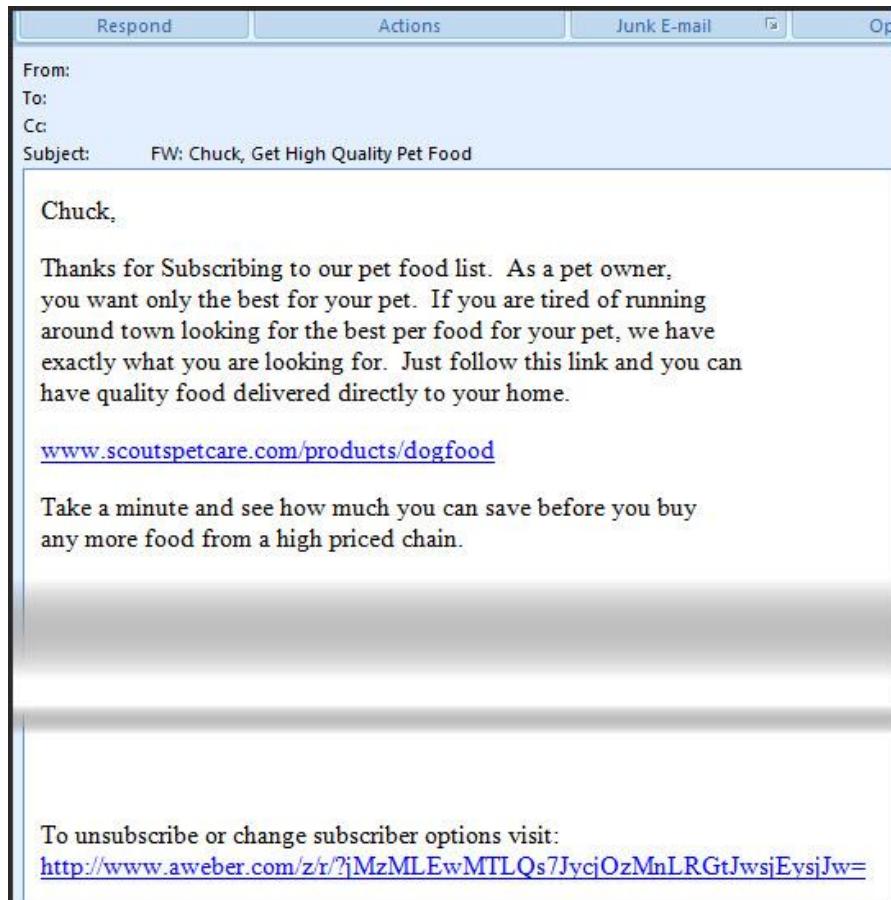


Subscribed	Unsubscribed	List Name	Description	Signup Date
<input checked="" type="radio"/>	<input type="radio"/>	scoutspetcare		03-23-2011 11:12 AM

Save My Subscriber Settings

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[No Spam Policy](#) & [Privacy Policy](#)

Joe opens up the email from iContact. Like Mark, he usually looks forward to your emails and, he has purchased products from you in the past. He's also having a bad day, though, and he is not interested in what you have to say today. He opens the email, glances at it, and deletes it.



The screenshot shows an email inbox with a single message from "iContact" with the subject "FW: Chuck, Get High Quality Pet Food". The message body is as follows:

Chuck,

Thanks for Subscribing to our pet food list. As a pet owner, you want only the best for your pet. If you are tired of running around town looking for the best per food for your pet, we have exactly what you are looking for. Just follow this link and you can have quality food delivered directly to your home.

www.scoutspetcare.com/products/dogfood

Take a minute and see how much you can save before you buy any more food from a high priced chain.

To unsubscribe or change subscriber options visit:
<http://www.aweber.com/z/r/?jMzMLEwMTLQs7JycjOzMnLRGtJwsjEysjJw=>

Notice that Joe did not unsubscribe from the list. The reason is simple. Joe didn't see the unsubscribe link since it was at the bottom of the email. Because he didn't see it, the thought of unsubscribing didn't occur to him.



You are subscribed to the following lists:

Subscribed	Unsubscribed	List Name	Description	Signup Date
<input checked="" type="checkbox"/>	<input type="checkbox"/>	scoutspetcare		03-23-2011 11:12 AM

[Save My Subscriber Settings](#)

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[No Spam Policy](#) & [Privacy Policy](#)

Of course, if Joe really wanted to unsubscribe, he could have easily found the link. You want to give people the ability to unsubscribe. You just don't want to cause them to unsubscribe by putting a link right in front of their eyes. When something is out of sight, it's often out of mind. iContact lets you use the "out of sight, out of mind" approach when it comes to your unsubscribe link.

SUPPORT

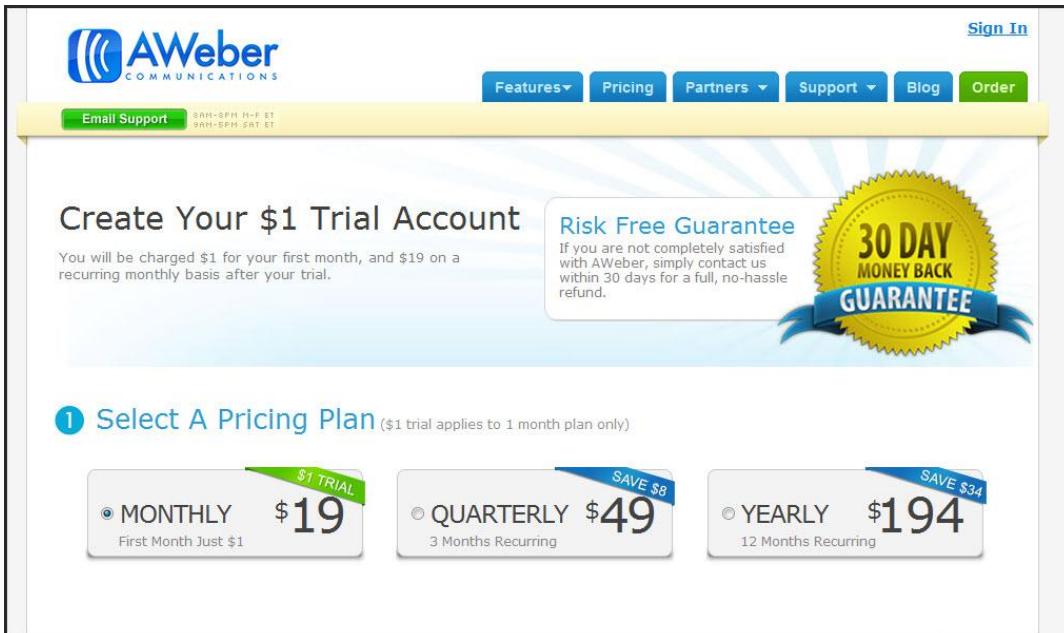
When it comes to support, iContact wins. iContact provides people with an account manager. The manager helps email marketers every step of the way. From writing emails to sending reports, your manager will be in constant contact with you to ensure that your campaign is a success.

On the other hand, you will need to do the heavy lifting when you use AWeber. That being said, it is important to note that AWeber is relatively user friendly, and we will provide you with the tools you will need to write your emails, create your reports, and analyze your statics.

WHICH ONE SHOULD YOU CHOOSE?

Now that you have this information, it's time to choose an autoresponder. We are not going to tell you to go with AWeber or iContact. Instead, we are going to recommend that people who are on a tight budget use AWeber, and those who are tackling this venture with a big business prospective (i.e. are willing to spend money to make money) use iContact.

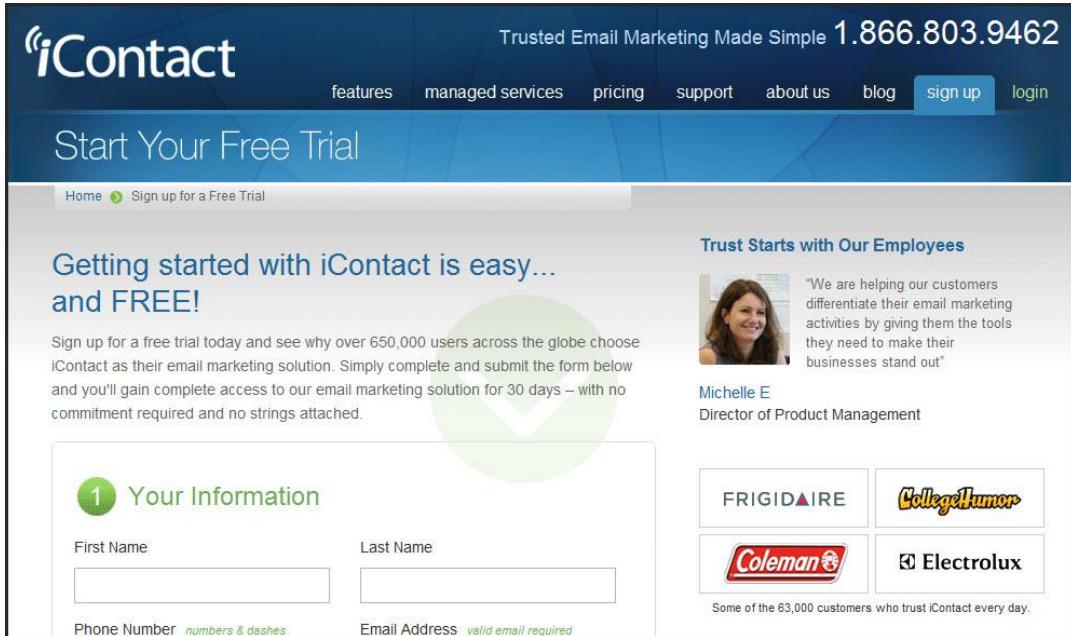
Once you choose your autoresponder, go to the correct website and sign up. If you are signing up with AWeber, go to <http://aweber.com> and go through the sign up process.



The screenshot shows the AWeber website's trial account sign-up page. At the top, there's a navigation bar with links for Sign In, Features, Pricing, Partners, Support, Blog, and Order. Below the navigation is a yellow banner with 'Email Support' and the text '8AM-8PM M-F ET 9AM-5PM SAT ET'. The main headline is 'Create Your \$1 Trial Account'. A sub-headline states: 'You will be charged \$1 for your first month, and \$19 on a recurring monthly basis after your trial.' To the right, there's a 'Risk Free Guarantee' badge with the text 'If you are not completely satisfied with AWeber, simply contact us within 30 days for a full, no-hassle refund.' Below the guarantee is a large '30 DAY MONEY BACK GUARANTEE' seal. At the bottom, a step-by-step guide says '1 Select A Pricing Plan (\$1 trial applies to 1 month plan only)'. It offers three options: 'MONTHLY \$19' (First Month Just \$1), 'QUARTERLY \$49' (3 Months Recurring), and 'YEARLY \$194' (12 Months Recurring). The 'MONTHLY \$19' option is selected.

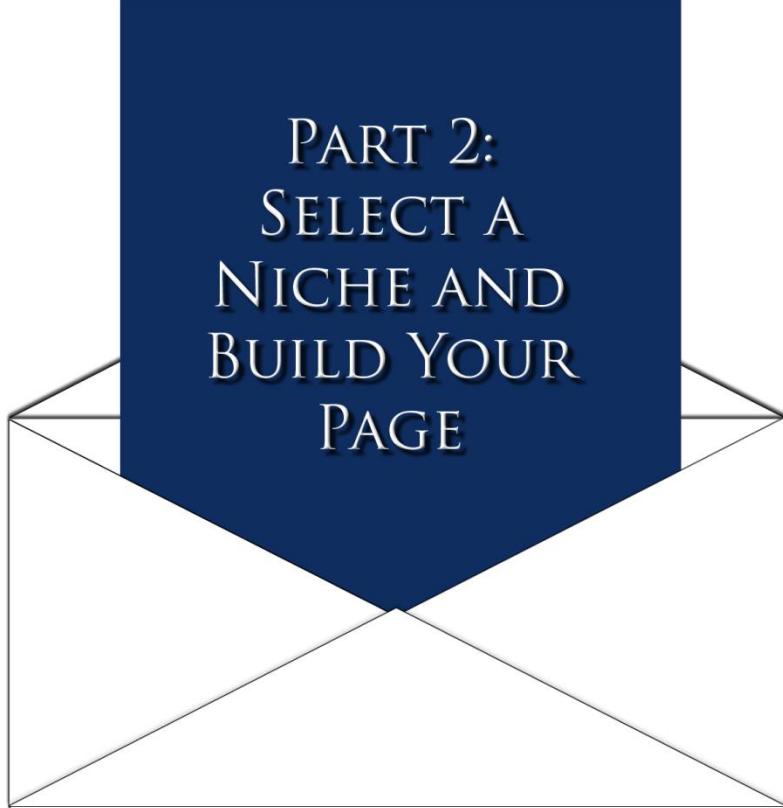
Build Send Profit

If you are going to use iContact, go to <http://icontact.com> and sign up for an account.



The screenshot shows the iContact website homepage with a blue header. The header features the iContact logo, a phone number (1.866.803.9462), and navigation links for features, managed services, pricing, support, about us, blog, sign up, and login. Below the header, a large blue banner with the text "Start Your Free Trial" is visible. The main content area has a white background. It includes a sub-header "Getting started with iContact is easy... and FREE!", a brief description of the free trial, and a form for entering personal information. The form is titled "1 Your Information" and includes fields for First Name, Last Name, Phone Number, and Email Address. To the right of the form, there is a testimonial from Michelle E, Director of Product Management, with a photo of her. Below the testimonial, there are logos for FRIGIDAIRE, CollegeHumor, Coleman, and Electrolux. A small text at the bottom right of the testimonial area states "Some of the 63,000 customers who trust iContact every day."

After you sign up with an autoresponder, you will be ready to move on to the next chapter. In the next chapter, we are going to talk about niches.



PART 2:
SELECT A
NICHE AND
BUILD YOUR
PAGE

CHAPTER 3: SELECT A NICHE

According to Entrepreneur magazine, a niche is “a portion of a market that you’ve identified as having some special characteristics and that’s worth marketing to.”

In other words, a niche is a submarket that is a part of a bigger market. It is easier to market to a niche market than to a big market since the people who make up a niche have specific needs that can be met with certain products and services.



In order to understand this concept, let's look at the car industry.

The car industry is huge and has lots of types of customers. Some people are in the market for a new car, while others want a used car. Some people love fixing up their Mustang, while others need some used parts for a Nissan Pathfinder. Each person has a specific need.



Since the market is so huge, it would be a bad idea to choose “cars” as a topic. “Cars” is not a niche. It’s a broad market that will be impossible to penetrate. After all, if someone is looking for information on a Mustang, he is not going to type “cars” into a Google search. He is going to type in “Mustang.” Otherwise, he would not find what he was looking for.



With that in mind, we could identify “Mustangs” as our niche. However, “Mustangs” is also fairly general. Someone could be looking to buy, fix, sell, or upgrade a Mustang. Because of that, if our niche is “Mustangs,” we would have a difficult time reaching a highly targeted market.



Therefore, we would dig even deeper in order to identify a sub-niche. We could choose the niche “Mustang car parts” or “fixing up Mustangs.” These are just two options.



Then we would need to make sure our niche has a market. If our niche does have a market, we know it will be profitable, and thus, would be a good choice for our business.

STEPS TO FINDING A NICHE

There are three steps involved in finding a niche. They are:

Choosing a
Niche

Looking for
a Sub-Niche

Checking
the Demand

We are going to show you how to go through these steps so you can find a profitable niche.

STEP 1: IDENTIFY A TOPIC

You have two options for finding a niche. You can:

- *Choose something you already know about*
- *Choose something that is popular and has a high demand*

First we are going to show you how to use your knowledge to select a niche.

CHOOSING SOMETHING YOU ALREADY KNOW ABOUT

Chances are you know a little bit about a lot of things. In fact, you probably know more than you realize. If someone came up to you today and said, "List everything you know about," you would probably scratch your head and give a few answers, but you would not even touch the scope of everything you know. That's because you acquire knowledge on a daily basis and don't give yourself credit for what you know. Because of that, we are going to teach you how to uncover that knowledge so you can come up with a niche.

In order to find out things that you know about, make a list of:

Things you are interested in

Your skills and talents

Your hobbies

Your life experiences

THINGS YOU ARE INTERESTED IN

What type of information do you look for when you turn on your computer?

What types of books do you read?

What magazines do you have subscriptions to, what TV shows do you watch, and what types of movies do you see?

What do you do in your spare time?

When you answer these questions, you will find out what interests you have. You might be surprised at the length of your list. People rarely realize all of the interests they have, but when they break down their daily lives, they quickly see what they like to do.

For example, assume Joe writes down everything he does in one day. His list includes:

- *Looked at movie reviews on the internet*
- *Read the sports section in the paper*
- *Read entertainment websites*
- *Looked at the White House's website*
- *Worked on my car*
- *Walked the dog*
- *Went to a nice restaurant for dinner*
- *Watched a comedy on TV*
- *Read a comic book*
- *Designed a new blog*

Joe did a lot in one day. Most people look at these things as little tasks, but when Joe examines his list, he realizes he has an interest in everything he did. This is a great starting point.

INTEREST	
Looked at movie reviews on the internet	movie niche
Read the sports section in the paper	sports niche
Read entertainment websites	entertainment and gossip niche
Looked at the White House's website	politics niche
Worked on my car	car repair niche
Walked the dog	pet care niche
Went to a nice restaurant for dinner	recipes or restaurant niche
Watched a comedy on TV	TV/entertainment niche
Read a comic book	comic book niche
Designed a new blog	web design niche

SKILLS AND TALENTS

Skills and talents can also play a role in how we select a niche. Everyone has specific skills and talents. These skills and talents don't have to be earth shattering. Even a minor skill can help you develop a niche.

For example, assume Sara creates a list of her skills and talents. Her list includes:

- *Typing*
- *Computer programming*
- *Graphic design*
- *Writing*

After Sarah examines her skills, she realizes she has several options for choosing a niche.

INTEREST	NICHE
Typing	teaching people how to type
Computer programming	giving computer programming tips
Graphic design	explaining graphic design
Writing	teaching people how to write or edit

HOBBIES

Hobbies can also be used to identify a niche. For example, assume Adam made a list of all of his hobbies. He loves:

- *Playing football*
- *Playing basketball*
- *Working on cars*
- *Collecting coins*

He could develop a niche with any of his hobbies.

INTEREST	NICHE
Playing football	football collectibles niche
Playing basketball	basketball supplies niche
Working on cars	car part supplier niche
Collecting coins	collectible coin information niche

LIFE EXPERIENCES

Your experiences can go a long way in helping you develop a niche and reach your market. People listen to others who have the same experiences they have. Thus, you need to look at all of your life experiences. Maybe you have or are:

- *In the military*
- *Single*
- *Married*
- *Divorced*
- *Lost weight*
- *A serious health issue*
- *Dealing with a mental health problem*
- *On medication*
- *Financial issues*
- *Child in college*
- *Dealing with empty nest syndrome*

All of these types of experiences will help you create a bond with your niche market. Make a list of your life experiences. What experiences do you have that you can share with others?

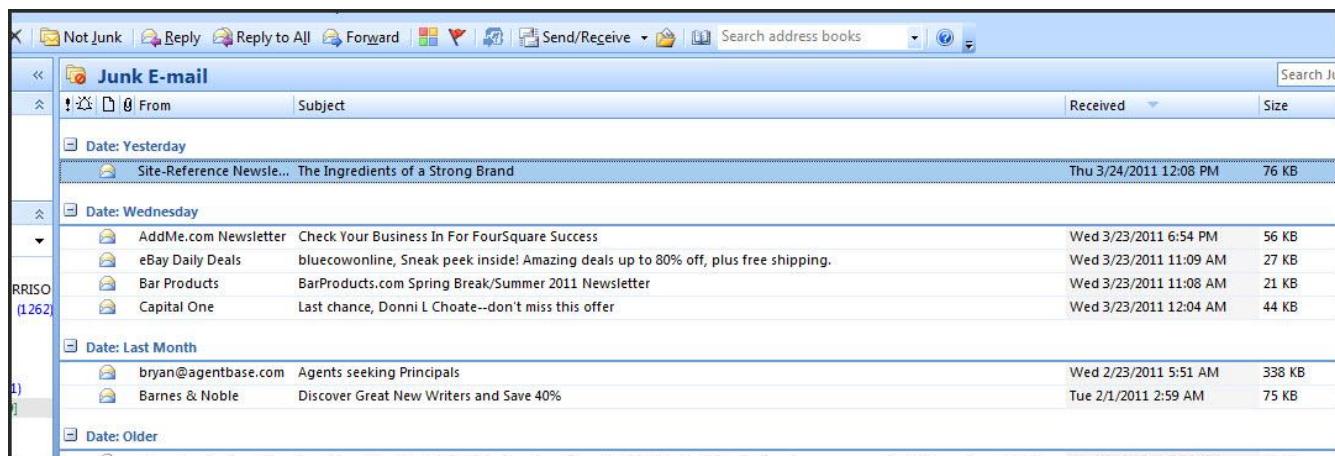
INTEREST	NICHE
In the military	dealing with PTSD niche
Single	dating methods niche
Married	communicating with your partner niche
Divorced	dealing with the issues that stem from divorce niche
Lost weight	weight loss niche
A serious health issue	medical information/dealing with health issue niche
Dealing with a mental health problem	Mental health niche
On medication	living with side effects of medication niche
Financial issues	ways to get out of debt niche
Child in college	financing college niche
Dealing with empty nest syndrome	reconnecting with your mate after the kids leave niche

FINDING NICHES WHEN YOU DON'T HAVE ANY IDEAS

What if you brainstormed and still can't come up with a niche? If that's the case, we are going to give you a few tips for finding popular niches.

YOUR SPAM FOLDER

Your email's spam folder has a lot of profitable niches sitting inside of it.



Email marketers are sending emails for offers and deals because they have found a profitable market. They did not follow the proper email marketing protocol, though, which is why their emails ended up in the spam folder instead of in your inbox.

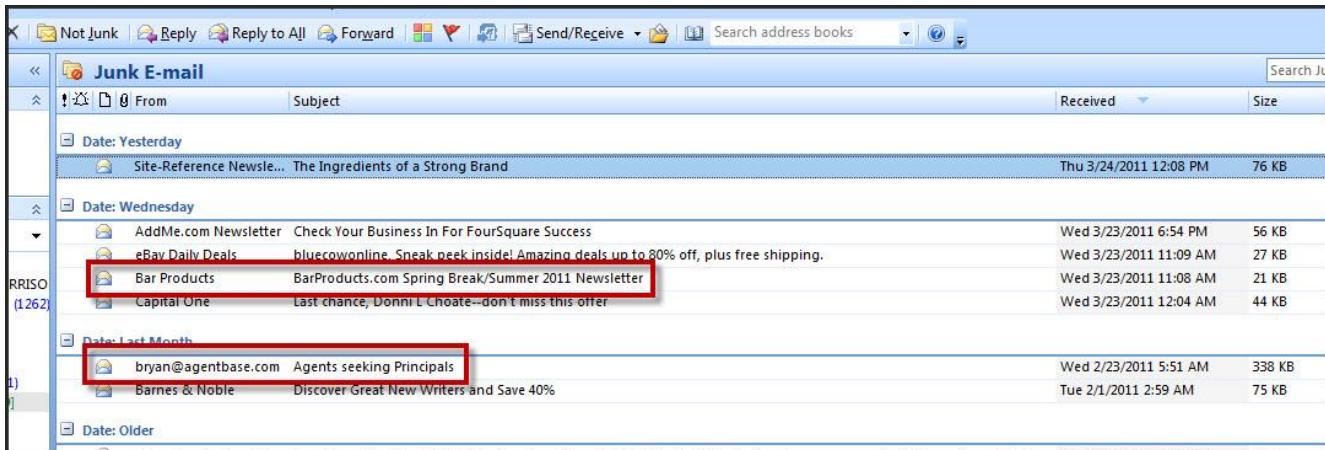
Still, you can learn a lot from these marketers. Open up your spam folder and look at the different products listed. When we open ours up, we find a variety of emails. Two of the most popular topics are:

Work from home

Weight loss

These are two of the most popular niches on the market, so it makes sense that these are in our spam folder. Marketers are sending us emails on these topics because they know there is a large market out there.

The same is true for the other emails in our spam folder. Thus, use your spam folder to help you find ideas for a niche.



Date	From	Subject	Received	Size
Thu 3/24/2011 12:08 PM		Site-Reference Newsle... The Ingredients of a Strong Brand		76 KB
Date: Wednesday				
Wed 3/23/2011 6:54 PM	AddMe.com Newsletter	Check Your Business In For FourSquare Success	56 KB	
Wed 3/23/2011 11:09 AM	eBay Daily Deals	bluecowonline. Sneak peek inside! Amazing deals up to 80% off, plus free shipping.	27 KB	
Wed 3/23/2011 11:08 AM	Bar Products	BarProducts.com Spring Break/Summer 2011 Newsletter	21 KB	
Wed 3/23/2011 12:04 AM	Capital One	Last chance, Donni L'Choate--don't miss this offer	44 KB	
Date: Last Month				
Wed 2/23/2011 5:51 AM	bryan@agentbase.com	Agents seeking Principals	338 KB	
Tue 2/1/2011 2:59 AM	Barnes & Noble	Discover Great New Writers and Save 40%	75 KB	
Date: Older				

MAGAZINES

Magazines are also a great tool to use when looking for niche markets. Magazines are expensive to create, so publishers make sure there is a market before they publish a magazine.

Go to a local bookstore or look at the magazines listed in Wikipedia at http://en.wikipedia.org/wiki/List_of_United_States_magazines



WIKIPEDIA
The Free Encyclopedia

Article Discussion

List of United States magazines

From Wikipedia, the free encyclopedia

This article may require cleanup to meet Wikipedia's quality standards. Please improve this article if you can.

This is a list of magazines from the United States. For a complete list, see uncategorized list.

Agriculture

- *Drovers Magazine*
- *Hoard's Dairyman*
- *The Packer*
- *The Produce News*

Automotive

- *ghk*
- *Truckin'*
- *4 wheel & Off Road™*

As you browse through the magazines, you will get some ideas for niches.

Now that you know how to find a niche, it is time to learn how to find a sub-niche.

Build Send Profit

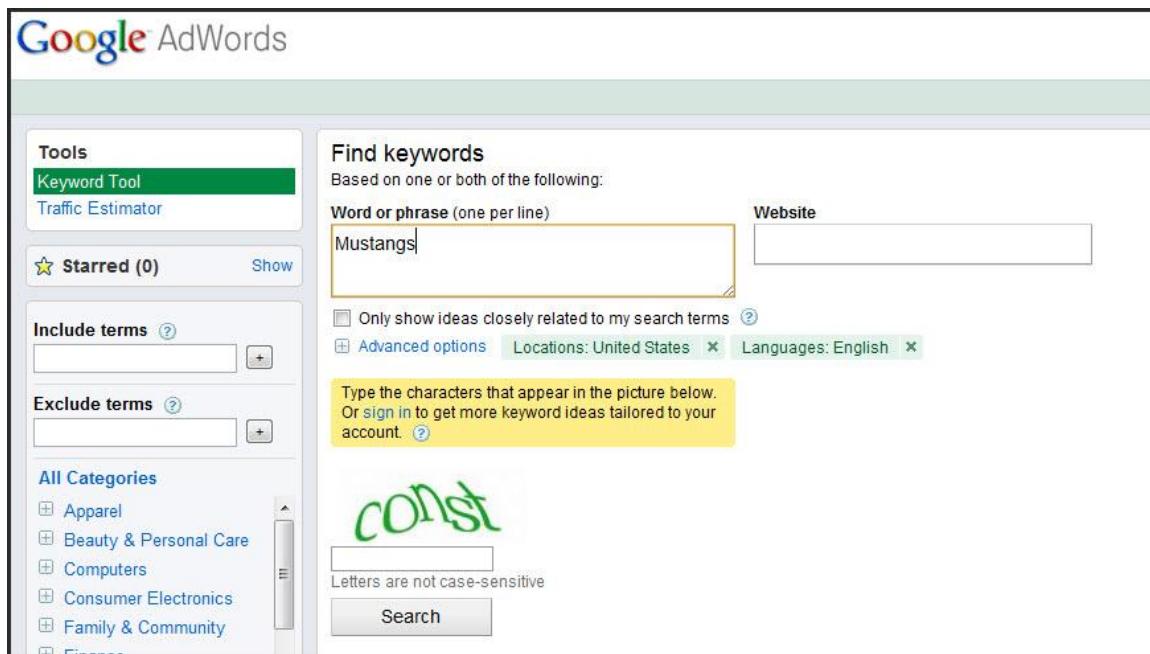
STEP 2: FINDING A SUB-NICHE INSIDE OF A NICHE

As we explained earlier, you need to narrow down your market so you will have motivated buyers on your email list. You currently have a list of niches, but there is a good chance that you can narrow that list down into profitable sub-niches.

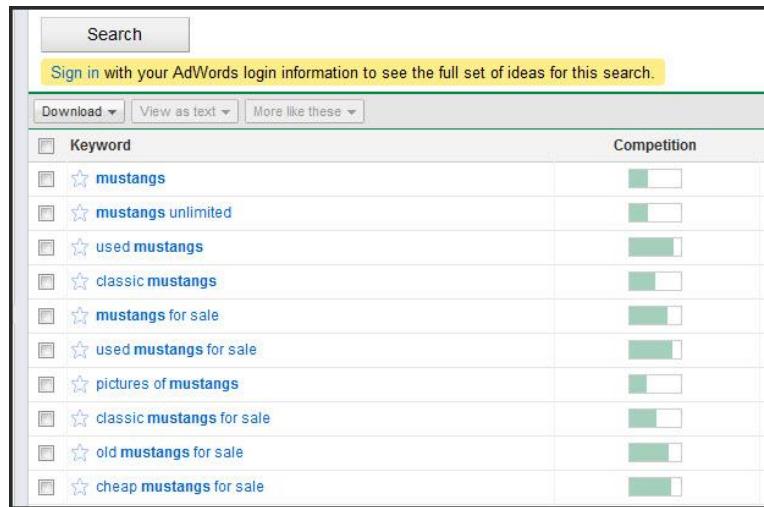
There are two free tools you can use to find a sub niche. We are going to start with the AdWords Keyword Tool. The AdWords Keyword Tool can be found at

https://adwords.google.com/o/Targeting/Explorer?_u=1000000000&_c=1000000000&ideaRequestType=KEYWORD_IDEAS#search.none.

Once you arrive at the tool, you can enter your niche into a box. We are going to enter “Mustangs,” since that is the niche we chose earlier.



Google will return a list of keywords and phrases that are related to Mustangs. We can go down this list to find sub-niches.



The screenshot shows a list of related keywords under the heading 'mustangs'. Each keyword is accompanied by a competition level indicator (a green bar with a white square) and a star icon.

Keyword	Competition
mustangs	Low
mustangs unlimited	Low
used mustangs	Medium
classic mustangs	Medium
mustangs for sale	Medium
used mustangs for sale	Medium
pictures of mustangs	Low
classic mustangs for sale	Medium
old mustangs for sale	Medium
cheap mustangs for sale	Medium

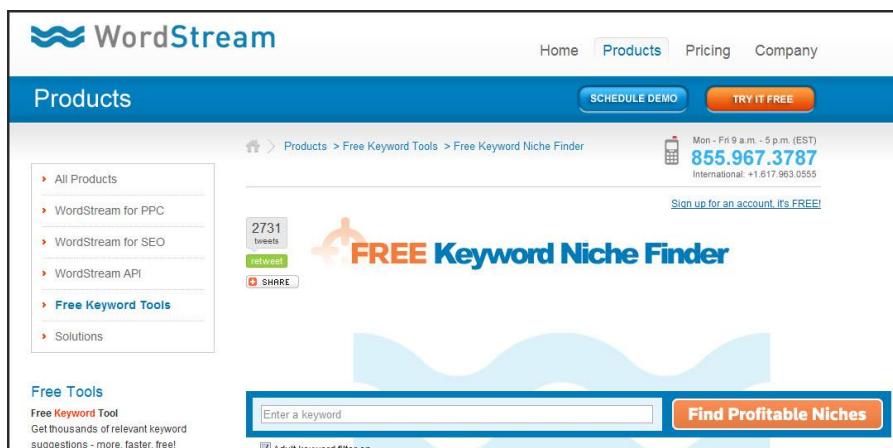
We have an abundance of options. We can select anything from Mustang parts to salvage Mustangs. By picking one of these sub-niches, we will be able to create a website that speaks directly to the needs of our market.

Now let's look at the Wordstream Niche Finder.

WORDSTREAM NICHE FINDER

The Wordstream Niche Finder is similar to the AdWords Keyword Tool. However, while AdWords searches for keywords, Wordstream searches for niches.

You can find the tool at <http://www.wordstream.com/keyword-niche-finder>. Once you get there, use the box to type in a keyword.



The screenshot shows the WordStream Keyword Niche Finder tool. It features a sidebar with 'Products' and 'Free Tools' sections, and a main area with a search bar and a 'Find Profitable Niches' button.

Products

- All Products
- WordStream for PPC
- WordStream for SEO
- WordStream API
- Free Keyword Tools**
- Solutions

Free Tools

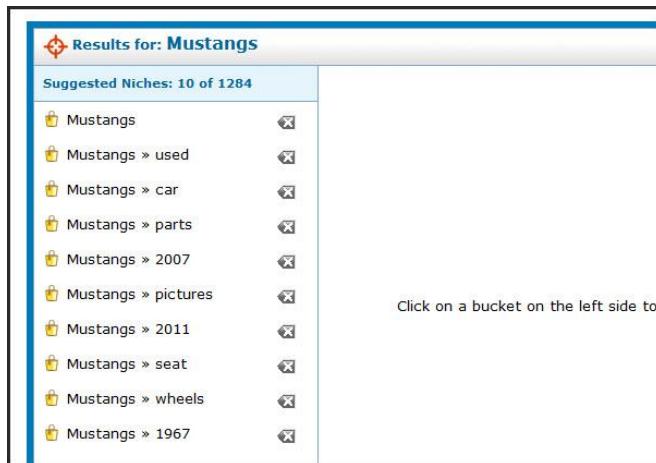
Free Keyword Tool
Get thousands of relevant keyword suggestions - more, faster, free!

Enter a keyword Find Profitable Niches Adult keyword filter on

Build Send Profit

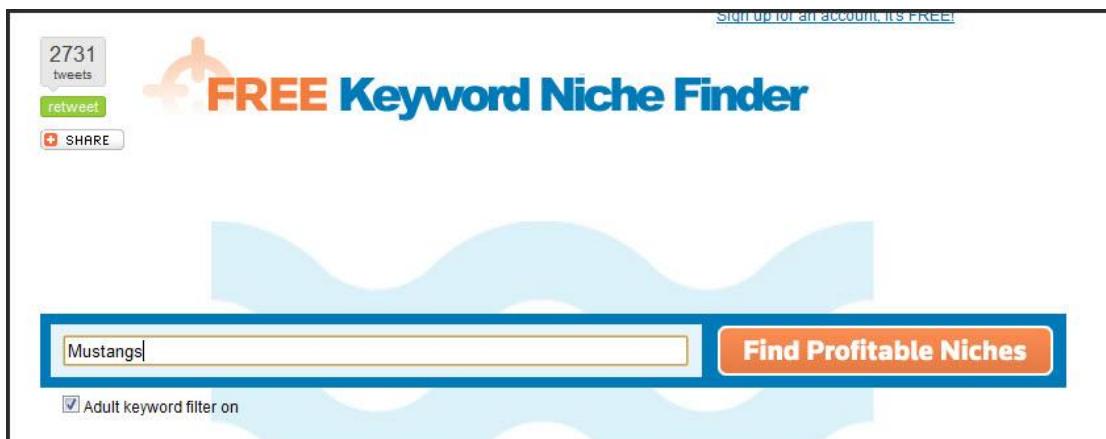
PAGE | 58

Then you can click on the different categories to find niches.



The screenshot shows a list of suggested niches for the search term "Mustangs". The list is titled "Suggested Niches: 10 of 1284". Each item in the list consists of a yellow folder icon, a category name, and a small "x" icon to its right. The categories listed are: Mustangs, Mustangs > used, Mustangs > car, Mustangs > parts, Mustangs > 2007, Mustangs > pictures, Mustangs > 2011, Mustangs > seat, Mustangs > wheels, and Mustangs > 1967. To the right of the list, there is a text overlay that says "Click on a bucket on the left side to".

We are going to type “Mustangs” into the search box and see what comes up.



The screenshot shows the homepage of the "FREE Keyword Niche Finder" tool. At the top, there is a social sharing section with a "2731 tweets" counter, a "retweet" button, and a "SHARE" button. Below this is the main title "FREE Keyword Niche Finder" with a large orange and blue graphic. The search interface consists of a search bar containing the text "Mustangs" and a large orange button labeled "Find Profitable Niches". Below the search bar is a checkbox labeled "Adult keyword filter on" with a checked box. The background features a light blue wavy pattern.

Once we click on the different categories, we will find various sub-niches, including 17x7 Ford Mustang Wheels and Ford Mustang Apparel. We can turn these ideas into a sub-niche.

Identifying a sub niche is not enough, though. Once you come up with a sub-niche, you need to find out if it is profitable.

IS YOUR NICHE PROFITABLE?

If your niche does not have a market, you will not be able to make money. Thus, it is imperative that you evaluate the niche or sub-niche to ensure there are products you can sell and customers who will purchase those products. In order to do that, you need to follow two steps.

Find
Offers

Look for
Forums

FIND OFFERS

An offer is an item that you can sell to your niche market. You will do this through an affiliate site such as ClickBank (<http://clickbank.com>). Manufacturers list their products on these sites and advertisers such as you market the product and make a percentage of the sale.



The screenshot shows the ClickBank homepage. At the top, there is a navigation bar with links: Home, Sign Up, Marketplace, Order Help, Blog, Log In, and Search. Below the navigation bar, a yellow banner states, "We've paid our clients on time, every time, for over 10 years." and "Client Earnings Paid Out: \$1,789,667,597". A language dropdown menu shows "English". The main content area features a cartoon illustration of a man in a white shirt and black pants breaking through a wall with his arms raised in triumph. The text "Live Outside the Box®" is displayed in large green letters, with the subtitle "Our clients have earned over 1 billion dollars. It's your turn." Below this, there are two main sections: "Affiliates" and "Vendors". Each section has a brief description and a "Learn More" button. A testimonial at the bottom left quotes "Jinger Jarrett, North Carolina, USA" as saying, "No one does customer service better than ClickBank. They are my customer service team, and I simply couldn't do it without them."

You can find out how profitable a market is by looking at ClickBank and seeing the different offers they have for your niche.



If there are a lot of offers, you probably have a good niche. However, if only a few offers come up, it means manufacturers don't think there is a demand in the market. That's why they are not creating products.

LOOK FOR FORUMS

Forums are another great place to find out if you have a demand for your niche. Forums are places for people to gather and talk about products or services.

You can easily find forums by going to Google and typing in your keyword and forums.

The Google search results page for 'forums' shows the following results:

- Internet forum - Wikipedia, the free encyclopedia** en.wikipedia.org/wiki/Internet_forum - Cached - Similar
- Forums - World of Warcraft** us.battle.net/wow/en/forum/ - Cached
- Random Forums - The Forum Site** www.theforumsite.com/forum.php?F=10 - Similar
- The largest Message Boards and Forums on the web!** www.big-boards.com/ - Cached - Similar

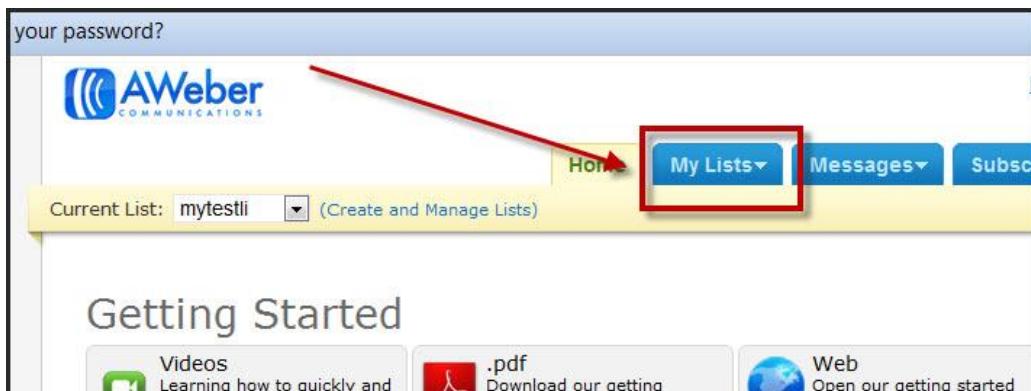
Once you find some forums, check out their activities and users. See if they have a lot of users and if those users are active. If the forum has a large number of active members, you have a good niche topic that people are passionate about, which means you will be able to build your email list and make sales.

These two steps will help you find a profitable niche. Once you find that niche, you will be ready to set up your first email list in AWeber.

