

POWER OF EMAIL MARKETING

Learn why email consistently ranks at the top in marketing surveys.

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CHAPTER 1

ONLY RELIABLE AND EFFECTIVE EMAIL MARKETING

Chapter 1: Only Reliable And Effective Email Marketing

Email marketing is hands down the most potent and effective form of online marketing. Nothing comes close. Seriously. Even search marketing with all its hype and tried-and-proven success can't even hold the candle to just how effective list marketing can be. It's easy to see why, survey after survey, marketing firms keep putting email marketing at or near the top of their advertising preferences. Here are the reasons why.

Through email marketing, you can get in front of the eyeballs of your audience members anytime, anywhere. That's right. You can be at a beach in the Bahamas somewhere writing an email update. Plug that into your email service provider and your audience, regardless of where they may be in the world and irrespective of what they're doing, are sure to get your email. After all, most people check their email inboxes. Isn't that awesome?

This enables you to sell more products. Since you have a de facto relationship with people who voluntarily got on your mailing list, you can keep the conversation going. You don't get just one bite at the apple in trying to get list members to buy. Every time you send an update, you get a chance to convert some of your audience members into buyers.

Through email, you also get to keep in touch with the needs of your audience. It's like you're plugged in to what they need, what they're looking for, and the problems that they face. After all, that's the reason why they joined your mailing list in the first place. They're looking for solutions and answers that your list can provide.

This enables you to keep a steady flow of traffic to your blog or online store. Now, this traffic may not convert right there and then, but it is constant, enabling you to get many bites at the apple. You don't just get a one-shot chance at converting online traffic. That traffic can come back again and again with every update that you spend.

If you've heard great things about social media, you might want to think again. Social media marketing faces many challenges because of the evolving

algorithms of platforms like Facebook. As the years go by, Facebook is sending less and less organic traffic. Even if you have a significant Facebook fan page with a massive following, you'd be lucky for your page posts to reach a tiny fraction of your following. It's getting worse and worse with each passing year. With email marketing, you have a higher chance of reaching your complete mailing list instead of being at the mercy of these changing social media platform algorithms. It all boils down to how well you write your headlines and how targeted your list recruitment is. If you did your homework and you played your cards right, you stand to reach a much more significant percentage of your list audience. This is not the case with the specific Facebook fan page.

Finally, with your email list, you stay in control of your access to your audience. You can even download your list members' email addresses as you move from one email service provider to the next. This list is your asset. It's not going away anytime soon.

Given all these excellent reasons, it's no wonder lots of old-school online marketers say. The sad reality is that most people who try their hand at email marketing have very little to show for it. They spend money every single month on their email service provider only to come up empty-handed.

Failure in e-marketing comes in many different forms because people try many other things. Marketers also have many different circumstances and priorities. However, they all lead to the same place: shallow to no income!

If you want to get into email marketing and enjoy the high passive income, it can be produced for you. You are reading the best book to get you started. Seriously. No other book comes close because almost all other books out there try to pump you up about email marketing. They get you all excited, but they leave you high and dry. How come? They do not step you through a systematic and organized way of doing modern email marketing.

Let me tell you, the old tricks no longer work. Could you get rid of them? Could you not get excited by them? Otherwise, you are just setting yourself up for failure. Unfortunately, almost all the other email list marketing books out there keep rehashing the same stuff.

This guide will get just what you need to succeed in the highly competitive yet highly lucrative email marketing world. Put; I will step you through the process of putting up a current email list - one that is engineered to succeed from the ground

up. I have trimmed all the fat off. There is no fluff in this book. Instead, you're going to get clear, easy-to-understand concepts that you need to wrap your mind around for you to be successful.

Identifying The Target Audience For Your Marketing Campaign

If you have a vague idea of your target audience, you will fail with email marketing. You are. You might as well give up now if you are chasing after some sort of vaguely defined market.

Audience identification is crucial for niche list marketing. You cannot just target everybody. You have to drill down to a specific population of people trying to solve a relatively narrow set of problems. This is how you define their needs. By directly addressing the needs of these individuals, conducting enough consumer research, and speaking their language, you would be able to convert a high percentage of them from website visitors to list members to product buyers.

You must go from raw traffic to dollars in your bank account. Otherwise, you're just wasting your time. All the traffic in the world will not add one red cent to your bank account unless you target a specific niche market and give its audience the solutions they are looking for.

1. Finding The Right Audience

So, how do you know which audience you should target? There are many different audiences out there. All of them cluster around a specific range of needs or problems. Well, it all boils down to the commercial value of those needs. There are many problems out there that people are not going to pay top dollar to solve. Sure, people are looking for the proper DVD set of headphones, but there is a limit to people's budgets. Different problems have different priorities.

