



## **Cheat Sheet**

**Take Your Business to the  
Next Level by using  
E-mail Marketing Revolution**



## Limited Special Offer for You: Email Marketing Revolution

(Video Training)



**Click Here to Download Your Video Training!**

**(Insert your Upsell Offer URL)**

### Email Marketing types

- ✓ Confirmation Email

### How to get started

- ✓ Define your audience

**Click here to access my exclusive Email Marketing Video Training! (Insert URL)**



- ✓ Informational Email
- ✓ Lifecycle Email
- ✓ Transactional Email
- ✓ Promotional Email

- ✓ Define your goals
- ✓ Define your strategy
- ✓ Test your strategy

## Amazing Benefits

- ✓ 1. Low Cost
- ✓ 2. Easy to track
- ✓ 3. ROI
- ✓ 4. Reduced Time & Effort
- ✓ 5. Segment Users
- ✓ 6. Personalized Messages
- ✓ 7. Increases Brand Awareness
- ✓ 8. Driving More Sales Conversions
- ✓ 9. Targeted
- ✓ 10. Nurture relationships

## Automation Tools

1. [MailChimp](#)
2. [AWeber](#)
3. [Constant Contact](#)
4. [iContact](#)
5. [Get Response](#)
6. [Mad Mimi](#)
7. [Infusionsoft](#)
8. [Benchmark Email](#)
9. [Graphic Mail](#)
10. [Campaign Monitor](#)

## The 10 do's.

1. Use automation to follow up leads
2. Clean your email lists
3. Offer the option to unsubscribe
4. Use Abandoned Shopping Carts to Your Advantage
5. Follow the CAN-SPAM Act Laws
6. Make your landing page one click away
7. Split Testing
8. Include a signature
9. Use a double opt-in email list

## The 10 don'ts.

1. Don't Purchase email lists
2. Don't ignore your campaign reports
3. Don't send the same content over and over
4. Don't use Offensive content
5. Don't Send Emails too frequently
6. Don't Spam
7. Don't forget to socialize
8. Don't forget to use proper subject lines
9. Don't use too many offers



10. Write enticing subject lines and messaging

10. Don't use too many graphics

## Shocking Case Studies.

1. [Shoe Zone](#)
2. [Sobieski](#)
3. [Craghoppers](#)
4. [Bags ETC](#)
5. [Mango Bikes](#)
6. [ITV Studios](#)
7. [Sundance Catalog](#)
8. [The Motley Fool UK](#)
9. [Vemma Europe](#)
10. [WeDo Technologies](#)

## Shocking Case Studies.

- Advertising Affiliates Products to your Email list.
- Advertising CPA offers to your Email list.
- Make money by selling solo ads.
- IM Product Launches.