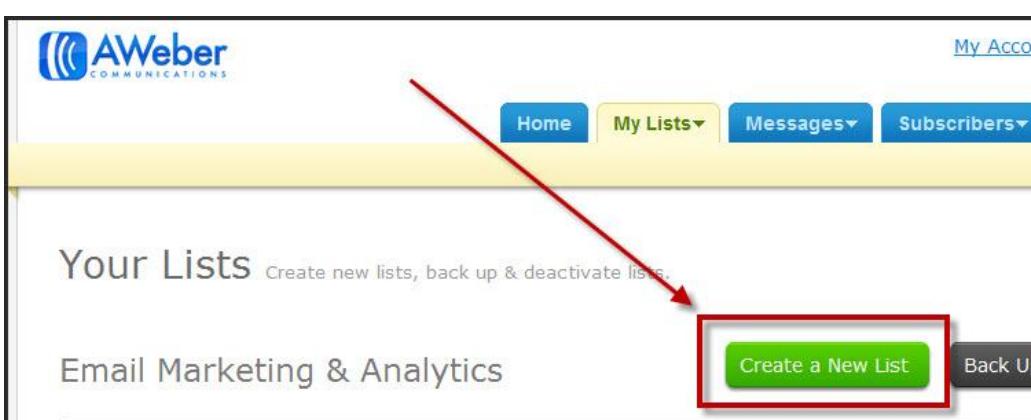
SETTING UP YOUR NICHE LIST

Earlier we mentioned that you will create several lists over the course of your business. Since you just chose a niche, you are ready to create your first list. Once the list is set up, you can begin gathering email addresses and marketing to that list.

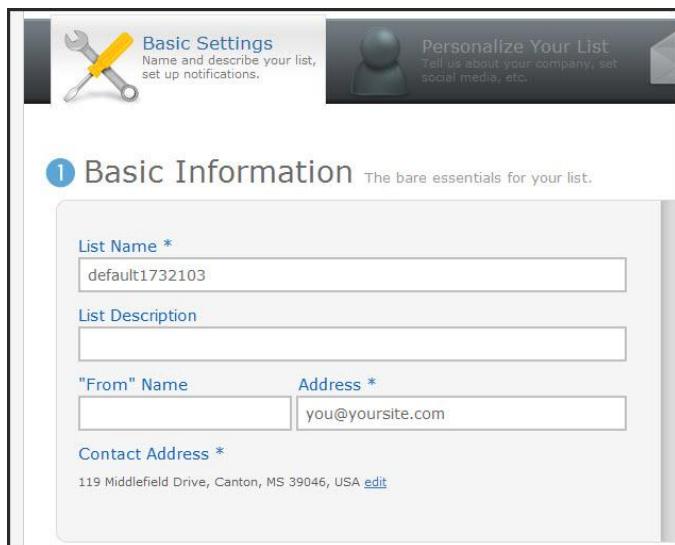
Go to AWeber and click on the “My Lists” tab.



You will use this tab whenever you want to create a new list. Once you click on the tab, you can click “Create a New List.”



Use your niche name as the list name. Then fill out the basic settings, personalize your list, and check the confirmed opt-in message.



The screenshot shows the AWeber list setup interface. At the top, there are two sections: 'Basic Settings' (with a wrench and screwdriver icon) and 'Personalize Your List' (with a user profile icon). Below this, the main form is titled '1 Basic Information' with the sub-instruction 'The bare essentials for your list.' The form fields include:

- List Name ***: default1732103
- List Description**: (empty text area)
- "From" Name**: (empty text area)
- Address ***: you@yoursite.com
- Contact Address ***: 119 Middlefield Drive, Canton, MS 39046, USA [edit](#)

Once you do these things, your list will be set up.

Now you know how to identify a niche, check its popularity, and set up a list for your niche in AWeber.

We are going to build on this knowledge in the next chapter when we teach you how to generate leads and build your list.

CHAPTER 4: LANDING PAGES

In this chapter you are going to learn about optimizing landing pages for email marketing. This chapter consists of three parts. First, you will learn about the different landing pages. Then you will learn how to optimize your opt-in boxes for those landing pages and, finally, you will find out how to create a landing page.

PART 1: TYPES OF LANDING PAGES

We are going to start by going over the types of landing pages. There are three types of landing pages. They are:



SQUEEZE PAGE

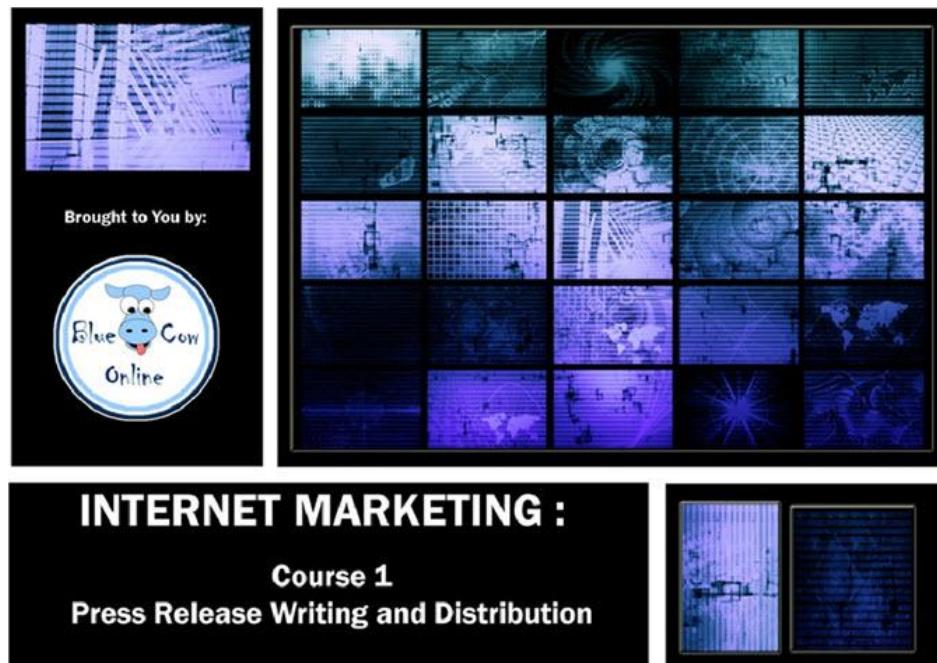
A squeeze page has one purpose, which is to collect email addresses. You compel people to input their email addresses by offering something for free.



We will go over premiums in Chapter Five. For now, though, understand that a premium can be anything you want, but the most popular are:

Reports

eBooks



Once you choose your premium, you will need to design a landing page that consists of:

An enticing and compelling headline

Graphics

Bullet points

HEADLINE

The headline should pull the reader in and explain exactly what they will find on the page. For example, if your niche is “making money from home,” your headline could say, “Internet Gurus Know 3 Secrets to Make Money Online-Do You?”



This headline works because it does three things. First, it tells the reader that there are three secrets to making money online. Unless you know these three secrets, you may not be able to turn your hard work into cash.

Second, it tells the reader that Internet gurus know these secrets. In fact, they are probably using them right now to make some money. That's how they became wealthy Internet gurus.

Third, it implies that you can learn those secrets if you stay on the page.



Headlines can also pose a question. For example, you could write, “Are you tired of money-making schemes that just don’t work?”



This headline implies:

- *You know how to make money*
- *You are different from those schemes that are out there today*

Again, this will compel people to continue reading and to sign up for your list.

You Know How to Make Money.

You are Different From Those Schemes that are Out There Today.

GRAPHICS

Graphics are another necessary part of a landing page. Choose bold graphics that go with the page's theme. If your niche is making money from home, you could use graphics like:

MY SECRET SIXTEEN

"My personal list of 10 companies & 6 products that help keep me rich!"



If you are new to online marketing, you will especially appreciate how many hours of frustration, research, and trial and error this report will save you. This is my private list of 10 companies and 6 products that helped me become a self-made millionaire. Download my FREE report, **My Secret SIXTEEN** to set your path to success immediately!

Disclaimer: You must enter a valid email in order to receive this report. We respect your privacy.

Enter Your Email!

Name:

Email Address:

GET FREE REPORT

If your page was dedicated to pets, you could use graphics like:

Why Natural?

When you buy natural food, your dog will be in the best health of his life. Some of the benefits of natural food are:

- Increased energy**
- Weight control**
- Better digestion**
- Longer life**

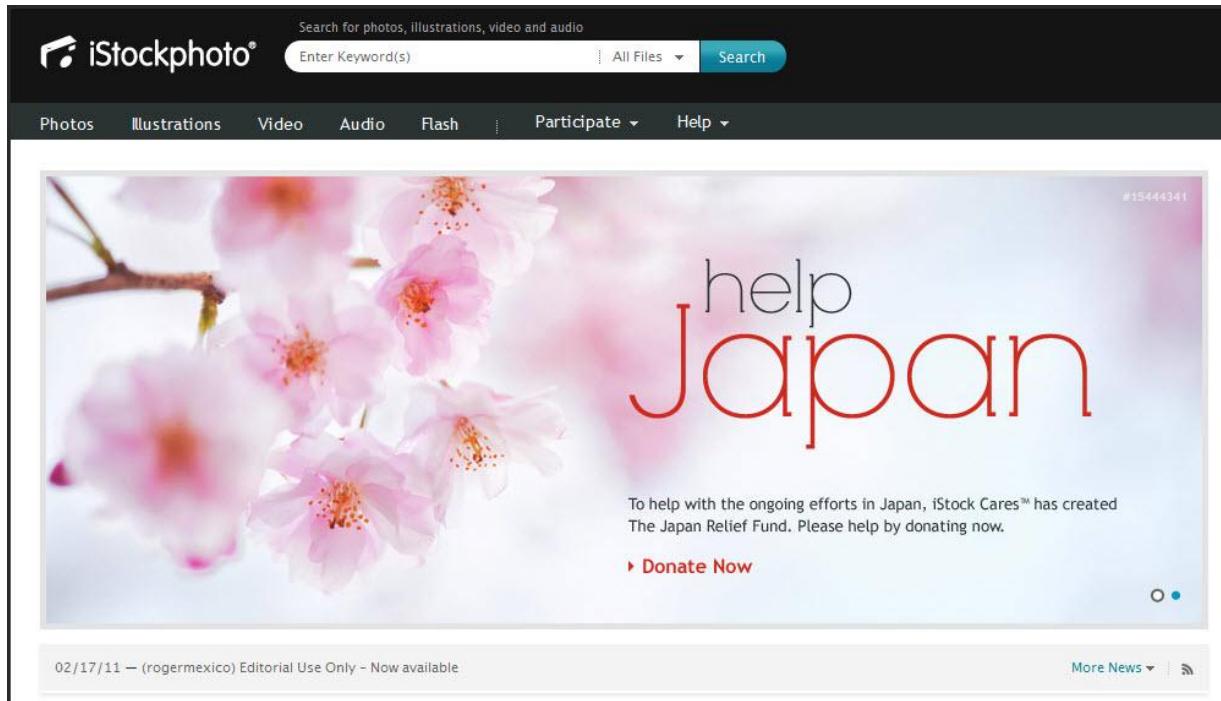
Your dog is affected by the food he eats. It is up to you to make the right choices for him. Start making the right choice by ordering Flint River Ranch today.

Flint River Ranch uses an innovative oven-baked process to create healthy and tasty natural food. Feel good about what you feed with Flint River Ranch. Go with the food uses 100% natural ingredients and is:

- 100% nutritionally dense**
- 100% nutritionally balanced**
- 100% naturally preserved**
- 100% product guaranteed**
- 100% American owned and operated**



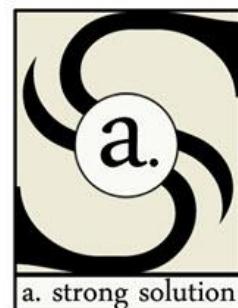
Try to find original graphics to put on your pages. Web visitors are smart, and they will notice if you have the same graphics as others in the industry. It will make you seem less professional. Thus, look for graphics at places like iStockPhoto.com or take your own pictures and use them.



You can also hire a graphic designer who will be able to create graphics for you. If you use one of these options, you will have fresh graphics that will appeal to your visitors.



1. Purchase Stock Images.



2. Hire Graphic Designers to Create Original Images

BULLET POINTS

Build Send Profit

Powerful landing pages also use bullet points. Bullet points are perfect for landing pages because they highlight the main points in an easy-to-read format.

For example, let's say you want to get people to sign up for your list on making money from home. You have two options for creating the content. You can write the content in paragraph form, or you can use bullet points.

Let's look at both of these options.

SAMPLE LANDING PAGE COPY-PARAGRAPH FORM

Do you want to make more money? Do you want to have the chance to work from home? Do you want to reach your financial goals without ever stepping into a cubicle again? Do you want to have the financial freedom you've only dreamed of having? If you do, then you have one option. Sign up for our email list and learn the five tricks to working from home.

The Secret to Making
Money Online in a Few
Simple Steps!!!

Secret Formula of Top Internet
Gurus Revealed!

Do you want to make more money? Do you want to have the chance to work from home? Do you want to reach your financial goals without ever stepping into a cubicle again? Do you want to have the financial freedom you've only dreamed of having? If you do, then you have one option. Sign up for our email list and learn the five tricks to working from home.

First Name:

Email:

Get Free Instant Access



SAMPLE LANDING PAGE COPY-BULLET POINT FORM

Do you want to:

- Work from home
- Reach your financial goals without ever stepping inside of a cubicle again
- Have the financial freedom you've only dreamed about

Get the Five Tricks to Working from Home for FREE and start learning today!



After looking at these two samples, three things likely stand out. The bullet list is:

Easier to read

Easier to comprehend

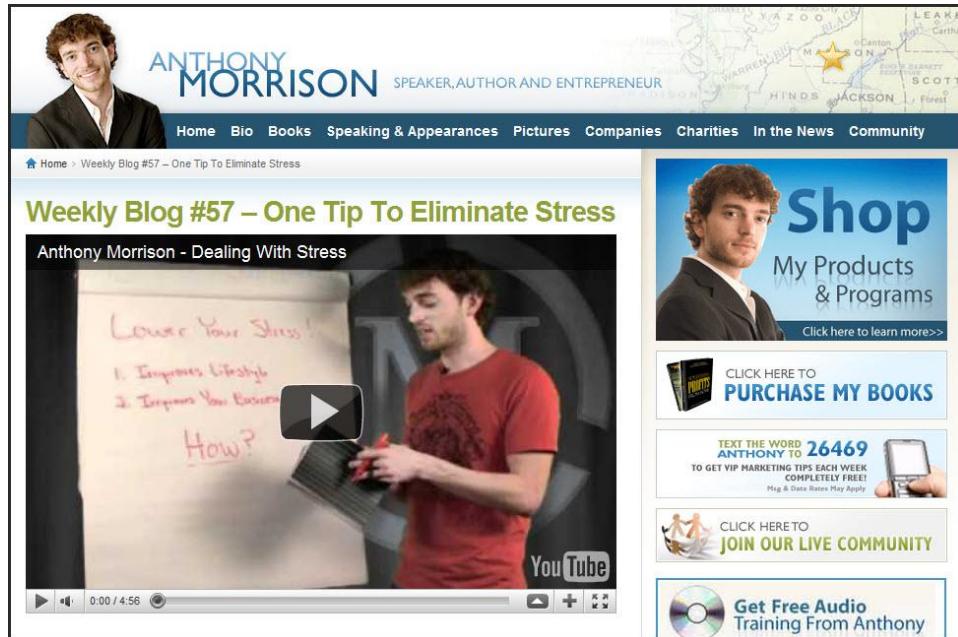
Able to generate excitement

These are the reasons you want to include bullet points in your landing pages.

Now let's look at blogs.

BLOG

A blog is a way to build a relationship with your readers while collecting email addresses. You will update your blog every day or week, and readers will be able to see your personality and understand who you really are. This is very different from a landing page where people go just to receive a premium.



This relationship will help you out in the end. That's because you will be able to use your relationship to sell more products to your mailing list.

For example, assume Joe goes to your blog and likes what he sees. He's really interested in the content. He's also interested in the premium you offer. He signs up for your mailing list and gets the free offer.



At the same time, he continues to go back to your blog to find out what you have to say.

Weekly Blog #56: Facebook & CPM Advertising Explained

March 17th, 2011 posted by anthony in Home Page, Video Blog

Facebook & CPM Marketing



YouTube

Love this training? Watch this new video and find out more about successful advertising : [Watch Now](#)

26 Comments [Read more](#)

Weekly Blog #55: Facebook Marketing What Works?

A few days later, you send Joe an email about an exciting offer. Since he already has a relationship with you, he will be likely to click on the link and purchase the offer.

want to work on this project

anthonymorrison

Sent:

To:

I just got wind of a new project being rolled out for serious entrepreneurs only and I wanted to give you first dibs -

click here to view the project

If you're ready, and thinking big enough, then - please read the note I got today below:

On the other hand, if Joe had only visited your squeeze page, he might not click on the link and purchase the offer because you do not have a relationship with him.

MY SECRET SIXTEEN

"My personal list of 10 companies & 6 products that help keep me rich!"



If you are new to online marketing, you will especially appreciate how many hours of frustration, research, and trial and error this report will save you. This is my private list of 10 companies and 6 products that helped me become a self-made millionaire. Download my FREE report, **My Secret SIXTEEN** to set your path to success immediately!

Enter Your Email!

Name:

Email Address:

GET FREE REPORT

Disclaimer: You must enter a valid email in order to receive this report. We respect your privacy.

That's not to say that squeeze pages don't do a great job of building email lists. You just won't build the same relationship with a squeeze page as you will with a blog.

Important Note: If you are going to create a blog, use Wordpress.org. Wordpress.com and other blog sites will not allow you to integrate your account with your autoresponder.

Now let's look at the guru squeeze page.

GURU SQUEEZE PAGE

A guru squeeze page is a hybrid between a blog and a squeeze page. Like a squeeze page, it is short, to the point, and used to collect email addresses. Like a blog, it helps you form a relationship with visitors and positions you as an expert in your field.

If you choose to create a guru squeeze page, it is important that you:

Have a strong image

Can prove that you are an expert in the field

Have a premium that indicates your expert status

You can find samples of guru squeeze pages at:

MY SECRET SIXTEEN

"My personal list of 10 companies & 6 products that help keep me rich!"



If you are new to online marketing, you will especially appreciate how many hours of frustration, research, and trial and error this report will save you. This is my private list of 10 companies and 6 products that helped me become a self-made millionaire. Download my FREE report, **My Secret SIXTEEN** to set your path to success immediately!

Enter Your Email!

Name:

Email Address:

GET FREE REPORT

Disclaimer: You must enter a valid email in order to receive this report. We respect your privacy.

Note that you can still use strong headlines and bullet points in a guru squeeze page. However, you will also infuse personality into the copy.

MY SECRET SIXTEEN

"My personal list of 10 companies & 6 products that help keep me rich!"



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Enter Your Email!

Name:

Email Address:

GET FREE REPORT

Disclaimer: You must enter a valid email in order to receive this report. We respect your privacy.

WHICH PAGE IS RIGHT FOR YOU?

Now that you have reviewed the different types of pages, you need to decide which one is right for you. Over time you might use all of these pages. However, right now you want to get started with a single page.

If you have a niche that requires an authoritative voice, you should consider creating a blog. That way, you can use the blog posts to provide information on the topic.



Weekly Blog #56: Facebook & CPM Advertising Explained

March 17th, 2011 posted by anthony in [Home Page](#), [Video Blog](#)

Facebook & CPM Marketing

FACEBOOK & CPM MARKETING
- #/1000 impressions
- SCALE ↑

Love this training? Watch this new video and find out more about successful advertising : [Watch Now](#)

26 Comments [Read more](#)

Weekly Blog #55: Facebook Marketing What Works?

For example, if your niche is weight loss, you can create “X’s Weight Loss Blog” and craft posts related to weight loss. You will build a relationship with your visitors and get them interested in your email offers.



How I Did It

Losing Weight One Day at a Time

Home **About** **Daily Log** **Inspiring Blogs** **Wear it Well** **Ads** **Blogger** **Twitter** **Login**

[About Me](#) [Fashion](#) [Food](#) [Losing Weight](#) [Motivation](#) [Product Reviews](#) [Recipes](#) [Struggles](#) [Uncategorized](#)

Build Send Profit

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If your niche is something that is a hobby, you can use a squeeze page. For example, assume that your niche is working on Mustangs. You don't necessarily have to be an authority on working on Mustangs. Instead, people will turn to you to purchase products that will help them. Because of that, a squeeze page will provide you with everything you need.

If your niche falls in between these two types, you can build a guru squeeze page.



Now that you understand what the elements of each of these pages, it's time to look at the opt-in box that you will place on your page. You will use an opt-in box no matter what type of page you use.

PART 2: GETTING THE MOST OUT OF YOUR OPT-IN BOX

Lots of email marketers just slap an opt-in box on their page and expect it to get great results. That's not the way it works, though. There is a method that you should use with your opt-in box in order to get as many opt-ins as possible.

You can increase your opt-in rate by:

Using different types of opt-in boxes

Using arrows to point to the opt-in box

Using audio or video to urge people to opt-in

Personalizing the “Sign Up” button

Let's look at each of these in greater detail.

DIFFERENT TYPES OF OPT-IN BOXES

There are several types of opt-in boxes available. You can use one type or a combination of them. You can choose:

In-line

Pop Over

Light
Box

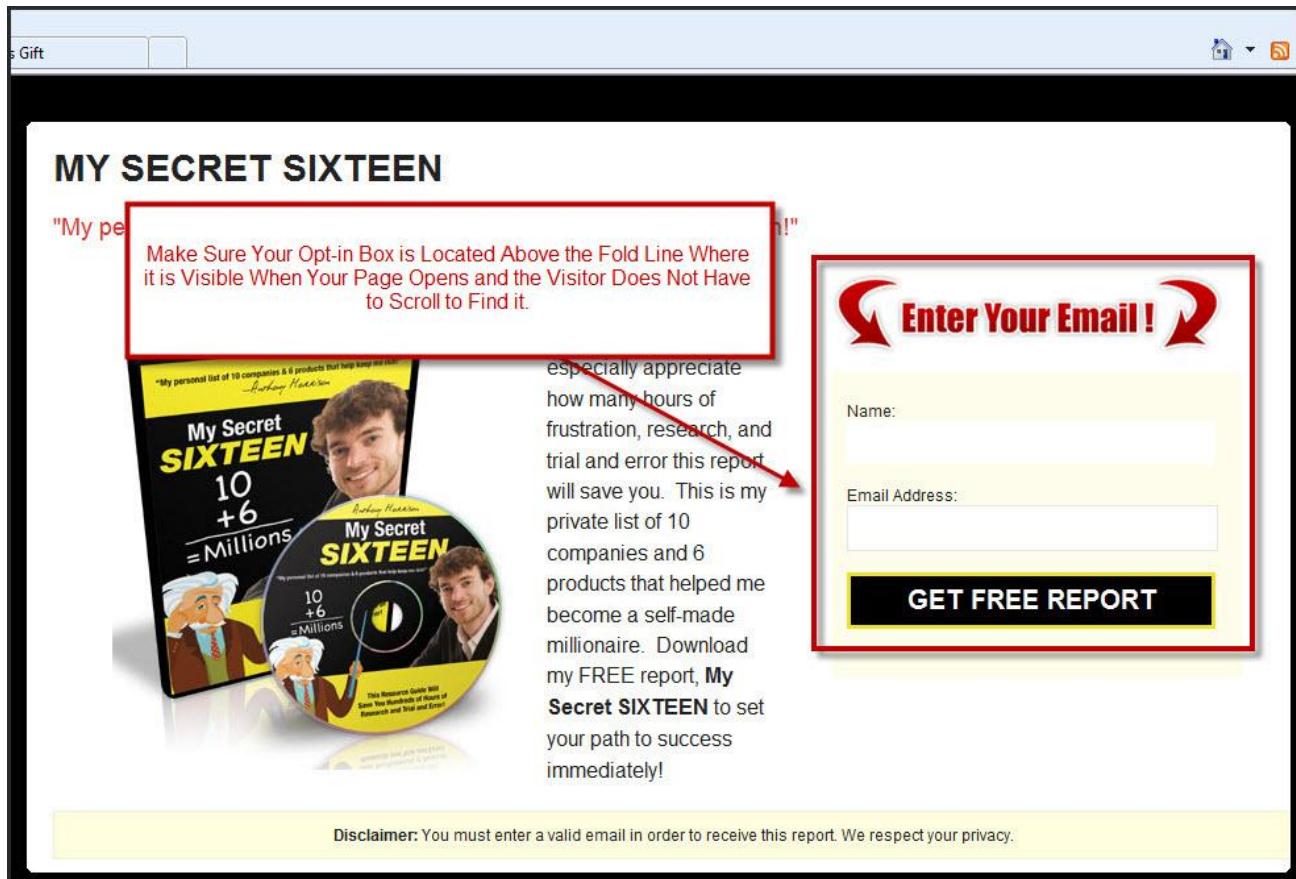
Pop Up

IN-LINE

An in-line opt-in box is a standard box that sits on the page.



You will use this box on all of your landing pages. It is important that you place this box above the fold. That means it should be visible without the reader having to scroll down the page.



"My personal list of 10 companies & 6 products that help keep me rich!"

Make Sure Your Opt-in Box is Located Above the Fold Line Where it is Visible When Your Page Opens and the Visitor Does Not Have to Scroll to Find it.

MY SECRET SIXTEEN

"My personal list of 10 companies & 6 products that help keep me rich!"

My Secret
SIXTEEN
 $10 + 6 = \text{Millions}$

My Secret
SIXTEEN
 $10 + 6 = \text{Millions}$

especially appreciate how many hours of frustration, research, and trial and error this report will save you. This is my private list of 10 companies and 6 products that helped me become a self-made millionaire. Download my FREE report, **My Secret SIXTEEN** to set your path to success immediately!

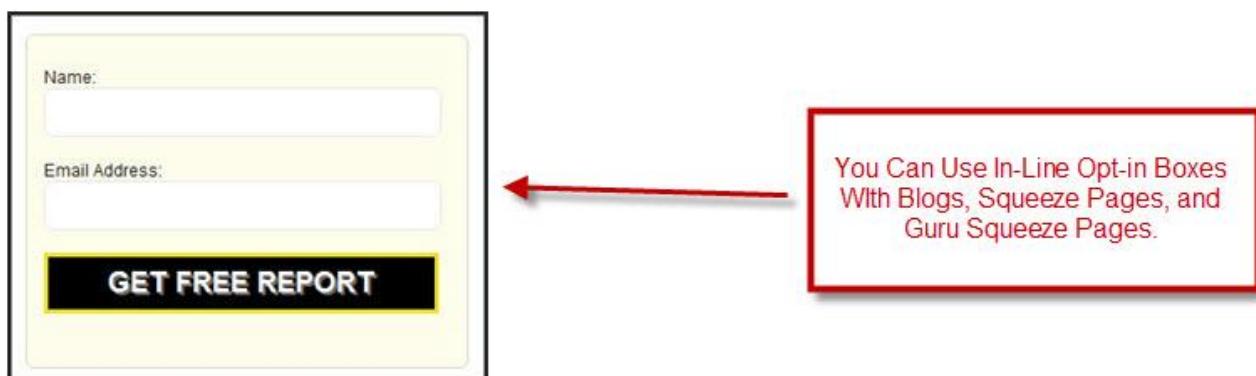
Disclaimer: You must enter a valid email in order to receive this report. We respect your privacy.

Enter Your Email!

Name:

Email Address:

GET FREE REPORT



Name:

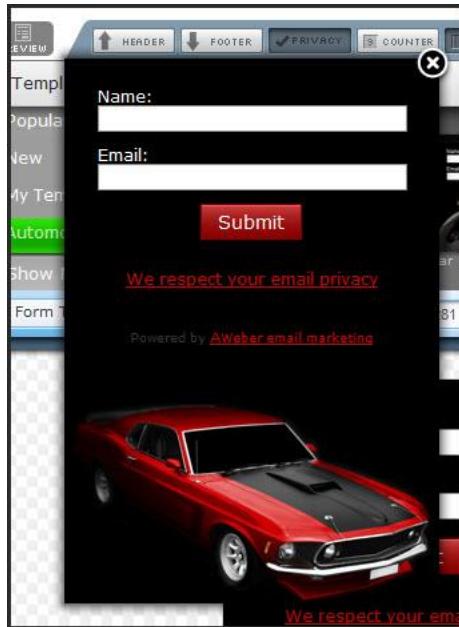
Email Address:

GET FREE REPORT

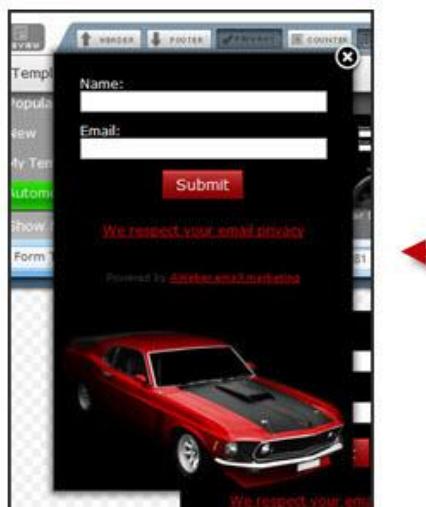
You Can Use In-Line Opt-in Boxes With Blogs, Squeeze Pages, and Guru Squeeze Pages.

POP-OVER

This type of opt-in box hovers over the page. It usually cannot be blocked or closed, so the user has to look at it until they opt-in. If they don't opt-in, the box will move as they scroll up and down the page.



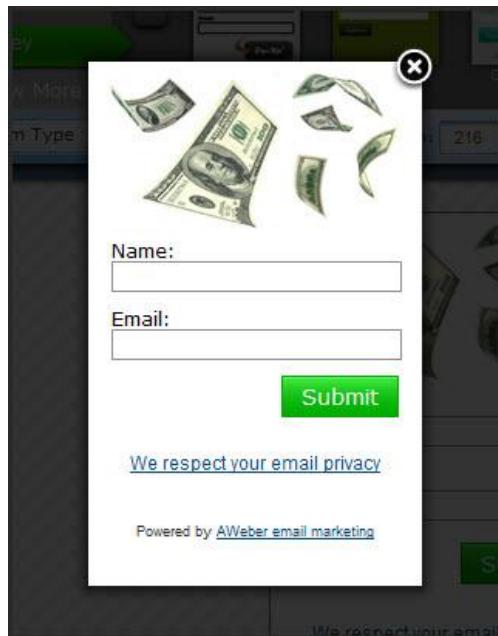
This is not a good option for a blog. You want people to get something out of your blog, even if they do not sign up for your list right away. If they have to deal with a pop-over following their every move, they will close out of your blog and go to a different one. However, you can try this with a squeeze or guru squeeze page.



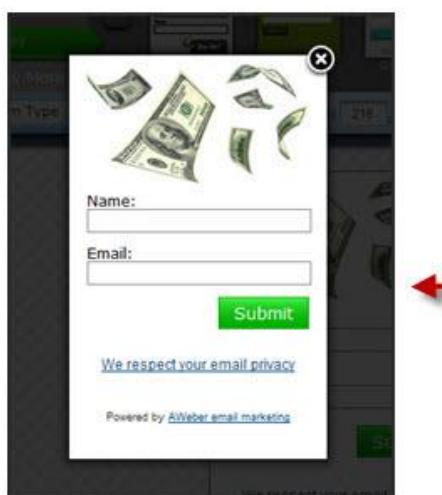
Use Pop-Over Opt-in Boxes on Squeeze Pages, and Guru Squeeze Pages. Do Not Use Pop-Over Opt-in Boxes on Blogs.

LIGHT BOX

A light box is one of the most effective opt-in boxes. If you choose this option, a big pop-up box will appear when someone visits your site. The rest of the site will be darkened, making it difficult to read.



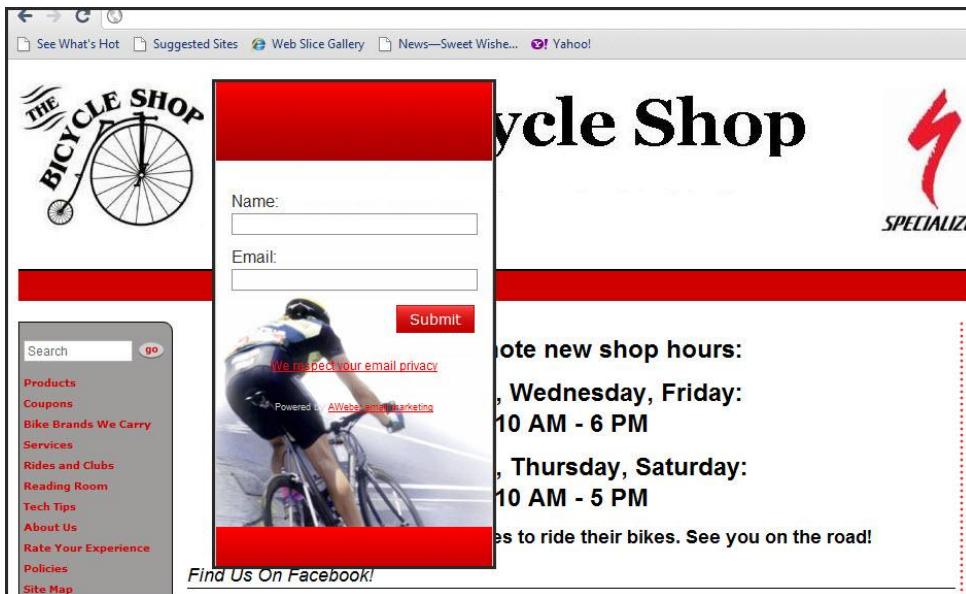
People will have to address the pop-up box before they continue. They can either input their information or close out of the box and proceed to your site.



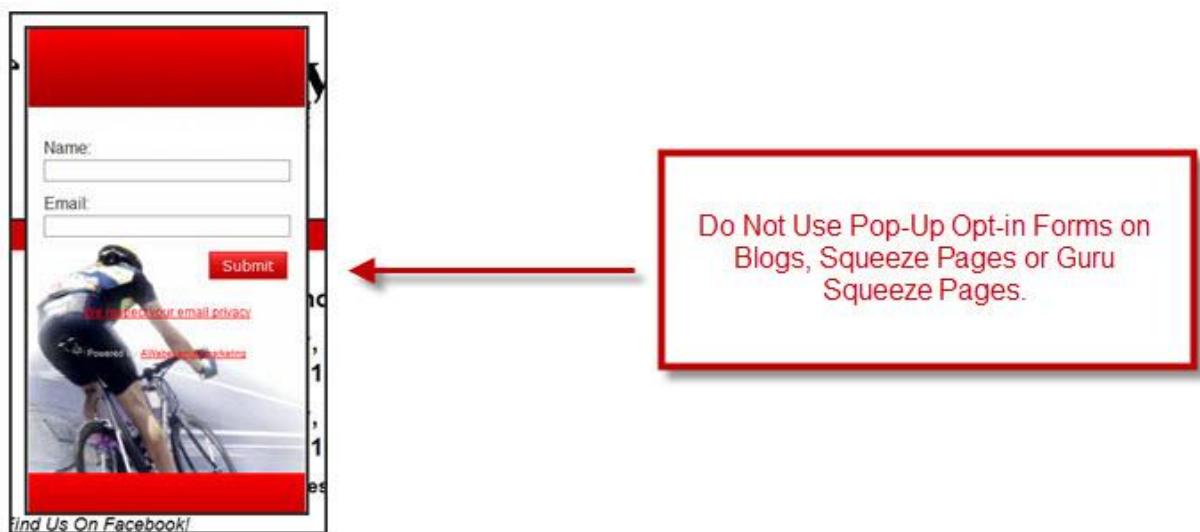
Use Light Box Opt-in Forms on Blogs, Squeeze Pages, or Guru Squeeze Pages.

POP-UP

Pop-ups are just what the name implies. They pop up whenever someone visits a page.



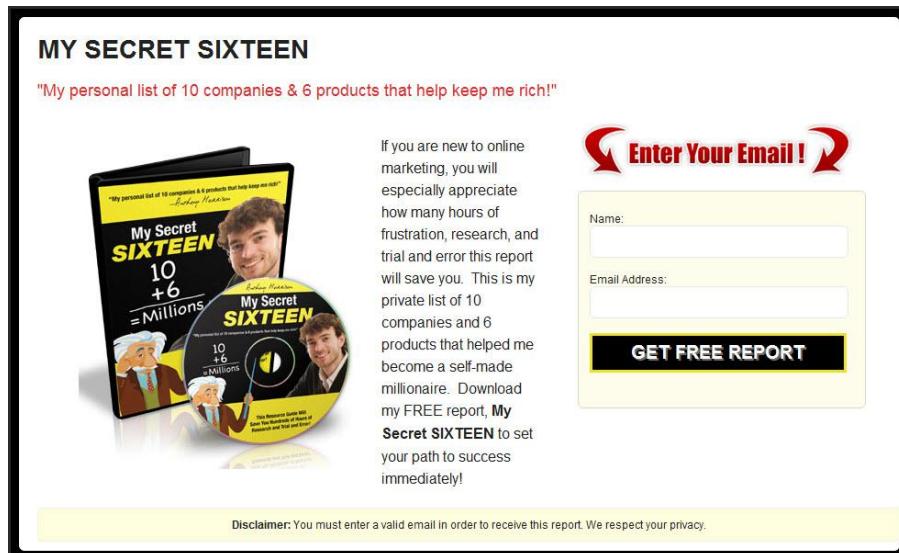
However, unlike light boxes, pop-ups are typically blocked by web browsers. Because of that, they are not popular choices for opt-in boxes.



Now that you know about the different types of boxes, let's look at the ways you can get people to input their information into the boxes.

ARROWS

Well-placed arrows can go a long way in increasing your opt-in rate. Use arrows to point to the arrow immediately and will be more likely to opt in to your email list.



AUDIO AND VIDEO

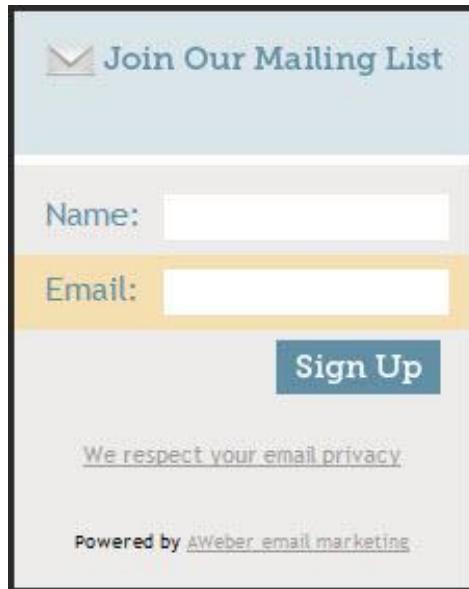
Audio and video play a big role in getting people to sign up for email lists. When you go to a site and an audio or video plays, you typically listen. You might not read all of the words on the page, but you will take a moment to see what the person has to say. If they tell you all of the great things you will get if you sign up for their email list, you will be more likely to fill out the opt-in form.



Build Send Profit

PERSONALIZE THE SIGN-UP BUTTON

You can also increase your opt-ins by personalizing the sign-up button. Standard forms say “submit” at the bottom.



A standard sign-up form with a light blue header containing a mail icon and the text "Join Our Mailing List". Below the header are two input fields: "Name:" and "Email:". The "Email:" field is highlighted with a yellow background. A large blue "Sign Up" button is centered below the fields. Below the button, a small line of text reads "We respect your email privacy". At the bottom, it says "Powered by AWeber email marketing".

Not only is this boring, but it doesn't compel people to click the button. Instead of saying “submit,” use a call to action.

For example, let's say you are offering a report called “5 Ways to Make Money Online.” Instead of a submit button, you could write, “Get Your Free Report.”



A personalized sign-up form with a white header containing the text "5 Ways to Make Money Online" in bold black font. Below the header is a graphic of several US dollar bills floating. There are two input fields: "Name:" and "Email:". A large green "Get Your Free Report" button is centered below the fields. Below the button, a small line of text reads "We respect your email privacy".

This will give people the extra push they need to click on the button.

Now that you understand landing pages and opt-in boxes, it's time to go over your options for creating a landing page.

PART 3: CREATING YOUR LANDING PAGE

You have several options for building your landing pages. You can:

Use HTML and build your own page

Use a WYSIWYG editor

Use a program that creates the page for you

Use premade themes for blogs

Hire someone to create the page

Let's go over each of these.

USE HTML

Most people do not know how to use HTML. However, you can learn enough HTML to create a basic landing page for your site. The best way to do this is to install Dreamweaver. Dreamweaver has several tutorials you can follow that will help you learn the HTML basics. Then you can use the program to build your website.



It is important to note that this is difficult to do. While you can learn basic HTML and create a very basic site, it will not have the bells and whistles you may want for your site. Because of that, most people choose one of the other options.

USE A WYSIWYG EDITOR

WYSIWYG stands for “What You See is What You Get.” When you do not understand HTML code, this is a very good way to build a website.

For example, if you are using HTML, you would have to put <h> tags on either side of a headline. In WYSIWYG, you will simply prompt the program to create a headline, and it will do it for you without the codes. The codes will be in the back end where you will not see them.

There are several free WYSIWYG editors available today. You can use:

Nvu

Sea
Monkey

Alleycode



These editors are easy to use and will help you get a page up quickly. However, there are some drawbacks to WYSIWYG editors that must be noted. WYSIWYG editors:

Often Lack Precision

- You might notice a slight difference from what you put on the page to what you see on the website

Usually Create Messy HTML Code

- Messy code makes it difficult for an HTML expert to come in and make changes to your site.