You need to find a niche that has enough commercial value. One way to estimate this is to use Google AdWords Keyword Planner and do cost-per-click research on keywords related to your place. If you notice that advertisers are willing to pay much money per click on those keywords, then you're in a good spot. Chances are there is enough commercial demand for that niche. People are willing to pay a significant amount of money to solve problems related to your place.

It's also essential to make sure that you are targeting a niche that is big enough. Sure, many advertisers are willing to pay tremendous money for "structured settlement" keyword traffic. We're talking about more than \$20 per click. The problem is that the volume of searches for that niche is relatively low.

Make sure the niche you are targeting has enough demand as indicated by Google Keyword Planner. This tool tells you how much advertisers are willing to pay per click and gives you an estimate of the volume of searches for keywords related to that niche. You're looking for an excellent combination of decent commercial value with decent traffic volume.

Finally, you should also pay attention to competition levels. Pick a highly competitive niche with gigantic brands monopolizing pretty much all the search volume for keywords related to that niche. You probably will have a tough time making inroads. It would help if you are looking for a somewhat competitive place but not so competitive that there's absolutely no space for newcomers.

How do you do competitive research? Very simple. Just get all the Google Keyword Planner tool keywords for the niches you are interested in. Plug them one by one into Google's search box, and you will see the number of pages competing for those keywords. This should give you a clear enough idea of how competitive particular niches are. You should have a shortlist of places with decent commercial appeal and enough search volume every month at the end of this process.

2. *Find Your Customers Online*

I've got some excellent news for you. Regardless of the niche that you selected, chances are very high your customers are already online. You just need to find them. This doesn't mean that there is a dedicated website that caters specifically to your niche audience. Instead, your niche audience members may simply be asking questions related to your niche. Maybe they're sharing infographics or photos and videos related to your place.

Whatever the case, maybe they're already online exchanging content. Your job is to find all these areas online and listen to them. That's the primary key you need to do for consumer intelligence.

Please pay attention to the words that they're using. Please pay attention to the

solutions that they're already talking about. Understand the shortcomings of the answers people are already aware of.

Spend enough time on these online platforms like forums, message boards, Facebook groups, Facebook pages, Twitter accounts, Reddit, subreddits, Quora, or other question-and-answer platforms. You should understand clearly who your audience members are and their expectations.

It would help if you also had a relatively clear idea of who your competitors are. I've got some bad news for you. Regardless of your niche, you probably already have competitors. This is not depressing news. Instead, you could use this to your advantage. Find the competitors competing for your target audience. Create a long list of them. Look for both direct and indirect competitors.

3. *Reverse Engineer Your Competitors*

Once you have a clear idea of who your competitors are, reverse engineer what they're doing. How do they speak to the needs of the people you're trying to reach? What do their websites look like? What kind of social media accounts do they have? What type of content do they use for marketing purposes? How are their pages designed? You have to keep these and other related questions in mind as you research one competitor after another.

After you've spent some time asking these questions and processing your competitors systematically and methodically, you should have a clear idea of what your niche "industry standard" is. You would quickly find out that your niche competitors tend to look alike.

They tend to address the same problems. They tend to have the exact solutions. Their social media accounts tend to look similar to each other. Be mindful of this. Look at these similarities and understand that this is the "industry standard" in your niche. Whatever website, social media account, or mailing list you come up with must fit the industry standard.

Please understand that when you figure out the industry standard in your niche, it just gives you a place to start. You shouldn't begin and end there. If anything, it just gives you a head start instead of fumbling around to come up with the right squeeze page or mailing list marketing materials for your niche. It gives you a place to start.

4. *What "Industry Standard" Item Should You Look For*

Pay attention to your competitor's squeeze page layout. Your competitors use this signup page to get their target audience members to sign up for their mailing list. Pay attention to how they lay out these pages.

What kind of pictures do they use? What type of text do they present? How did they format their text? Do they tell stories? Do they show videos?

Next, pay attention to their sales funnel layout. Your competitors have a standard way of getting people to sign up to their mailing list and selling those list members to a wide range of products and services. Be aware of how they do this. How do they step prospects through the sales process?

Understand that their ultimate goal is to get list members to buy something. Try to figure out how their sales funnel is laid out and how it seeks to convert list members. Pay attention to the kind of freebies or incentives your competitors give out to get people to sign up to their mailing list.

Do they use cheat sheets or short reports? Do they give away full books? Do they attract list members by offering a particular video? Do they promise some sort of insider information that people have to sign up for to access? Be aware of the specific "industry standard" digital incentive your competitors give out. You're going to have to offer the same. You can tweak this later on, but you need to start with this type of incentive.

Subsequently, pay attention to the updates that they send. Do they talk about news and events? Do they seek to teach email recipients a wide range of solutions?

