

Promotional Emails

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Purpose Of This Guide

To explain the techniques you can use to ethically promote products to your email list and get high conversions.

Show Me The Money!

Providing value and free content to your list is very important but alone it will not make any money.

For that we need to send promotional emails.

Let's take a look at some real life examples which you use as templates to make money by promoting virtually any product.

The Quicky

Example 1 (Quicky)

SUBJECT: Amazing Results... [1]

BODY: I know your time is short so instead of writing a long email about this I'm just going to recommend you check it out for yourself: [2]

Affiliate marketing results [3]

This really speaks for itself: [4]

- 1) Amazing affiliate marketing results
- 2) Brilliant opportunity to get in today before the high end course gets released (be quick though!)
- 3) The entire step-by-step process starting from scratch and building to target with the system

This is from someone I really trust in terms of value offered so I highly recommend getting in on this before the deadline expires. [5]

Take advantage here [6]

Kind regards,

Rob.

Here's what is going on:

[1] The end result is what ultimately what benefits and engages the subscriber so that exactly what we use in the subject line.

When promoting an affiliate product, go through the sales page and pick out the single biggest benefit or result you can find and use that for your subject line to create an attention grabbing "splash" when the email arrives in the subscriber's inbox.

[2] This one sentence introduction is really a compliment. It implies that the subscriber and his time is important and we respect that.

Subconsciously it creates a feeling of empowerment and this approach is something I use a lot. A variation would be:

"Your time is short and you can't get it back so I'll get straight to the point..."

[3] The quicker you provide a clickable link the more clicks you will get.

So the very short introduction allows us to do that.

[4] By saying "This speaks for itself" we imply that the offer is something special and worthy of the subscriber's attention.

Still, even though it speaks for itself we are still outlining the main benefits in numbered bullets!

For any product this is pretty easy to do: Just go to the sales page and pick out 3 or more key benefits. Not features, but things that the product can do which the subscriber will find attractive.

The numbered bullets also show that we have taken the time to review the product and make a genuine value-based recommendation (as oppose to promoting any old junk just for the money).

[5] This is part personal endorsement and part scarcity. Both are very powerful and this is a sentence which you can use to deploy both in a very concise way.

[6] More links mean more clicks (within reason). So we are placing another link (with different text) again here at the bottom.

Objection Resolution

Now, I've used the structure of the next email many times and it really works so well.

It's allowed me to **double or even triple** my conversions compared to the average for any given offer.

It's also won me a lot of prizes in affiliate contests too!

Let's look at an actual example of it first of all:

Example 2 (Objection Resolution)

SUBJECT: Almost Didn't (But Glad I Did) [1]

BODY: It's a beautiful day here in Cornwall and I fired up my computer at 6.05am this morning to see what had been going on overnight.

Wading through the usual emails and notifications this caught my eye: [2]

[Click Here To See](#)

I nearly didn't invest because of the headline.

"A bit too flashy", I thought to myself.

You might well agree.

Still, I was "reeled in" in by the rest of the page and I have to say I'm glad I was. [3]

What is it? [4]

It's case study where they show how they went **from scratch to a 4,500+ email list and a regular income stream in 60 days.**

Example 2 (Continued...)

More specifically, I like that: **[5]**

- (+) It's all done in a non-IM niche (a very profitable one)
- (+) It's product & list based (therefore evergreen, not based on temporary "loopholes")
- (+) They had no previous expertise or experience in the niche beforehand
- (+) It's making money by providing genuine value to customers
- (+) It's very concisely explained (PDF very well written in plain English)
- (+) There are lots of links to further info (also high quality) so you don't get bogged down in the main report

Most of all it's a very refreshing look at how to enter pretty much any profitable niche and make a consistent income.

Upsells? **[6]**

Yes, lots!

I know there are a minority of people who don't like upsells (which I never quite understand especially if they are purely complimentary as these are).

But still, if that's you then definitely don't buy this because I think there were 4 or even 5 in total!! Some of them looked pretty interesting to me and all are very reasonably priced.

As is the main product...

[Click Here To See](#)

Kind regards,

Rob.

Right, let's break this down to see how it works...

[1] This is a curiosity based subject line which works very well. Subscribers naturally wonder what I've been up to.

[2] A pretty standard personal introduction, just one sentence that breaks the ice followed by a short transitional sentence that links into the main subject of the email.

[3] Many times I'll see a great product but the sales page looks a bit hypey or over the top.

So here I'm identifying that up front by saying, "I nearly didn't buy because of the headline."

This does 3 things:

a) It disarms the subscriber against the objection that I'm trying to push them into some kind of scam.

b) It makes me look much more objective and therefore the rest of the email comes across as more genuine and believable (which of course it is - we only ever tell the truth and be ethical, but you still need to overcome objections).

c) It creates curiosity and encourages the subscriber to visit the sales page and see if they agree with my take on the headline.

This is why this email is called the "Objection Resolution". In this case I've focus on the headline but of course it could be any objection at all - just look at the sales page any identify one.

The approach is **so effective** so please do deploy this yourself.

[4] Now for more detail on the benefits.

I start with **one big benefit**. A result that the author of the product achieved which will massively appeal to the subscriber.

[5] Then we follow up with more specific benefits.

As with all bullets points we aim to make at least one have strong appeal for any given subscriber. It's like a scatter gun approach - fire enough bullets and at least one will hit the target.

[6] This is purely optional.

However, I often mention the upsells when emailing in the IM niche because I know this can be a big objection for some people.