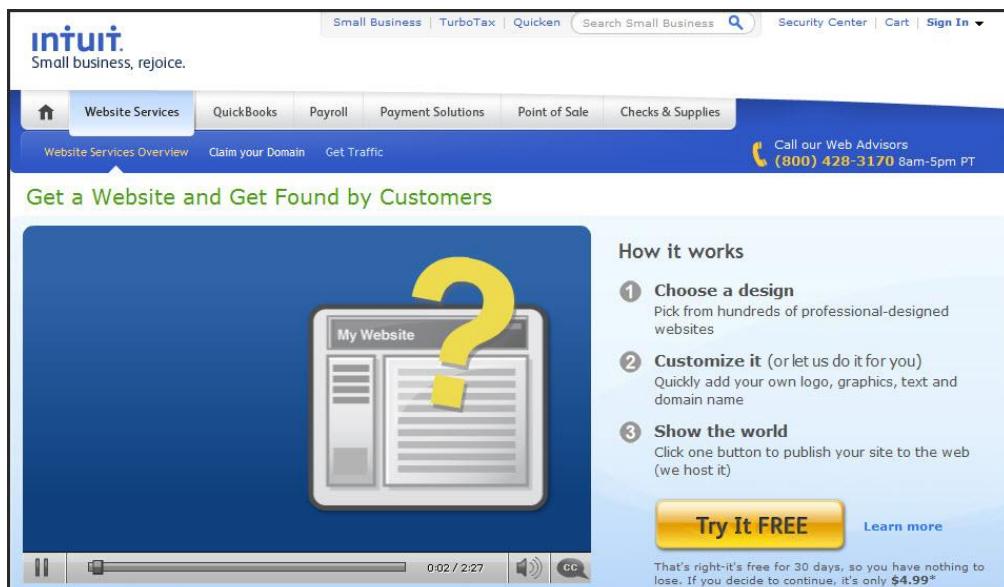
Often Cause Editing Problems

- You will likely have to use the same WYSIWYG editor to edit your page. You cannot change editors because a new editor may not be able to read the code.

USE A PROGRAM TO CREATE IT FOR YOU

There are several programs available on the Internet that will build your website for you. You will have control over the things you want, but it will take care of the heavy lifting.

Intuit Sitebuilder is one of the most user-friendly and affordable site builders.



Build Send Profit

If you choose this program, you can:

Select a template

Manipulate the template

Upload your images or use images from Intuit's library

Have your site hosted on their servers

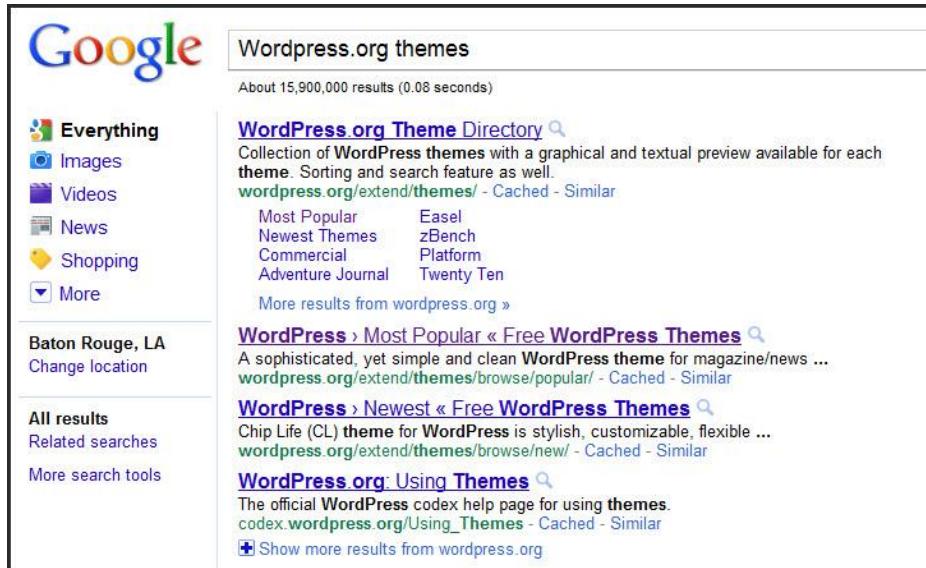
While there are many benefits to Intuit's Sitebuilder, there is one serious drawback. It is very difficult to create a blog with this program. You can use this if you want to create a squeeze or guru squeeze page, but go elsewhere if you are going to build a blog.

USE A PREMADE THEME FOR BLOGS

While you cannot use Intuit Sitebuilder for your blog, you can find blog themes. These themes are very similar to Sitebuilder. They are premade, and you can change the graphics and the wording to suite your needs.

Platform  <p>Platform is a drag-and-drop framework for WordPress. It will help you do amazing things with your site, faster & easier than ever before. Designed and developed by PageLines in San Diego, California. Updated 2011-2-10 Average Rating </p>	Adventure Journal  <p>Share your adventures with the world! Adventure Journal is a powerful theme that lets you customize a wide variety of features from the comfort of your Dashboard – no coding required. Use your own header and background art, change the layout to one, two or three columns, add a custom stylesheet, set up unique sidebars for pages and posts.... and much more. Professionally maintained by Contexture International. Updated 2011-3-1 Average Rating </p>
--	--

If you choose to go this route, you will have two options. You can find a free theme or pay for a theme. If you choose a free theme, you will have the same theme as others. This will make your site look less professional. Thus, it is best to purchase a theme. You can find themes to purchase by Googling “Wordpress.org themes.”

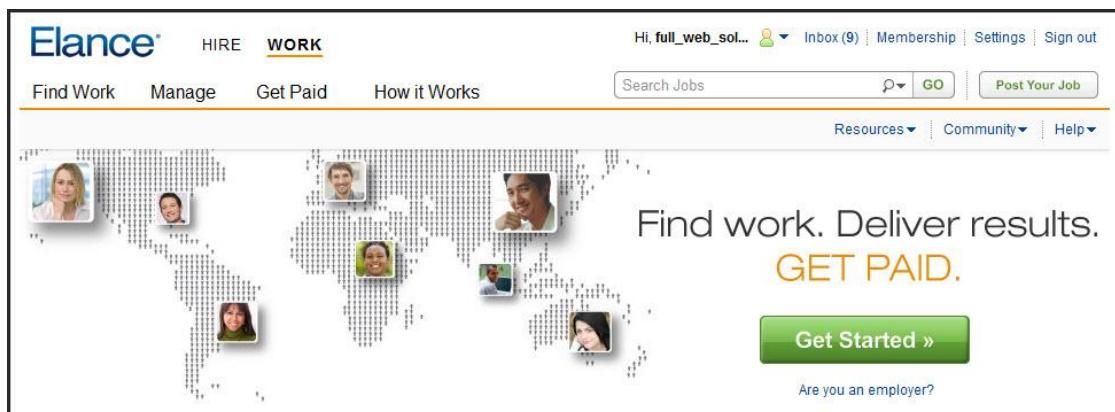


Google search results for "Wordpress.org themes". The search found about 15,900,000 results in 0.08 seconds. The results include:

- WordPress.org Theme Directory**: Collection of WordPress themes with a graphical and textual preview available for each theme. Sorting and search feature as well. wordpress.org/extend/themes/ - Cached - Similar
- Most Popular: Easel, zBench, Platform, Twenty Ten
- Newest Themes: zBench, Platform, Twenty Ten
- Commercial: Platform
- Adventure Journal: Twenty Ten
- [More results from wordpress.org](#)
- WordPress > Most Popular < Free WordPress Themes**: A sophisticated, yet simple and clean WordPress theme for magazine/news ... wordpress.org/extend/themes/browse/popular/ - Cached - Similar
- WordPress > Newest < Free WordPress Themes**: Chip Life (CL) theme for WordPress is stylish, customizable, flexible ... wordpress.org/extend/themes/browse/new/ - Cached - Similar
- WordPress.org: Using Themes**: The official WordPress codex help page for using themes. codex.wordpress.org/Using_Themes - Cached - Similar
- [Show more results from wordpress.org](#)

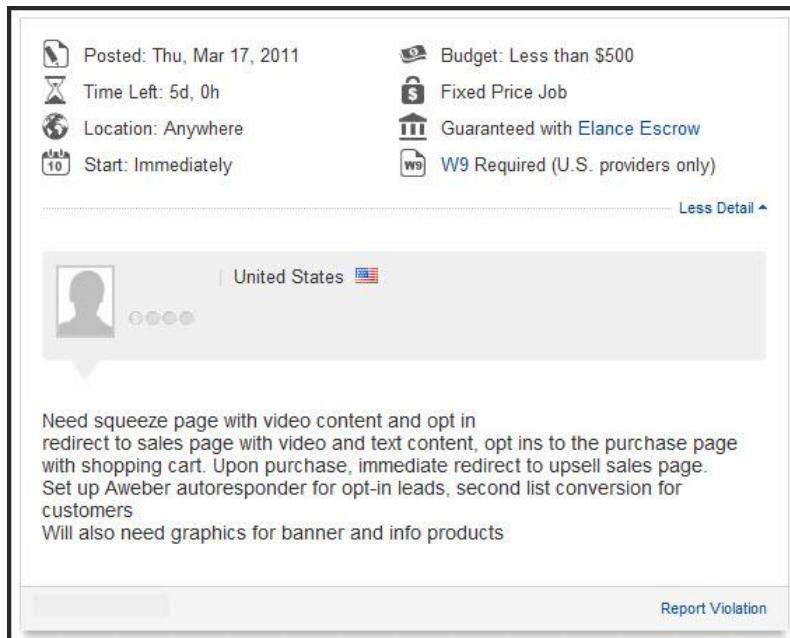
HIRE SOMEONE TO DO IT FOR YOU

You can go to Elance and hire a professional to create your site for you. This is the easiest and also the best way to get a professional site.



Elance website homepage. The page features a world map with various user profiles. The top navigation bar includes "HIRE" and "WORK" buttons, and links for "Find Work", "Manage", "Get Paid", and "How it Works". The top right corner shows the user "full_web_sol..." with an inbox count of 9, and links for "Membership", "Settings", and "Sign out". The main headline reads "Find work. Deliver results. GET PAID." with a "Get Started" button. A link "Are you an employer?" is also present.

If you choose this option, you will need to explain your wants and needs to the designer. Then he will create your site and integrate your autoresponder forms with the website.



The screenshot shows a job listing on Elance. The job is posted on Thursday, March 17, 2011, with 5 days left. The budget is less than \$500, and it is a fixed price job with guaranteed payment via Elance Escrow. W9 is required for U.S. providers. The location is Anywhere, and it starts immediately. The job description requires a squeeze page with video content, opt-in, and a redirect to a sales page with video and text content. It also requires setting up an Aweber autoresponder for opt-in leads and a second list conversion for customers. Graphics for banners and info products are also needed. The job is listed in the United States.

Posted: Thu, Mar 17, 2011

Budget: Less than \$500

Time Left: 5d, 0h

Fixed Price Job

Location: Anywhere

Guaranteed with Elance Escrow

Start: Immediately

W9 Required (U.S. providers only)

Less Detail ▾

United States

Need squeeze page with video content and opt in redirect to sales page with video and text content, opt ins to the purchase page with shopping cart. Upon purchase, immediate redirect to upsell sales page. Set up Aweber autoresponder for opt-in leads, second list conversion for customers Will also need graphics for banner and info products

Report Violation

If you decide to do this, look for a design and copywriting team. That way you can have one team create the entire site. They will be able to design it and create the wording. They will work together to ensure your vision is met.

While the cost will depend on the team you hire, you can expect to pay around \$200 if you hire a designer and copywriter on Elance.

PUTTING IT ALL TOGETHER

We have covered a lot of information in this chapter. Now you should understand the basics of squeeze pages, guru squeeze pages, and blogs.

Why Natural?

When you buy natural food, your dog will be in the best health of his life. Some of the benefits of natural food are:

- Increased energy
- Weight control
- Better digestion
- Longer life

Your dog is affected by the food he eats. It is up to you to make the right choices for him. Start making the right choice by ordering Flint River Ranch today.

Flint River Ranch uses an innovative oven-baked process to create healthy and tasty natural food. Feel good about what you feed with Flint River Ranch. Go with the food uses 100% natural ingredients and is:

- 100% nutritionally dense
- 100% nutritionally balanced
- 100% naturally preserved
- 100% product guaranteed
- 100% American owned and operated

How I Did It

Losing Weight One Day at a Time

[About Me](#) [Fashion](#) [Food](#) [Losing Weight](#) [Motivation](#) [Product Reviews](#) [Recipes](#) [Struggles](#) [Uncategorized](#)

Additionally, you should know how to optimize your opt-in boxes and create a landing page.

**Find out more about successful
BOOK – JUST CLICK THE BUTTONS!**

morrison books, anthony

18 tweets

18 tweets

Navigation

TEXT THE WORD **ANTHONY** TO **26469**
TO GET VIP MARKETING TIPS EACH WEEK
COMPLETELY FREE!
Msg & Data Rates May Apply

CLICK HERE TO
JOIN OUR LIVE COMMUNITY

Get Free Audio
Training From Anthony

Sign Up Now For Instant Access!

Your Name: Your Email:

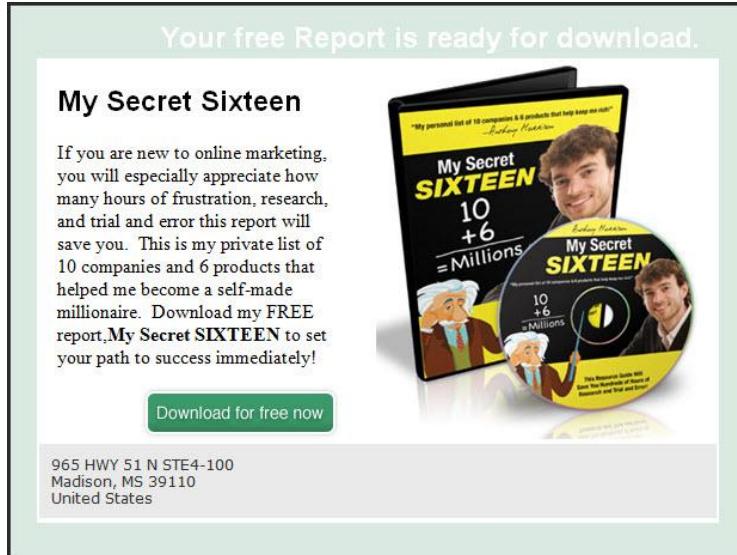
GET IT NOW!

Now you are ready for the next step. In the next chapter, we are going to cover premiums.

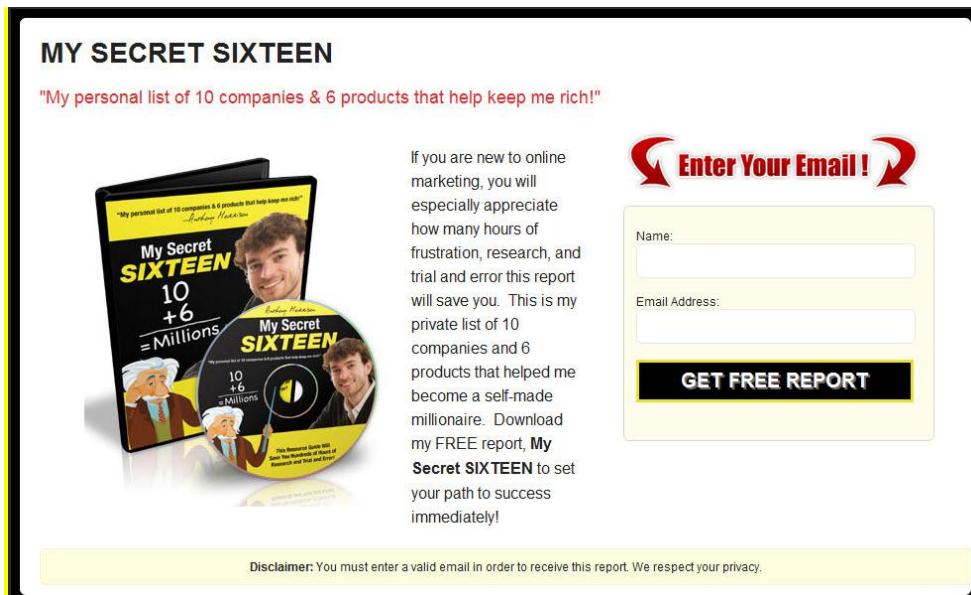
Build Send Profit

CHAPTER 5: PREMIUMS

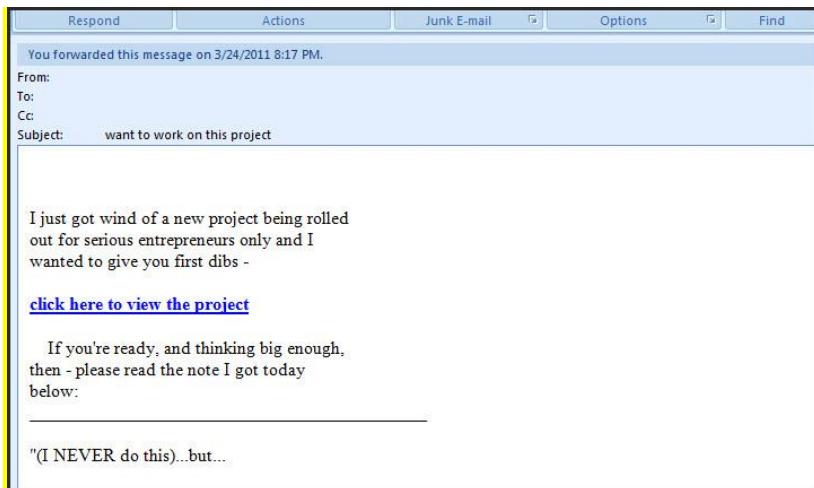
In this chapter we are going to cover premiums. Premiums are possibly the most important aspect of building an email list. Without a premium, you will not get people to sign up for your list.



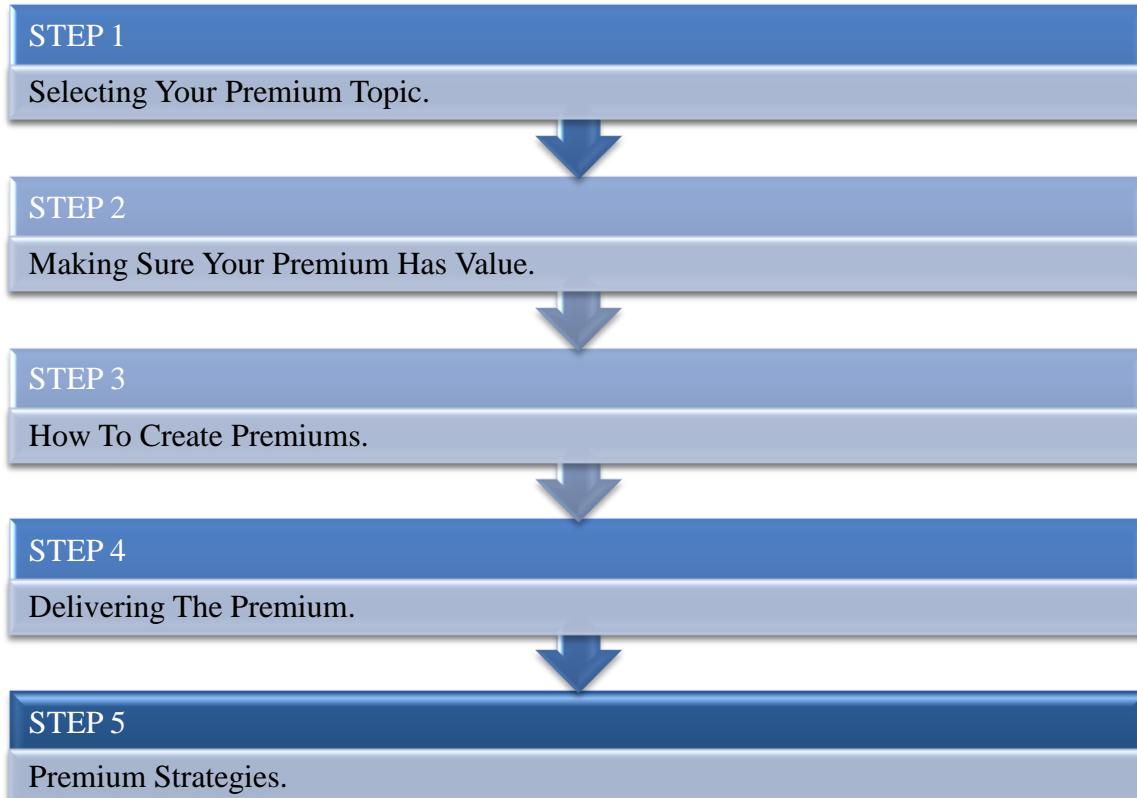
A premium is a PDF, Word Doc, video, or audio report that you will give away to everyone who signs up for your email list.



Once they sign up for your list, you can continue sending them emails for other offers. Over time you will build a relationship with your subscribers and begin making money.



There are several things involved in creating and sending premiums. Thus, we are going to divide this chapter into several parts.



Let's begin with Part One.

PART 1: SELECTING YOUR PREMIUM TOPIC

Before you can begin giving out a premium, you need to select a topic. Your premium needs to:

- *Fit into the niche you selected.*
- *Be something that people are searching for.*

FITTING INTO YOUR NICHE

If you have a website on pet supplies, you are not going to create a premium on making money from home, since it won't fit into your niche.



People who visit your site will not understand why you are trying to get them to sign up for a premium that doesn't fit into the niche. Instead, they would prefer a premium that is related to pet supplies.



It is important that you stick with your niche so you can build a relationship with your clients. Otherwise they will go elsewhere to find the information they want.

Clean Out the Cabinets

Make the switch today and clean your cabinets out. Get rid of the poisons that have held your dog back. Give him back his health and happiness.

You have no risks and no obligations. Simply order your free sample of Flint River Ranch today and see the difference it makes.



CLICK HERE and take a stand against the poisons in your dog's diet.

If you find that you are interested in something outside of your niche, you can always create a second site. However, you need to stick with the niche you currently have when selecting a premium. That way you will be able to speak directly to your core audience.

Once you identify your niche, you need to find a way to provide your core audience with something they want to have.

WHAT PEOPLE ARE SEARCHING FOR

Premiums should fill a void. When people go online, they search for certain things, and they want to find information on these topics. When they conduct these searches, they leave trails so marketers can find out what they are looking for when they are online.

You can sniff these trails out by using Google Instant and Google Insights for Search.

Google Insights for Search beta

Help | Sign in | English (US) ▾

Compare by: Search terms Locations Time Ranges

Search terms: Tip: Use the plus sign to indicate OR. (tennis + squash) [+ Add search term](#)

Filter:

See what the world is searching for.

With Google Insights for Search, you can compare search volume patterns across specific regions, categories, time frames and properties. See [examples](#) of how you can use Google Insights for Search.

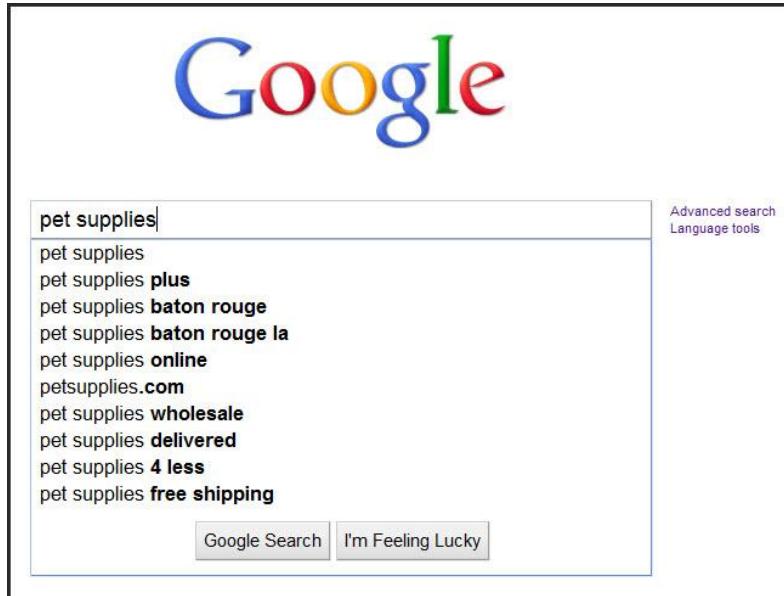
Categories  Narrow data to specific categories, like finance, health, and sports.
Examples: [apple](#) in the Food and Drink category in the US | [Top celebrities](#) in New York (last 30 days)

More examples

[audi, bmw, mercedes](#)
[wii, xbox360, ps3](#)
[gyms, new years resolutions](#)

GOOGLE INSTANT

Google Instant displays popular search ideas when you type a keyword into Google's search bar.



When we type “make money from home” into Google, several ideas come up.



This shows us that people are searching on the following topics:

- *Make money from home scams*
- *Make money from home online*
- *Make money from home legit*
- *Make money from home ideas*

We could create a premium based on any of these ideas. For example, we could create premiums titled:

5 Ways to Avoid Work From Home Scams

Use Facebook to Make Money Online

Legitimate Work From Home Opportunities

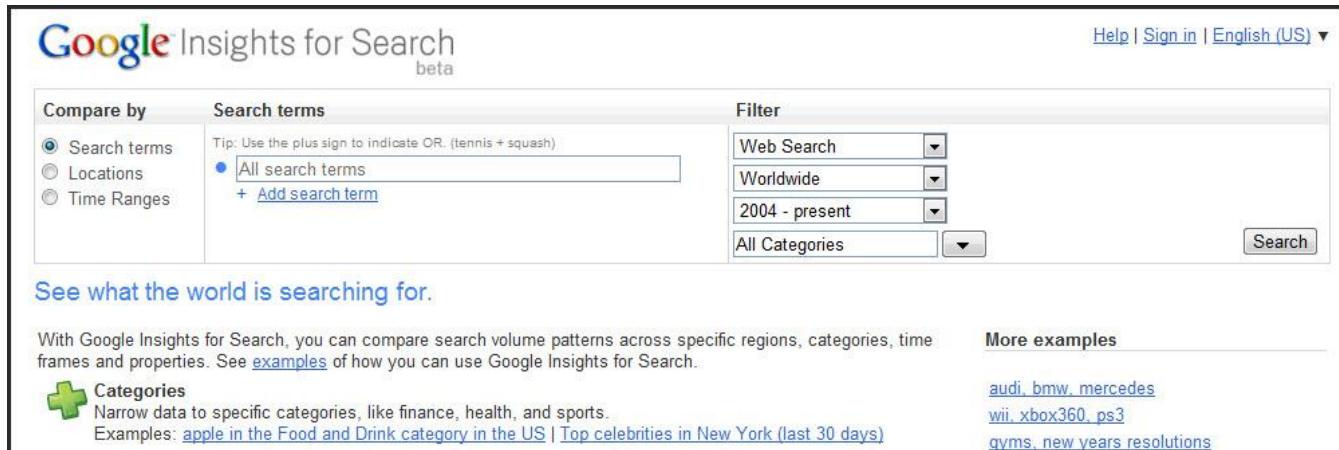
5 Work From Home Ideas that the Gurus Use



Now we are going to use Google Insights for Search to come up with more ideas for our premium.

GOOGLE INSIGHTS FOR SEARCH

Google Insights for Search is another great way to get some premium ideas. Google Insights lists popular search terms based on keywords you type into the search box.



The screenshot shows the Google Insights for Search interface. On the left, there are filter options: 'Compare by' (Search terms, Locations, Time Ranges, currently set to 'Search terms'), 'Search terms' (a text input with 'All search terms' selected and a '+ Add search term' link), and a 'Filter' section with dropdowns for 'Web Search', 'Worldwide', '2004 - present', and 'All Categories'. On the right, there is a 'Search' button. Below these, a section titled 'See what the world is searching for.' contains a tip about using the plus sign for OR queries, a 'More examples' link, and a 'Categories' section with a green plus icon. The 'Categories' section includes a link to 'examples' and examples like 'audi, bmw, mercedes', 'wii, xbox360, ps3', and 'gyms, new years resolutions'.

We are going to type “make money from home” into the search box. Then we will scroll to the bottom of the page and see a list of the top searches.



The screenshot shows the search results for 'make money from home'. On the left, under 'Top searches', there is a list of 7 terms with horizontal bar charts indicating search volume: 1. [work from home](#), 2. [home work](#), 3. [make money online](#), 4. [home jobs](#), 5. [jobs from home](#), 6. [make money free](#), and 7. [work online](#). On the right, under 'Rising searches', there is a list of 7 terms with percentage growth: 1. [google money](#) (Breakout), 2. [make money online](#) (+170%), 3. [make extra money](#) (+140%), 4. [home jobs](#) (+130%), 5. [jobs from home](#) (+110%), 6. [work online](#) (+80%), and 7. [make money free](#) (+60%).

Once again, we have several options for creating the premium. We can use:

Jobs From Home

Work Online

Make Extra Money

Build Send Profit

Again, we are going to create a list of titles based on these topics. Our titles are:

- *The 5 Most Profitable A-Home Jobs*
- *Marketing Tips for Working Online: Press Release Writing*
- *10 Ways to Make Extra Money with Social Networking*

Now that we have some premium ideas, we need to see how we can make sure our premium has value.

PART 2: MAKING SURE YOUR PREMIUM HAS VALUE

We have several premium ideas, and we need to find a way to make each of these ideas valuable to our readers. One can look at the title and say the premium has value. After all, the titles are based on popular search terms. However, the title is just a small piece of a much larger puzzle. It's what's inside that counts.



People will first judge your book by your cover (i.e. your title) but they will judge you by the pages inside of that book. Because of that, you need to come up with quality information.

Topic 1: Press Release Writing and Distribution

What is a Press Release?

A press release is one of the most powerful tools available for internet marketers. Many people think a press release costs hundreds of dollars, but the fact is, you can write and distribute your own press release for free!

A press release is used to announce news about a company, product or service.

Writing Your Press Release

In order to write an effective press release, you must set it up properly. First, you need a headline.

When people think of headlines, they often think in terms of something short and punchy. That is perfect for writing an article, but that is not what you want for a press release.

In fact, your headline should tell a story all of its own. Your headline needs to be 20 words or less and you need to use it to grab the attention of the reader and make them want to learn more.

1

QUALITY INFORMATION

The biggest mistake people make when creating premiums is that they just throw some general information down in a Word document and give it away. They often get this information off the top of their heads and put little, if any, work into the premium's creation. What they end up with is a bust.

What is a Press Release?

A press release is one of the most powerful tools available for internet marketers. Many people think a press release costs hundreds of dollars, but the fact is, you can write and distribute your own press release for free!

A press release is used to announce news about a company, product or service.

You need to take time and write press releases and submit them to free sites you can find on the internet.

Researching Press Releases will give you the format they must be written in. Look online for examples of Press Releases before you begin writing. This will give you a good place to start.

People don't want to sign up for a mailing list if the only information provided to them is information they could find on their own. They want inside information. In order to understand this, we are going to look at a premium for the topic Marketing Tips for Working Online: Press Release Writing. This premium is located in the back of the book.

ANALYZING THE PREMIUM

Now that you have read the premium, it is time to analyze it in order to understand why it works.

Unlike other premiums on the market, this report delivers quality information to the readers. The information could not be found online easily, which makes the author appear to be an authority in the field. After reading the premium, people will know how to write and distribute press releases. They will not have to use any other sources to research this topic, since everything is covered in the premium.



Topic 1: Press Release Writing and Distribution

What is a Press Release?

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The premium even went so far as to include a press release template. This makes it even easier for the reader and gives them confidence when they write their first release because they have something to follow.



Press Release Template

Now that you understand the basic idea of a press release, you will need a template. You can use this template in order to create press releases quickly.

Your template is as follows:

Headline (20 words or less)

Introductory Paragraph (who, what, when, where and why)—Include company name

3-4 Body Paragraphs

For more information, visit URL

About company with URL

Follow this template for all press releases.

Additionally, the premium included branding information (i.e. the logo and company name) so the reader will remember who he received this valuable information from, which means he is more likely to turn to you later when he needs more help. It also has a link back to the main blog, so readers can easily find your site.



THE PREMIUM'S BOTTOM LINE

The sample premium builds trust with the customer by delivering quality information. Strive to create premiums like the sample one and you will build a great relationship with your email list.

Now that you know what you need to include in your premium, it's time to learn how to create one.

PART 3: CREATING YOUR PREMIUMS

You have two options for creating premiums. You can:

Create your own

Hire someone to create it for you

Let's look at both of these options.

CREATE YOUR OWN

It's relatively simple to create your own premium. You already have a niche that you are passionate about. Now you can take that passion and create a premium.

For example, let's say your niche is "golfing." You use Google Instant and Google Insights for Search to get some ideas.

A screenshot of the Google Instant search interface. The search bar at the top contains the text "golfing". Below the search bar, a list of suggested search terms is displayed in a dropdown menu. The suggested terms are: golfing, golfing games, golfing terms, golfing for cats, golfing tips, golfing machine, golfing gifts, and golfing quotes. The Google logo is visible at the top of the page.

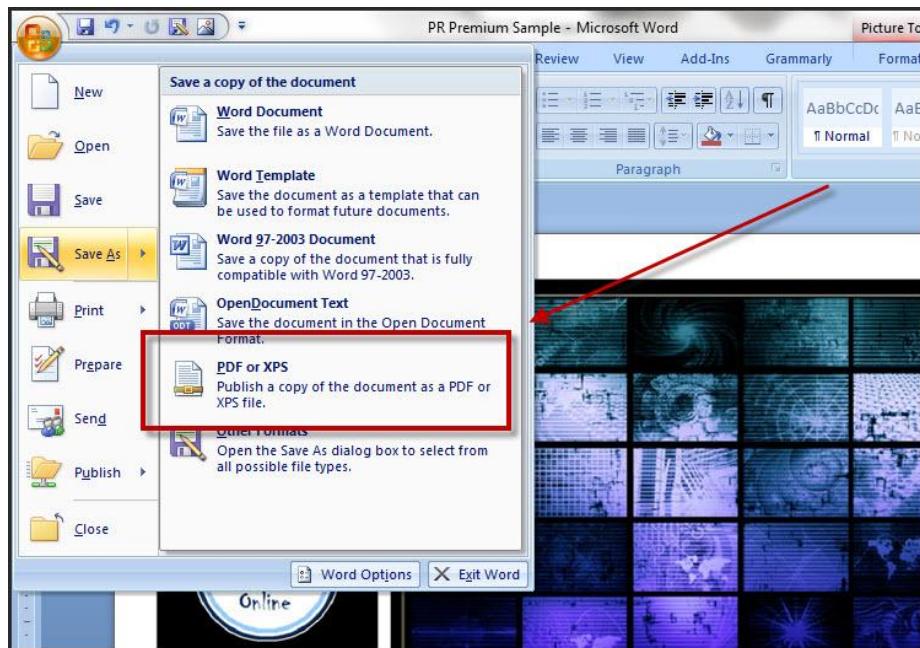


After looking at the different ideas, you decide to create a premium on golfing tips.



You would start by writing down everything you know about golf tips. Then you would do research to find additional tips and to be able to offer more explanations for your current list of tips.

Once you finished the report, you would save it in a word doc or export it to a PDF.



Then you would have your first premium.

If you choose this route, expect to spend a few days on your first premium. It will get easier over time, though, since you will become more adept at research and writing.

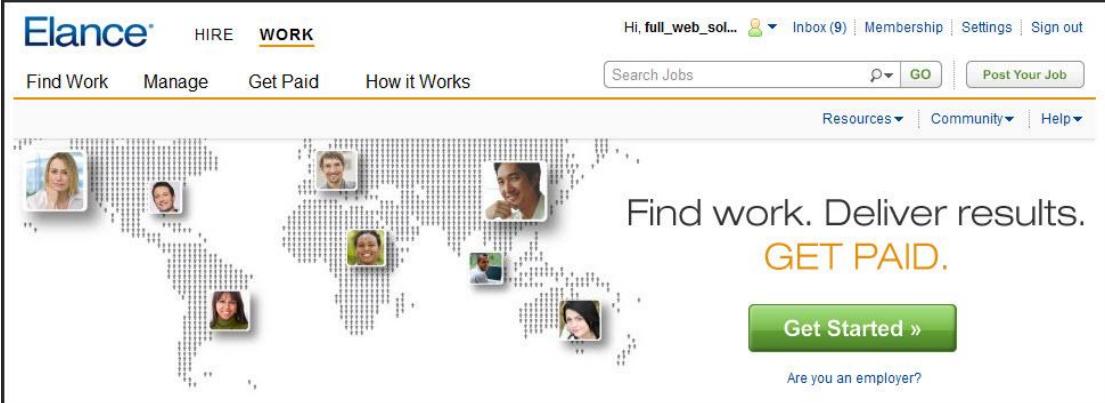
A screenshot of a calendar application showing a weekly view from January 30 to February 17. The tasks are listed as follows:

- Jan 30: Research Golfing Tips
- Feb 1: Write Draft
- Feb 2: Proof Draft
- Feb 3: Add Images and Save in .pdf

A red box highlights a note at the bottom of the calendar: "Writing Premiums Will Take Several Days. Take Your Time to Ensure You Have a Quality Product Customers Will Want to Read."

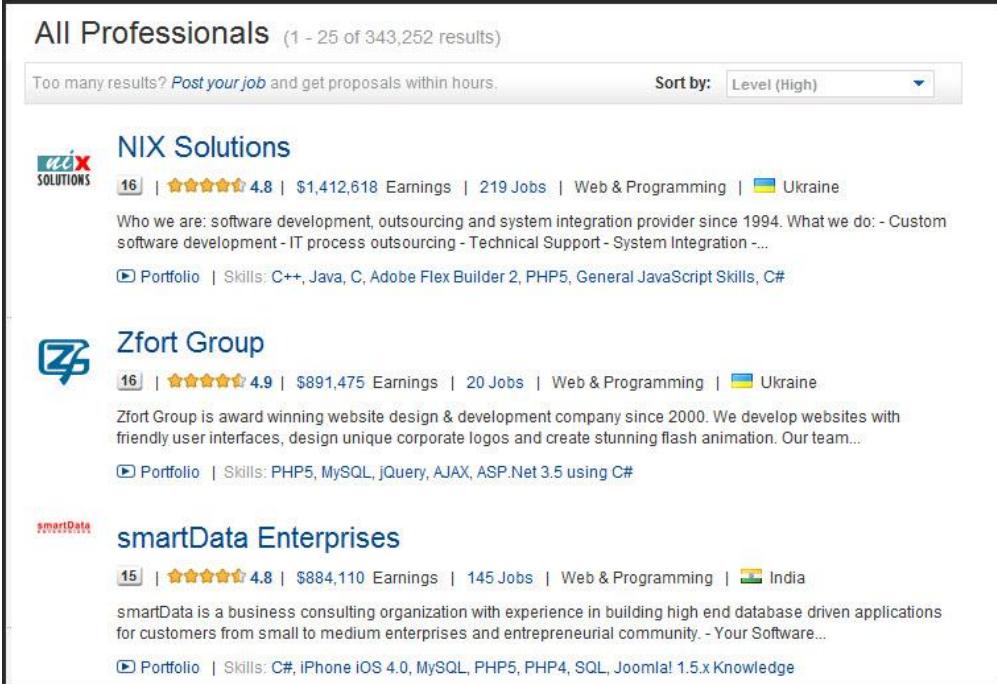
HIRE SOMEONE TO CREATE IT FOR YOU

You can also have someone else create the premium for you. If you choose this option, find someone on Elance.



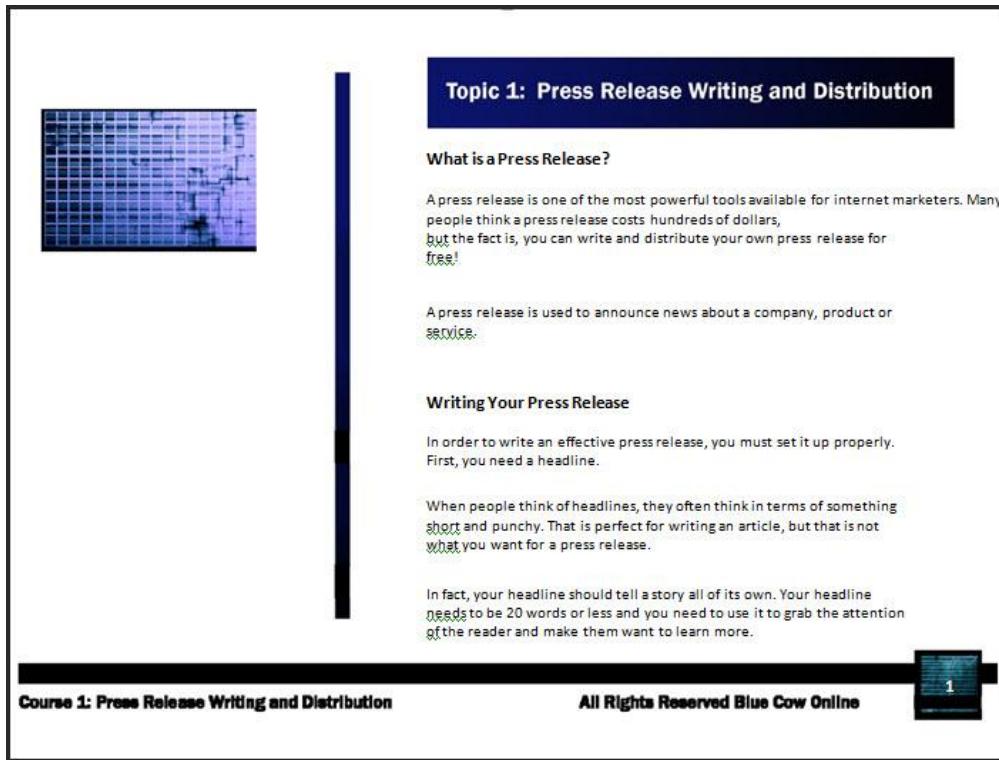
The screenshot shows the Elance homepage. At the top, there are navigation links: 'HIRE', 'WORK' (which is underlined in orange), 'Find Work', 'Manage', 'Get Paid', and 'How it Works'. On the right, there are links for 'Hi, full_web_solut...' (with a dropdown arrow), 'Inbox (9)', 'Membership', 'Settings', and 'Sign out'. Below the navigation is a search bar with 'Search Jobs' and a 'GO' button, along with a 'Post Your Job' button. A world map in the background features small profile pictures of people. The main text 'Find work. Deliver results. GET PAID.' is centered, with a 'Get Started »' button below it. A link 'Are you an employer?' is also present.