Finally, pay attention to the stuff that they are promoting in their emails. You can bet that your competitors are sending out emails intended to make their money. If you click on the correct link, it will lead you to a product they hope you will buy. The same goes for services.

Pay attention to these. Identify the most common products that they push with their updates. Again, this forms the "industry standard" in your niche. Look for the industry-standard because this is where you will start. It doesn't mean you have to start and end your email list marketing activities with the industry standard. Instead, it just gives you a tremendous head start because you're not fumbling around coming up with your squeeze page and mailing list strategy, which might fail.

Instead, by going with the tried and proven industry standard, you can improve on mailing list practices that already exist. You just need to perfect whatever it is your competitors are already doing.

Choosing The Perfect Email Marketing Platform

This step is crucial. It's so important that it only comes second in importance to Step #1. You have to have the right technology workhorse to ensure your mailing list business is a success. You have to understand that you cannot do email marketing manually. It's physically impossible. Even if you have a list of only 500 people, sending email updates to those people one by one will drive you nuts.

You have to sign up for the right email marketing platform that would automate all mail delivery. You might think that this is a pretty simple process. It isn't. It's tough to manually keep track of people signing up and unsubscribing to your list. You may be able to get away with it if you only have a handful of members, but once your mailing list starts to grow, it can quickly get out of hand.

1. Automated Autoresponder Sequence

Regardless of the platform you go with, they must have a way of enabling you to schedule emails to send to every one of your list members on a scheduled basis. For example, if somebody joined your list on Monday, they get the email update for Day 1.

On Tuesday, they get the email update for Day 2. When another person signs up for your mailing list on Friday, they get Day 1's update and so on. In other words, your mailing list platform must be automated and powerful enough to market to all your list members on an individually scheduled basis. This is crucial if you use your autoresponder email sequence to turn your list members into buyers.

2. Powerful Universal Update Features

Sometimes, you need to send an update to your mailing list. For example, if you're holding a sale or you have some important news to share, you need to be able to reach everybody at one time. Your mailing list platform must be able to deliver your email to its recipients. Otherwise, it failed at its job. Unfortunately, not all email marketing platforms do an excellent job of providing your email.

Four influential players stand out: AWeber, GetResponse, MailChimp, and Constant Contact stand out amongst the rest. These services have a solid-gold reputation for getting past spam filters. They are so trusted by mail services like Gmail and Yahoo Mail that their emails usually get through. Deliverability is crucial, regardless of whether you are sending autoresponder text or you're sending a late-breaking update.

3. *Insist On Email Templates*

Sometimes you just don't have the time to compose emails. To make things easier on yourself, you probably would want to use a template. This is an email that's been formatted a certain way.

There are purely template-driven email systems, like AWeber. Others expect you to come up with your email design every time. Others tend to push you to use text-only emails.

4. *Pay Attention To Squeeze Page Or Email Signup Page, Builders*

Let's face it. Most list marketers are not very good at web design and coding pages. Unfortunately, if you want to develop an online form, you must know some basic web design and coding.

Thankfully, some platforms have ready-made email list signup templates. You can just make specific changes to graphics, color, and font, as well as the text of these pages.

GetResponse is far and away the best choice for ready-made email signup forms or squeezes pages. It all depends on your needs. If you are looking for something that looks very professional and is easy to use, GetResponse is probably a good choice. If you know your way around HTML, you probably would be better off with AWeber or MailChimp.

5. *Consider Alternatives To Email List Recruitment Page Designs*

One alternative you can try for building your squeeze pages is a service called LeadPages. This online service enables you to use a two-step process to get people to sign up for your mailing list. This is a compelling alternative to how email lists are typically presented on a page.

Usually, people load a page and see the email form to enter their email address

and name. They would then click a submit button, and they would get their freebie.

The problem with this one-step layout is that it doesn't qualify people based on their eagerness for whatever you are offering to give your page visitors in exchange for the email address. Maybe they're just curiosity seekers. Perhaps they just want the freebie. Most likely, they didn't read the email form correctly.

Whatever the case, maybe they enter their email address, and you end up with a list squatter. This is a person who just stays on your list without reading your emails or, worse yet, buying anything.

LeadPages solves this problem by enabling you to use a two-step opt-in system. People have to click an ad link to end up on a page to enter their email address. Using this two-step process, only truly motivated or your offer attracts genuinely interested list members. Sure, this may result in a lower subscription, but you have more peace of mind about the quality of list members you will attract.

Decide On Your List Incentive

Let's get one thing straight. People are not going to sign up to your mailing list just because. It is not like they don't have anything else better to do. You have to give them a compelling reason to sign up for your mailing list. There has to be something in it for them.

This is where incentives come in. You're going to give away something for free, which adds value to your potential list members' lives. They would look at these incentives as "ethical bribes." You're bribing them to join your mailing list. It's not enough to promise that you will give them great information regarding the niche they are interested in. Anybody can make that claim. To create the perception of value in the minds of your potential list members, you have to step up and give them a compelling incentive.