It also adds to the transparency and the feeling that I'm empowering the subscriber with knowledge about the offer.

The Mega Endorsement

Now, this next email is not one you should use for every promotion (if you do you'll lose trust with your list).

But sometimes you'll find a product that you like so much you want to make a very big recommendation.

When you do this, the following email is superbly effective.

In my case it's probably got some of the highest conversion ever!

(But again remember you have to use it sparingly!)

Example 3 (The Mega Endorsement)

SUBJECT: OUTSTANDING - You've Got To See This... [1]

BODY:

Rarely do I email you more than once in day.

But this is pretty special and I felt couldn't wait until tomorrow! [2]

Stuff I've Learned... (HIGHLY RECOMMENDED)

I've just gone through this PDF from start to finish (I only noticed and purchased it myself this morning)..

...and am seriously impressed. [3]

Whether you are starting out, have struggled for years or have a 6- or 7-figure business, my advice here is, "Just get it."

Seriously, drop what you are doing and just get this [4]

I hope you do because in my opinion you're seriously missing out if you don't.

Kind regards,

Rob.

P.S. After you've been through it please feel free to hit reply on this email and let me know your biggest takeaway (there are a LOT to choose from!). I'll get back to you personally... [5]

[1] As you might expect this headline as very big open rate.

[2] I'm giving a reason for emailing here which acts as a sort of "newsflash" to capture the subscriber's attention.

In this particular instance I had emailed earlier that same day. If this is not the case for you then of course you could use a slightly different introduction such as...

"I didn't expect to email you today.

But this has suddenly appeared on my radar and it's really quite special..."

[3] Point out that you've purchased the product yourself is a great thing to do.

It positions you as customer just like the subscriber will be when he purchases and adds to the feeling that you are making an impartial/unbiased recommendation.

[4] As with many elements in the email, this is just about as strong a recommendation as you can get.

Again you must only ever do this when it is true and the product is very high quality. Use it on a weak product and yes, you'll make sales but future revenues will be lower due to the damaged you've done to trust levels.

[5] Purely optional.

This P.S. is just something I like to throw in now and again. It can generate a lot of emails but it does build trust, help subscribers and give me a valuable insight into their mindset.

The Reminder

A lot of your subscribers will fail to open any given email you send.

Even avid followers get distracted, go away on holiday or simply miss your emails in their inbox.

So reminder emails are a valuable tool you can deploy to combat this.

What I like to do is assess the response to the **first** email I send.

If a lot of people buy the product on my first mailing then I'll nearly always re-mail with a reminder the next day.

On the other hand if the response is poor then I won't re-mail.

The same goes for value based emails - I'll re-mail on a blog post that has proven popular because I want to make sure I build value with as many subscribers as possible.

You will get a feel for responsiveness over time as you build and develop your list.

Here's a simple reminder email you can use...

Example 4 (The Reminder)

SUBJECT: Did you see this?

BODY:

Did you see the [PRODUCT SUBJECT] package that I told you about yesterday? **[1]**

[LINK TO PRODUCT]

Although a lot of you have grabbed this already I wanted to highlight it again because the price is rising on a dime sale.

Also, [VENDOR'S NAME] is closing the offer soon and quite frankly it's very rare that you see such a package on offer for such a great price. **[2]**

Grab It Here And Keep It In A Safe Place

I've copied yesterday's email below: It explains 10 different ways to benefit from this. I know it's a bit long but please do scan it as it's good knowledge to have about [PRODUCT SUBJECT] in general! **[3]**

Kind regards,

Rob.

EMAIL FROM YESTERDAY.....

How it works:

[1] Reminder emails are all about the clicks so I want to include a link as soon as possible. Therefore the introduction is one short sentence.

[2] Scarcity: In this case you'll see I've mentioned that the price is rising and the offer is closing soon.

This provides a strong incentive for people to act **now**.

Never use false scarcity - it's unethical and you'll destroy trust.

But when there is a reason to act now (even if it's just to get results sooner) be sure to highlight it.

[3] We want to keep reminder emails short and concise.

So instead of outlining the benefits I simply copy the previous day's email below. This way people can click straight through to buy or, if they want to hear more about my opinion, read further.

Scarcity

Scarcity is one of the most powerful drivers of sales in the whole of marketing.

Anywhere between 40-50% of the total sales can come within the last 6-8 hours before an offer is closed.

If that sounds slightly unbelievable then it means you have probably not yet promoted an offer using scarcity!

It's really just so powerful, which of course, is why you see it being used so frequently.

Here's one of the best emails you can use to accomplish this:

Example 5 (Scarcity)

SUBJECT: [LAST CHANCE] Gone Tonight

BODY:

This is a courtesy reminder... [1]

[PRODUCT NAME] Registrations Close TONIGHT

After today, you won't hear me talking about it any longer.

It's your very last chance to get in now or lose out completely. [2]

Kind regards,

Rob.

As you can see it's extremely simple.

And very short too.

Alternative subject lines that you can use are:

- Final Call...
- 6 hours until this is gone
- Closing down now

In the example above the scarcity is provided by the offer closing down.

But you can easily adjust the email to talk about a price rise or the fact that some bonuses are being removed - whatever is appropriate.

[1] We want to be pretty assertive in this email but don't want to go over the top or bully the subscriber. So this phrase acts as a "polite reminder" which gives a nice balance.

[2] This is all about fear.

Nobody wants to "lose out" so it presses the urgency and demands attention. Again, assertive without being over the top.