There are some benefits to having someone write the premium for you. First, Elance is full of professionals who do this for a living. They know how to conduct research and write compelling copy.



The screenshot shows a list of professionals on Elance. The first entry is 'NIX Solutions', which has 16 reviews, a 4.8 rating, \$1,412,618 in earnings, 219 jobs, and is in Web & Programming in Ukraine. The second entry is 'Zfort Group', with 16 reviews, a 4.9 rating, \$891,475 in earnings, 20 jobs, and is in Web & Programming in Ukraine. The third entry is 'smartData Enterprises', with 15 reviews, a 4.8 rating, \$884,110 in earnings, 145 jobs, and is in Web & Programming in India.

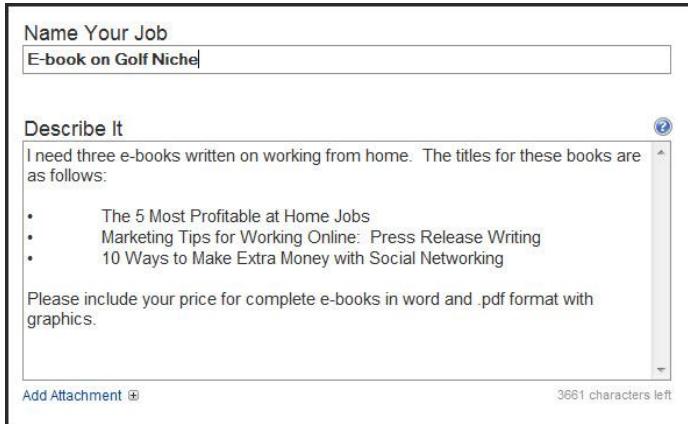
Second, you can include professional graphics in your premium if you choose to have someone do it for you. A report will look much more professional if it contains professional graphics.



The screenshot shows a report cover with a dark blue header and footer. The header contains the title 'Topic 1: Press Release Writing and Distribution'. The footer contains the course name 'Course 1: Press Release Writing and Distribution', the copyright notice 'All Rights Reserved Blue Cow Online', and a page number '1'. The main content area is titled 'What is a Press Release?' and includes a short text about the benefits of writing your own press release. Below that is a section titled 'Writing Your Press Release' with a tip about headlines. The footer also includes a '1' icon.

Third, this will free up your time to focus on other aspects of email marketing. This is incredibly important if you have several websites going at once. You cannot let yourself get bogged down with creating premiums on a daily basis. Instead, you can outsource it for \$20 to \$30 and not have to worry about a thing.

It is important to note, though, that Elance will not allow you to post jobs for less than \$50. Because of that, post a job for two or three premiums at once and have the same person do them all. That way, you won't have to pay \$50 per premium, and you will have some extra premiums on hand to test against each other.

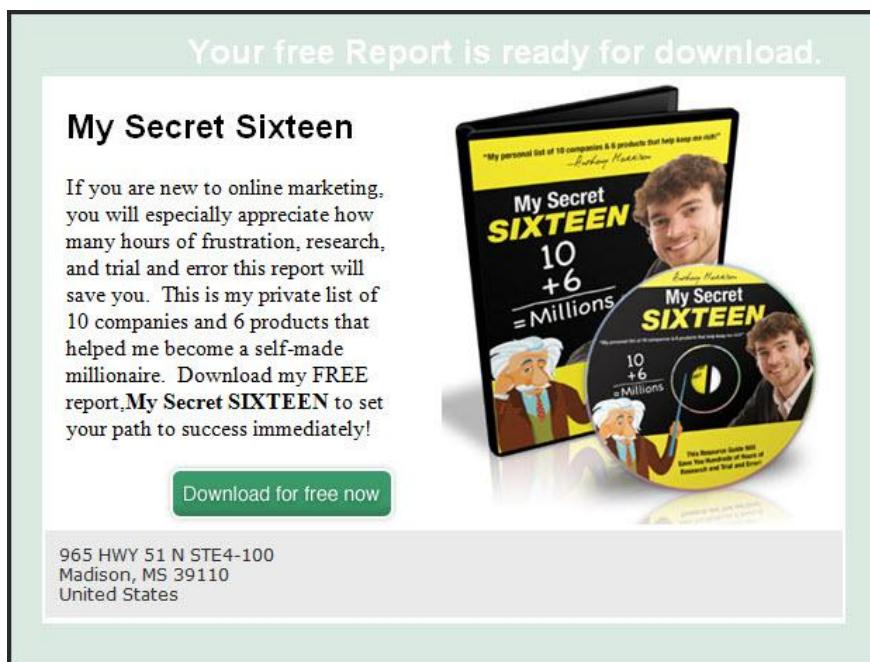


The screenshot shows a job posting form. The 'Name Your Job' field contains 'E-book on Golf Niche'. The 'Describe It' field contains a description of the job requirements, a list of three specific e-book titles, and a note about including price and graphics. At the bottom, there are buttons for 'Add Attachment' and a character count of '3661 characters left'.

Now let's look at the next step in the process--delivering your premium.

PART 4: DELIVERING YOUR PREMIUM

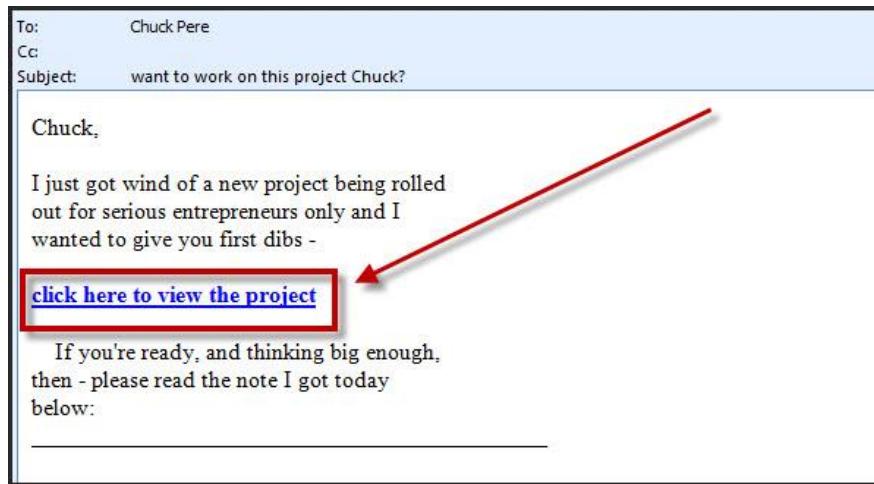
Once your premium is created, you need to deliver it. You will need to upload the file to your hosting server. Your web designer can do this for you. Make sure that he understands this is a premium and, thus, should not be visible to people who visit your website. The only way people should be able to access this premium is through a direct link.



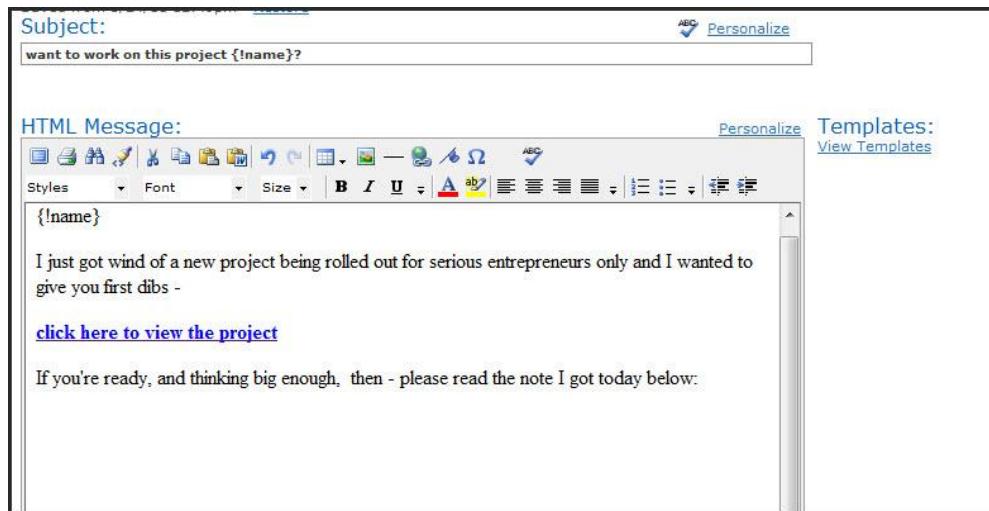
Once the premium is uploaded, copy the link.



Then include the link in your autoresponder sequence. It should be included in the first email that someone receives from your autoresponder.



For example, if Adam goes online and signs up for your mail list to receive the free premium, that should trigger the autoresponder to send out the email with the link to the premium. Then he will continue to receive other emails in the sequence.



Now you are ready to move on to Part Five of the chapter, which is Premium Strategies.

PART 5: PREMIUM STRATEGIES

Once your premium is created, you will want to use some strategies to get higher opt-in rates. The two best strategies are:

Testing Your Premiums

Increasing Your Premiums

TESTING PREMIUMS

Once you create your premiums, you need to test them. For example, we used the premium Marketing Tips for Working Online: Press Release Writing. We could create a second premium titled, “Marketing Tips for Working Online: Article Writing.” We could put the first on our site for a limited time and then replace it with the second premium. We would see which premium converted better.



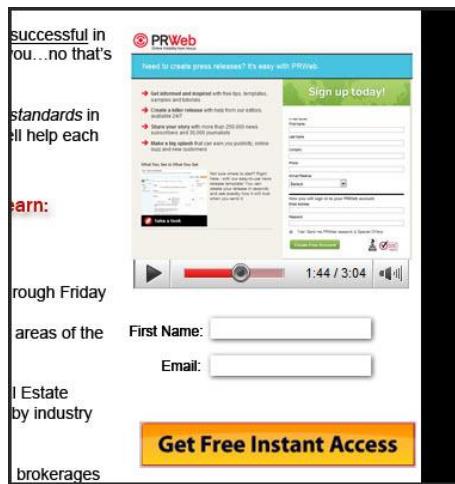
We could also use the same premium but change the title. For example, right now our title is “Marketing Tips for Working Online: Press Release Writing.” We could change it to “Make Bigger Profits Working Online with Press Releases.” We could test the two titles against one another to see which one converts better.

Now let's look at increasing your premium.

INCREASING YOUR PREMIUM

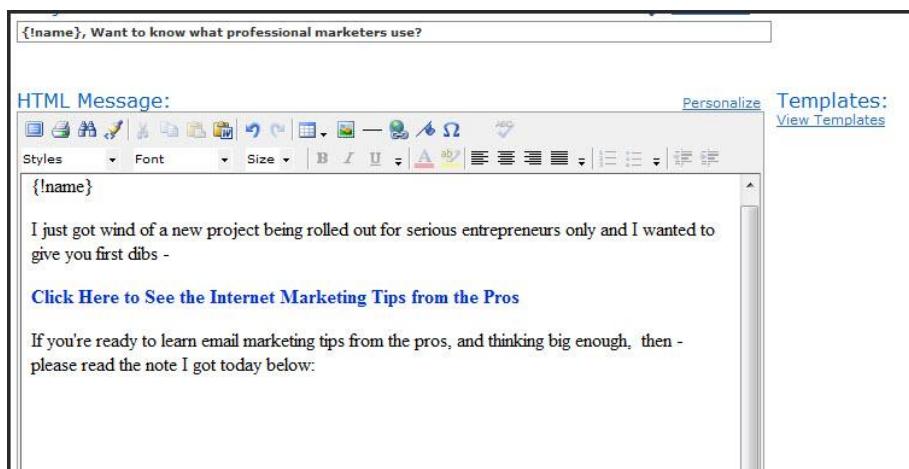
The more you can give away, the higher your opt-in rate will be. Because of that, you want to increase your premium over time.

For example, we created a premium about press release writing. We could increase the premium by including a video that shows people how to submit their press releases to various sites.



This would increase the value of our premium so people would be more likely to opt-in to our list.

We could also move away from the press release eBook and go with something completely different. For instance, we could remove the press release eBook from our premium list and offer free email marketing tips sent daily to someone's email. Then we would set up our autoresponder to send these tips to everyone who subscribed to our list.



If we went this route, people would not only get a premium when they signed up, but they would also continue to receive information on a daily basis. They could use this information to grow their business.

The ways you can increase your premiums are countless. Simply start with your initial premium and then come up with ways to make it bigger and better. As your premium grows, your list will grow, as well.

Email	First Name	Last Name	Sending
list1-1@gmail.com	First Name	Last Name	
list1-2@gmail.com	First Name	Last Name	
list1-3@gmail.com	First Name	Last Name	
list1-4@gmail.com	First Name	Last Name	
list1-5@gmail.com	First Name	Last Name	
list1-6@gmail.com	First Name	Last Name	
list1-7@gmail.com	First Name	Last Name	
list1-8@gmail.com	First Name	Last Name	
list1-9@gmail.com	First Name	Last Name	
list1-10@gmail.com	First Name	Last Name	
list1-11@gmail.com	First Name	Last Name	
list1-12@gmail.com	First Name	Last Name	
list1-13@gmail.com	First Name	Last Name	
list1-14@gmail.com	First Name	Last Name	
list1-15@gmail.com	First Name	Last Name	
list1-16@gmail.com	First Name	Last Name	
list1-17@gmail.com	First Name	Last Name	
list2-1@gmail.com	First Name	Last Name	

BREAKING DOWN WHAT YOU HAVE LEARNED

Now you understand one of the most important aspects of growing an email list; you know how to choose a premium, add it to your website, and send it out with your autoresponder.

Brought to You by:



Marketing Tips for Working Online:
Press Release Writing

Your free Report is ready for download.

My Secret Sixteen

If you are new to online marketing, you will especially appreciate how many hours of frustration, research, and trial and error this report will save you. This is my private list of 10 companies and 6 products that helped me become a self-made millionaire. Download my FREE report, **My Secret SIXTEEN** to set your path to success immediately!

[Download for free now](#)

965 HWY 51 N STE4-100
Madison, MS 39110
United States

You forwarded this message on 3/24/2011 8:17 PM.

From: [\[redacted\]](#)
To: [\[redacted\]](#)
Cc: [\[redacted\]](#)
Subject: want to work on this project

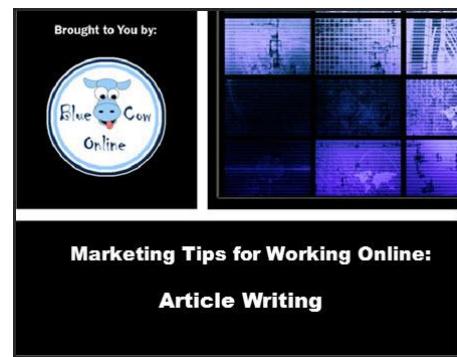
I just got wind of a new project being rolled out for serious entrepreneurs only and I wanted to give you first dibs -

[click here to view the project](#)

If you're ready, and thinking big enough, then - please read the note I got today below:

"(I NEVER do this)...but...

You also know how to increase your opt-in rates by testing and improving your premiums.



Now it's time to learn how to drive traffic to your site so you can get people to opt-in to your premium. We will cover that topic in the next chapter.



PART 3:
SEGMENTING
YOUR LIST
AND SENDING
EMAILS

CHAPTER 6: SETTING UP YOUR LIST

Now that you have your landing pages set up and your premium created, it is time to set up your email lists. You need your lists set up before you receive your first sign up. Otherwise, people will sign up and not receive an email from you.

List	Subscribers	Unsubscribes	Setup	Action
Mustangs	1,348	0	100%	DEACTIVATE
Golf	1,500	0	100%	DEACTIVATE
Pet Supplies	4,125	0	100%	DEACTIVATE

There are three things involved in setting up your email list. You need to understand:

Segmenting

Autoresponder
Sequences

Broadcast
Emails

While we covered these things briefly in Chapter 2, we are going to go over them in greater detail now. Once you are finished with this chapter, you will understand how to get your autoresponder set up so it can start working for you.

SEGMENTING YOUR LISTS

Segmenting refers to creating different lists based on different interests. You will segment your lists based on the websites your users join. Right now, you probably only have one website, but over time, that list will grow. Because of that, it's important that you begin segmenting right away.

In order to understand this, let's look at an example.

Assume you have websites on:

Mustangs

Golf

Pet Supplies

You set up your three landing pages so you can market to each niche group directly.



Each landing page has an opt-in box. Thus, someone can visit the golf page and sign up to receive information about golf, just as someone can visit the pet supplies page to receive information about pet supplies.

A screenshot of an opt-in form titled 'Join Our Mailing List'. The form includes fields for 'Name:' and 'Email:' with corresponding input boxes. A large blue 'Sign Up' button is at the bottom. Below the button, a small line of text reads 'We respect your email privacy.' At the very bottom, it says 'Powered by [AWeber email marketing](#)'.

However, let's imagine that you fail to segment your lists, so every person who opts in becomes a part of the same email list. That means everyone receives all of your emails.

Email	First Name	Last Name	Sending
*			
► list1-1@gmail.com	First Name	Last Name	
✉ list1-2@gmail.com	First Name	Last Name	
✉ list1-3@gmail.com	First Name	Last Name	
✉ list1-4@gmail.com	First Name	Last Name	
✉ list1-5@gmail.com	First Name	Last Name	
✉ list1-6@gmail.com	First Name	Last Name	
✉ list1-7@gmail.com	First Name	Last Name	
✉ list1-8@gmail.com	First Name	Last Name	
✉ list1-9@gmail.com	First Name	Last Name	
✉ list1-10@gmail.com	First Name	Last Name	
✉ list1-11@gmail.com	First Name	Last Name	
✉ list1-12@gmail.com	First Name	Last Name	
✉ list1-13@gmail.com	First Name	Last Name	
✉ list1-14@gmail.com	First Name	Last Name	
✉ list1-15@gmail.com	First Name	Last Name	
✉ list1-16@gmail.com	First Name	Last Name	
✉ list1-17@gmail.com	First Name	Last Name	
✉ list2-1@gmail.com	First Name	Last Name	

You collect emails for awhile, and then you decide to send an email about a great deal you have on Mustang parts. This email goes out to the people who opted in on your Mustang, golf, and pet supply websites.

From:
To: 'Chuck'
Cc:
Subject: Chuck, Check Out These Great Deals on Mustang Parts

Can't find the part you need at your local part store. I just found this great site that offers all the parts you need at a great price. Check out these great deals:

www.discountautoparts.com/Mustang

I found all the parts I needed to completely restore my 1965 Mustang and I am sure you will find everything you need to complete your project.

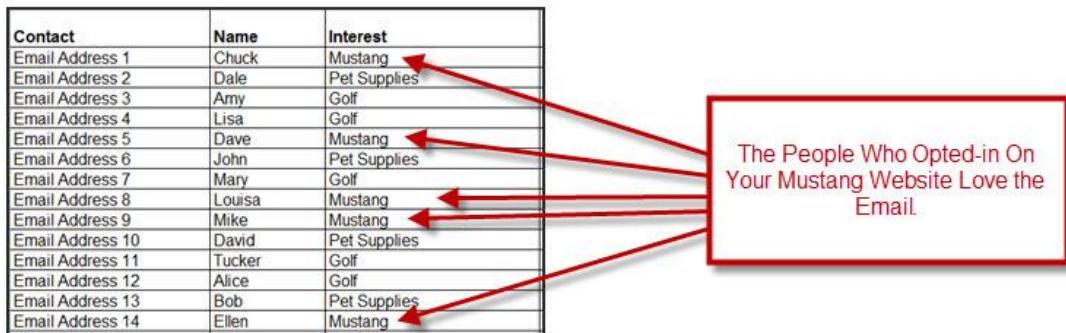
Thanks

BCO

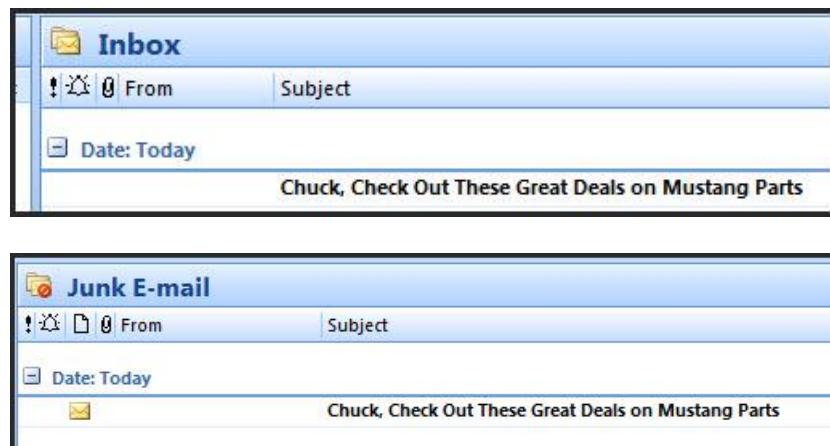
*The sender of this email receives compensation when products and services featured herein are purchased. Results are unique. Your results will vary. This is an advertisement.

To unsubscribe or change subscriber options visit:
<http://www.aweber.com/z/r/?jMzMLEwMTLQs7JycjOzMnLRGtJwsjEysJw=>

The people who opted in on your Mustang website love the email. Many of them click on the link and purchase the item.



However, the people who opted in on the pet supply and golf websites are confused by the email. They do not know why they received an email on Mustangs. Some of them ignore the email, others send it to the spam folder, and still others opt-out of the list.



The next day, you send an email about a great deal on golf clubs. Again, this email goes out to everyone. This time, though, the majority of the people who signed up on your golf and pet supply websites don't even look at it. You have already broken their trust.

Chuck, Check Out These Great Deals on Golf Accessories

Sent:
To: 'Chuck'

Looking for the best driver in the business. You can swing like Tiger Woods at half the cost.
Check out these great deals:

www.duiscountgolfaccessories.com/clubs

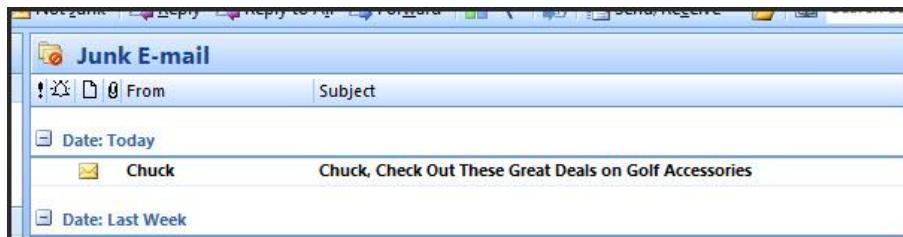
I found the same clubs used by the top names in golf at a price that I can afford and you can too.

Thanks

BCO

*The sender of this email receives compensation when products and services featured herein are purchased. Results are unique. Your results will vary. This is an advertisement.

The people who signed up on your Mustang list do open the email since they just received a great email from you yesterday. Now, though, they're confused because they don't have any interest in golf clubs. Because of that they ignore the email, put it in the spam folder, or opt-out of your list.



Before you know it, you have a low "open" rate and few subscribers. No one is interested in what you have to say because you rarely deliver targeted messages.

Your Lists Create new lists, back up & deactivate lists.

Email Marketing & Analytics [Create a New List](#) [Back Up & Export All Active Lists](#)

List	Subscribers	Unsubscribes	Setup	Action
Mustangs	20	1,300	100%	DEACTIVATE
Golf	15	1,480	100%	DEACTIVATE
Pet Supplies	30	4,025	100%	DEACTIVATE

Build Send Profit

This is the worst thing that can happen to an email marketer. If no one opens your emails, you can't make any money.

AVOID CONFUSION AND OPT-OUTS WITH SEGMENTATION

You can avoid this problem by segmenting your lists. If you segmented your lists, you would have a separate list for your:

Mustang Website

Golf Website

Pet supply Website

Each website would have its own opt-in form. When people filled out the form, their information would be sent to a specific list.

For example, if someone visited the Mustang site and opted in to your email list, he would become a part of the Mustang email list. He would only receive emails related to Mustangs. He wouldn't get emails related to golf or pet supplies.

Your Lists Create new lists, back up & deactivate lists.

Email Marketing & Analytics [Create a New List](#) [Back Up & Export All Active Lists](#)

List	Subscribers	Unsubscribes	Setup	Action
Mustangs	1,348	0	100%	DEACTIVATE
Golf	1,500	0	100%	DEACTIVATE
Pet Supplies	4,125	0	100%	DEACTIVATE

As you can see, it is essential that you add a new segment every time you add a new site. That way, you will send targeted emails to your list.

Your Lists Create new lists, back up & deactivate lists.

Email Marketing & Analytics

[Create a New List](#) [Back Up & Export All Active Lists](#)

Mustangs	Subscribers 1,348	Unsubscribes 0	Setup 100%	DEACTIVATE
Golf	Subscribers 1,500	Unsubscribes 0	Setup 100%	DEACTIVATE
Pet Supplies	Subscribers 4,125	Unsubscribes 0	Setup 100%	DEACTIVATE

Segmenting Your List by Each Landing Page Lets You Target Your Emails to Interested Customers.

AUTORESPONDERS

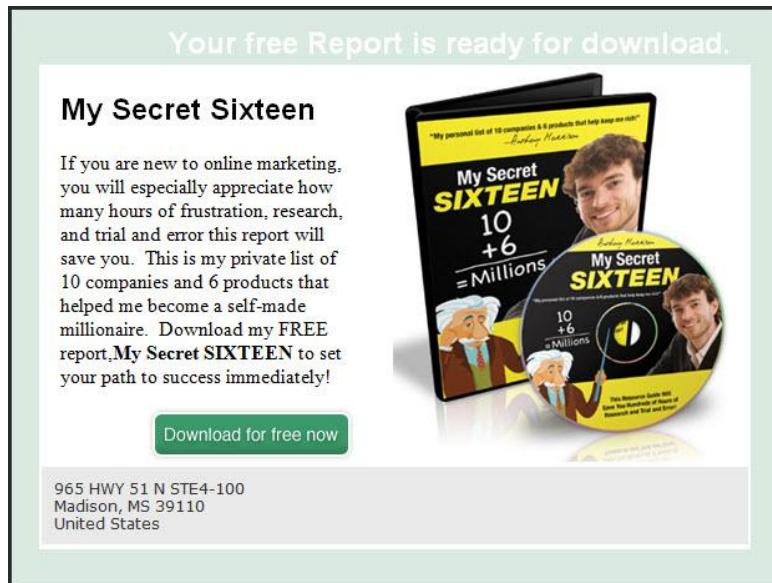
In addition to segmenting your list, you have to set up your autoresponders. Autoresponders are the emails that are sent out to people when they join your list. This is also called a follow up sequence, and you can have as many of these emails as you want in this sequence.

Follow Up Messages Drag and drop your Follow Up messages to change their order.

Msg	Interval	Type	# Att.	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	HTML		03/24/11	On	Pet Supplies.....Free Shipping	1.7	TEST	COPY	X
2	4	HTML		03/24/11	On	Are you tired of driving to get you...	1.7	TEST	COPY	X
3	4	HTML		03/24/11	On	Chuck, Get High Quality Food at Dis...	1.7	TEST	COPY	X

[Create A New Follow Up Message](#)

The first email in the sequence is the most important. This email will have the most opens. That's because it contains your premium, and the recipient is expecting it.

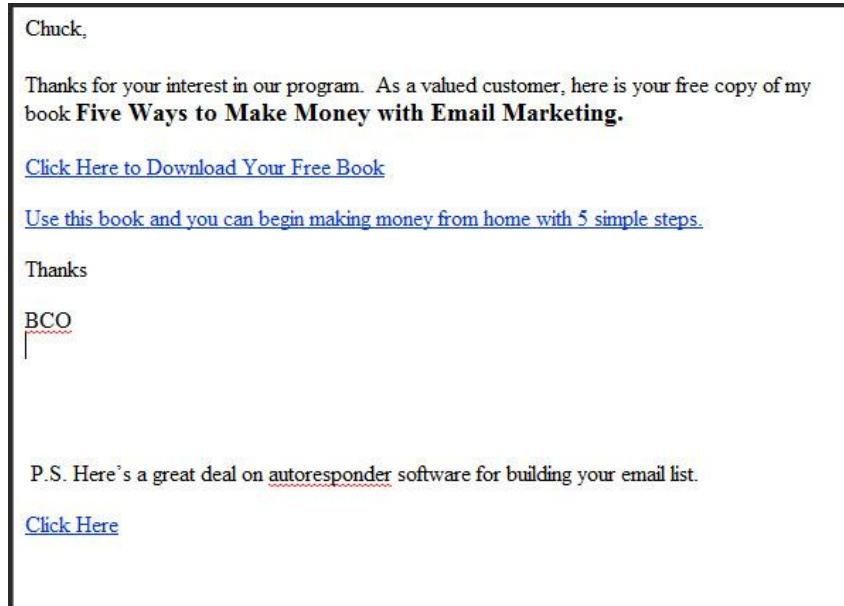


Since it will have the most opens, it's important that you send an additional offer with your premium. However, you have to be very careful about how you place the premium in the email. If you overhype the premium, people will be turned off by your selling style. They will think you only care about pushing products at any cost, so you will lose their trust.



However, if you include a link as an afterthought, people are more likely to click on the link and make a purchase. The way to do that is to use a P.S.

For example, you will write the email and include the premium. For this example, let's assume the premium is "Five Ways to Make Money with Email Marketing." Then at the end of the email, you will put, "P.S. Here's a great deal on autoresponder software for building your email list."



As you can see, the P.S. offer is directly related to the premium. It will grab people's interests, but they will not feel as if you are force-feeding them offers.

HOW DO YOU FIND THE P.S. OFFER?

As of right now, you do not have any products yet. However, we are going to go over products in Chapter 8. Until then, you can go to ClickBank (which we will cover in detail in Chapter 8) and find an affiliate product to use for your P.S. offer. Include the affiliate link in your email. You will get a percentage of the sales that come from your link.

CONTINUING WITH YOUR AUTORESPONDER SEQUENCE

Once you create your first email, you need to set up the rest of the emails in the sequence. These emails need to follow a progression that makes sense.

For instance, your second email could include some motivational tips to help people stay on track with the information they learned in the premium. Then you would include your P.S. offer again.

HTML Message:

Personalize

Styles Font Size B I U A ab

{!name},

Now that you are ready to write your first press release, here are a few tips to get you started. You Should always follow this template to make sure your Press Release is accepted by the submission sites.

PRESS RELEASE TEMPLATE

Headline (20 words or less)

Introductory Paragraph (who, what, when, where and why)—Include company name

3.4 Body: Paragraphs

Your third email could go over an exciting offer you have or give links to a training video. All of this information should be related to the initial premium.

HTML Message:

Personalize

Styles Font Size B I U A ab

{!name},

Now that you have your first Press Release written, you need to begin submitting them to sites so they can be distributed. This can be a little tricky. To make your life a little easier, I have put together this instructional video that takes you through the submission process on the most popular sites.

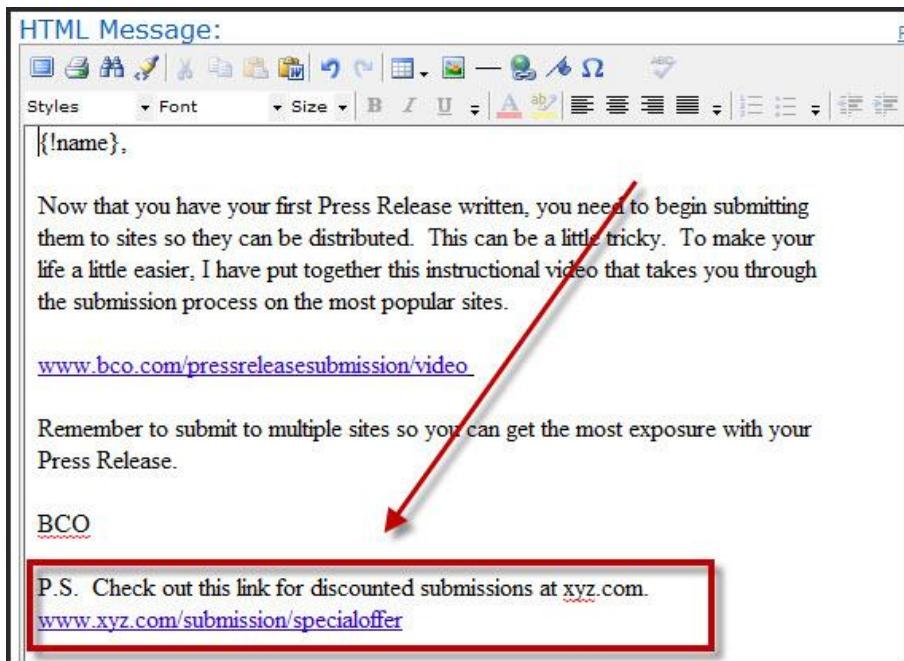
www.bco.com/pressreleasesubmission/video

Remember to submit to multiple sites so you can get the most exposure with your Press Release.

BCO

P.S. Check out this link for discounted submissions at xyz.com.
www.xyz.com/submission/specialoffer

Again you will include a P.S. at the end of the email.



The screenshot shows an 'HTML Message' editor with a toolbar at the top. The main content area contains the following text:

{!name},

Now that you have your first Press Release written, you need to begin submitting them to sites so they can be distributed. This can be a little tricky. To make your life a little easier, I have put together this instructional video that takes you through the submission process on the most popular sites.

www.bco.com/pressreleasesubmission/video

Remember to submit to multiple sites so you can get the most exposure with your Press Release.

BCO

P.S. Check out this link for discounted submissions at www.xyz.com.

www.xyz.com/submission/specialoffer

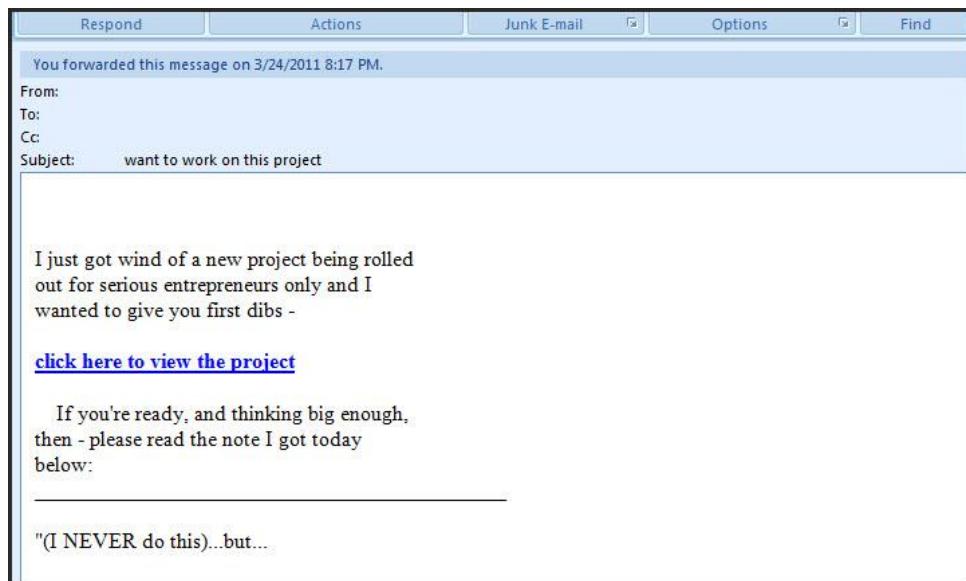
A red arrow points from the text 'Remember to submit to multiple sites so you can get the most exposure with your Press Release.' down to the P.S. section.

You will need to come up with various offers and ideas and plug them into as many emails as you want. We recommend creating 50 emails for your autoresponder. If you send those emails out every two days, you will correspond with your list for 100 days, which is a long time to build relationships and sell products.

Now it's time to look at broadcast emails.

BROADCAST

A broadcast is a manual email. You can send these as often as you want to send them, but we recommend sending them every day. You can use a broadcast email for a variety of reasons. You might want to send out a newsletter or give people information about a new promotion that just came across your desk. Whatever the case may be, there are lots of reasons to send a broadcast email.



These emails will contain fresh information and help you build a relationship with your email list.

Now that you know the basics of setting up your autoresponder, it's time to learn about driving traffic to your websites so you can build your list. We will cover this topic in the next chapter.

CHAPTER 7: DRIVING TRAFFIC TO YOUR LANDING PAGE

If you are going to build your email list, you have to drive traffic to your landing page. There are several ways to drive traffic to these pages. The options fall into two categories, which are:

Paid

Free

You need to have a combination of these in order to drive as much traffic to your site as possible. We will explain each of these options in this chapter.

PART 1: PAID ADVERTISING

The main purpose of paid advertising is to drive traffic to your site and gather email addresses. Because of that, you want to send people to your squeeze or guru squeeze page instead of your landing page.



If you send them to your blog instead of your squeeze page, you could end up with lots of blog readers but few opt-ins. That's because it's easy to get lost in all of the information available on a blog and forget to opt in to the list.



Visitors to Your Blog Will Spend Time Reading Your Posts and Forget to Fill Out the Opt-In Information and Become a Member of Your List.

Because of that, you are going to use paid advertisements to drive up your opt-in rate on your squeeze page.

PAID ADVERTISING OPTIONS

Paid advertising consists of:

Pay-Per-Click (PPC) Advertising

Cost Per Thousand Impressions (CPM) Advertising

Cost-Per-Lead (CPL) Advertising

Let's examine each of these in greater detail.

PPC

Pay-per-click, or PPC advertising, is one of the most popular options available. If you choose this option, you will create an ad and pay every time someone clicks on it.

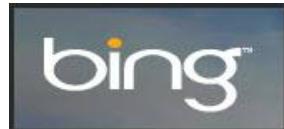


When someone clicks on your ad, he will go to your landing page. Once there, he can sign up for your premium, which means you will get another email address in your list.



There are numerous options available for PPC advertising. Some of the most popular are:

- *Google AdWords*
- *Bing*
- *Facebook*



When you use any of these platforms, you will be able to see immediate results. That's because your ad will display as soon as you create it and it's approved. Thus, if you use AdWords and someone goes to Google and searches "Make Money Online," he might see your ad. Then, he can click on the ad, sign up for your mailing list, and get your first autoresponder.

A screenshot of a Google search results page. The search query "make money online" is entered in the search bar. The results show several ads and organic search results. One organic result for "Make Easy Money In 1 Hour" is highlighted with a red box. The page also shows navigation links for "Everything", "Images", "Videos", "News", "Shopping", "Blogs", "Discussions", and "More". A location setting for "Baton Rouge, LA" is visible at the bottom left.

You won't have to wait for traffic, so you will be able to build your email list quickly.

CPM

Now let's take a look at CPM. You can run CPM campaigns on many of the same sites you can run PPC campaigns on, such as:



Other sites will host your CPM campaign as well. For instance, you can use PPV sites like:

- *Traffic Vance*
- *Media Traffic*



You can also do your own media buys.

For example, you could do a media buy on a top-ranked website, such as Weather.com or Cnn.com. When people visit that site, they will see your ad.

A screenshot of a Weather.com page. At the top, there are three small images: a building, a hand holding a ball, and a building at night. Below these is a text box with the text "Peter Lik 'From the Edge' premieres March 31, 8/7c - Get a sneak peek of his amazing photos!" and a link "MORE PHOTOS & VIDEO". In the middle left, there is a "Mobile & Downloads" section with a "The Weather Channel" toolbar icon, a "49¢" price tag, and a list of options: "Weather toolbar for IE8", "weather.com on your mobile phone", "Free hurricane screensaver", and "Put weather on your website". A link "MORE MOBILE & DOWNLOADS" is at the bottom. In the middle right, there is a "Partner Spotlight" section featuring a "Jergens natural GLOW" advertisement with the text "How Will Weather Affect Your Skin?". Below it is a "FARMERS' forecast" ad with the text "Brought to you by MONSANTO". At the bottom center is an "EXTREME WEATHER DRIVING CHALLENGE" ad with a "QUIZ" button.

Build Send Profit

Sites like these get lots of traffic each day, so your ad will get a great deal of exposure. Quite a few people will click on your ad and sign up for your list.

HOW CPM WORKS

Unlike PPC where you pay per click, you pay per 1,000 impressions with CPM. That means 500 people can click on your ad, but you will only pay for the 1,000 impressions. You are still getting lots of clicks, but you're only paying to have your ad displayed.



With Pay-Per-Impression Ads, You Are Charged Everytime Your Ad is Displayed 1000 Times Whether it is Clicked on or Not.

Let's see how this compares to PPC.