Now the question becomes: what kind of incentive should you offer? The bad news is that it depends. I wish I could tell you that there is some sort of one-size-fits-all or universal answer to this question. There isn't. The winning incentive varies from niche to niche. It also varies based on the sources of traffic that you have.

Accordingly, you have to play it by ear. Ideally, you should offer the ten common types of incentives that I'm going to the layout below. You should offer them in sequence. Once you've gone through all 10, look through your conversion records and pick the incentives that got the most signups. That's the best way to know.

Anybody could tell you that you should give away booklets or simply update people, but that's assuming too much. People who are interested in your niche might prefer something else. The best way to find the right incentive is to simply go through all ten common incentives and pick the best-performing type. Once you find the highest converting type, you can optimize which specific giveaway of that type works the best.

I hope we're clear here. You have to go through this list. There are ten common types of incentives you can offer. Here they are.

1. *Topic-Based Email Series*

This incentive spoon-feeds list members' answers to the common problems they may have. The value-added is the content they receive in their emails. People who sign up for this type of mailing list incentive expect you to send them preprogrammed emails that would step them through common problems associated with the niche they're interested in. You would start at the beginning, then teach them a few things. After which, you send another email that leads the recipient to another set of solutions, so on and so forth.

This incentive gives you a tremendous opportunity to build expertise. You're not laying out all your expertise at once. Instead, you share specific solutions with the recipient, giving them enough time to implement them until the next set of keys comes.

2. *Cheat Sheet*

A cheat sheet is just a straightforward document. It may be a one-page item, or it can run several pages. Whatever form it takes, it is topic-based. A cheat sheet just focuses on one specific topic and breaks it down. Cheat sheets are trendy because they tend to highlight easy-to-know or easy-to-overlook information.

People are constantly looking for "stripped down" info. They don't have time. They just want to scan something that would give them the correct answers as quickly as possible.

They are also looking for something that spells out the answer in the simplest terms. It's easy to see the value of cheat sheets. It's no surprise that this form of mailing list incentive is quite popular.

3. *Template Giveaway*

Templates are trendy because people do not want to screw around with solving problems from scratch. They'd instead work with an existing template that they can plug specific information into. Of course, template giveaways don't work across the board. While you can get many subscribers for resume templates, you probably won't get as many takers if the template addresses something so specific or abstract that it is not all that relevant. Templates can work, but it all depends on your mailing list's niche.

4. *Complete Starter Kit*

You can compile all the solutions to a specific problem and give people access via an email link. Typically, this would involve people signing up to your squeeze page and being redirected to an online resource or PDF file that compiles all the content the reader needs to solve a problem.

This content can take many different forms. It can be a series of videos, audio files, links to PDFs, or even other websites. The significant value-add here is that you are compiling all these answers and putting them in one place. It solves the problem the user has in a very comprehensive way.

5. *Step-By-Step Plan*

Often, when people are faced with a problem, they simply do not know where to start. Even if they have a fairly general idea of the solution, they don't plan to attack the problem comprehensively and transparently. A step-by-step plan enables you to guide the reader to solve the problem effectively.

6. *Case Studies*

Everybody likes a good story. If anything, most people would like to see stories involving changes in other people's lives before and after something happened. These personal stories draw people in. They can connect on a person-to-person basis.

You can use these case studies to build up your mailing list and upsell whatever service or product your company is promoting. You can even upsell members

who sign up to your mailing list for case studies to other mailing lists. The possibilities are endless. Case studies work in most niches, but this is not a slam dunk across the board. Keep that in mind.

7. *Latest And Greatest News*

This is my personal favorite. You have to understand that when you're giving away some sort of "bribe" for somebody to join your mailing list, you run the risk of attracting people who only sign up for the bribe. It doesn't matter whether you're giving out software, cheat sheets, booklets, books, templates, or whatnot. There's a chance that your mailing list might be filled with list squatters. This is the kind of risk you run.

On the other hand, if you promote the updates that people would get by signing up to your list, there's a strong chance that the people ending up on your list would read your emails. They will not be list squatters who ignore the updates that you send. As you probably already know, you will only make money off your mailing list when people bother to open and read them.

Showcase the latest and greatest news in your niche. Make the value of this information clear to potential list members. Unfortunately, this is not a strong value proposition for all places. If you run a news website for a specific niche, a newsletter would be a great way to build up your mailing list.

On the other hand, if you are in a niche where developments tend to come very slowly or people have a fixed idea of their problems, and these don't seem to change, you might not get many takers for your newsletter. Offering the latest and most excellent news works best for niches that have constant developments.

8. *Canned Webinars*

Webinars are video-based seminars. You can upload these on YouTube and spoon-feed the URLs of these videos via email. You should also include a quick cheat sheet or a summary of the information contained in the video seminars with each of your emails. Let's face it. People don't want to read a ton of text to learn something new. When given a choice, most people would rather watch a short video to learn a specific solution. This is why not surprisingly, many people love video-based seminars. As long as these seminars deliver solutions that people are actively searching for, these make for excellent mailing list incentives.

9. *Software*

While the internet is filled with free software, it seems that people can't get enough apps, macros, or other software products. As long as they solve a specific problem people face, you can bet that offering this free software in exchange for emails will help you build up your mailing list reasonably quickly. The secret to providing software as a list incentive revolves around specificity. The more specific the software is to a problem related to people interested in your niche, the higher the chance your squeeze page will convert.

However, suppose you're offering some generic software that people can get elsewhere or software that addresses a vague problem that may seem to be related to your niche. In that case, you might have a more challenging time. Keep that in mind. Also, please note that software is not exactly cheap to code. You can build your software, or more likely, you're going to have to hire somebody to code it for you. This might cost you quite a bit of money.

10. Graphics Packages

Depending on your niche, people might be interested in downloading a free package of icons, badges, photos, or other graphical materials. While this makes for a great incentive for niches that involve online promotions, web design, web development, it doesn't apply across the board. For example, if you target the weight loss niche, few people would be interested in seeing photos of fit people. They know they need to lose weight. They don't need pictures of slim people to remind them of that problem. Instead, they're looking for other types of content to address their issue.

11. Custom Consultation

If you want to turbocharge the number of people joining your list, you might want to consider giving out custom consultations. These involve people contacting you via Skype and you stepping them through a problem. You have to tightly define the kind of consultation you have with people.

Otherwise, you might sink into a time black hole. Seriously. There are people out there that just love to talk. They would chat your ear off if you let them. Your consultation must be focused on a very targeted problem to minimize the amount of time you spend with a list member.

Remember, there will be people who would sign up for your mailing list just to consult with you, and then once the consultation is over, they would unsubscribe from your list. Factor this into the amount of time you spend on custom

consultations.

I would research the most frequently asked questions, so I would just copy and paste this material into the custom consultation, tweak it a little bit and get that consultation down to as close to one minute as possible. You don't want to spend too much time on custom consultations. Ideally, you should outsource this to somebody who could copy and paste specific answers to common questions.

12. Key Takeaway For Incentives

The key takeaway here should be obvious. Giving away a book or booklet for people to sign up to your mailing list is simply not enough. You have to figure out the industry-standard giveaway for your niche and try to outdo the stuff that other people are giving away.

Ideally, you should go through all ten incentives above and pick out the most effective one. It all boils down to coming up with something better or something with a more excellent perception of value.

13. Avoid This Problem!

As I have mentioned earlier, there will be people who would join your list just for the freebie. These are list squatters. To some extent, you really can't avoid these people. You have to accept the fact that a certain percentage of your list will be squatters.

Your job is to minimize that percentage to as close to zero as possible. One way to nip this problem in the bud is to sell people on the value of your list. While your squeeze page should do a good job selling the value of your incentive, you should also talk about what they would get in the email updates you'll be sending them. You should be clear that once they join, they will be receiving emails.

Highlight the value those emails contain. Otherwise, when people start receiving emails, they would either unsubscribe, or worse yet, they won't unsubscribe. They would just take up space on your email roster. Depending on the email service provider you go with, you might get charged for the number of list settlers you have.

It may well turn out that only 1% of your mailing list of 100,000 people engage with your emails. These are people who open and read and click through your email. Ninety-nine thousand people, on the other hand, are simply squatting on

your list. Depending on your list provider, you might have to pay for those people. Avoid this unnecessary drama by spelling out the value of list membership in addition to the freebie you're handing out. Also, when people download the freebie, highlight the importance of the email on the confirmation or freebie download page.

The key here is to prevent people from being "surprised" by your email updates after downloading your incentive. You really can't blame people for ignoring your emails if you focus so much on motivation and people don't get a clear idea of receiving email updates from you.

Create And Feature Top-Notch List Incentives

Now that you have a clear idea of what incentives you can offer for your list, the next step is to create incentives to position your list for success. There are two ways to do this. As I've mentioned in step #3, you can just go through the list of incentives and pick which ones work the best with your particular traffic source. Let's face it. Regardless of how tight and awesome your competitors' incentives may be, there's always room for improvement. Figure out these areas and create something better. Remember, there are two ways to play this. You can come up with something objectively better or produce something perceived as something better. Whatever the case may be, it has to be better.

1. How Do You Produce A Better Incentive?

This is the question that's begging to be asked. Now that we're clear that we have to develop an incentive that either blows the competition out of the water or is perceived to be better, how exactly do we go about doing that? Here are some ideas.