PPC Versus CPM

Let's assume you set up a PPC and a CPM campaign. You bid 50 cents per click for the PPC campaign and \$1.50 for 1,000 impressions on the CPM campaign.

Your PPC campaign gets 200 impressions (which you do not pay for) and 30 clicks (which you do pay for). You will pay \$15 for this campaign.



Your CPM campaign gets 1,000 impressions and 50 clicks. You pay \$1.50 for the campaign.



Notice that you received more clicks and impressions with the CPM campaign, but you still paid less.



There are two reasons for this. First, you don't have to pay for clicks, so it's easier to keep your costs down. Second, advertising companies are greedy. They want to make money. If you are going to pay per impression, they are going to make sure your ad displays on a consistent basis. After all, they can't control how many people click on your ad, but they can control how many times your ad is displayed. Thus, they will make sure your ad hits your 1,000 impressions quickly.

Ad Companies Display Your Ad More Frequently With Pay-Per-Impression Campaigns Because They Get Paid Each Time Your Ad is Displayed 1000 Times.



Thus, you can expect to pay less but still get more exposure when you choose CPM. That's not to say that you shouldn't use PPC as well, though. In fact, we recommend that you start out with PPC when you're first starting out. PPC is a good way to get your feet wet with advertising. Once you become comfortable, though, switch over to CPM so you can maximize your exposure and profits.

Now let's move on to CPL.

CPL

CPL, or cost per lead, is another effective form of paid advertising. When you choose this method, you have someone else generate leads for you and you pay them for each lead.

Vendors: Here's How It Works

Step 1: Create a Digital Product

Veronica loves training dogs. She wants to share her expertise with others and turn her passion into profit at the same time. She creates an e-book called "Dog Training 1,2,3" and a simple Web site to promote her e-book, but needs a way to attract customers and accept payments.

English

Sign Up Click here to get started!

Existing Vendors

- Log In
- Vendor Help
- Selling Basics
- Vendor Checklist

For example, assume you create a landing page and premium for the working at home niche.

MY SECRET SIXTEEN

"My personal list of 10 companies & 6 products that help keep me rich!"

Enter Your Email!

Name:

Email Address:

GET FREE REPORT

If you are new to online marketing, you will especially appreciate how many hours of frustration, research, and trial and error this report will save you. This is my private list of 10 companies and 6 products that helped me become a self-made millionaire. Download my FREE report, **My Secret SIXTEEN** to set your path to success immediately!

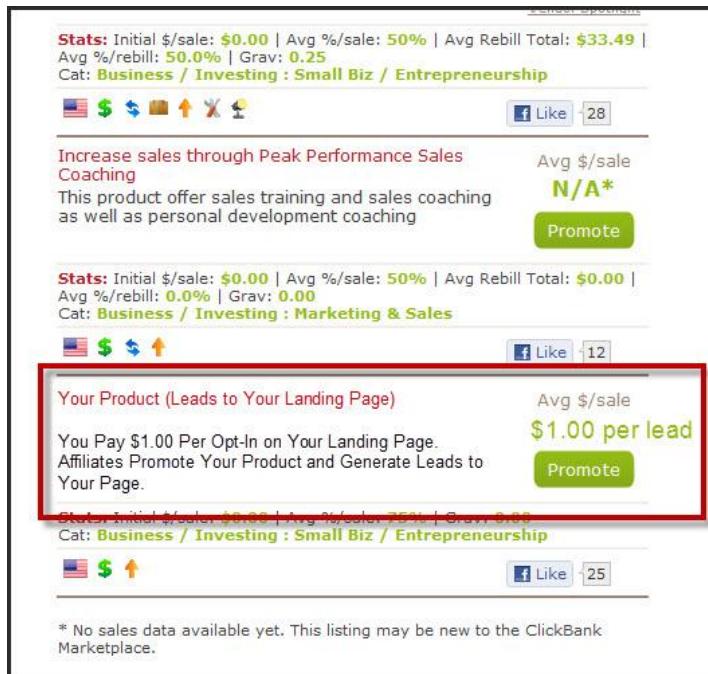
Disclaimer: You must enter a valid email in order to receive this report. We respect your privacy.

Once your page is created, you sign up with an affiliate network. An affiliate network is a place for individuals and businesses to find people to market their products or websites.



The ClickBank homepage features a top navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, Log In, and a Search bar. Below the navigation is a banner stating 'We've paid our clients on time, every time, for over 10 years.' and 'Client Earnings Paid Out: \$ 1,791,889,429'. A language dropdown shows 'English'. The main content area includes a cartoon illustration of a man in a white shirt and black pants cheering with his arms raised. The text 'Live Outside the Box®' is prominently displayed in green, with the tagline 'Our clients have earned over 1 billion dollars. It's your turn.' Below this are two sections: 'Affiliates' and 'Vendors'. Each section has a brief description, a 'Sign Up' button, and a 'Learn More' button. A testimonial from Mike Geary is shown: 'ClickBank has been one of the sole reasons for the massive success of my online business. The exposure to their huge network of affiliate marketers is one of the greatest benefits I've seen on ClickBank.' with a quote from Mike Geary, New Jersey, USA.

Someone goes on the affiliate network and sees your offer. He finds out that he can make \$1 for every lead he generates. That means every time someone enters his name and email address to receive your premium, the affiliate will receive \$1.



The product listing page shows two offers. The top offer is for 'Increase sales through Peak Performance Sales Coaching' with a red box highlighting 'Your Product (Leads to Your Landing Page)'. The bottom offer is for 'You Pay \$1.00 Per Opt-In on Your Landing Page. Affiliates Promote Your Product and Generate Leads to Your Page.' Both offers show 'Avg \$/sale \$1.00 per lead' and a 'Promote' button. The page includes a 'Like' button with 28 likes, a 'Stats' section, and a note: '* No sales data available yet. This listing may be new to the ClickBank Marketplace.'

He decides to market your site and drives traffic to it. You end up with 50 new email subscribers. You pay the affiliate \$50 for the subscribers, and then you get to market to the list.



WHY IT'S SMART TO SPEND MONEY

It might be hard to understand why you should spend money in order to give something away for free. In order to understand this, you need to know that an email list is profitable. Once you build your list, you can begin selling products to your subscribers. Thus, for every dollar you spend getting a subscriber, you could make \$20. You have to pay some upfront costs, but it works out in the end once you start selling products.



Now that we have gone over paid advertising options, let's take a look at free advertising methods.

PART 2: FREE ADVERTISING

While there are several free advertising sources available, some of the most popular are:

Facebook

Twitter

Blog Promos

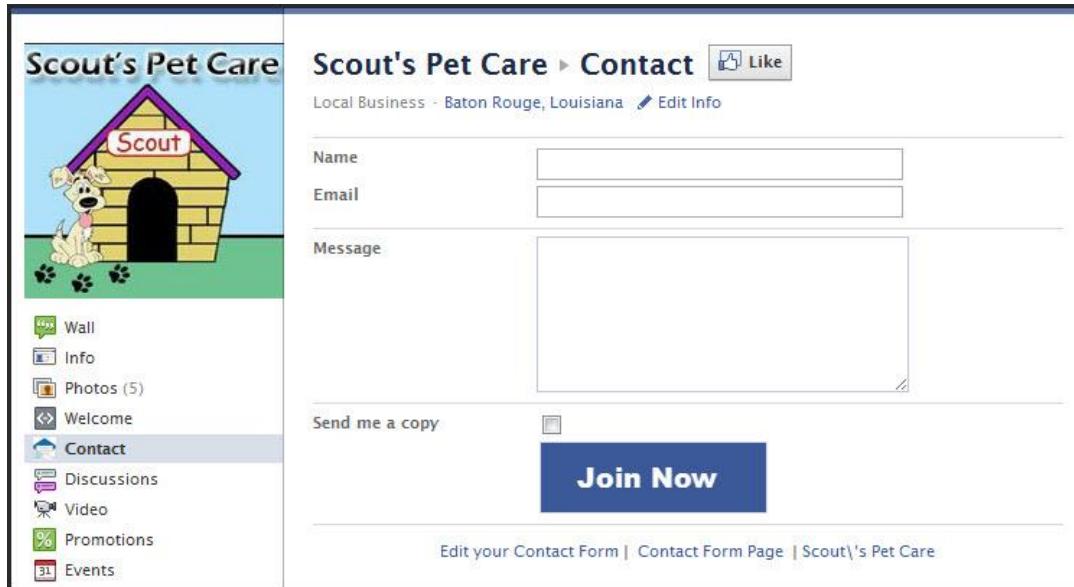
Forums

Article marketing

Exchanges

FACEBOOK

You are probably familiar with Facebook on a personal level, but you may not have used it yet for your business. Facebook is an amazing tool for building your email list. That's because it allows you to create a two step opt-in process. A two step opt-in refers to the process you use on Facebook to get people to opt in to your list so they can receive a premium.

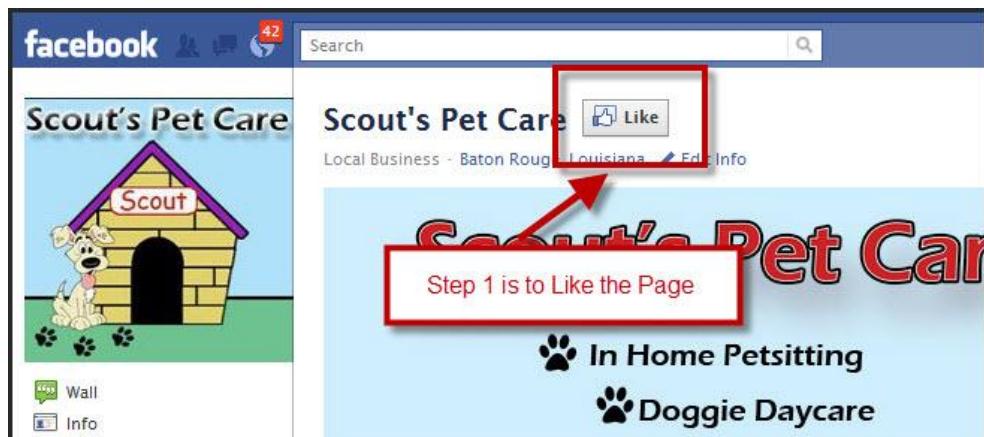


THE TWO STEP OPT-IN PROCESS

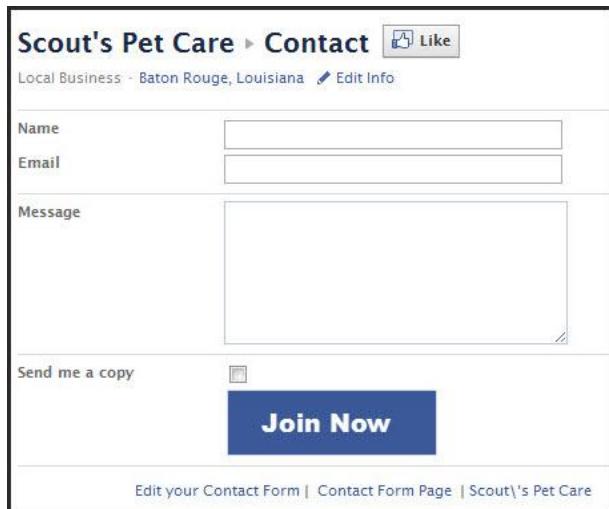
In order to use the two step opt-in process, you need an Official Facebook page. Official Facebook Pages, or “Fan Pages,” collect “Likes” instead of friends. When someone “Likes” an Official Page, he becomes a fan of that page.



Once you sign up for an Official Page, you can set up the two step opt-in process. Step one will consist of someone liking the page.

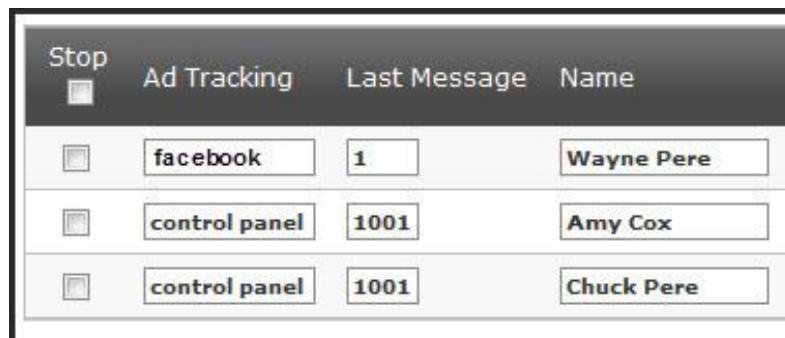


Step two will consist of the person providing his name and email address through a form you will place on Facebook.



The image shows a Facebook contact form for "Scout's Pet Care". The form has fields for Name, Email, and Message. Below the message field is a checkbox for "Send me a copy". At the bottom is a large blue "Join Now" button. The page includes links to "Edit your Contact Form" and "Contact Form Page".

That information will go to your autoresponder, and he will be on your email list.



The image shows a screenshot of an autoresponder interface. It has a header with tabs: "Stop", "Ad Tracking", "Last Message", and "Name". Below the header is a table with three rows. Each row contains a checkbox, a subject line, a recipient ID, and the recipient's name. The subjects are "facebook", "control panel", and "control panel". The recipient IDs are "1", "1001", and "1001". The names are "Wayne Pere", "Amy Cox", and "Chuck Pere".

Stop	Ad Tracking	Last Message	Name
<input type="checkbox"/>	facebook	1	Wayne Pere
<input type="checkbox"/>	control panel	1001	Amy Cox
<input type="checkbox"/>	control panel	1001	Chuck Pere

After the person completes both tasks, he will receive a premium.



GOING VIRAL

Delivering your premium to someone on Facebook is great, but it's not the best part. The best part comes in a viral form. A simple "Like" can cause your Facebook fan page to go viral in no time.



When someone "Likes" your page, that "Like" shows up on his or her Facebook wall.



His friends can see that "Like" and click on the link.



Then, if they “Like” the page, it will show up on their walls, where their friends will see it.



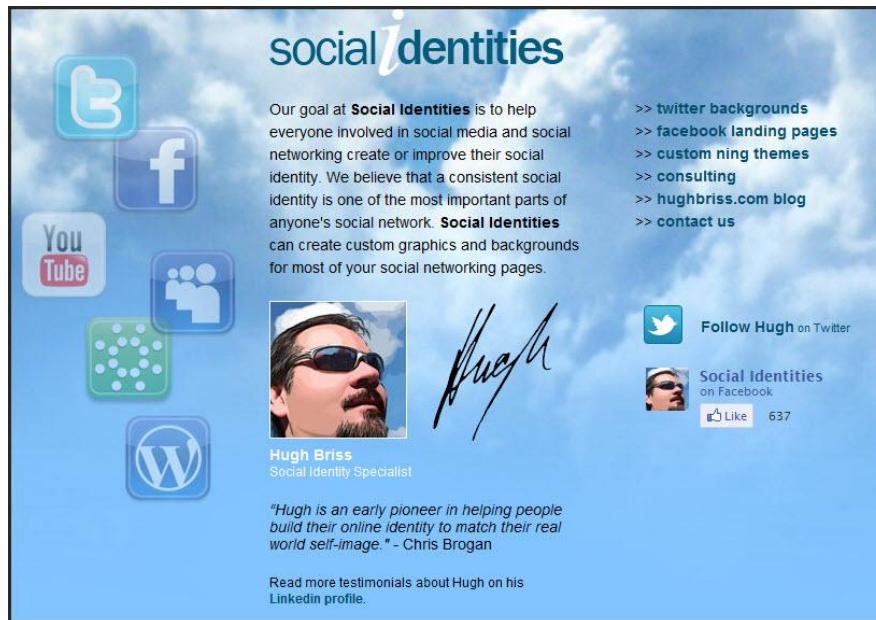
Eventually, you will reach thousands of people, and it will all start with one “Like.”



Additionally, you will promote and build your email list at the same time.

Email Address 1	Chuck	Facebook
Email Address 2	Dale	Facebook
Email Address 3	Amy	Facebook
Email Address 4	Lisa	Facebook
Email Address 5	Dave	Facebook
Email Address 6	John	Facebook
Email Address 7	Mary	Facebook
Email Address 8	Louisa	Facebook
Email Address 9	Mike	Facebook
Email Address 10	David	Facebook
Email Address 11	Tucker	Facebook
Email Address 12	Alice	Facebook
Email Address 13	Bob	Facebook
Email Address 14	Ellen	Facebook

Once your Facebook page is set up, the marketing is relatively easy. However, setting the page up can be difficult for two reasons. First you have to understand how to create a double opt-in page on Facebook, and second, you need a professional design. Unless you are proficient in HTML, you probably need some outside help. We recommend using socialidentities.com.



Social Identities will set up a professional, two step opt-in page for you. Then you can begin the process of gathering email addresses.



Now let's look at Twitter.

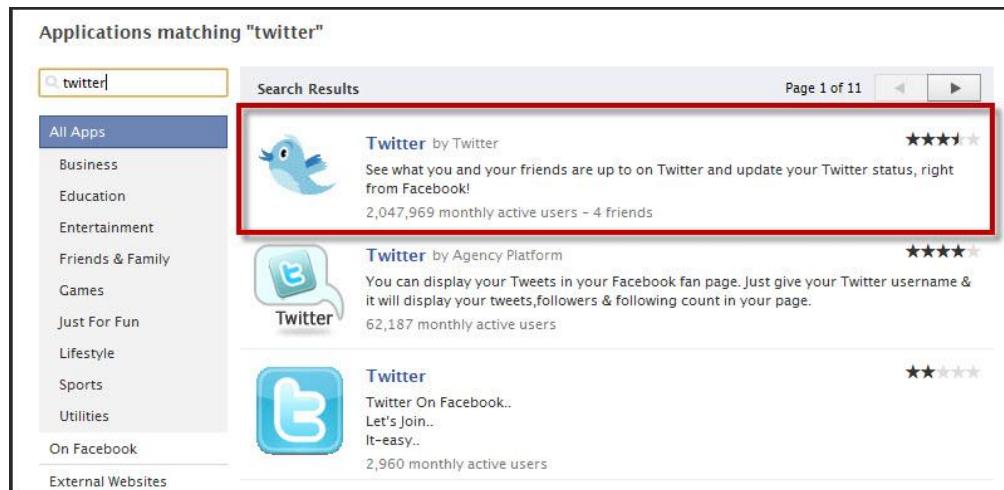
TWITTER

Twitter is a micro blogging site that will help you reach thousands of people. You can tweet your blog posts, promotions and information about your list right from your Twitter page.

Additionally, you can link your Twitter and Facebook accounts together. Then, your Tweets will show up on your Facebook page and your Facebook posts will show up on your Twitter account.



Simply download the Twitter for Facebook app. You can find this app by going to the applications sections of your profile and typing in “Twitter.” Use the first Twitter app that comes up.



Set up the app and your Twitter and Facebook pages will be integrated with one another.

Now let's move on to blog promos.

BLOG PROMOS

Blog promos will help your blog, Twitter, and Facebook pages go viral. These promos are relatively simple to set up, and they will really help your email list grow.

The first step in creating a promo is making a video. The video should be informative. For instance, if your niche is "Making Money From Home," create a video titled "How to Use Facebook to Make Money From Home."



Your core audience will be very interested in this video.

Record the video with a video camera or web cam. At the end of the video, mention that you are giving something away for free. Cash works best with this type of promo. Thus, tell your audience you are giving away \$20 (or some other amount) to one lucky winner. However, they cannot just enter into the drawing. Instead, they have to:

"Like" your post

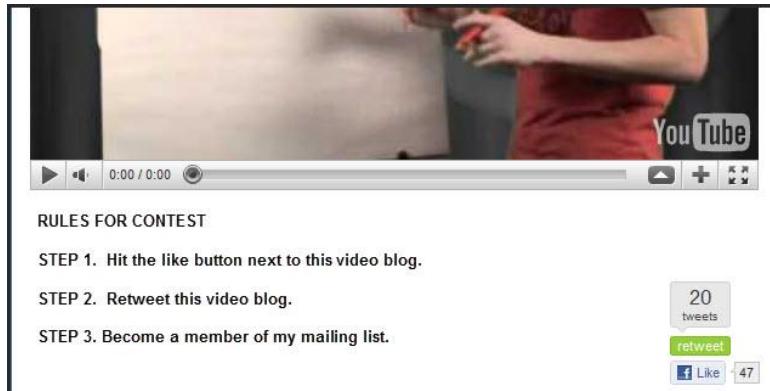
Tweet your post

Sign up for your mailing list

This will be easy to do, since you will have a "Like" and "Tweet" option right next to your blog post. Also, your blog form will be on your blog.

Once you record the video, put it on YouTube. Then embed it on your blog. Write the instructions for the promo underneath the blog so people who don't watch the video will still find out about the promo.

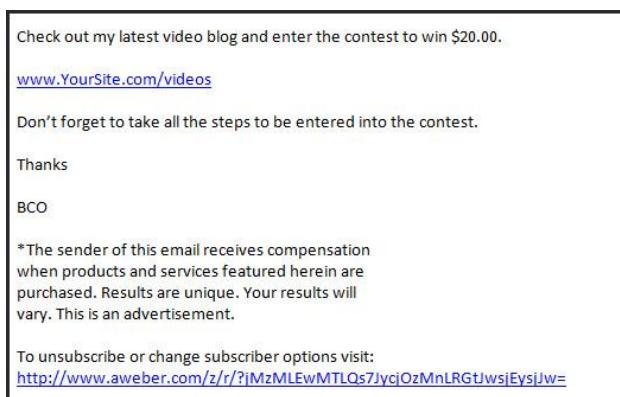
Then when someone goes on your blog and sees the video or reads about the promo, he will "Like" your post and tweet about it. He will also sign up for your opt-in list.



Then the information will go out to his Twitter followers and Facebook friends. That means more people will enter into the sweepstakes.



Additionally, you will email the blog to your existing mailing list. They will also get the chance to enter into the promotion, and if they do, their friends will find out via Facebook and Twitter.



As you can see, this is an amazing way to build your list quickly. People like free items, so they will be more than happy to “Like” and “Tweet” a post to get something for free.

Now let's move on to forums.

FORUMS

Forums are a community that people use to talk about specific topics. You can find forums on:

- *Working from home*
- *Golf*
- *Mustangs*
- *Computers*

These are just a few of the topics that have forums.

[Business Opportunities and Programs Reviews | Work at Home Forum](#) 

Scam or legitimate, discuss business opportunities/programs/websites here.
www.work-at-home-forum.com/reviews-14/ - Cached - Similar

[Work at Home Forum](#) 

Online discussion forum, covering a number of topics for those who **work from home**.
www.work-at-home-forum.com/index.php - Cached

[Work from home opportunities in Canada : Work at Home Advice, Tips ...](#) 

14 posts - 12 authors - Last post: Feb 28
Hi there!!! I am a single mother in Canada, does anyone have any ideas for legitimate **work from home** jobs in canada. I am looking ...
www.whydowork.com/forums/work-from-home-opportunities-canada-t5188.html - Cached - Similar

[what should i prepare for befor opening a shop? : Business ...](#)
[how do keywords work? : Website Advertising & Marketing](#)
[How to promote a program to get people join under you? : Affiliate ...](#)
[Non payment of service tax? : Business Discussion, Tax, and Legal Help](#)
[More results from whydowork.com »](#)

[Work at Home Scams](#) 

Work at Home Scams - We have all seen these ads, has anyone ever really made money from home. ... Threads in **Forum** : Work at Home Scams, Forum Tools ...

What is great about these forums is that the people who participate in them are passionate about the topic. Think about it. You're not going to join a work from home forum unless you really want to know how you can work from home. That's the entire reason people go to these forums. They want information related to the topic.

Forum	Topics	Replies
Announcements Announcements and special notices concerning Work at Home Forum.	23	241
General Advice Place to get advice on general issues concerning working from home.	1,488	17,551
Accounting and Legal Advice Get advice on taxes, accounting and legal issues.	86	462
Business Opportunities and Programs Reviews Scam or legitimate, discuss business opportunities/programs/websites here.	1,248	24,601
Productivity and Motivation Share tips on motivation and improving productivity.	163	1,882
Network/Multi-level Marketing A forum for those into Network/Multi-level marketing.	355	5,213
General Marketing Need help marketing your work at home business? Post your concerns here.	405	4,876
Website Promotion Post your questions regarding promoting your website.	489	5,294
Search Engine Optimization (SEO) Discuss Search Engine Optimization (SEO) tips and tricks.	127	1,503
Web Design and Hosting Help on designing and hosting your website.	219	2,147

Because there are so many passionate people on forums, you have a great potential customer base sitting there and waiting for you. However, you have to be very careful about how you approach the forums or you could end up putting people off and looking like a spammer.

THE WRONG WAY TO USE FORUMS

Some people go on forums and start shoving their links down people's throats. A forum visitor looks at such a person and identifies him as a spammer. That spammer will be removed from the forum or they will be ignored by its users.



A screenshot of a forum post. The poster is 'Forums Member', joined on 18 Jul 2006, with 7 posts. The post itself is numbered #20 and was posted on 19 Jul 2006 at 07:02. It contains a link: 'Buy this product today. It is the best product out there. www.buythisproductnow.com'.

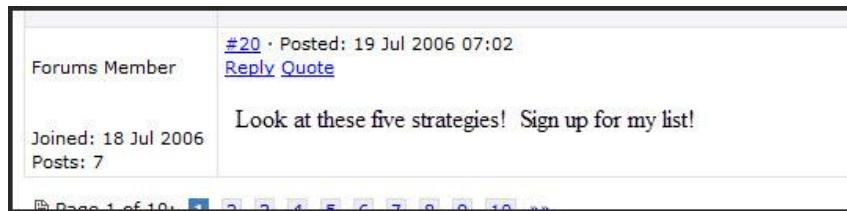
That's because forums are communities. Think of it this way. You go to a community barbecue in your neighborhood. Everyone is sitting outside eating burgers and talking about baseball. Someone else comes up and starts shouting, "I know where you can buy a baseball glove! Come over here and buy my baseball glove."

This would really annoy you and your friends. You aren't interested in buying a baseball glove from this guy. You just want to chill out and talk about baseball with your friends. You are going to look at everyone else and ask, "Who invited this crazy guy to our gathering?"

Now let's say the same guy came up and said, "Can you believe that team X is trading player X?"

He'd fit right into the conversation. He wouldn't be pushing his baseball-related products. Instead, he would be offering insightful information that you and your friends would enjoy.

The same is true when you go on a forum. For example, let's say you go to a forum about making money from home. You have a premium titled "5 Strategies for Making Money From Home" that you think will be great for the people on the list. However, you can't just jump in and start screaming, "Look at these five strategies! Sign up for my list!" You'll seem like the guy who crashed the barbecue.



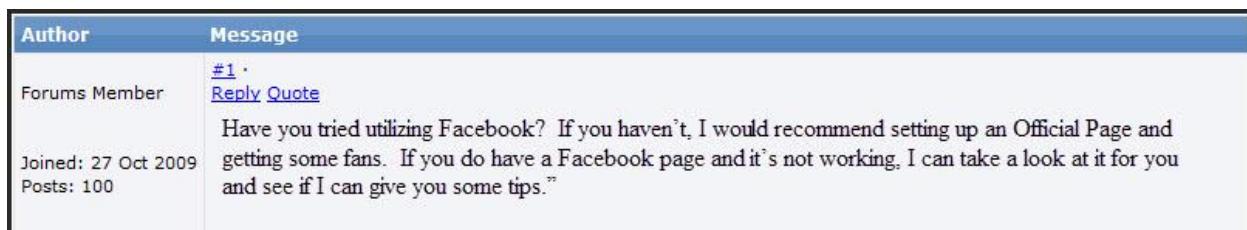
Forums Member
#20 · Posted: 19 Jul 2006 07:02
[Reply](#) [Quote](#)
Joined: 18 Jul 2006
Posts: 7
Look at these five strategies! Sign up for my list!
Page 1 of 10

Instead, you need to join the conversation and offer advice and constructive criticism. For example, assume you see a forum post where someone says, "I can't find any ways to drive traffic to my website."



	What do you think of GDI? I need some feedback! <small>2</small>	26
	Best Way to Learn How to Build Websites? <small>2 3</small>	55
	I can't Find Ways To Drive Traffic to My Website???	15
	Copyright Images	1
	Wordpress How-to?	8

You might want to say, "Then check out my product." Instead, though, you could answer, "Have you tried utilizing Facebook? If you haven't, I would recommend setting up an Official Page and getting some fans. If you do have a Facebook page and it's not working, I can take a look at it for you and see if I can give you some tips."



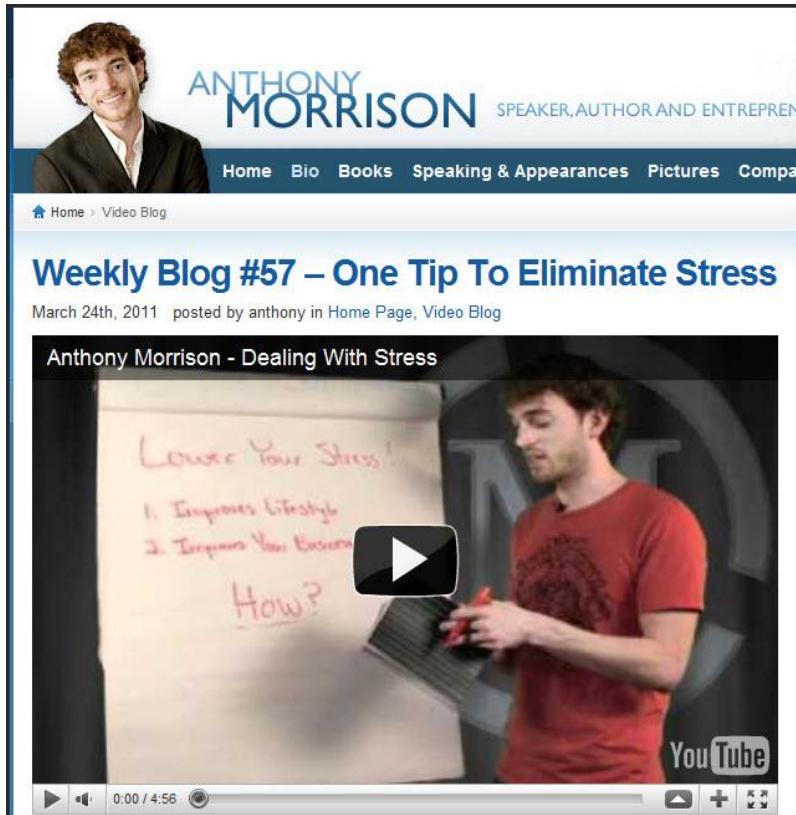
Author	Message
Forums Member Joined: 27 Oct 2009 Posts: 100	#1 · Reply Quote Have you tried utilizing Facebook? If you haven't, I would recommend setting up an Official Page and getting some fans. If you do have a Facebook page and it's not working, I can take a look at it for you and see if I can give you some tips."

This would be a great response to the person's problem. First, you will seem like a very nice person, and who doesn't like nice people? Second, you will see like an expert in the field. You gave real advice to the problem. Third, you will appear to be someone who wants to help others succeed. That is something you want to show others when you are trying to help them make money from home.

Author	Message
Forums Member Joined: 27 Oct 2009 Posts: 100	#1 - Reply Quote Have you tried utilizing Facebook? If you haven't, I would recommend setting up an Official Page and getting some fans. If you do have a Facebook page and it's not working, I can take a look at it for you and see if I can give you some tips."

Your Forum Posts Should Make Readers Regard You as an Expert in Your Field. This Way They Will Trust You and Join Your Mailing List for Additional Information.

Spend several weeks doling out advice on different message boards. Finally, after you have become a guru of sorts on the forums, you can begin directing people to your blog. Note that you need to direct them to your blog and not your squeeze page. Your squeeze page is just used to collect email addresses, but your blog is meant to build relationships and collect email addresses. Since you are working on building relationships with these people, you need to send them to the blog.



After you have built relationships, sending people to the blog is easy. You can say, "I've noticed lots of questions about Facebook, Twitter and article marketing on these forums. I have a lot of the answers to the questions on my blog. You can check it out and find all of the information in one place."

Author	Message
Forums Member Joined: 27 Oct 2009 Posts: 100	<p>#1 · Reply Quote</p> <p>I've noticed lots of questions about Facebook, Twitter and article marketing on these forums. I have a lot of the answers to the questions on my blog. You can check it out and find all of the information in one place."</p>

This doesn't sound like spam. It sounds like expert offering an easier way for people to get information.

Once the person goes to your blog, he is likely to sign up for your promotion, which means he will “Like” and tweet the post and sign up for your email list.



Now you will have yet another person on your list.

Email Address 1	Chuck	Facebook
Email Address 2	Dale	Facebook
Email Address 3	Amy	Facebook
Email Address 4	Lisa	Facebook
Email Address 5	Dave	Facebook
Email Address 6	John	Facebook
Email Address 7	Mary	Facebook
Email Address 8	Louisa	Facebook
Email Address 9	Mike	Facebook
Email Address 10	David	Facebook
Email Address 11	Tucker	Facebook
Email Address 12	Alice	Facebook
Email Address 13	Bob	Facebook
Email Address 14	Ellen	Facebook

You can continue to grow your list by hitting the forums every single day. Once you are viewed as an expert in your field, forum visitors will flock to your blog.

Forum	Topics	Replies
Announcements Announcements and special notices concerning Work at Home Forum.	23	241
General Advice Place to get advice on general issues concerning working from home.	1,488	17,551
Accounting and Legal Advice Get advice on taxes, accounting and legal issues.	86	462
Business Opportunities and Programs Reviews Scam or legitimate, discuss business opportunities/programs/websites here.	1,248	24,601
Productivity and Motivation Share tips on motivation and improving productivity.	163	1,882
Network/Multi-level Marketing A forum for those into Network/Multi-level marketing.	355	5,213
General Marketing Need help marketing your work at home business? Post your concerns here.	405	4,876
Website Promotion Post your questions regarding promoting your website.	489	5,294
Search Engine Optimization (SEO) Discuss Search Engine Optimization (SEO) tips and tricks.	127	1,503
Web Design and Hosting Help on designing and hosting your website.	219	2,147

It is Important to Visit Forums Daily and Create Relationships with People. Once You Have Their Trust, They Are More Likely To Visit Your Page and Join Your List.

Now let's look at article marketing.

ARTICLE MARKETING

Article marketing is the process of submitting original articles to article directories. You can hire someone on Elance to write articles for you and then submit those articles to directories such as Ezine Articles.



Your articles should:

Be authoritative

Use anchor text

Utilize the author resource box

AUTHORITATIVE

Articles are not the same as sales letters. You should never promote products or businesses inside of an article. Instead, use the article to show the world that you are an expert in your field.

For instance, assume you have a blog on the “Making Money From Home” niche and you decide to write an article about link building. Link building is a form of article marketing. You would create an article with real information about link building. This article would not reference your business or your promotions. Instead, it would give people information they could use for their business.

<http://ezinearticles.com/?Link-Building---5-Myths-That-Kill-a-Marketing-Plan&id=1850060>

ANCHOR TEXT

You also need to use anchor text in your articles. Anchor text is a text link that directs people back to your blog.

it is because they have a "Get Rich Quick" mentality. Don't do it, and don't have it, because market is. If something sounds too good to be true, it is!

The Round Up & Where To Begin

You now know 5 different ways to make money online and 2 ways to ensure you don't making journey I would recommend you start with [Affiliate Marketing](#). It's easy, has a low product. It is the perfect business for a beginner.

Hopefully, you found this article interesting and informative and it helps you on your quest home. If you want more great free information like this (including your very own free "n" then be sure and click on the link below.

[Affiliate Marketing Training](#)

Thanks for reading and have a great day!

This is a very powerful search engine optimization method. Search engines assess the links that point to websites, and give sites a higher page rank based on those links. However, you need to choose the right anchor text or the link will not be helpful. That is because search engines also look at the words used in the anchor text.

Thus, if your niche is “making money from home” and you use anchor text for “click here,” the link won’t really help you. That’s because the search engine would look at the anchor text and think your site has something to do with the words “click here,” which it obviously doesn’t.

Myth 1: Reciprocal Links Lead to Increased Page Rank

This is one of the most common and most abused practices in link building. Companies swap links with other companies and then improve their page ranking. In reality, if you swap links, the two links basically cancel each other out. Don’t do this. [Click Here](#)

Myth 2: Any Link Will Help

If a website that is ranked near the bottom of the pack links to your site, the search engines use a formula in regards to linking. They assign a greater value to links from other sites that others from linking to your site, but understand if they don’t have a good reputation.

Myth 3: Once I Get My Links Up, I'm Done

This is a common mistake webmasters make. They spend months getting links and then they become inactive or slip in the rankings, and thus they are no longer as helpful. Therefore, you do not want to stop the link building process. You should continue to add more when you can. [Click Here](#)

Instead, you would use anchor text for words like “money making strategies” or “make money from home.” That way, the search engines would associate your site with these key phrases. Then you would have a higher page ranking for those phrases.

AUTHOR RESOURCE BOX

The author resource box is also incredibly important. This is the place where you can really market your brand. You can use the box to talk about your products and your blog. You can also include a link to your blog.

<p>Ads by Google</p> <p>Page Rank 6 Work from Home Marketing Plan Seo Link Building Building Services</p> <p>New Article Alerts</p> <p>Would you like to be notified when a new article is added to the Link-Popularity category?</p> <p>Email Address: <input type="text"/></p> <p>Your Name: <input type="text"/></p> <p><input type="button" value="subscribe"/></p> <p>We will never sell or rent your email address</p> <p>Prefer RSS? Subscribe to the Link-Popularity RSS Feed: </p>	<p>If this were true, there would be a greater battle for the top few spots in the search engine rankings. In reality, link building is a long process, and it needs to be done correctly. Shortcuts in regards to link building rarely achieve strong results. Thus, you need to take your time and get the right kind of links. If a company promises you 500 links in two weeks, you might want to take a step back and decide how they are going to make that happen. They will likely give you the kind of links that will not help your search engine rankings.</p> <p>Link building is essential if you want your site to move up in the search engine rankings. Take your time with link building in order to get the kind of links that will truly help you. While the process will take some time, the results are very rewarding when the process is done correctly.</p> <p>Amy Cox is the co-owner of Blue Cow Online. Blue Cow Online is an online internet marketing company. They provide website creation services, logo design, copywriting, articles, and link building services. They can be found online at http://www.bluecowonline.com</p> <p>Article Source: http://EzineArticles.com/?expert=Amy_Cox</p> <p>Local Coupons  1 ridiculously huge coupon a day. Get 50-90% off your city's www.Groupon.com</p> <p>SHOCKING: \$9 Car Insurance </p>
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Now let's move on to exchanges.

EXCHANGES

A promo exchange is the process of promoting someone else's product for them while they promote your product for you. For example, if someone has product X and you have product Y, he can email his list about product Y while you email your list about product X.



A Promo Exchange Allows Your Site to be Sent to More Potential Customers. You Will Also Gain Followers From the Email You Send.

Promo exchanges are something that you can use once you build a large list. If your list only has 20 or so people, companies are not going to want to exchange with you. However, once you have hundreds (or even thousands) of people on your list, you can begin to look for exchanges.

FINDING SOMEONE TO EXCHANGE WITH

Look for websites in your niche. Find sites that promote products that are similar but not the same as yours. Once you find a site that has similar products, see if it has an opt-in box. If it has an opt-in box, the site owner is building an email list.

work from home

About 232,000,000 results (0.22 seconds)

Ads

Everything

Images

Videos

News

Shopping

Blogs

Work From Home Part Time
Earn from home. Earn Online. Become an Avon Representative now.
youravon.com

Partylite Job Opportunity
Enjoy a Job With Flexible Schedules And Unlimited Earning Potential.
www.partylitenow.com

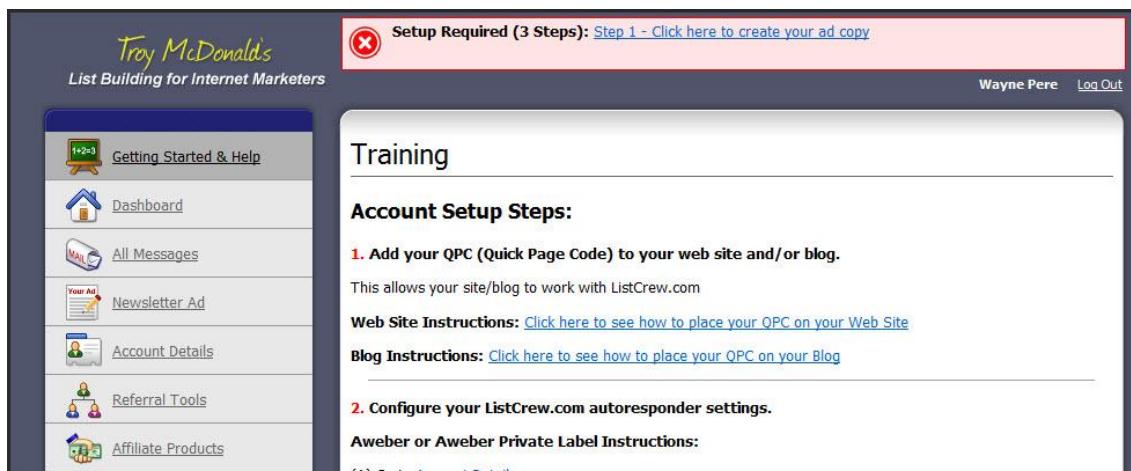
Teaching Universities

Contact the web master and ask him if he would like to do an exchange. If he agrees, send him your product information. Then he will send emails about your product to his email list. As these people click on the link and visit your page, your list will grow.