First, you can offer an incentive that is complete. In other words, when you study your competitors' motivations, they might be holding back on specific pieces of information. They might be offering essential information. If you develop a fully complete incentive, you will stand head and shoulders from your competitors. A word might even get around that the A word arrangement that you deliver genuinely solves the problem of your target customers' situation in a very particular way.

Another approach you could take is to offer simply longer content. For example, if your biggest competitor offers a free booklet that lists ten solutions to potential list

members' problems, offer a booklet that provides 20, 30, or even 50 solutions. The key here is to come up with an incentive that, on its face, is so vastly superior that people can't help but sign up for it.

Don't just go with doubling your competitor. Blow them out of the water by a magnitude of 5:1 or 10:1. If the industry standard is to offer ten solutions, come up with 50 or even 100 solutions. Like it or not, people tend to equate longer products with higher-value products. Of course, you and I know that this is not necessarily the case, but mental bias is.

Alternatively, you can offer an incentive that is more engaging to people. For example, the industry-standard in your niche might involve complicated or jargon-filled materials for all sorts of products. When you read through this, it seems like you have to be some sort of brain surgeon or rocket scientist to make heads or tails of these materials.

What if you were to develop an incentive written in plain eighth-grade English and engage people on an emotional level? Your motivation will blow everybody else away because your stuff is more accessible and easier to process. What use is a seemingly "complete" incentive when it's written in Ancient Greek? Do you see where I'm coming from? Focus on engagement. Understand that the people who will be downloading your incentives are flesh-and-blood human beings with real problems. Start there.

Finally, you can offer the same industry-standard incentive as your competitors, but you packaged it better. When people read the same information, but it's formatted in a friendly PDF with lots of helpful pictures, and everything is written in a well-spaced, well-formatted way, don't be surprised if people walk away with the impression that you have a better incentive. It turns out that you're offering the same information. The only difference is that you formatted it in a way that is more accessible, easier to process, and most importantly, easier to act upon.

2. *Make Sure To Do This*

Based on my many years of list marketing, I can tell you that the vast majority of list marketers automatically assume that when people sign up for their list, they will welcome the updates. This is why most list marketers fail. You cannot accept this. Like I said earlier, there's a certain percentage of your visitors that will be list squatters. If you're not careful, this percentage can keep growing until they form the majority of your list.

You have to make sure to emphasize the value of the updates on your list. You have to do this right before they sign up by including such text in the squeeze page. You also have to do this on the confirmation page that they get. You should tell them that they're getting the booklet, template, book, or whatever incentive you're offering, but they're also going to be getting handy updates.

You may want to invest some time highlighting the value these updates will bring to the lives of your list members. If you fail to do this, you run the risk of building a list full of squatters. Worse yet, people might be surprised that you're sending updates and might consider your emails spam. You probably don't need me to tell you why that's bad news.

Do yourself a big favor and emphasize the value of the updates of your list because this is the only reason why you're giving out incentives in the first place. By getting all caught up in the motivation you're giving away, you end up sabotaging the success of your list. Make sure to keep your priorities straight. Otherwise, your list marketing business might go belly up sooner or later.

3. *Create A Two-Step List Recruitment Setup*

Many list marketers are under the impression that the more people that join their list, the better. I'm telling you, the whole idea of "the more, the merrier" doesn't work in list marketing. In many cases, you'd make a lot more money having fewer people on your list than having a bloated list of squatters or uninterested people.

You have to make sure that only genuinely interested people in the value of your updates get on and stay on your list. One compelling way to do this is to create a two-step list recruitment setup. Many list marketers set up their lead capture pages so that when you load a page, you only need to enter your email address and your name and click the submit button. That's all you need to do.

Automatically, you'll get a confirmation, and you are on their list. The confirmation page usually has a download link to the incentive that you signed up for.

This is going to be a problem because this can attract curiosity seekers. This can attract people who are not all that interested but are just curious about the incentive they would get. In other words, you risk attracting all the wrong eyeballs. You have to set up your list in such a way where the prospect has to click a button to get to the form.

This added step filters out curiosity seekers. Your form gets in front of the eyeballs of more motivated people. They have to read an ad or text that spells out the opportunity and benefit of your list. They then click through to get to the squeeze page form. In other words, you qualify them before you sign them up to your list. Either way, if you do this right, your paper should talk about the benefits of the mailing list. This two-step process can go a long way in eliminating curiosity seekers and ensuring that people who sign up for your list are more likely to read your updates.

4. *Modern Email Marketing*

Modern email marketing uses a two-step email recruitment process. When people click through to the email form, they ask to opt-in after becoming aware of the incentives. In other words, they already know what's in it for them. They are looking to establish a relationship with you.