Now let's look at the last free traffic option, which is List Crew.

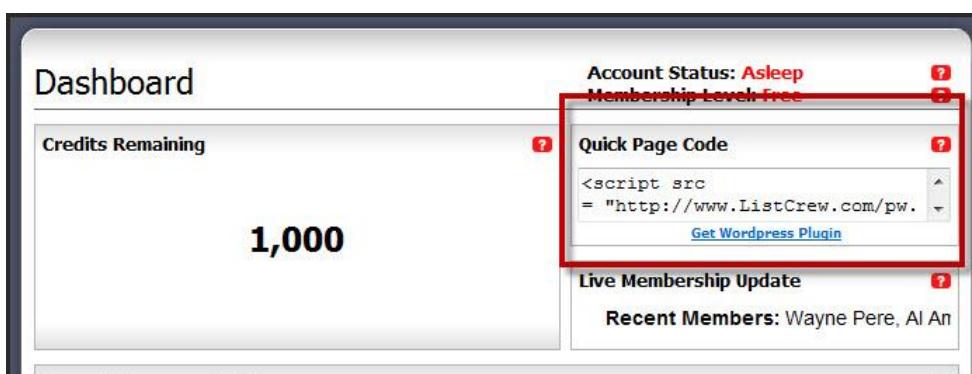
LIST CREW

List Crew is a website that helps people grow their opt-in email lists quickly. If you are a List Crew member, you will receive a piece of code from their webmasters on your website. This code will trigger a pop up when someone visits the site. The pop up will contain information about your Ezine. The visitor can subscribe to your Ezine on the spot.



The screenshot shows the List Crew account setup interface. At the top, a red banner reads "Setup Required (3 Steps): Step 1 - Click here to create your ad copy". The main content area is titled "Training" and contains "Account Setup Steps": 1. Add your QPC (Quick Page Code) to your web site and/or blog. This allows your site/blog to work with ListCrew.com. Web Site Instructions: [Click here to see how to place your OPC on your Web Site](#). Blog Instructions: [Click here to see how to place your QPC on your Blog](#). 2. Configure your ListCrew.com autoresponder settings. Aweber or Aweber Private Label Instructions: [Click here to see how to place your QPC on your Blog](#). A sidebar on the left lists navigation options: Getting Started & Help, Dashboard, All Messages, Newsletter Ad, Account Details, Referral Tools, and Affiliate Products. The user's name, Wayne Pere, is at the top right, along with a Log Out link.

If you choose this option, you will also have to put a piece of code on your website. That means your site will display a pop up that will advertise other people's Ezines. This can be a turnoff for Internet marketers, since they don't want to promote other lists. However, it is also a good way to build your list quickly. It's a trade-off. You will get more subscribers, but you will also send some people to other websites.



The screenshot shows the List Crew dashboard. The top header displays "Account Status: Asleep" and "Membership Level: Free". The main dashboard area shows "Credits Remaining: 1,000". On the right, a section titled "Quick Page Code" contains a code box with the following content:
<script src="http://www.ListCrew.com/pw...</script>
[Get Wordpress Plugin](#)
Below this, there are sections for "Live Membership Update" and "Recent Members: Wayne Pere, Al An".

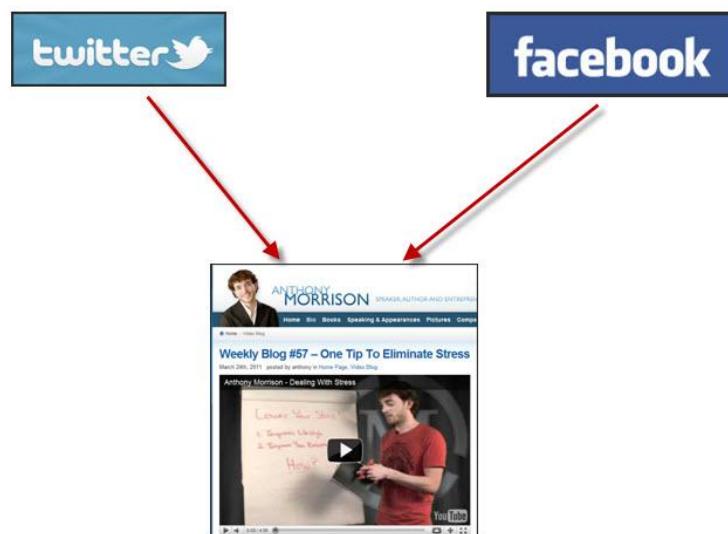
It's also important to note that this site only works for those involved in the "work from home" niche.

WHAT YOU HAVE LEARNED

Now you have several ideas you can use to drive traffic to your site. You can use paid traffic sources to send traffic to your squeeze pages.



Or you can use free traffic sources to send traffic to your blog.



Now you are ready to learn how to select products to market. We will go over selecting and creating products in Chapter 8.

CHAPTER 8: PRODUCTS

Once you build your list, you need to start promoting products. There are two types of products from which to choose. You can promote:

Affiliate
Products

Your Own
Products

AFFILIATE PRODUCTS VERSUS YOUR OWN PRODUCTS

It's important to understand the difference between these two types of products. Affiliate products are products that are created by someone else. The owner of the product handles the manufacturing, customer service, and money. Then he gives you a commission for every sale or lead you provide.



Thus, if you promote an affiliate product that offers a 75% commission, you will make 75% of the retail price for every sale.

Narrow Results by: Product Type | Language | Billing Type

Sort results by: Popularity

SatelliteDirect - Highest Converting Tv to PC Product

Try our New Product - Fullmovies.com, #1 Affiliate Program for Movie Downloads. Visit us at <http://www.fullmovies.com/affiliates>

Avg \$/sale \$28.06

Stats: Initial \$/sale: \$27.58 | Avg %/sale: 75.0% | Avg Rebill Total: \$4.71 | Avg %/rebill: 27.0% | Grav: 505.68

Cat: Arts & Entertainment : Film & Television

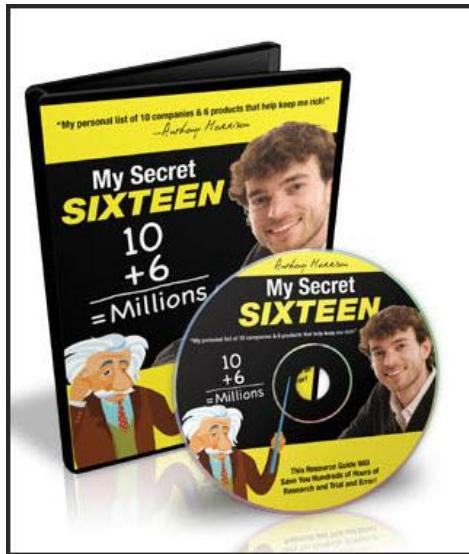
DUBturbo - Urban Beat Production Software - Sick Conversions!! Avg \$/sale \$23.20

You will make that money without having to collect the money, ship the product, or deal with any issues that arise after the purchase.



If you choose to sell your own products, you will get to keep all of the profits. However, you will have to collect payments, deliver the products, and handle customer issues.

You can make more money selling your own products than you can selling affiliate products since you can keep 100% of the profit. However, it is easier to start a business with affiliate products. Because of that, we recommend that you select affiliate products and market them when you first start your business. Once you build your list, you can create your own products and sell those products to your list.



We are going to go over both types of products in this chapter.

PART 1: AFFILIATE PRODUCTS

Several steps are involved in picking affiliate products. You need to:

Select an affiliate network

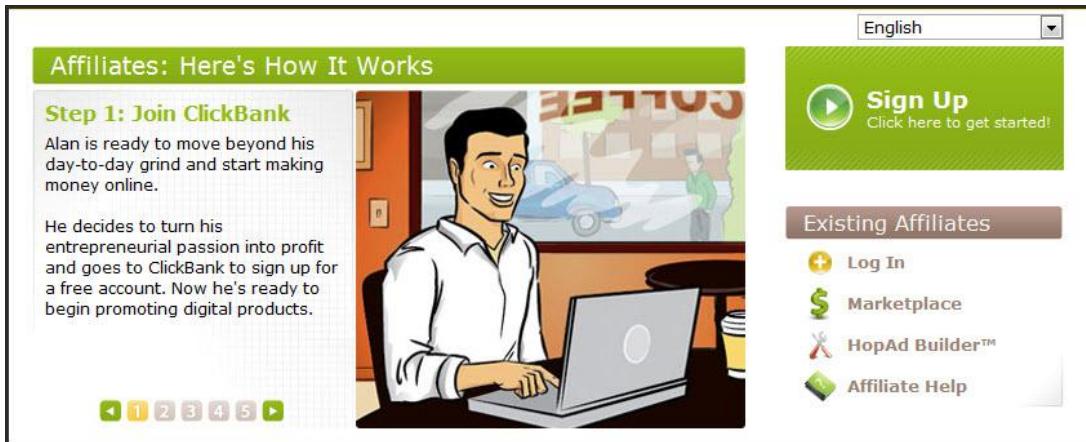
Find products in your niche

Find products that are profitable

We are going to look at each of these steps here.

PICKING AN AFFILIATE NETWORK

Signing up for an affiliate network is the first step in affiliate marketing. These networks are a place for manufacturers and marketers to come together. Manufacturers list their products and marketers pick through them and select the ones they want to market.



There are countless affiliate sites available on the Internet. You can Google “affiliate networks” and pages and pages of networks will come up in the search results.

A screenshot of a Google search results page for the query 'affiliate networks'. The search bar shows the query. Below it, the text 'About 3,580,000 results (0.14 seconds)' is displayed. The search results are listed on the right, including: 1. 'Affiliate Networks' with the subtext 'Top Paying Affiliate Network. Join Our Exclusive Network Now!' and a link to 'www.directagents.com/SignUp'. 2. 'Facebook Advertising' with the subtext 'Reach The Exact Audience You Want With Relevant Targeted Ads.' and a link to 'www.facebook.com/Ads'. 3. 'Learn Affiliate Marketing' with the subtext 'Earn an Advanced Affiliate Mktg Certificate 100% Online-Enroll Now!' and a link to 'www.usanfranonline.com'. 4. 'Affiliate Networks > Affiliate Programs 1 - 10' with the subtext 'Ads4dough is an affiliate network made for the affiliates by the affiliates. Ads4dough is based out of New York and prides ourselves on being able to relate ...' and a link to 'www.affiliatescout.com/affiliate-networks'. 5. 'Affiliate network - Wikipedia, the free encyclopedia' with the subtext 'An affiliate network acts as an intermediary between publishers (affiliates) and merchant affiliate programs. It allows website publishers to more easily ...' and a link to 'en.wikipedia.org/wiki/Affiliate_network'. 6. 'Affiliate Network - Google' with the subtext 'Google Affiliate Network connects advertisers and publishers who want to increase sales and drive leads through affiliate marketing. ...' and a link to 'www.google.com/ads/affiliate-network/'. The left sidebar of the search results page shows filters for 'Everything', 'Images', 'Videos', 'News', 'Shopping', and 'More', as well as location filters for 'Baton Rouge, LA' and time filters for 'Any time', 'Latest', 'Past 24 hours', 'Past week', 'Past month', 'Past year', and 'Custom range...'. There are also 'All results', 'Wonder wheel', and 'Related searches' buttons.

However, you don't want to just pick any network. You want to go with a network that has a solid reputation for delivering quality products and good results. Because of that, we recommend ClickBank.



The screenshot shows the ClickBank homepage. At the top, there's a navigation bar with links for Home, Sign Up, Marketplace, Order Help, Blog, Log In, and a search bar. Below the navigation is a banner stating 'We've paid our clients on time, every time, for over 10 years.' and 'Client Earnings Paid Out: \$1,792,117,057'. A language dropdown shows 'English'. The main headline is 'Live Outside the Box®' with the subtext 'Our clients have earned over 1 billion dollars. It's your turn.' Below this are two sections: 'Affiliates' and 'Vendors', each with a 'Learn More' button. A testimonial from 'Jinger Jarrett, North Carolina, USA' is displayed, reading: '{ "No one does customer service better than ClickBank. They are my customer service team, and I simply couldn't do it without them." }'.

ClickBank has tens of thousands of digital products available for people just like you to promote. However, you do not want to select the first product you see and start marketing it to your email list. Instead, you need to:

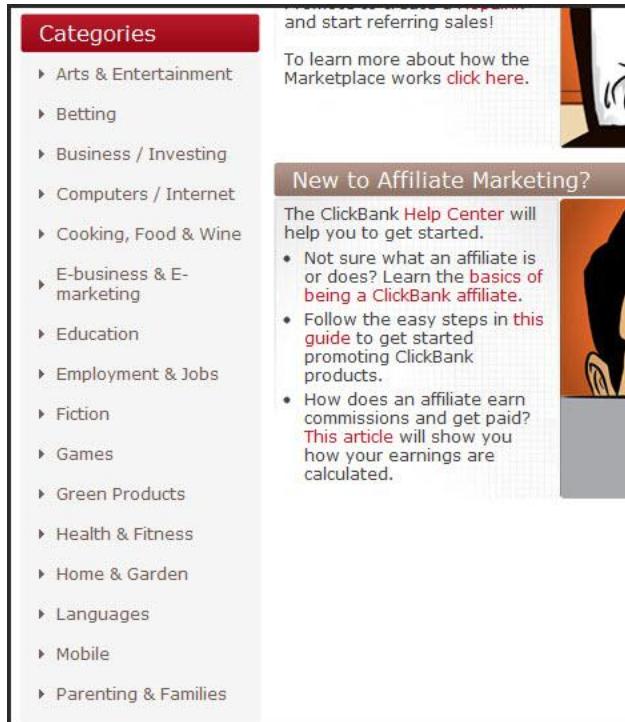
- *Find products in your niche*
- *Find products that are profitable*

FINDING PRODUCTS IN YOUR NICHE

While this might seem like common sense, lots of people actually go outside of their niche when they pick products on ClickBank. They see a profitable product in another niche and decide to market it to their email list. This is a terrible idea. People on your list will unsubscribe if you send them promotions that are not related to your niche.

GRAPHIC

Because of that, you need to look for niche-specific products. You will find these products in the ClickBank Marketplace



The screenshot shows the ClickBank Marketplace homepage. On the left, a sidebar titled 'Categories' lists various product categories with arrows: Arts & Entertainment, Betting, Business / Investing, Computers / Internet, Cooking, Food & Wine, E-business & E-marketing, Education, Employment & Jobs, Fiction, Games, Green Products, Health & Fitness, Home & Garden, Languages, Mobile, and Parenting & Families. To the right of the sidebar, a text box says 'and start referring sales!' and 'To learn more about how the Marketplace works [click here](#)'. Below this is a 'New to Affiliate Marketing?' section with a sub-headline 'The ClickBank Help Center will help you to get started.' and a bulleted list: 'Not sure what an affiliate is or does? Learn the [basics of being a ClickBank affiliate](#)', 'Follow the easy steps in this [guide](#) to get started promoting ClickBank products.', and 'How does an affiliate earn commissions and get paid? [This article](#) will show you how your earnings are calculated.' There is also a small graphic of a person sitting at a desk.

You can either look through the categories located on the left-hand side of the page, or type in a keyword related to your niche.

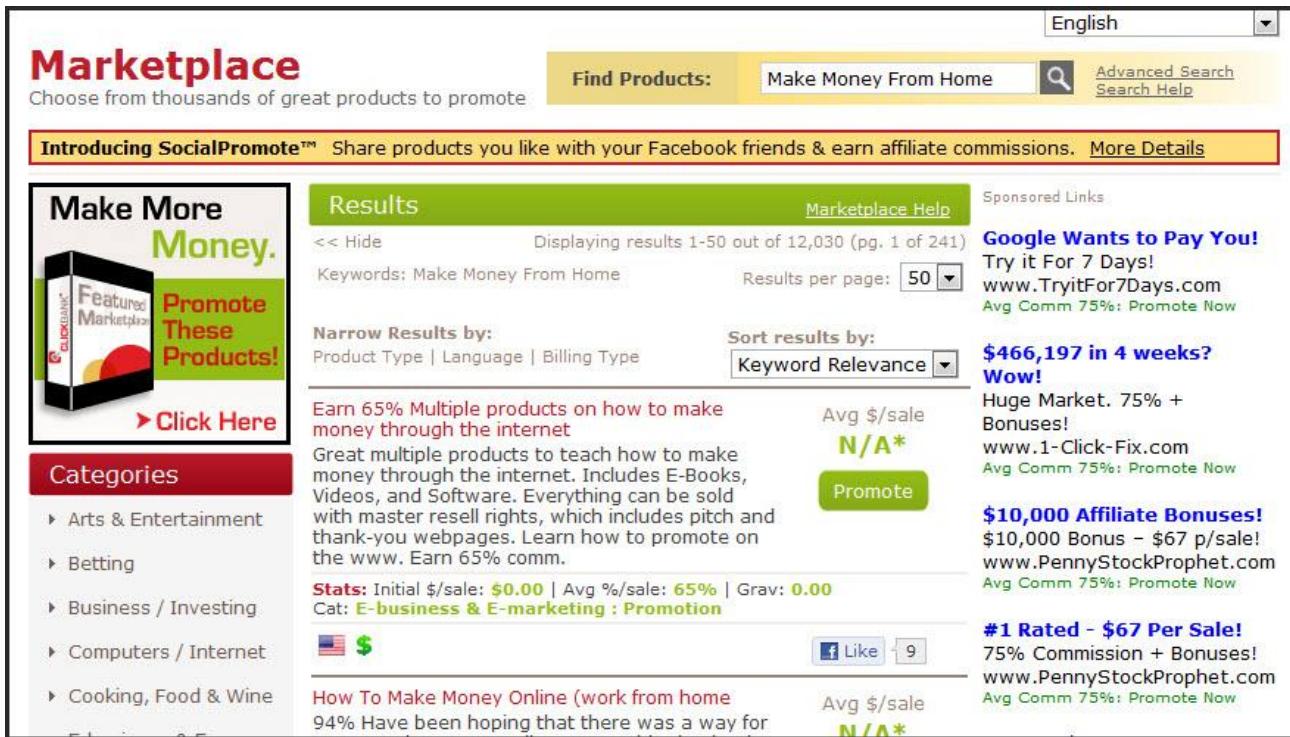


The screenshot shows the ClickBank Marketplace homepage. At the top, there is a navigation bar with links: Home, Sign Up, Marketplace, Order Help, Blog, My Account, Log Out, and a search bar. Below the navigation bar is a yellow header with buttons for Sell Products, Promote Products, Buy Products, About Us, and Help Center. A dropdown menu for language selection shows 'English'. The main content area features a 'Marketplace' section with the text 'Choose from thousands of great products to promote' and a 'Find Products:' search bar with a magnifying glass icon and links for 'Advanced Search' and 'Search Help'. A banner for 'Introducing SocialPromote™' encourages users to share products with their Facebook friends and earn affiliate commissions, with a 'More Details' link. On the left, there is a green sidebar with the text 'Make More Money. Feature: Promote' and a 'How to Find Products to Promote' section with steps 1 and 2. On the right, there is a 'Sponsored Links' section with a banner for 'New Affiliates Get \$50!' and the text 'Who Else Pays You To Join? www.RealWritingJobs.com'.

Build Send Profit

PAGE | 163

We are going to look for products in the “Make Money From Home” niche.



The screenshot shows the ClickBank Marketplace search results for the keyword "Make Money From Home". The search bar at the top has "Find Products: Make Money From Home" and a magnifying glass icon. The results page displays 12,030 products, with the first few listed below:

- Make More Money.** [Click Here](#) (Thumbnail: ClickBank Marketplace logo)
- Results** (Section header)
- Displaying results 1-50 out of 12,030 (pg. 1 of 241)
- Keywords: Make Money From Home
- Results per page: 50
- Narrow Results by:** Product Type | Language | Billing Type
- Sort results by:** Keyword Relevance
- Earn 65% Multiple products on how to make money through the internet** (Thumbnail: American flag and dollar sign)
- Great multiple products to teach how to make money through the internet. Includes E-Books, Videos, and Software. Everything can be sold with master resell rights, which includes pitch and thank-you webpages. Learn how to promote on the www. Earn 65% comm.
- Stats:** Initial \$/sale: \$0.00 | Avg %/sale: 65% | Grav: 0.00
- Cat:** E-business & E-marketing : Promotion
- Avg \$/sale** N/A*
- Promote** (button)
- How To Make Money Online (work from home)** (Thumbnail: American flag and dollar sign)
- 94% Have been hoping that there was a way for
- Avg \$/sale** N/A*

On the right side of the results page, there are "Sponsored Links" for various products:

- Google Wants to Pay You!** Try it For 7 Days! www.TryitFor7Days.com Avg Comm 75%: Promote Now
- \$466,197 in 4 weeks? Wow!** Huge Market. 75% + Bonuses! www.1-Click-Fix.com Avg Comm 75%: Promote Now
- \$10,000 Affiliate Bonuses!** \$10,000 Bonus - \$67 p/sale! www.PennyStockProphet.com Avg Comm 75%: Promote Now
- #1 Rated - \$67 Per Sale!** 75% Commission + Bonuses! www.PennyStockProphet.com Avg Comm 75%: Promote Now

There are over 1,200 pages of products that fit into that niche.



The screenshot shows the ClickBank Marketplace search results for the keyword "Make Money From Home". A red box highlights the text "Displaying results 1-50 out of 12,030 (pg. 1 of 241)". A red arrow points from the text "Now that we've found niche-specific products, we need to find out if they are profitable." to the results count.

Now that we've found niche-specific products, we need to find out if they are profitable.

IS YOUR PRODUCT PROFITABLE?

ClickBank makes it easy to see how profitable a product is. They do this in various ways. They provide you with:

A gravity rating

Rebiling information

Commission rates

Money earned per sale

Let's look at each of these statistics, starting with the Gravity Rating.

GRAVITY RATING



The gravity rating refers to the number of individual affiliates who have made a commission off a sale within the last eight weeks. ClickBank then adds .01 to 1.0 to the total for each affiliate. Recent conversions get a higher weight added to them than older conversions do.

- products, and shows the average commission rate earned only on rebills.
- **Grav:** Short for Gravity, this number represents a unique calculation by ClickBank that takes into account the number of different affiliates who earned a commission by promoting this product over the past 12 weeks. Since more recent transactions are given a higher value, this number can give you an idea of what products are "hot" at the moment, in terms of being promoted by many affiliates and making a good number of sales. However, high gravity can also indicate that there will be a lot of competition in promoting this product.
- **Cat:** The Marketplace category and sub-category of the site.

That's the basic definition of a gravity rating. Now you are probably asking yourself, "What does this mean?" This means that products with a high gravity rating are in high demand. Lots of affiliates are promoting them, and they are making lots of sales.

Now let's move on to rebilling.

REBILLING

Local Mobile Monopoly - Make \$30k/m Texting
 Over \$300 a sale plus recurring commissions. EPC's as high as \$8.00. Extremely low refund rate. Get your affiliate tools at: <http://LocalMobileMonopoly.com/jv>

Avg \$/sale
\$41.14

Promote

Vendor Spotlight

Stats: Initial \$/sale: \$31.00 | Avg %/sale: 64.0% | Avg Rebill Total: \$24.38 | Avg %/rebill: 40.0% | Grav: 876.64
 Cat: **E-business & E-marketing · Marketing**

Like 160

There are countless products on ClickBank. Some products require a onetime fee, while others require that users enter into a membership and pay a monthly fee. Most membership products provide monthly payments for their affiliates. That means if you have a product that someone has to pay a monthly fee for, you will get a percentage of that monthly fee for as long as they have their membership.

For instance, assume your niche is making money from home. You find an automated affiliate program that you can market to your email list.

Real Writing Jobs
 75% Commission With Super High Signup Ratio Due To Low \$4.95 Trial Price & We Rebill \$77 Month After 7 Days. To help ensure all interested users with your affiliate link in the emails to make sure you get credit! realwritingjobs.com/affiliates.php

Avg \$/sale
\$45.67

Promote

Vendor Spotlight

Stats: Initial \$/sale: \$5.44 | Avg %/sale: 75.0% | Avg Rebill Total: \$41.78 | Avg %/rebill: 75.0% | Grav: 200.12

more writing jobs than we can fill....

Get Cash For Writing Blog Posts
 Create simple blog posts or comment on blogs! (Up to \$25.50 per blog post)

START MAKING MONEY TODAY!

Complete the form below to start MAKING MONEY while writing in your spare time!

First Name: _____

Email Address: _____

SIGN ME UP NOW!

Hurry, we only have 11 openings left!

Build Send Profit

This program requires that people pay a monthly fee. You send out an email to your list with the offer, and Joe clicks on it and signs up. You will get money from that sale.

START MAKING MONEY TODAY!

Complete the form below to start MAKING MONEY while writing in your spare time!

First Name:

Email Address:

SIGN ME UP NOW!

Hurry, we only have 11 openings left



Joe pays the monthly fee the next month and the month after that. In fact, Joe sticks with the program for an entire year, and you receive a commission for every month of that year.

more writing jobs than we can fill

Now accept workers v for a limit

Get Cash For Writing Blog Posts
Create simple blog posts or comment on blogs!
(Up to \$25-50 per blog post)

Offer Includes 75% Commission With Super High Signup Ratio Due To Low \$4.95 Trial Price & We Rebill \$77 More After 7 Days!

EARN A PART-TIME OR FULL TIME INCOME FROM YOUR HOME

With Your New Writing Career You Can...

- Work From Home
- Set Your Own Hours

First Name:

Email Address:

SIGN ME UP NOW!

Hurry, we only have 11 openings left



Commissions for rebillings are typically 50% and they are a great way to earn some extra money. Because of that, you want to look for products that offer rebilling income. All of your products may not have rebilling, but be sure to include a few in your product list so you can earn that residual income without doing any work.

Now let's look at commissions and money earned from a sale.

COMMISSION RATES-\$ EARNED PER SALE



Initial \$/sale: \$13.99 | Avg %/sale: 75.0% | Grav: 22.90
Cat: Employment & Jobs : Job Search Guides

Legitimate Work at Home
Ken Smith's revolutionary Work from Home Program that has taken thousands to financial security! Promote today and earn 75% commission on 3.5% conversion!

Avg \$/sale
\$13.99

Promote

Initial \$/sale: \$13.99 | Avg %/sale: 75.0% | Grav: 22.90
Cat: E-business & E-marketing : General

An Inside Job: Real Companies That Need You To Work From Home Now!

Avg \$/sale

Commission refers to the percentage of the retail price you will make when you sell a product for a merchant. People often put too much weight on commission amounts.

Affiliates typically think they need to find a product with the highest commission rate possible. That's not necessarily the case. What good is it to get an 80% commission if that only translates into a \$2 paycheck?



Initial \$/sale: \$4.06 | Avg %/sale: 75.0% | Grav: 2.23
Cat: E-business & E-marketing : Article Marketing

Beginner's Guide To Article Marketing
Complete beginner's guide to article marketing with video tutorials, pdf report and prewritten articles. Affiliates have access to banners and 6 prewritten follow-up emails.

Avg \$/sale
\$4.06

Promote

Initial \$/sale: \$4.06 | Avg %/sale: 75.0% | Grav: 2.23
Cat: E-business & E-marketing : Article Marketing

Article Directory 4 Profit

You need to look at the average payment per sale and the commission rate. You want a high commission rate, as well as a high average payment per sale. Then you will know that you are being treated fairly and can make good money with the product.

The 100k+ Blogging Formula
The 100k+ Blogging Formula is setting the Blogosphere on Fire! Affiliates earn 75% (over \$33+) each time this amazing guide sells! The Top Converting Offer - Period! Make Money! It's that simple! Affiliate tools <http://100kblogging.com/tools.php>

Stats: Initial \$/sale: \$29.96 | Avg %/sale: 75.0% | Grav: 0.41
Cat: E-business & E-marketing : Blog Marketing

Avg \$/sale
\$29.96
Promote

Like 25

10 Adsense Secrets

CHOOSING A PRODUCT

Now that you know how to find a product, it's time to make a choice. The best way to do this is to sort the list by gravity rating.

Results Marketplace Help
< Hide Displaying results 1-50 out of 12,030 (pg. 1 of 241)
Keywords: Make Money From Home Results per page: 50

Narrow Results by: Product Type | Language | Billing Type
Sort results by: Gravity

Local Mobile Monopoly - Make \$30K/
Over \$300 a sale plus recurring com
as high as \$8.00. Extremely low refu
your affiliate tools at:
<http://LocalMobileMonopoly.com/jv>

Stats: Initial \$/sale: \$31.68 | Avg %/sale: 04.0% |
Avg Rebill Total: \$24.38 | Avg %/rebill: 40.0% | Grav: 876.64
Cat: E-business & E-marketing : Marketing

Avg \$/sale
1.14
Promote

Like 161

You will see the items with the highest gravity rating first. Check the commission rates and average prices per sale for the products. Also, make sure they fit in with your niche and are products that your customers will love.

Stats: Avg Rebill Total: \$270.50 | Avg %/rebill: 50.0% | Grav: 675.92
Cat: E-business & E-marketing : Affiliate Marketing

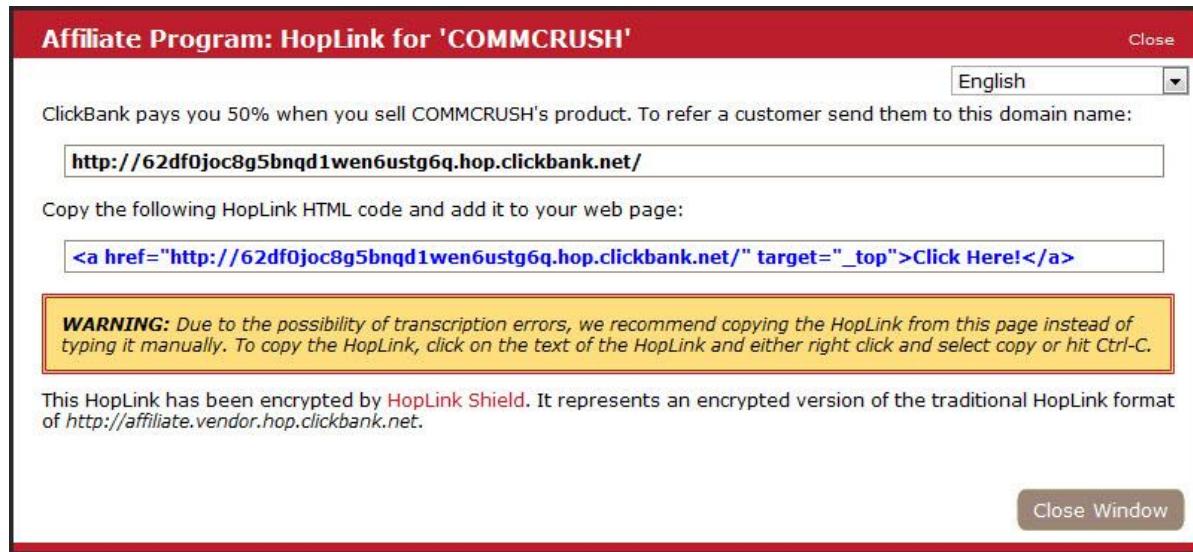
Look at the Type of Product, Commissions, and Gravity Rating When Choosing Products for Your Email Campaign.

Steve Iser's Commission Crusher - Top #1 Converter On CB
Make up to \$270.50 a sale. Net EPCs upwards of \$6.10. Promote Commission Crusher Today. Grab your affiliate tools right now at www.commission-crusher.com/affiliates

Avg \$/sale
\$46.36
Promote

Like 61

Once you find products that have all of these qualities, get the links for them. You will use the links in your email marketing campaign.



You will promote the affiliate products for a long period of time. Over time, though, you will build trust with your list, and that trust will allow you to break out and create your own products. This will allow you to eliminate the middleman and make more money.

Let's see what you need to do to create your own products.

TYPES OF PRODUCTS TO CREATE

While there are endless options for creating products, it is best to stick with digital products. Digital products are:

Easy to Create

Cheap to Manufacturer

Simple to Deliver

Unlike a physical product like a baseball glove or computer, you can have countless copies of digital products on hand and ready for distribution. For instance, assume you create an eBook. You will spend money to create the eBook. Then you can send millions of copies of that eBook without spending money.

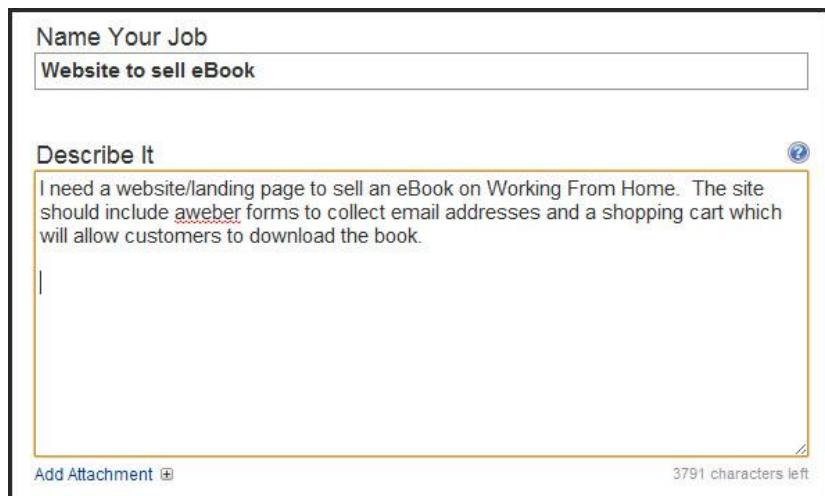


CREATING YOUR PRODUCT

Once you decide what type of product you want, it is time to create it. While you could create it on your own, it is best to hire someone on Elance to create it for you. Just give the freelancer the specifics of what you want and let him get to work.

Name Your Job eBook on Internet Marketing
Describe It I need an eBook detailing internet marketing techniques for at home workers. I want a book that is approximately 100-200 pages with graphics. The book should be an at home course for people to use when beginning a marketing business from their home. Your bid should include any costs for writing, graphics and conversion to .pdf format. Upon completion, I would like a .doc and .pdf book that is ready for print or digital distribution. Add Attachment <input type="button" value="+"/> 3553 characters left

Additionally, hire someone to create a new website for you. This website will feature your new product.



The image shows a screenshot of a job posting form. At the top, there are two input fields: 'Name Your Job' containing 'Website to sell eBook' and 'Website to sell eBook'. Below this is a section titled 'Describe It' with a text area containing the following text: 'I need a website/landing page to sell an eBook on Working From Home. The site should include aweber forms to collect email addresses and a shopping cart which will allow customers to download the book.' There is a small question mark icon in the top right corner of this text area. At the bottom left of the text area is a link 'Add Attachment'. At the bottom right, it says '3791 characters left'.

SETTING UP YOUR ONLINE BUSINESS

Once your product is ready to go, you need to prepare your business so you can collect payments and deal with customers. On the payment front, you will need to get a shopping cart. There are lots of shopping cart options available, but 1ShoppingCart.com is one of the easiest to use.

In addition, 1ShoppingCart.com has lots of features that will help you run your business. Features include:

Ad tracking

Shopping cart

Shipping options

Payment processing

Recurring billing

Upsell express

This shopping cart will automate a large part of the process for you. You will be able to handle recurring billing without any work, and it will automatically include upsell and downsell offers. This is a great way to make some extra money with your shopping cart software.



The homepage of 1ShoppingCart.com features a top navigation bar with links for 'Contact our Sales Team: 800.592.2395', 'Connect With Us On: Facebook, Twitter', 'Services', 'Customer Support', 'Contact Us', and 'Customer Login'. Below the navigation is a main menu with 'Shopping Cart', 'Email Marketing', 'Internet Marketing Tools', 'Credit Card Processing', 'Features & Pricing', and a prominent 'SIGN UP NOW' button. The central content area is titled 'The All-In-One eCommerce & Marketing Solution' and 'Two Easy Choices to Fit Your Needs'. It shows two options: 'Add Shopping Cart Software to Your Existing Website' (with icons for a website and a shopping cart) and 'Open an All-In-One eCommerce Store' (with icons for a website and a shopping cart). Each option has a 'LEARN MORE' button. A vertical sidebar on the right says 'SIGN UP FOR OUR NEWSLETTER'.

Additionally, you can integrate 1ShoppingCart.com with your autoresponder. That way, you can sell products directly from your email.



This page shows the integration of 1ShoppingCart.com with an autoresponder. It features a 'Credit Card Processing' and 'Features & Pricing' menu, a 'SIGN UP NOW' button, and a large image of an envelope with a blue arrow. To the right is a 'FEATURES' list: Autoresponder, Email Campaigns, Lead Capture, List Management, Custom Templates, Reliable Delivery, Personalization, and Cart Integration. A 'TAKE A TEST DRIVE TODAY' button is at the bottom. A vertical sidebar on the right says 'SIGN UP FOR OUR NEWSLETTER'.

For example, assume you create a new eBook about working from home. You send an email out to your list advertising this new eBook.



You include a link to your webpage, along with a graphic of the book and a “Buy Now” button.

Subject: Chuck, Want to Quit Your Job and Work From Home?

Chuck,

I have exactly what you need to quit your 9 to 5 and become your own boss. Everything you need to know to start your own business today is included in this book.

A graphic of a book cover titled "Secrets TO MAKING MONEY ONLINE". The cover features a red arrow pointing to the right. At the top of the arrow, the text reads "Are You Tired of Money Making Schemes that Just Don't Work?". Below the arrow, the title "Secrets TO MAKING MONEY ONLINE" is prominently displayed in large red letters. Underneath the title, the subtitle "The Secret to Making Money Online in a Few Simple Steps!!!" is written in a smaller white font. At the bottom of the cover, the text "Secret Formula of Top Internet Gurus Revealed!" is visible. To the right of the arrow, there is a black box containing the text "Everything You Ever Needed to Know to Say Goodbye to Your Boss and Work from the Comfort of Your Home.".

www.YourSite.Com/Premium

Take a minute and look over the book and you will find that working from home is something that you can do in a few short months.

People can click on the link, visit your site, and buy the book. Or they can buy the book directly from the email.



This will increase your sales. People like it when things are simple, and it doesn't get much simpler than this.

800 NUMBER

You will also need to get an 800 number so your customers can reach you as needed. There are several affordable options available. You can go through a phone company or look at one of the offers available online. Simply Google "get a toll free number" and numerous sites will come up.

Include the toll free number on your website so you will be able to answer questions related to your product.



WHAT YOU'VE LEARNED

Now you should be ready to select affiliate products. Check the product's gravity rating, commission, and sale amount before selecting it.

Organization of Work at Home Women	Avg \$/sale
The Organization of Work at Home Women Is a Tightly Knit Group of Intelligent And Caring Individuals Whom All Work Together With the Common Goal of Your Success. All Customers Get A 60 Day Money Back Guarantee. Affiliates Get Paid For Life.	\$82.07
Stats: Initial \$/sale: \$2.13 Avg %/sale: 60.0% Avg Rebill Total: \$79.93 Avg %/rebill: 60.0% Grav: 1.09 Cat: E-business & E-marketing : Affiliate Marketing	Promote

Home Online Profits - The Red Hot Work From Home System	Avg \$/sale
Over \$2.00 EPCs on internal testing. Tons of satisfied member testimonials are boosting conversions. Site is converting at 1 in 23 clicks. Affiliates, please contact us for a special bonus offer!	\$31.86
Stats: Initial \$/sale: \$31.86 Avg %/sale: 75.0% Grav: 0.25 Cat: E-business & E-marketing : Affiliate Marketing	Promote

	Avg \$/sale
	3

Additionally, make sure the product fits directly into your niche.

The screenshot shows a sidebar titled "Categories" on the left, listing various niches with a red border. To the right are three product cards, each with a red border and a small American flag and dollar sign icon.

- Arts & Entertainment**
- Betting**
- Business / Investing**
- Computers / Internet**
- Cooking, Food & Wine**
- E-business & E-marketing**
- Education**
- Employment & Jobs**
- Fiction**
- Games**
- Green Products**
- Health & Fitness**
- Home & Garden**
- Languages**
- Mobile**

Product 1:
spite of a recession there is increasing demand for freelance transcriptionists. Salesletter converts and pays 50% commission.
Stats: Initial \$/sale: **\$11.87** | Avg %/sale: **50**
Cat: **E-business & E-marketing : General**

Product 2:
Work From Home Opportunities
This is an ebook with over 50 legit companies to hire people across N.America to work from the comfort of home. Affiliate commissions are based on the \$24.99 sales price. This is an excellent opportunity to sell a good quality product.
Stats: Initial \$/sale: **\$11.06** | Avg %/sale: **50**
Cat: **Employment & Jobs : General**

Product 3:
Work From Your Own Home Office
Looking to spend more time with your family working from your own home office? My name is Scott Ritter and I have not made less than \$100,000 per year since I started working from home in 2001.
Stats: Initial \$/sale: **\$26.66** | Avg %/sale: **74**
Cat: **E-business & E-marketing : Marketing**

Product 4:
Work at Home Opportunities
The Home Assembly Jobs Package offers Leads from over 1,000 companies that...

Once you make some money with affiliate marketing, branch out and make your own products.

The image shows two separate product pages. The left page is for "Vacation Rentals" with a green header, a logo of a beach and city, and three small images of vacation homes. The right page is for "Secrets to Making Money Online" with a red header, a large arrow graphic, and text about making money online from home.