They want to permit you to continue talking to them. Using this two-step process is less intimidating, and they also are given the impression that they're calling the shots. It's their choice whether to click through to the form or not.

Another great benefit of modern email marketing's two-step email signup process is that this enables you to offer different incentives at different parts of your blog page. When people load your content, they see other ads for different lists. When they read the ad, they learn about the list's value and then click through to join that list.

You get much control over your mailing list because you can qualify people based on their interests. Different people with different needs would sign up to other lists. This segmented email marketing approach can lead to higher conversion rates. Instead of just dumping everybody interested in a wide range of problems related to your niche on one general mailing list, you end up with a highly filtered list speaking to different issues. You can then offer laser-targeted solutions to each of these lists and walk away with better conversions.

Choose Your Email: Between Updates And Pre-Schedule Mails

The next question that you will have to tackle is when you will be sending out your emails. You have to understand that your squeeze page sets up your list members' expectations. If you do things right, your list members would not be surprised that you're sending out emails to them. They would expect this information.

You have to decide whether your list is going to be an update-driven list or a scheduled list.

People who sign up for update-driven lists expect emails to come at any time. Maybe there is late-breaking news in your niche. Maybe there is a hot development that needs their attention. Whatever the case may be, people who sign up for such lists expect updates to come at any time. They wouldn't mind if they received several emails within a day.

On the other hand, some lists are expected to send updates every once in a while. Maybe there are no late-breaking developments. Maybe there is a shortage of news in your niche. Regardless of the reason, people expect to receive emails only if something is fundamental in your update.

Finally, many lists involve pre-scheduled updates. These are usually tutorials or autoresponder series that people specifically sign up for. For example, if I sign up for an email list that is promising to teach me how to trade bitcoin every week, I would expect to receive a tutorial email with links to instructional videos once a week.

Make sure you set up the right expectations because this will decide how frequent your updates will be. Timing depends on subscriber expectations. Make sure that your squeeze page and all other promotional materials set up the right expectations. Be as straightforward as possible. Do your readers expect to be sent only the most relevant and pressing information? Do they expect periodic emails as they "step-through" certain information?

I wish I could tell you that this is pretty straightforward, but it isn't. It depends on the incentive you're using. Your target niche also influences it. Maybe you're in a place where people expect rapid updates. For example, the cryptocurrency world changes rapidly. There are all sorts of late-breaking news. If you were to sign up

for a mailing list specializing in cryptocurrency, you probably would want to be notified about the latest moves by global regulators or authorities involving bitcoin and other cryptocurrencies.

Finally, you might want to consider the industry standard of your niche. If you sign up for your competitor's list and notice that they tend to have the same schedule for their updates, you might want to start with that schedule. You should start there, but this does not necessarily mean that you should end there. Use their schedule as a starting base and then tweak your email schedules based on the actual behavior of your list members.

Pay attention to the following tips to make sure you maximize the results you get from your email lists.

1. Optimize For Maximum Opens Or Responsiveness

Now that you've set up your mailing list, your main job is to make sure your emails are getting opened, read, and acted on. This is the essence of list marketing. If you fail to optimize your emails, then your email list is dead in the water. It really would be. Why?

What's the point of getting many people to join your mailing list when they're not going to be reading your emails? If nobody is clicking on your links or reading your materials, then your business is practically dead. There is no way you could make money from your list when people are not acting on the emails that you send out.

You have to work actively to maximize the percentage of people opening your emails, reading them, and clicking on them. Each of these actions involves fewer and fewer people. You can start with 1,000 people on your list and end up with only 100 people opening your emails. Of those people, only 20 might end up clicking on the link included in the body of your email.

2. Think In Terms Of This Filtration Process

Try to maximize the percentage of people acting at each step. Start with a large base of list members. Try to maximize the number of people opening your email and then increase the number of people reading your emails and clicking through to your target website.

How do you optimize for maximum open rates and responsiveness? It is pretty

simple. First, you need to be clear about your target niche for your list. Put simply, and your updates have to be all about your place. They have to be targeted to the set of problems people in your niche have.

3. *Set The Right Expectations With Your Squeeze Page*

Inform people before they sign up to your list that they will be receiving email updates. Clue them into the value those email updates will bring to their lives. Don't just play up the incentive that you're giving out so people can join your list. That's how many list marketers fail. They emphasize their bribe and don't pay enough attention to getting their prospective list members excited about the emails they will be receiving.

If you put too much emphasis on the giveaways and incentives you are using to get people to sign up to your mailing list, don't be surprised when people get shocked that they received an update from you. They might even be blind to the fact that they signed up to a mailing list. Your squeeze page might have emphasized or played up the incentive so much that your list members were under the impression that you're just giving away free stuff and won't be sending them emails.