Vacation Rentals
How to Profit From Your Vacation Property

Secrets
TO MAKING MONEY ONLINE
"The Secret to Making Money Online in a Few Simple Steps!!!"
Secret Formula of Top Internet Gurus Revealed!

Then you will be able to start making some real money with email marketing.

Now that you understand these concepts, it's time to move forward. In the next chapter, we are going to talk about email management. You will learn strategies that will help you run a successful email marketing campaign.

CHAPTER 9: EMAIL MARKETING STRATEGIES

Anyone can build an email list. It's how they use that list that separates great email marketers from poor ones. We are going to give you some tips that will help you use your email list to become successful.

In this chapter, we will address:

How Often You Should Send Your Emails

What to Send

How to Split Test

Writing Style

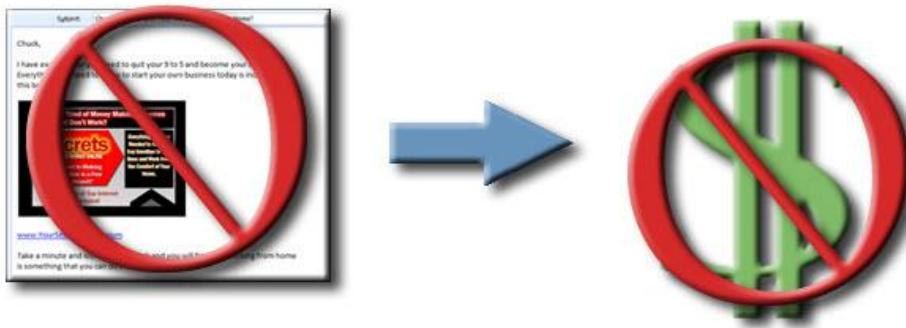
Let's begin by deciding how often you should send your emails.

HOW OFTEN

“How often should I send emails?” is one of the biggest questions email marketers ask. This question is on the minds of those who are just starting out, as well as those who have marketed for years. When asking this question, you need to understand one important concept. Emails are money. You are sending your emails to make money from promotions and products.



Thus, if you do not send out an email, you will not make money. Every email you send is an opportunity to make money. Every day that you don't send an email is a missed opportunity.



Every Email You Do Not Send Out is a Missed Opportunity for Sales of Your Product.

You might send out three emails a week and make money on those three days, but what about the other four days of the week? You did not make money on those four days because you did not send any emails out. You can't go back in time and make money for those days you lost, so that money is gone. It is now nothing more than a missed opportunity.

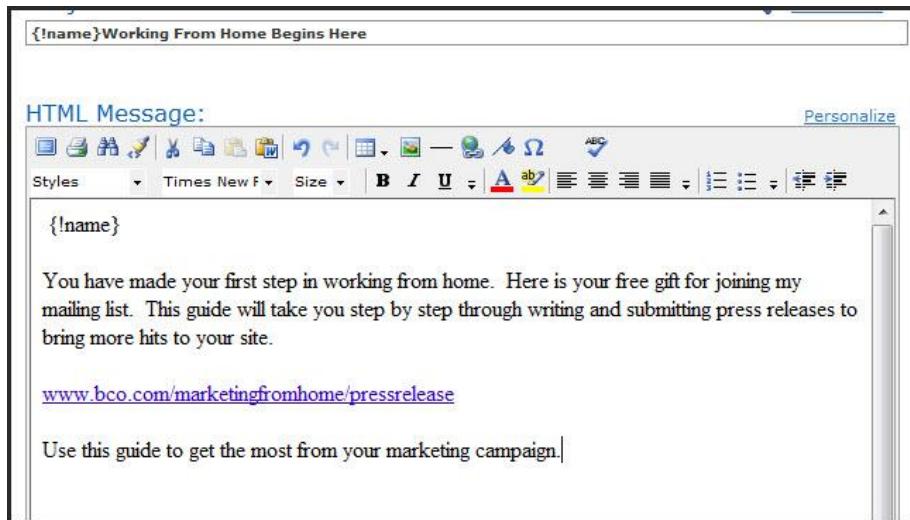
Sunday	Monday	Tuesday	Wednesday	Thursday
Jan 30	31	Feb 1	2	3
Jan 30 - Feb 5				
6	7	8	9	10
Feb 6 - 12	20 Emails Sent 10 Sales	No Email Sent	20 Emails Sent 5 Sales	20 Emails Sent 2 Sales
Feb 13 - 19	Previous Appointment	14	15	16
20	21	22	23	24

Skipping days is more than missing money-making opportunities, though. It's also a way to turn the members of your list away from you and your offers. That's because each person will

respond differently to each email you send, and if you do not send out enough emails, those who respond poorly to a couple of emails may opt out of your list.

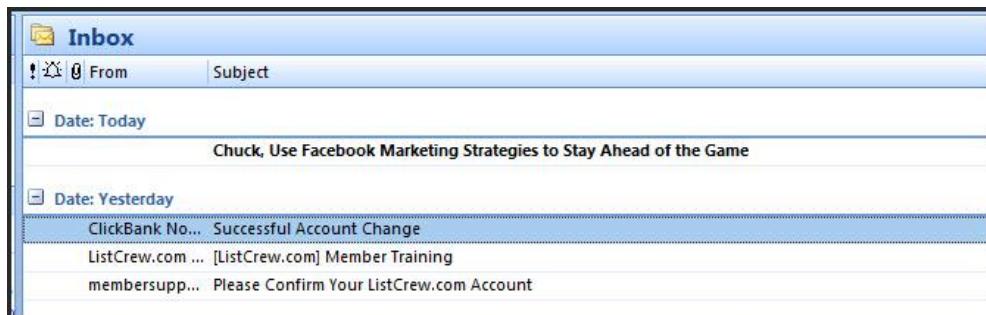
Let's look at an example to help you understand this concept.

You set up your autoresponder to send out emails every three days. Someone opts in to your list and receives the first autoresponder, which is the promo.

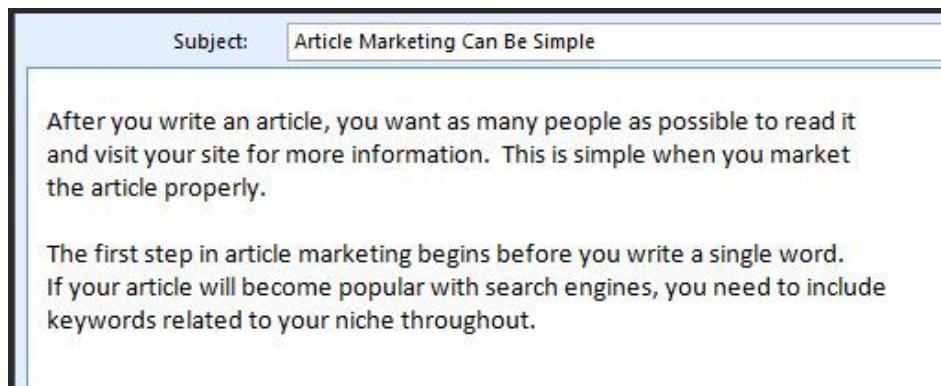


He is pleased with this email, so he stays on your list.

Three days pass and he hasn't seen anything from you. Finally, an email pops up. He glances at the subject line and notices that it's about Facebook marketing. He is already familiar with Facebook and doesn't think he can learn anything about it from you, so he ignores the email.

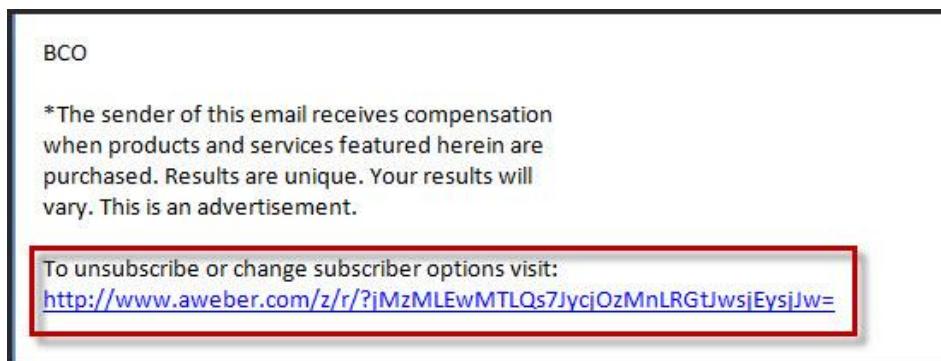


Three more days pass. This time, he gets an email from you about article marketing. He is interested in this email, so he reads it.



The email subject is "Article Marketing Can Be Simple". The body of the email contains two paragraphs. The first paragraph reads: "After you write an article, you want as many people as possible to read it and visit your site for more information. This is simple when you market the article properly." The second paragraph reads: "The first step in article marketing begins before you write a single word. If your article will become popular with search engines, you need to include keywords related to your niche throughout."

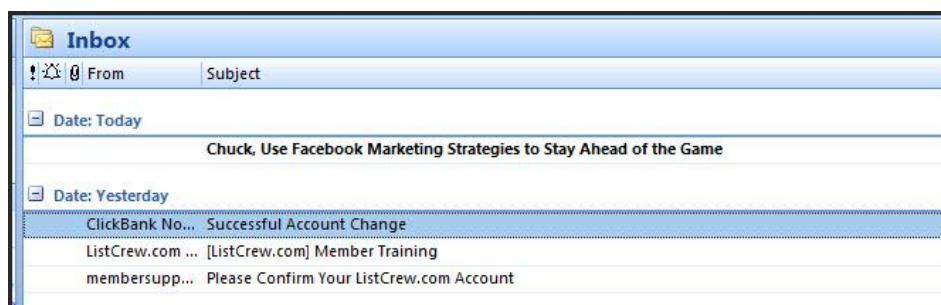
Three more days pass. The person receives another email from you. This time, it's about an offer for affiliate software. He has no interest in affiliate software, so he starts to delete the email. Before he deletes the email, though, a thought occurs to him. He has received emails from you for nine days and only liked one of them. He doesn't want to be on the list, so he opts out.



The email starts with "BCO". It contains a disclaimer: "*The sender of this email receives compensation when products and services featured herein are purchased. Results are unique. Your results will vary. This is an advertisement." Below the disclaimer is a red-bordered box containing unsubscribe information: "To unsubscribe or change subscriber options visit: <http://www.aweber.com/z/r/?jMzMLEwMTLQs7JycjOzMnLRGtJwsjEysjJw=>".

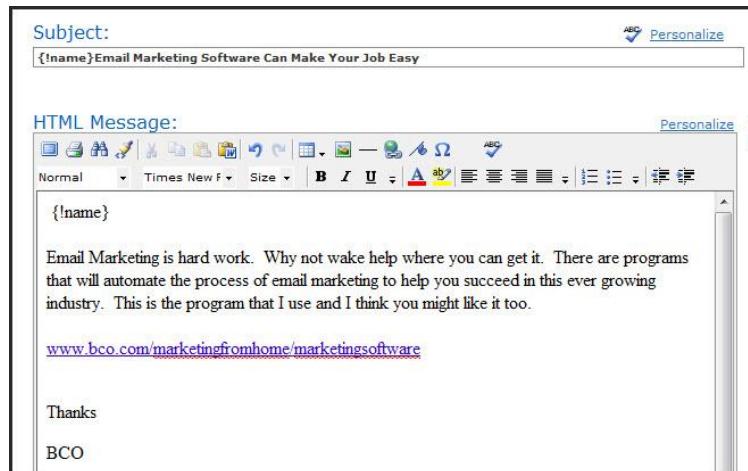
Now let's use the same example, but this time we will send emails every day.

On Day One, the person gets the email about Facebook. He's not interested, so he deletes it.

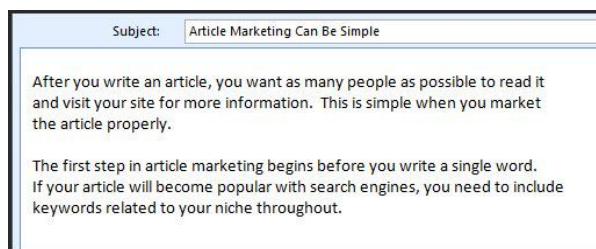


The inbox shows several messages. The first message is from "Chuck" with the subject "Use Facebook Marketing Strategies to Stay Ahead of the Game". The second message is from "ClickBank No..." with the subject "Successful Account Change". The third message is from "ListCrew.com ... [ListCrew.com] Member Training" with the subject "membersupp... Please Confirm Your ListCrew.com Account".

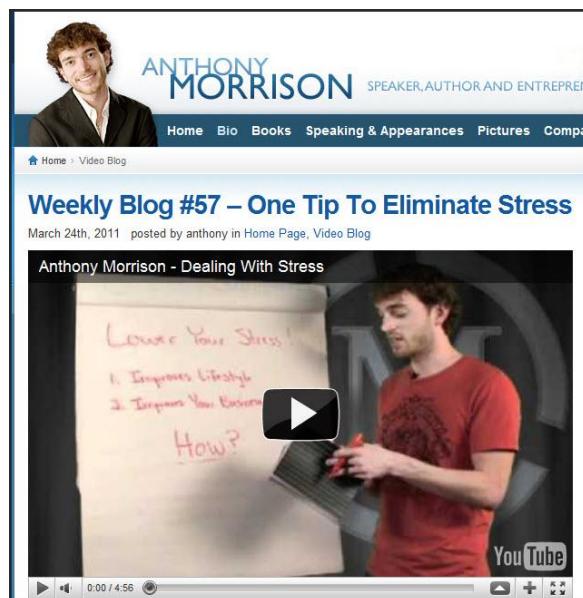
On Day 2Two, he gets an email about a great offer for email marketing software. He needs the software, so he opens up the email and makes a purchase.



Day Three rolls around and he gets the email about article marketing. He reads the email.



On Day Four, he gets your video blog. He always likes watching videos, so he opens it up and watches it.



This continues on and on. When Day Nine hits and he receives the email he's not interested in, he's not upset. He deletes the email but does not unsubscribe. The reason is simple. He received several emails that he was interested in, so receiving a few he did not care for did not upset him. He realized that he was getting value from your list.

It's important to note, though, that this is not a hard rule. Let's look at another example.

You create a website for the gardening niche and you set up your autoresponders to go out every day. Every time an email goes out, several people unsubscribe from your list. People are dropping like flies. Apparently, they do not like getting emails every day.

Jan	6	7	8	9	10
Feb 6 - 12	Preparing Your Garden	Choosing the Right Seeds	When to Plant Bulbs	Cost Effective Fertilizer	Plant
Feb 13 - 19	Previous Appointment <input checked="" type="checkbox"/>	14	15	16	17
20	Pests to Watch Out For	Summer Gardens Made Easy	Planting Tips and Tricks	Laying Out Your Garden	Prep Gard
21	22	23	24		

You change your strategy and start sending emails out every other day. Suddenly, your unsubscribes stop. People stay on your list and open up your emails.

6	7	8	9	10
Feb 6 - 12	Preparing Your Garden	No Email	When to Plant Bulbs	No Email
Feb 13 - 19	Previous Appointment <input checked="" type="checkbox"/>	14	15	16
20	No Email	Summer Gardens Made Easy	No Email	Laying Out Your Garden
21	22	23	24	

THE BOTTOM LINE

It is true that you can't make money if you don't send emails. It's also true that you can't make money if you don't have any subscribers. Because of that, start off sending emails every day. However, listen to the people on your list. If you have lots of unsubscribers, cut down on the number of emails you send and see if that works.

Msg	Interval	Type	# Att.	Modified	Click Tracking	Subject
1	0	HTML		03/24/11	On	Pet Supplies.....Free Shipping
2	1	HTML		03/30/11	On	Are you tired of driving to get you...
3	2	HTML		03/30/11	On	Chuck, Get High Quality Food at Dis...
4	3	HTML		03/30/11	On	Tips on Pet Safety

In a perfect world, your list would want to hear from you every day. Some people get those perfect lists, while others have lists of people who only want to receive occasional emails. Thus, watch for cues from your list and send your emails based on those cues. That way, you will have a happy list that will be more responsive to your offers.

Msg	Interval	Type	# Att.	Modified	Click Tracking	Subject
1	0	HTML		03/24/11	On	Pet Supplies.....Free Shipping
2	1	HTML		03/30/11	On	Are you tired of driving to get you...
3	2	HTML		03/30/11	On	Chuck, Get High Quality Food at Dis...
4	3	HTML		03/30/11	On	Tips on Pet Safety



There is No Set Standard On How Many Emails Should Be Sent for Every List. Each Customer is Different. Watch Cues From Your List and Send Emails From Those Cues and You Will Have Happy Customers and a Low Unsubscribe Rate.

Now that you know how often to send emails, you need to learn what to send.

WHAT SHOULD YOU SEND?

“What type of emails should I send?” is another question lots of email marketers ask. Should every email be a promotion? Should they always try to sell something to their lists?

The answer to this is yes and no. No, every email should not be a promotion, but yes, you should always try to sell something to your list members.

I have exactly what you need to quit your 9 to 5 and become your own boss. Everything you need to know to start your own business today is included in this book.



www.YourSite.Com/Premium

Take a minute and look over the book and you will find that working from home is something that you can do in a few short months.

Thanks

BCO

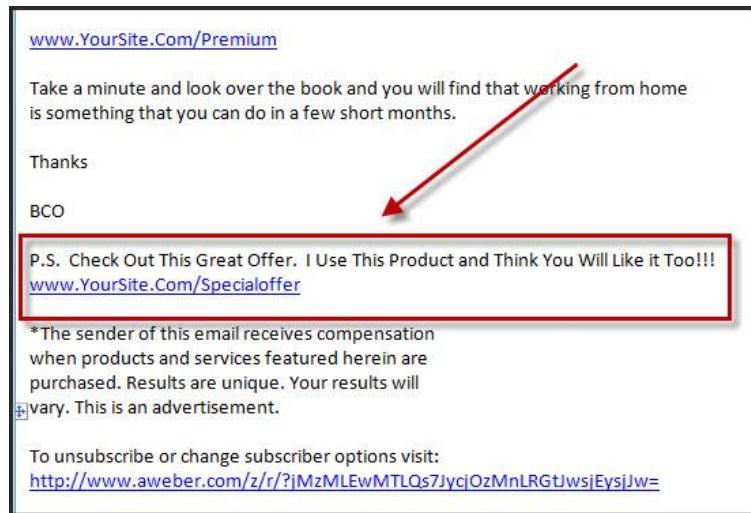
P.S. Check Out This Great Offer. I Use This Product and Think You Will Like it Too!!!
www.YourSite.Com/Specialoffer

*The sender of this email receives compensation when products and services featured herein are purchased.

For example, you should send at least two training emails to your list each week. These emails should contain important information related to your niche. If your niche is making money from home, you can send an email explaining how to use Facebook to make money. If your niche is pet care, you can send an email explaining signs that your pet is ill.

Jan 30 -	6	7	8	9	10
Feb 6 - 12	Facebook Explained	Marketing Program	Marketing Strategies	Site Submitter Software	Product

This content will provide a real value to your audience. However, you don't want to just send the content and be done with it. You also want to include a P.S. offer at the end of the email.



For example, assume that you create a Facebook training email. Before you send the email, you will look for ClickBank offers that are related to Facebook. Once you find an offer, you will include it in the bottom of the email. You can write something like "P.S. Check out this great Facebook software I just found. It will automate all of your posts!"

The screenshot shows the ClickBank Marketplace interface. The search bar at the top has 'facebook' entered. The main search results page for 'facebook' shows a product titled 'Facebook Ads Guide [Jonathan Volk]' with an average sale price of '\$62.42'. Another product listed is 'Facebook Marketing Success - Geheimnisse des Facebook Marketings' with an average sale price of '\$18.42'. The left sidebar features a 'Make More Money' section with a 'Click Here' button and a 'Categories' list including Arts & Entertainment, Betting, Business / Investing, Computers / Internet, and Cooking, Food & Wine.

People will be likely to click on the link for two reasons. First, you sent them some valuable information in the content of the email, so they think you want them to succeed. Second, you got their minds on Facebook, and now you have an offer related to that same subject.

They are already thinking about using Facebook to get more customers, so they will click on the link to learn more about the product.

tool in your marketing arsenal, you are looking business. In this video, I explain how to successfully put Facebook to Work for Your Business. Take a minute and to watch these steps and you will become a social giant and increase your profits.

www.YourSite.com/facebookvideo

Armed with these steps, you are ready to sign up for your Facebook page and use it as a marketing tool to generate business.

BCO

P.S. Check out this great Facebook software I just found. It will automate all of your posts!

www.YourSite.Com/Specialoffer

*The sender of this email receives compensation when products and services featured herein are purchased. Results are unique. Your results will vary. This is an advertisement.

To unsubscribe or change subscriber options visit:

<http://www.aweber.com/z/r/?jMzMLeWmTLQs7JycjOzMnLRGtJwsjEysjJw=>

VIDEO CONTENT BLOGS

You can also create videos and use them for content emails. A video is a great way to engage your audience, and it's an amazing teaching tool.

For example, you could create a training video on Twitter. You could simply stand in front of a white board, write down training tips, and speak to your audience. Your subscribers can sit back and watch the video, and they will learn lots of information. You can still include your P.S. offer, so you might make some sales as well.

Cc:
Subject: Everything You Need to Know About Twitter

Twitter is all the rage. If you use it correctly, you can generate leads to your site. Because of the importance of Twitter, I have prepared this video to show you how to effectively use Twitter in your marketing campaign.



www.YourSite.Com/TwitterVid

Hope you enjoy the video.

Thanks

BCO

P.S. Check Out This Great Program that Automates Your Twitter Responses!!!
www.YourSite.Com/Specialoffer

Be sure to send your content emails on the same day. Your audience will begin to look for these emails to show up in their inboxes since they will provide some great training.



Chuck Get the Most Out of Your Email Marketing

Chuck

Everything You Need to Know About Twitter

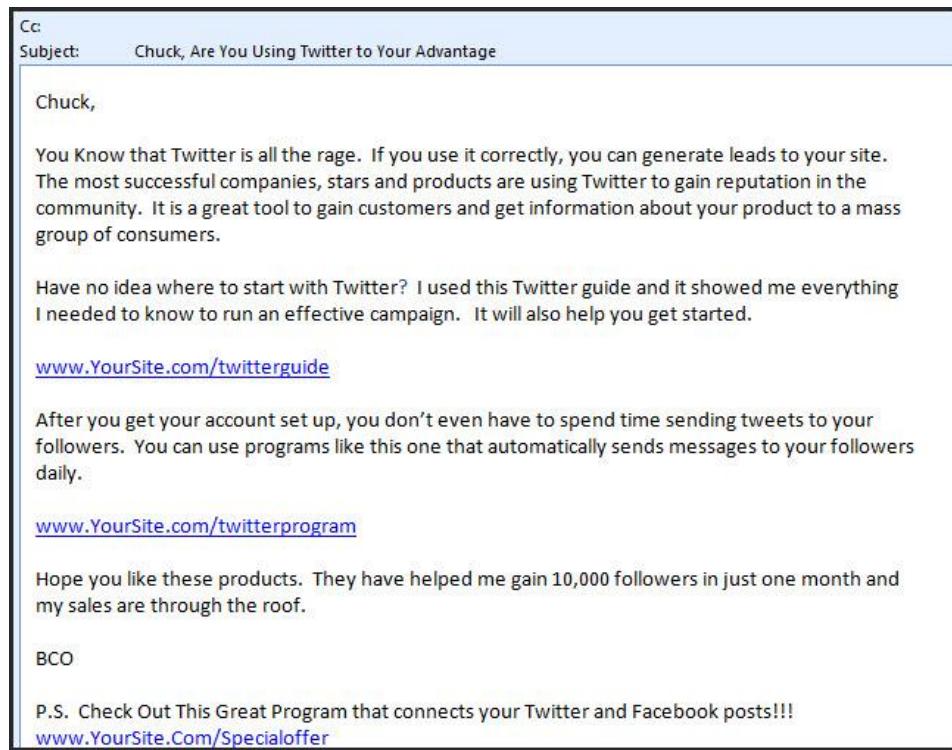
Everything You Need to Know About Twitter

Sent: Wed 3/30/2011 10:05 AM
To: 'Chuck'

Chuck,

Twitter is all the rage. If you use it correctly, you can generate leads to your site. Because of the

Along with these content emails, you will send some emails promoting products. You can send emails telling people that you just found a great deal on product X. Include several links to the product in the email. Separate the links with text so people will have the opportunity to read and click.



Cc:
Subject: Chuck, Are You Using Twitter to Your Advantage

Chuck,

You Know that Twitter is all the rage. If you use it correctly, you can generate leads to your site. The most successful companies, stars and products are using Twitter to gain reputation in the community. It is a great tool to gain customers and get information about your product to a mass group of consumers.

Have no idea where to start with Twitter? I used this Twitter guide and it showed me everything I needed to know to run an effective campaign. It will also help you get started.

www.YourSite.com/twitterguide

After you get your account set up, you don't even have to spend time sending tweets to your followers. You can use programs like this one that automatically sends messages to your followers daily.

www.YourSite.com/twitterprogram

Hope you like these products. They have helped me gain 10,000 followers in just one month and my sales are through the roof.

BCO

P.S. Check Out This Great Program that connects your Twitter and Facebook posts!!!
www.YourSite.Com/SpecialOffer

You should send the same promotion out several days in a row. Use different subject lines and content but have the same offer. Your opt-in rates will change based on subject lines, so you do not want to give up on an offer just because it wasn't well-received the first day. In addition, you do not want to overwhelm people with offer after offer.

6	7	8	9	10
Feb 6 - 12 Previous Appointment	Facebook Explained	Site Submitter Software & Twitter Video	Site Submitter Software & Marketing Email	Site Submitter Software
Feb 13 - 19	14	15	16	17

Thus, stick with a promotion and show your readers that you really believe in it. You will be surprised by how much that helps your click through rate.

6	7	8	9	10
Feb 6 - 12 Previous Appointment	Facebook Explained	Site Submitter Software & Twitter Video	Site Submitter Software & Marketing Email	Site Submitter Software
Feb 13 - 19	14	15	16	17

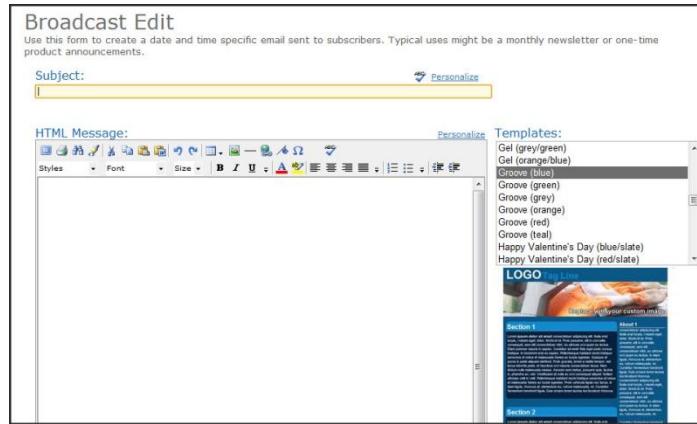
Sending Multiple Emails with the Same Product Information Shows You Have Confidence in the Product and Your Customers are More Likely to Purchase It.

BROADCAST EMAILS

Thus far, we have discussed autoresponders. Now we are going to switch gears and look at broadcast emails. As we mentioned earlier, a broadcast email is a manual email that you can type up and send the same day. These emails are separate from your autoresponder sequence.

However, there will be times when you send a broadcast email that has a great conversion rate. People open the email and click the links like crazy. When that happens, you want to move the email over to your autoresponder sequence so you can continue to get money from that email.

You can even create some other autoresponders that go with that email so you can get as much as possible from the offer.



Now that we have gone over autoresponder and broadcast emails, we are going to move on to split testing.

SPLIT TESTING

Now that you have a better idea of what your audience is looking for in an email, you need to understand when they want to receive it. Email marketers often fail to realize how important the time of day is when sending emails.

The reason they don't realize it is because the time changes from list to list. One list might be receptive to emails that come in at 8 o'clock in the morning so they can read them on the morning commute. Another list might prefer to see their emails at noon during their lunch break, while others want to get their emails at nine at night after the kids are in bed.



Since each list prefers a specific time, you need to split test the times you send these emails and check your conversion rates for each time. Then you will find out what time your list likes to receive their emails.

Interval:
#2 sent day(s) after previous.

Only deliver this message on certain days and times.

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Start Time	End Time	Add/Delete
<input type="checkbox"/>	12 Midnight	3:00 AM	<input type="button" value="+"/>						

Send messages based on each subscriber's local time.
 Apply these days and times to **ALL** messages.

Track Clicks?
 Track clicks on website links in this message.

Start by sending the emails in the morning, and gradually change the times. Check your statistics with each time change. You will finally find a time that works well with your list.

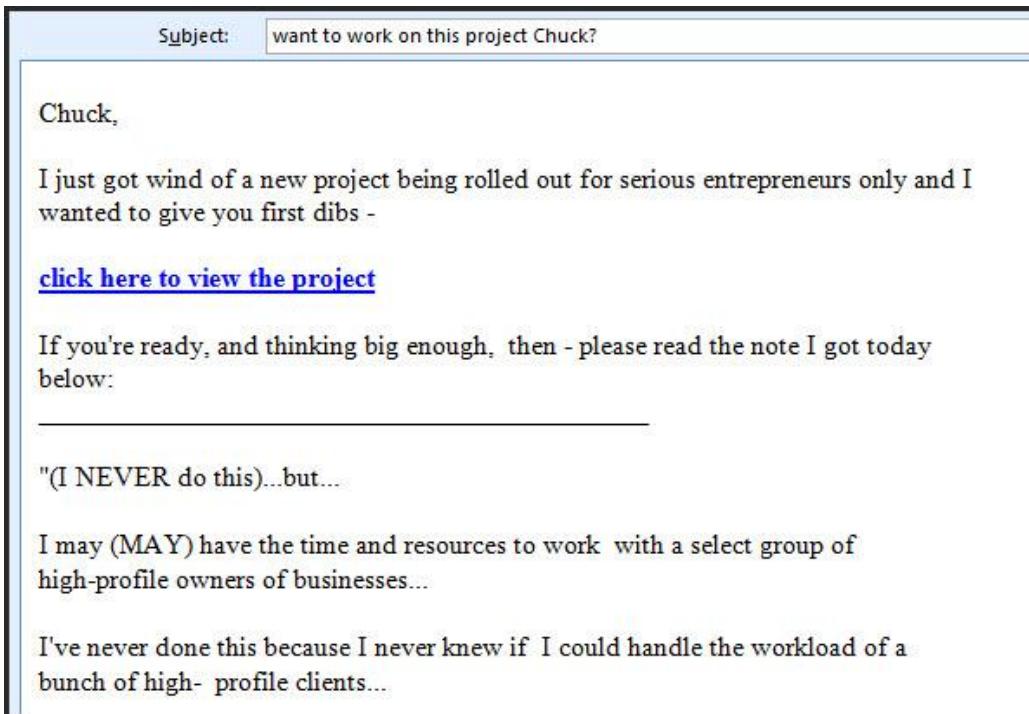
		7	8	9	10
	Emails Sent 8:00 a.m.				
	14	15	16	17	Emails Sent 12:00 p.m.
		Emails Sent 9:00 p.m.			

Lastly, we need to look at your writing style. This is also incredibly important with email marketing.

GET A GOOD WRITING STYLE

It's going to be expensive for you to hire someone to create your entire autoresponder series. After you make money with email marketing, you may be able to do it, but right now you need to use your own expertise to create your emails. In order to do that, you need to find a style that works for you.

We recommend signing up for an email list in order to see how a successful Internet marketer writes emails. There are several lists out there, including Anthony Morrison's list at anthony16.com. Sign up for the list, read the emails, and see how Anthony uses his style to write emails. Don't mimic the style, but use it as a starting point.



The image shows a screenshot of an email message. The subject line is "want to work on this project Chuck?". The body of the email starts with "Chuck," followed by a message: "I just got wind of a new project being rolled out for serious entrepreneurs only and I wanted to give you first dibs -". Below this, there is a blue underlined link: "click here to view the project". The next paragraph reads: "If you're ready, and thinking big enough, then - please read the note I got today below:". A horizontal line follows this text. Below the line, there is a note: "(I NEVER do this)...but...". The next paragraph states: "I may (MAY) have the time and resources to work with a select group of high-profile owners of businesses...". The final paragraph in the email body says: "I've never done this because I never knew if I could handle the workload of a bunch of high-profile clients...".

After you receive some of Anthony's emails, you will be ready to write your own. Open up notepad or textpad and write your emails. Do not use Microsoft Word since there are some issues with copying Word documents into autoresponders.

WHAT YOU'VE LEARNED

Now you understand what it takes to build a relationship with your list. You understand the importance of reviewing statistics to find out how often and at what time to send emails.



You also know that you need to mix up your autoresponder series so you include content and offers, and to include broadcast emails into your autoresponders if they do really well.

6	7	8	9	10
Facebook Explained	Site Submitter Software & Broadcast Email		Twitter & Site Submitter Software	
Feb 6 - 12				
Feb 13 - 19				
Previous Appointment				
14	15	16	17	18
Site Submitter Software	Twitter Video & Broadcast Email	Facebook Software	Broadcast Email	
21	22	23	24	

At the same time, all of your emails will have an offer, even if that offer is listed after a P.S. at the end of the email.

followers. You can use programs like this one that automatically sends messages to your followers daily.

www.YourSite.com/twitterprogram

Hope you like these products. They have helped me gain 10,000 followers in just one month and my sales are through the roof.

BCO

P.S. Check Out This Great Program that connects your Twitter and Facebook posts!!!
www.YourSite.Com/Specialoffer

*The sender of this email receives compensation when products and services featured herein are purchased. Results are unique. Your results will vary. This is an advertisement.

To unsubscribe or change subscriber options visit:
<http://www.aweber.com/z/r/?jMzMLEwMTLQs7JycjOzMnLRGtJwsjEysjJw=>

Lastly, you know to study the emails from email marketing gurus in order to craft the best emails possible.

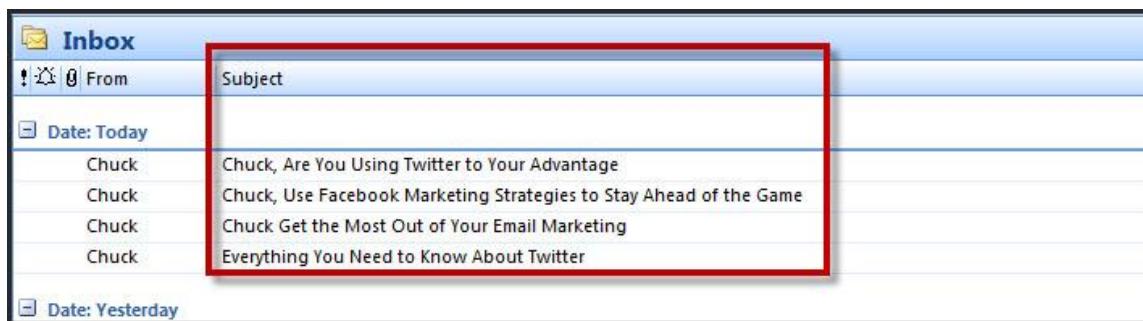
Now you are ready to move on to the next lesson, where you will learn how to write the subject line and body of emails.

CHAPTER 10: SENDING EMAIL--SUBJECT LINE AND BODY

In this chapter, we are going to go over some tips for the subject lines and bodies of the email. The chapter is divided into two parts. Part 1 will cover subject lines and Part 2 will cover the body.

PART 1: SUBJECT LINES

You've heard the saying "You can't judge a book by its cover." That may be true, but you will certainly pick a book up off the shelf based on its cover. The same is true for an email's subject line. You can't judge an entire email by the subject line, but no one is going to open an email unless they like what they see in that subject line.



Because of that, you have to be mindful of the subject lines that you use. You need to:

Get Personal

Ask Questions

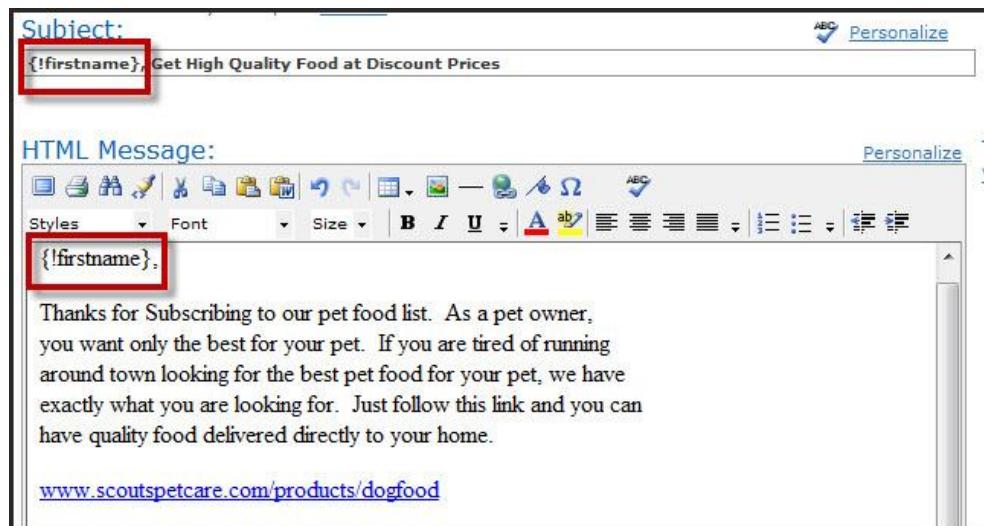
Use Emotion

Use Things That Are Odd Or Crazy

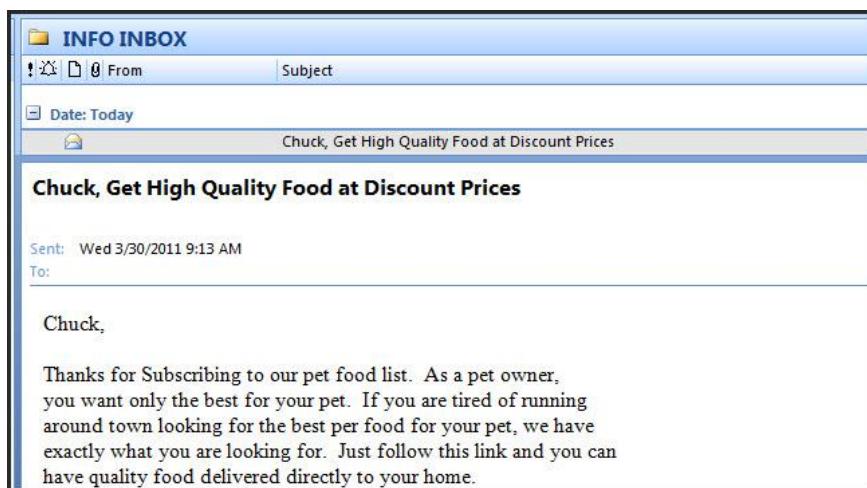
GET PERSONAL

Email marketers have to make each of their subscribers feel special. They have to feel as if the email is speaking directly to them and the email's author really cares.

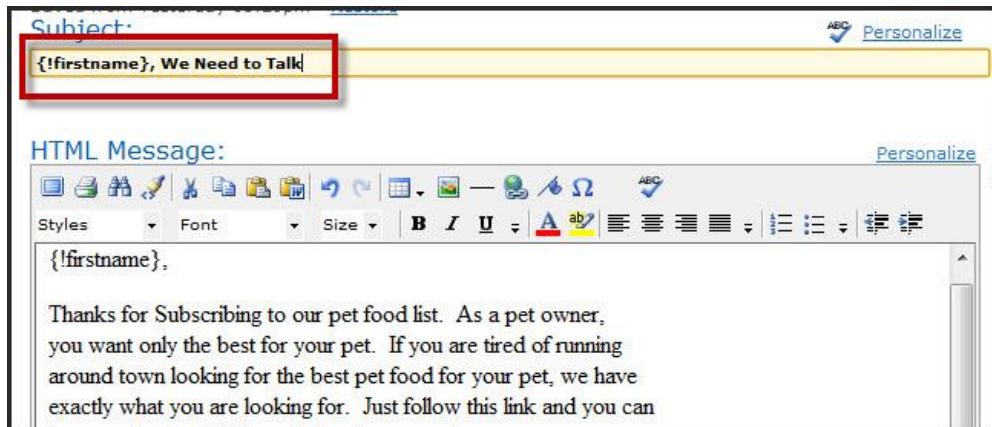
One of the best ways to get personal is to include the recipient's first name in the subject line of the email. Autoresponders make this easy to do. You just include a snippet of code in the subject line of the email, and the autoresponder will fill the name in for you.



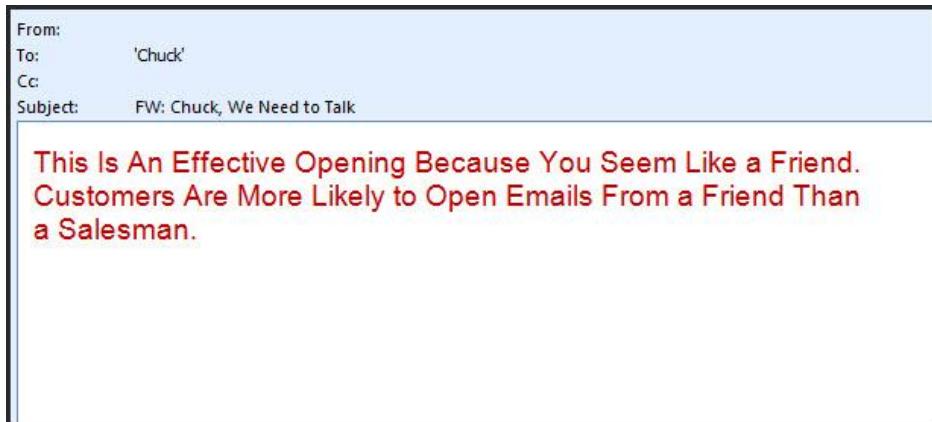
When your email goes out, each person's name will be included in the subject line.



This is not the only way to get personal. You can also get personal with the things that you say. For instance, you could write a subject line that says:



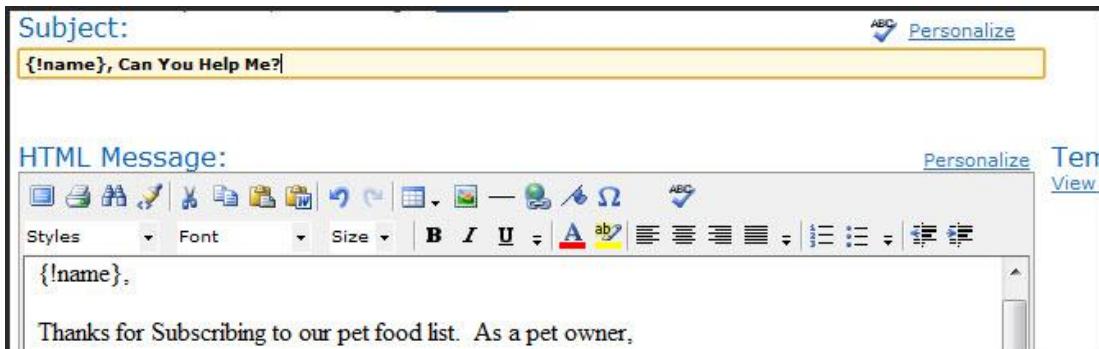
This is an incredibly effective subject line because it is so personal. It mimics the types of emails that you might receive from a friend. The recipient will immediately feel close to you when he sees the subject line. Then he will open it because of that closeness. He will feel as though he needs to do you a favor. He needs to open the email so you can talk.



ASK QUESTIONS

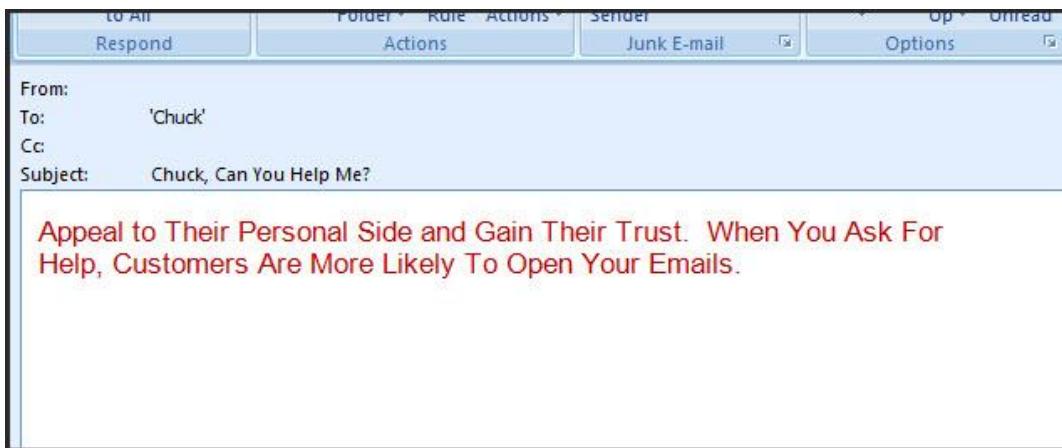
Questions are another great way to engage your audience. When you ask people questions, they feel as if you are speaking directly to them.

For example, you could write a subject line that asks:



This is a very compelling subject line. You are asking for help from someone on your list. You are the guru, but you are requesting help from them. Most people will be compelled to open up the email to see if they can answer your question.

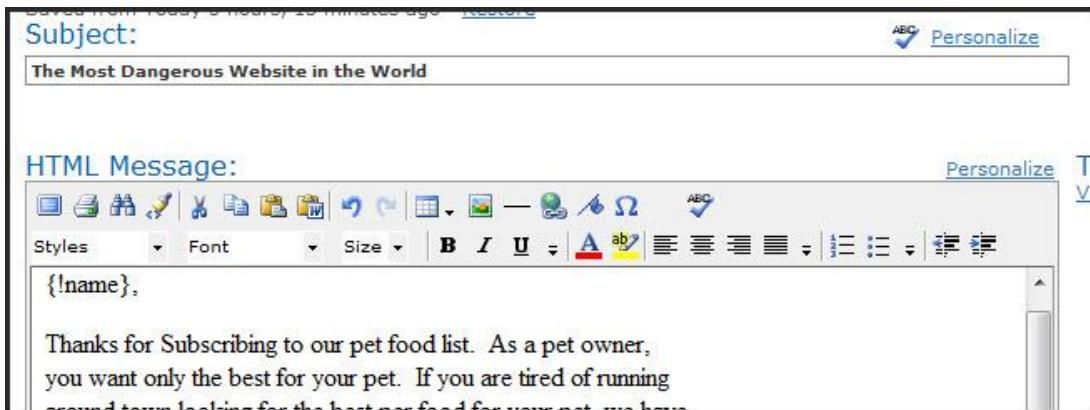
Additionally, this appeals to people's personal side. You are going to them for help. That means you must trust them and they will want to help you, so they will open your email.



EMOTION

People are ruled by emotions. Fear is one of the most powerful emotions, and you can really use it to increase your open rate.

For instance, you can write a subject line that says:



The screenshot shows an email editor interface. The subject line is "The Most Dangerous Website in the World". The message body is an HTML message with the following content:

```
{!name},  
  
Thanks for Subscribing to our pet food list. As a pet owner,  
you want only the best for your pet. If you are tired of running  
around town looking for the best pet food for your pet, we have
```

This will immediately grab people's interests and make them feel as if they have to open the email. They are afraid of what they will miss if they do not find out what the most dangerous website in the world is. What if it's a site they use? They have to know, so they will open the email.

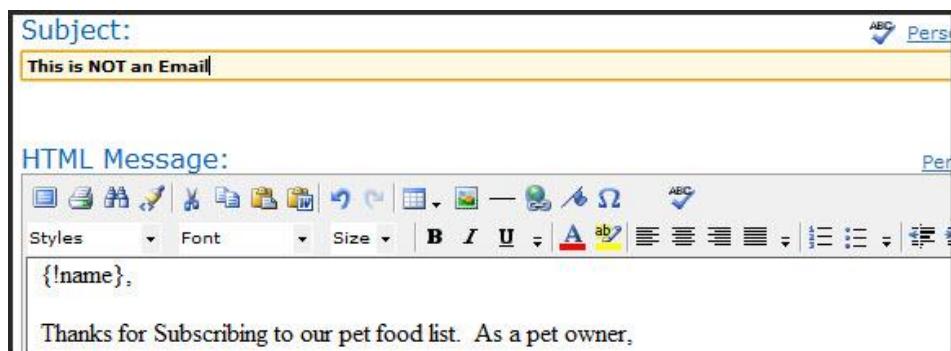


The screenshot shows an email editor interface. The subject line is "The Most Dangerous Website in the World". The message body contains the following text in red:

Pique Their Curiosity. Make Them Want to Open the Email
To See if This Dangerous Site is One That They Use.

USE THINGS THAT ARE ODD OR CRAZY

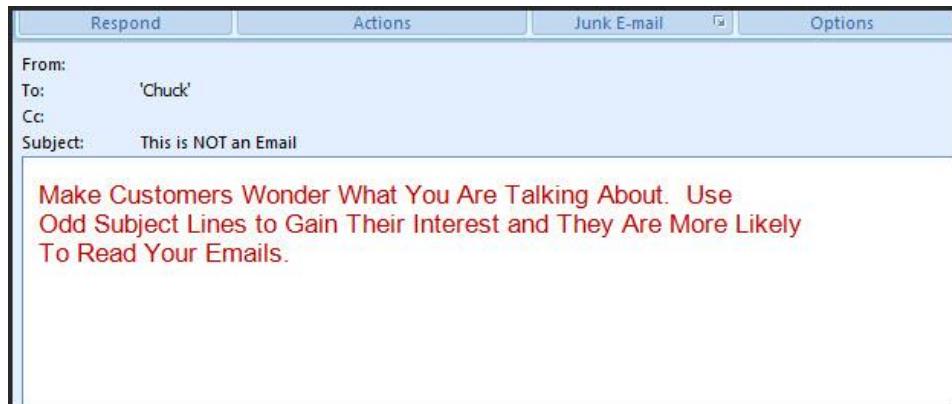
Odd or crazy subject lines also convert really well. When you send something that is wacky, people feel compelled to open it just to see what it is. For instance, you could write:



The screenshot shows an email editor interface. The subject line is "This is NOT an Email". The message body is an HTML message with the following content:

```
{!name},  
  
Thanks for Subscribing to our pet food list. As a pet owner,
```

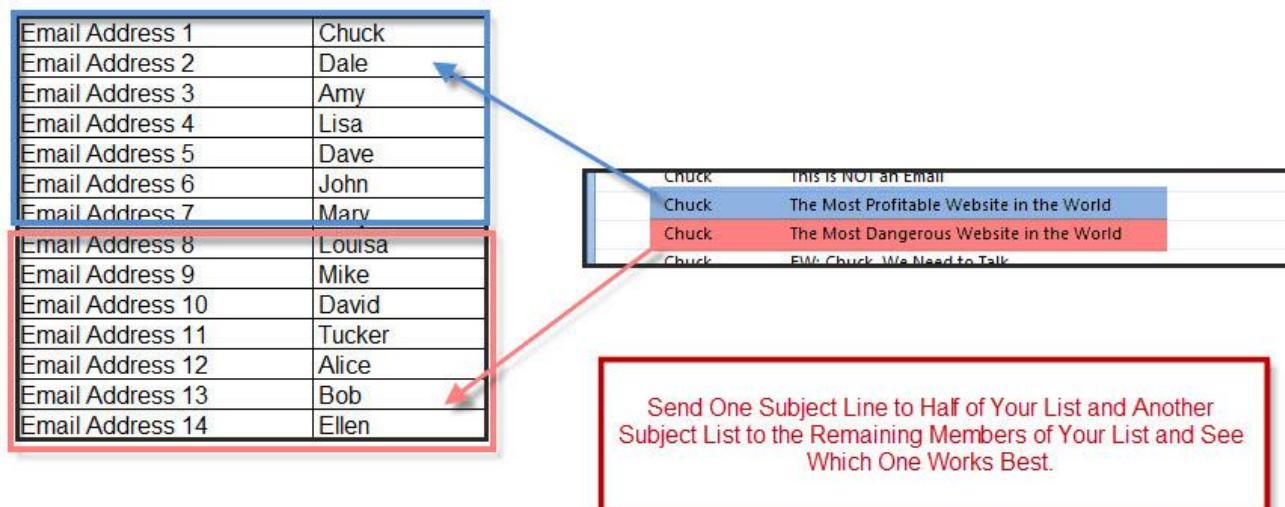
Someone would see that, and he would immediately wonder what you are talking about. What do you mean, it's not an email? It's obviously an email. That's why it's in the inbox. This confusion will cause him to open the email.



Once you come up with some good subject lines, you need to split test them.

SPLIT TEST YOUR SUBJECT LINES

Split testing is an essential part of email marketing. You always want to send the best emails to your list, and the only way to do that is to split test. With split testing, you will send one subject line to half of your list and another subject line to the other half of your list.

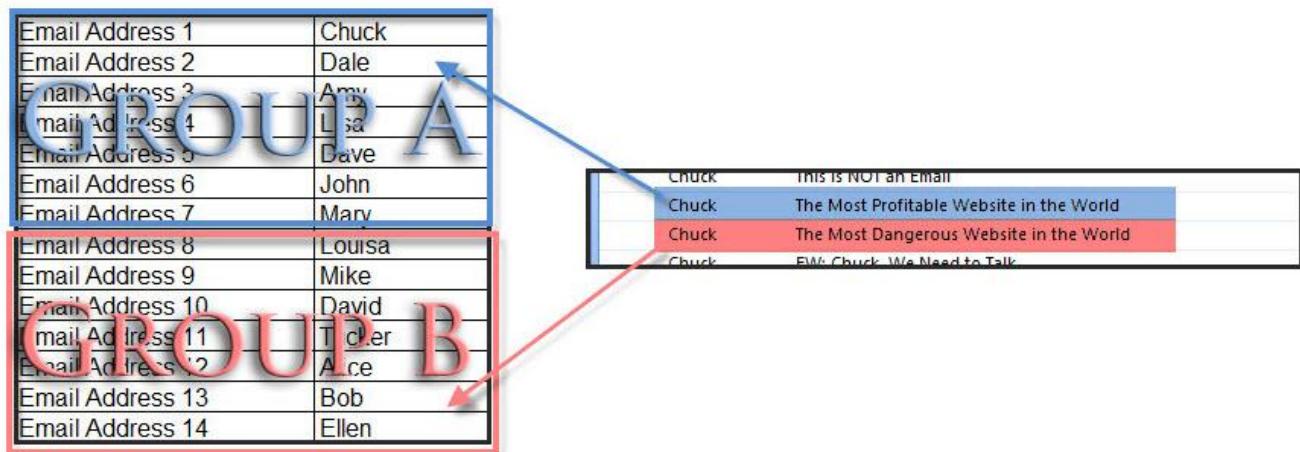


Split testing involves changing a word or two in a subject line. For example, let's take the subject line "The most dangerous website in the world."

If we wanted to split test this, we could substitute the word "profit" for "dangerous." Then we would have:



Then, we would send subject line A to 50% of our list and subject line B to 50% of our list.



We would check the statistics and find out which subject line works best with our list. Then we would use that information to help us write subject lines for our other emails.

Now that you have looked at writing and split testing subject lines, we need to go over the things you need to avoid.

WHAT TO AVOID

You must avoid

Spammy Words

Too Much Punctuation

SPAMMY WORDS

You can use your autoresponder's spam checker to check your spam rating before you send an email. Still, you need to be mindful of the words you use because sometimes a word will pass the spam checker but still won't sit well with the recipient. That is because there are certain words people identify with spam. When they see one of these words, they delete the email or unsubscribe from the list.

Spam?	Test	Copy	Delete
1.7	TEST	COPY	X
1.7	TEST	COPY	X
1.7	TEST	COPY	X
1.7	TEST	COPY	X

Avoid words and phrases like:

Free

Fast Cash

Easy
Money

These are just a few of the words that will cause people to think an email is spam. It's impossible to create a list of every spam word since there are so many. Thus, you need to take a common sense approach to spam. Every time you write a subject line, go over each word and ask yourself if it looks like spam. What would you think if you saw it in your inbox? If you think it looks spammy, replace it with something else.

TOO MUCH PUNCTUATION

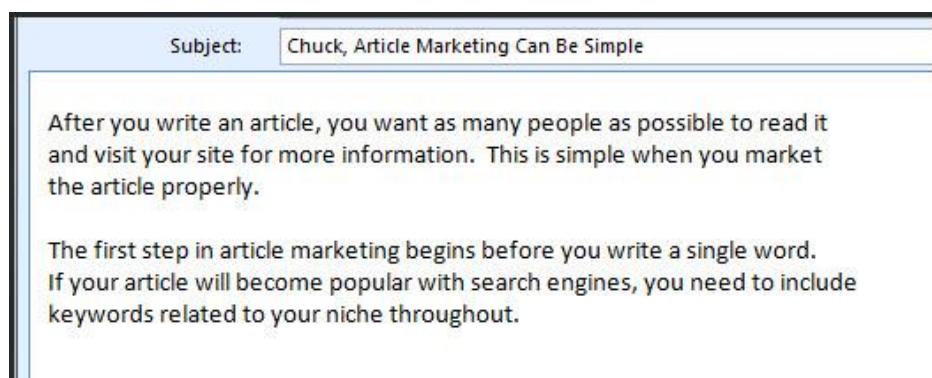
When you use too much punctuation or all capital letters, spam filters and recipients will look at the email and think it's junk. That's because spammers often use these tactics in an effort to raise people's level of excitement. All it really raises, though, is their blood pressure.

Avoid too much punctuation and capital letters and you will be taken more seriously. Best of all, more people will open your emails.

Now let's move on to the body of the email.

PART 2: MESSAGE BODY

Writing a killer subject line is important because it gets people to open the email. However, once they open the email, you need to provide them with something they want to read or they will delete the message or unsubscribe from your list.



If you want to keep your subscribers happy, you need to:

- *Avoid Boring Content*
- *Provide a Balance*

AVOID BORING CONTENT

People don't sign up for email lists so they can get term papers mailed to them. They want to read things from people who have some personality. If you are boring, people will hit the unsubscribe button faster than you can imagine. Use some creativity in your writing style and mix up the offers. You always want people to get excited about your next email and that will not happen if you are boring.

To: 'Chuck'

Chuck,

You Know that Twitter is all the rage. If you use it correctly, you can generate leads to your site. The most successful companies, stars and products are using Twitter to gain reputation in the community. It is a great tool to gain customers and get information about your product to a mass group of consumers.

Have no idea where to start with Twitter? I used this Twitter guide and it showed me everything I needed to know to run an effective campaign. It will also help you get started.

www.YourSite.com/twitterguide

For example, assume you have a great offer for autoresponder software. You could write:

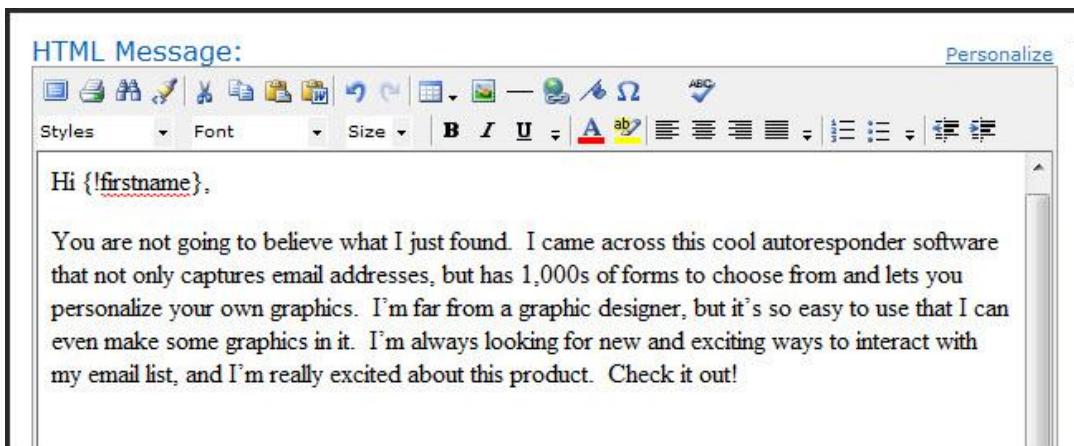
HTML Message: Personalize 

Dear {!name},

I am pleased to announce Autoresponder X. This autoresponder will help you send emails to your audience. The product was created uses Brand X technology, which was developed by Company X.

That is boring.

Now look at this email.

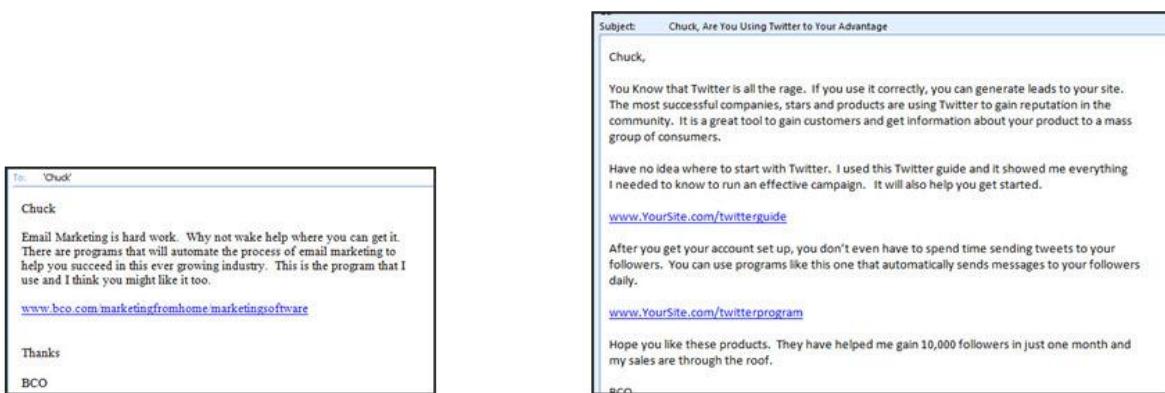


This email shows a lot more personality than the first. Because of that, people are more likely to click on it.

Now let's move on to having a balance with your emails.

HAVE BALANCE

As an email marketer, you will send long and short emails to your mailing list. You need to have a balance of these two types of emails if you are going to be successful.



Having a Balance of Long and Short Emails is Key to Keeping the Interest of Your Readers.

LONG EMAILS WITH LINKS

Long emails with links are typically the emails you send to announce a blog post or video that you have. Even if you link to the post or the video, you will still fill these emails up with content. The content can be informational and have a P.S. offer at the end.

Chuck,

I just got wind of a new project being rolled out for serious entrepreneurs only and I wanted to give you first dibs -

[click here to view the project](#)

If you're ready, and thinking big enough, then - please read the note I got today below:

"(I NEVER do this)...but...

I may (MAY) have the time and resources to work with a select group of high-profile owners of businesses...

I've never done this because I never knew if I could handle the workload of a bunch of high-profile clients...

But I've figured a few things out lately that will let me set you up with a money site, a list machine, and a proven high traffic blog (and yes, I'll do all the work)...

But I've got to warn you this is NOT for everyone.

I'm looking for the next big names in marketing.... I'm looking for people with the psychological profile of a true Internet Millionaire..."

(the note goes on, but that's the gist)

These emails don't receive as many clicks as shorter emails do. However, they are important for your list. You need them so your list feels as though they are getting something of value from you for free. If you fail to include these emails in your list, you will get lots of unsubscribers.

SHORT EMAILS WITH LINKS

Short emails with links are the emails sent specifically to promote an item. For instance, if you have autoresponder software that you want the members of your list to purchase, you will send a short email with a little bit of wording and a couple of links.

To: 'Chuck'

Chuck

Email Marketing is hard work. Why not take help where you can get it. There are programs that will automate the process of email marketing to help you succeed in this ever growing industry. This is the program that I use and I think you might like it too.

www.bco.com/marketingfromhome/marketingsoftware

These emails tend to have higher click-through-rates than the longer emails do. However, if you only send these emails to your list, you will have a difficult time keeping subscribers. That's because they will be overwhelmed with offers and feel as though you are only trying to make money off of them. Subscribers are willing to spend money on your offers, but they have to feel as though you are there to help them as well.

Now that we've examined what goes into a great email, let's look at how you can increase your click-through-rates.

CLICK-THROUGH-RATES

The key to increasing your click-through-rates is to get your subscribers into the habit of clicking in your emails, even when they don't have to make a purchase.

For instance, let's say you send out an email promoting your latest video blog.

Chuck

Facebook is a Marketer's Dream Come True. If you are not using Facebook as a tool in your marketing arsenal, you are losing business. In this video, I explain how to successfully put Facebook to Work for Your Business. Take a minute and to watch these steps and you will become a social giant and increase your profits.



Armed with these steps, you are ready to sign up for your Facebook page and use it as a marketing tool to generate business.

BCO

Instead of embedding the video inside of the email, you supply them with a link. They have to click on the link to go to your blog and see your video

Chuck

Facebook is a Marketer's Dream Come True. If you are not using Facebook as a tool in your marketing arsenal, you are losing business. In this video, I explain how to successfully put Facebook to Work for Your Business. Take a minute and to watch these steps and you will become a social giant and increase your profits.

www.YourSite.com/facebookvideo

Armed with these steps, you are ready to sign up for your Facebook page and use it as a marketing tool to generate business.

BCO

The same is true when you send an email promoting your blog post. Don't include the post in the email. Instead, include a link so people will have to click in order to see your post.

Chuck

Facebook is a Marketer's Dream Come True. If you are not using Facebook as a tool in your marketing arsenal, you are losing business. In this video, I explain how to successfully put Facebook to Work for Your Business. Take a minute and to watch these steps and you will become a social giant and increase your profits.

www.YourSite.com/facebookvideo

Armed with these steps, you are ready to sign up for your Facebook page and use it as a marketing tool to generate business.

BCO

You might wonder why this is important. People are creatures of habit. If they know they have to click links when you send them emails, they will be more apt to do so with all of your emails. That means they will start clicking on your offers and purchasing your products.

Chuck

Facebook is a Marketer's Dream Come True. If you are not using Facebook as a tool in your marketing arsenal, you are losing business. In this video, I explain how to successfully put Facebook to Work for Your Business. Take a minute and to watch these steps and you will become a social giant and increase your profits.

www.YourSite.com/facebookvideo

Armed with these steps, you are ready to sign up for your Facebook page and use it as a marketing tool to generate business.

BCO

Readers Who Are Used to Clicking Links on Your Site are More Likely to Visit Product Pages and Make a Purchase.

POWER OF LINKING

Along with getting people to click on links, you need to be mindful of the text you use with your links. Give instructions when you provide a link.

Use command words when you have a link. For instance, if you have a link to your video, hyperlink “Click to watch the video.” This will get them in the mindset of following instructions and clicking on your links.

If you think that might be you, then [check out the video he just made to "pre-qualify" you if you're interested here](#)

If that's NOT you - no worries, like I said this isn't for everyone.

Talk soon,

- Anthony

P.S. about 10 minutes in you'll see why [this is a "no-brainer" for any existing business that needs a stream of Internet income...](#)

"The secret of success in life is for a man to be ready for his opportunity when it comes."

Now that you know what you need to include in the body of your email, it's time to look at what you need to avoid.

WATCH FOR SPAM WORDS AND LINKS

You need to be mindful of spammy words and links. We discussed spammy words in the first section of this chapter, and those same rules apply to the body of the email. Therefore, we are going to move right to spammy links.

Spammy links are links that email providers have identified as spam due to their history. For example, assume 1,000 people decide to market the same product on ClickBank.



Facebook Cash Generator 2.0
How an 18 year old kid pockets over \$55,321.41 per month using one "strange" traffic source. Promote Facebook Cash Generator and make up to \$172.50 per sale. Insane conversion! Affiliates - <http://fbcashgenerator.com/affiliates.html>

Stats: Initial \$/sale: \$22.83 | Avg %/sale: 50.0% | Avg Rebill Total: \$107.86 | Avg %/rebill: 50.0% | Grav: 14.34
Cat: E-business & E-marketing : Social Media Marketing

Avg \$/sale
\$28.20

Promote

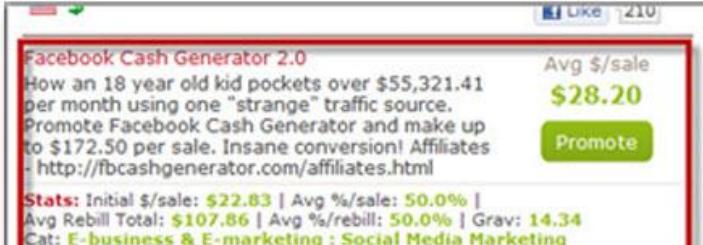
Facebook Pages How To Guide EBook
This ebook explains all you need to know to use Facebook Pages for business. Over 120 pages with easy to follow instructions and images which will help you get your Facebook page firing. There

Avg \$/sale
N/A*

Promote

1000 PEOPLE MARKET THIS PRODUCT

Of those 1,000 people, 800 use bad email marketing tactics and are blacklisted.



Facebook Cash Generator 2.0
How an 18 year old kid pockets over \$55,321.41 per month using one "strange" traffic source. Promote Facebook Cash Generator and make up to \$172.50 per sale. Insane conversion! Affiliates - <http://fbcashgenerator.com/affiliates.html>

Stats: Initial \$/sale: \$22.83 | Avg %/sale: 50.0% | Avg Rebill Total: \$107.86 | Avg %/rebill: 50.0% | Grav: 14.34
Cat: E-business & E-marketing : Social Media Marketing

Avg \$/sale
\$28.20

Promote

Facebook Pages How To Guide EBook
This ebook explains all you need to know to use Facebook Pages for business. Over 120 pages with easy to follow instructions and images which will help you get your Facebook page firing. There

Avg \$/sale
N/A*

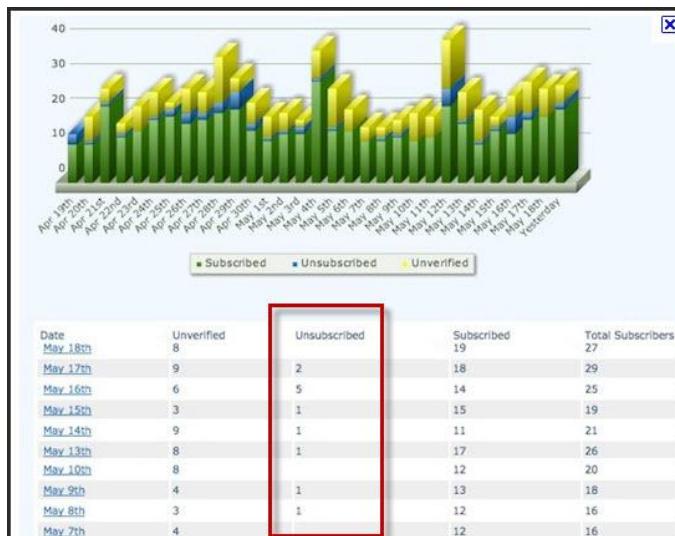
Promote

800 USE BAD MARKETING TACTICS BLACKLISTING THE PRODUCTS

When they were blacklisted, they did more than hurt their own reputations. They hurt the link's reputation as well. The link is no longer any good. Spam filters are snatching it up and putting it in the junk mail box.

BLACKLISTED PRODUCTS NOT ONLY HURT THE REPUTATION OF THE EMAILER - THE PRODUCT LINK IS ALSO BLACKLISTED HURTING THE REPUTATION OF THE PRODUCT

You can't tell a link is spammy just by looking at it. Instead, you need to watch your deliverability rates. If they go down, it might be because of a link. Check the date of the drop and see what link you sent that day. Then replace your link with a new link.



Build Send Profit

WHAT YOU HAVE LEARNED

Now you are ready to start writing great emails. You know what it takes to create a great subject line.

Subject
This is NOT an Email
The Most Profitable Website in the World
The Most Dangerous Website in the World
FW: Chuck, We Need to Talk
Chuck, Can You Help Me?
Chuck, We Need to Talk
Chuck, Are You Using Twitter to Your Advantage
Chuck, Use Facebook Marketing Strategies to Stay Ahead of the Game
Chuck Get the Most Out of Your Email Marketing
Everything You Need to Know About Twitter

You also know what you need to include and avoid in subject lines.

Include

- Get Personal
- Ask Questions
- Use Emotion
- Use Things That Are Odd Or Crazy

Exclude

- Spammy Words
- Too Much Punctuation

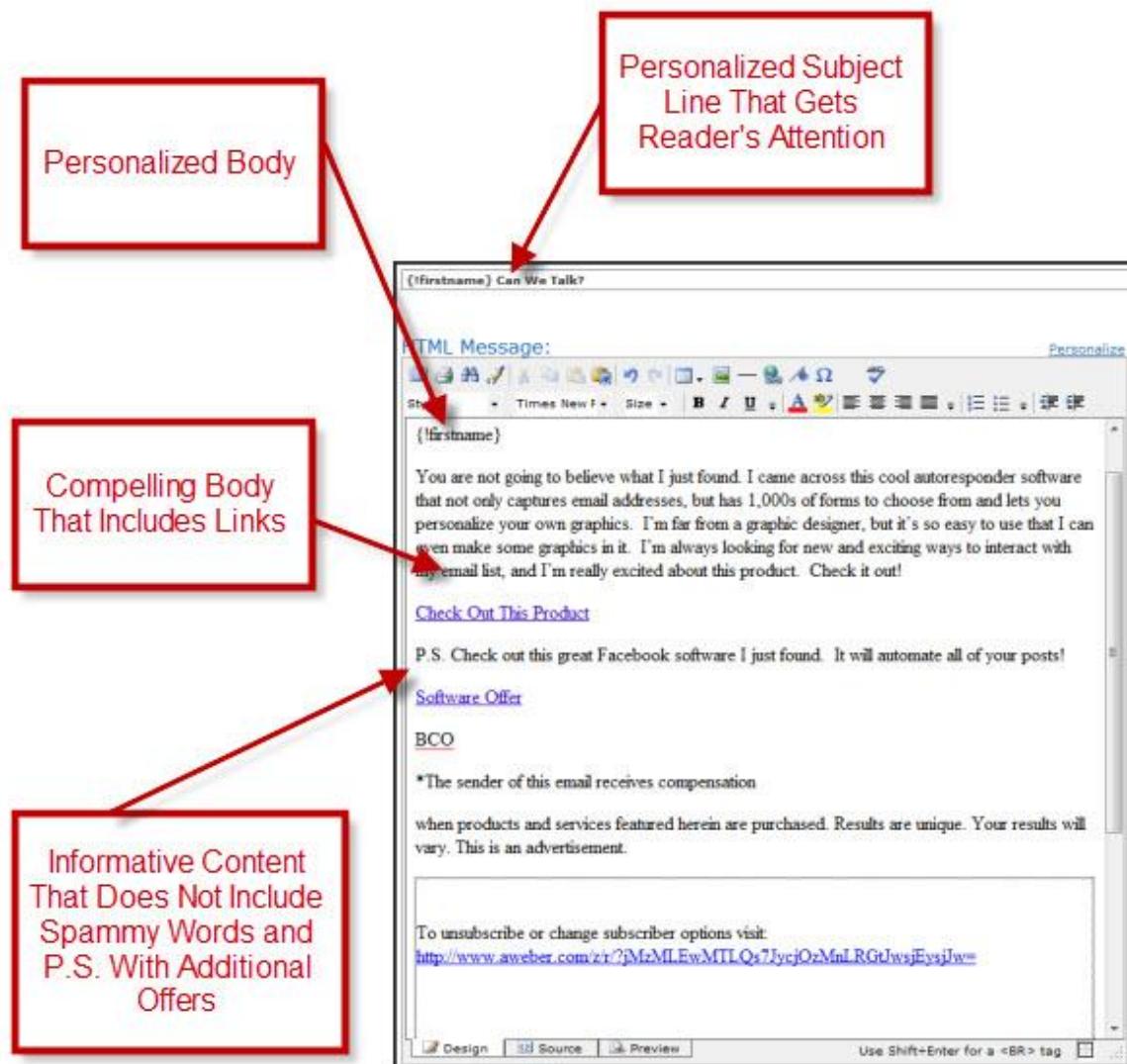
Additionally, you know the rules that govern the body of the email.

Avoid Boring Content

Balance Between Short and Long Messages

Include Links

Take this knowledge with you and use it to create emails that will convert.



CONCLUSION

Congratulations! You Are Ready to be an Email Marketer

Now that you have completed this book, you are ready to become an email marketer. You have the tools you need to:

Build Squeeze Pages

Build Highly Targeted Email Lists

Select Profitable Products

Send Different Types of Emails

Split Test Subject Lines

Make Conversions

As you begin the email marketing process, remember that you must:

Listen To Your List

Increase Your Premiums

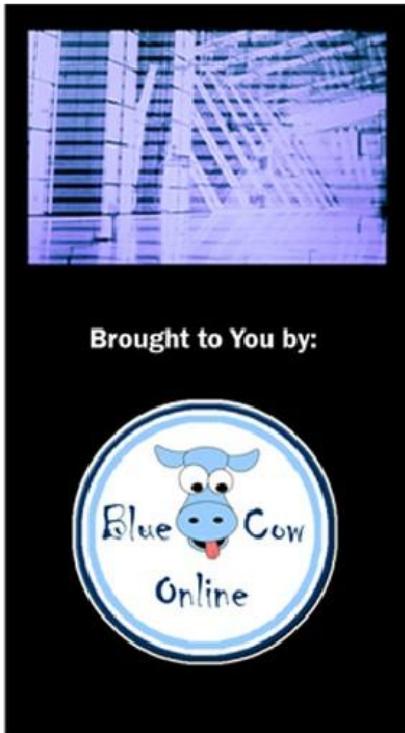
Provide Your List With Quality Content

Additionally, consider creating your own products so you can cut out the middleman and begin making 100% of the profits off your products. However, do not make your own products until you have built your list and had some success with affiliate products.

Good luck in your venture, and remember to refer to this manual as you move forward with email marketing. If you follow the model provided in this book, you can make money with email marketing.

SAMPLE
PREMIUM





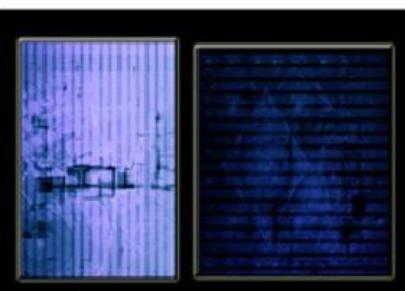
Brought to You by:

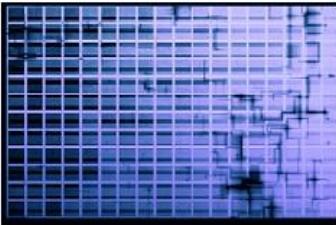


INTERNET MARKETING :

Course 1

Press Release Writing and Distribution





Topic 1: Press Release Writing and Distribution

What is a Press Release?

A press release is one of the most powerful tools available for internet marketers. Many people think a press release costs hundreds of dollars, but the fact is, you can write and distribute your own press release for free!

A press release is used to announce news about a company, product or service.

Writing Your Press Release

In order to write an effective press release, you must set it up properly. First, you need a headline.

When people think of headlines, they often think in terms of something short and punchy. That is perfect for writing an article, but that is not what you want for a press release.

In fact, your headline should tell a story all of its own. Your headline needs to be 20 words or less and you need to use it to grab the attention of the reader and make them want to learn more.



If you are announcing a new health drink, a good headline would be:

New Drink Satisfies Taste While Making People Healthier

You have done two things with that headline. First you explained there is a new health drink. Then, you said it tastes good. You did this in 8 words. You could even go longer if you wish. You could say:

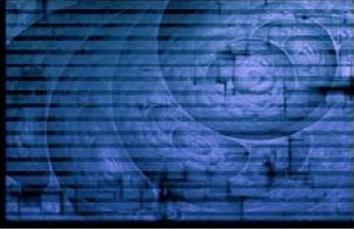
New Health Drink Tastes Great While Providing all Essential Nutrients in One Serving

This still achieves the same purpose, but it is 13 words.

Be certain you choose a headline that will get your main point across.

After your headline, you will start your summary. The summary gives the who, what, when, where and why. If you are providing a new, great tasting health drink, you would state:

Company X has just announced it is distributing Product X. Clinical trials prove that Product X boosts the metabolism while providing essential vitamins and nutrients. Additionally, the company states the product tastes like a fruit drink, which makes it stand out from other health related drinks on the market today.



In this one paragraph you gave the meat of the press release. Now, you simply need to fill it in with valuable information.

You will need to make several paragraphs of body for your press release. The body of the press release will explain the point. You can also provide testimonials or quotes.

After the body, it is time to drop your URL. At this point, you will need to do something very simple. Copy and paste the following and then fill in your URL:

For more information, visit <http://www.companyx.com>

The last section is about the company. You will give basic information about your company. An example is:

Company X provides Product X to customers all over the world. The company is very excited about the opportunity to provide a healthy beverage to clients. Company X is based out of (City, State) and can be reached at <http://www.companyx.com>.



Press Release Template

Now that you understand the basic idea of a press release, you will need a template. You can use this template in order to create press releases quickly.

Your template is as follows:

Headline (20 words or less)

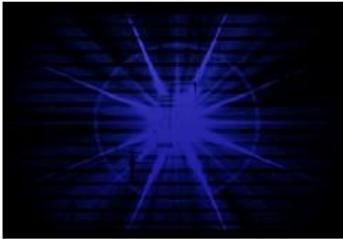
Introductory Paragraph (who, what, when, where and why)—Include company name

3-4 Body Paragraphs

For more information, visit URL

About company with URL

Follow this template for all press releases.



Press Release Tips

When you are writing a press release, you must:

- NEVER speak in first person
- Remain professional
- Act unbiased, even though you are really pushing your product
- Give your URL
- Provide information
- Inform the reader
- Provide newsworthy information

Press Release Distribution

There are many press release distribution sites you can use in order to circulate your release.

If you want to take advantage of free distribution, visit:

<http://www.PressReleasePoint.com>

<http://www.pr.com>

<http://1888PressRelease.com>

Once there, sign up for an account and post your press release. It will then need to go through the approval process.

Viral Marketing with Press Releases



If you submit your press release to these three sites, they will be picked up by other sites. Soon, they will make their rounds on the internet and you will have lots of exposure.

If you want to increase your visibility, consider paying for press release distribution on a site like 1888 Press Release. For \$50, you can get increased exposure.

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