Set the right expectations with your squeeze page. Emphasize the value of the emails people will be getting. Clue them into the fact that they will be receiving emails.

4. *Make Sure That There Is A Tight Fit Between The Incentive You're Offering And The Needs Of Your Audience Members*

Whatever incentive you're giving away, it must speak directly to the needs of your audience members. This is how you create value in their eyes. The more valuable, credible, and authoritative your brand appears to them, the higher the chance they would open your emails and take you seriously. If it turns out that you are offering incentives that don't directly address their needs, they are probably not going to be all that eager to open and much less act on the emails you send.

Another way you can optimize your email marketing is to send only relevant and on-point updates or autoresponder texts. In other words, when people sign up for a specific niche, everything that they receive from you would talk about that niche and nothing else. If you send out updates that have nothing to do with what your list members signed up for, don't be surprised if many of them would

unsubscribe. You shouldn't be all that shocked when people stop reading your emails. They may remain on your mailing list, but they don't do anything. They are no longer opening your emails.

5. *Make Sure To Send Only Relevant And On-Point Updates*

This way, you preserve your chance of actually making money off your mailing list. It doesn't matter whether you're sending updates or you have pre programmed autoresponder emails being sent out by your system. Your stuff has to be relevant. Otherwise, your list members would start ignoring your updates.

6. *Make Sure That Everything In Your Email Is Consistent*

It's not enough that your email talks about the problems of the niche your list members signed up for. Your emails must be internally consistent. You must remain focused like a laser in adding value to the lives of your list members. They should immediately see that reading your emails would add something to their lives.

7. *Finally, Once You Have People On Your Main Email List, You Need To Work Quickly To Segment Them*

In other words, when people sign up for your general niche list, you need to start sending updates that would enable them to separate or filter themselves based on the specific subproblems that they are interested in. You can also send updates with links to low-cost products so you can segment your list membership base into two camps: proven buyers and information list members. Once you have these two segmented lists going, you can spend a lot more time converting the proven buyers to buy higher-dollar items.

Optimize Your List By Targeting Your Traffic Source

Just because you have many people on your list doesn't necessarily mean you will make much money.

There are many list marketers with huge, bloated lists but are struggling. The reason is that they made the all-too-common mistake of assuming that the more, the merrier. That's not going to cut it in modern email marketing.

You need to get the right people on your list. Otherwise, you're going to get many freebie downloaders on your list. These people don't even bother to unsubscribe,

but the damage remains the same. They are not likely to open your emails and not likely to convert. How can they? They don't even read your emails.

1. Optimize Your List By Using Traffic Source-Targeted Strategies

As much as possible, you should start with accessible traffic sources to optimize your squeeze page and your updates. By using free traffic, you should be able to get enough clues as to how to tighten up the incentive you're offering, increase your squeeze page conversion rate, and maximize your open email rate.

When you use free traffic to get this information, you're saving money. The downside to this is that you're going to have to invest time into this. You're still paying, but not in the form of cash. Instead, you're paying in the form of time. Using free traffic, highlight your incentive. Use brand-building content to get people excited about the value of your updates. Keep optimizing your squeeze page and updates until you are confident that these can convert paid traffic at a high enough rate.

2. Paid Traffic Targeting Strategy

Once your squeeze page has been optimized for free traffic, start taking out paid ads. Now, I don't suggest that you jump in with both feet and place \$100 a day ad buys on Facebook or Google AdWords. Instead, I suggest that you optimize your squeeze page and your mailing list to paid traffic using small, targeted ad buys.

Start with \$1 daily buys. Pay attention to your statistics. See if people are converting at a high enough rate. Keep tweaking your squeeze page until your \$1 ad buys convert at a reasonably high speed. Once you've done this, start optimizing your email updates to boost your conversion rate.

This requires a tremendous amount of attention to detail. You can't be lazy about this. You can't just "set it and forget it." You have to pay close attention to your ad campaigns to quickly deactivate campaigns that are not working out while increasing the volume of ad campaigns producing higher conversions. You have to be proactive. You can't just sit back and spend money on paid ads. Paid ad costs can spike up quickly, especially if you are not paying close attention. At best, you would be throwing good money after bad on campaigns that are not working out.

Optimize Your Squeeze Page Signup Rate

In previous steps, I've gone over this topic at some level. Still, optimizing your squeeze page plays such a critical role in the success of your mailing list campaigns that you need to go through specialized steps to ensure your optimization efforts are correct. You must follow the steps below.

Don't miss any detail. Make sure you implement each of the items below; otherwise, you're going to be leaving much money on the table.

You have to understand that these optimization steps assume that you have already set up your squeeze page and have set out your updates. It also means that you've already optimized your squeeze page at some level. Here are other optimization ideas to try to maximize the conversion ability of your email list recruitment page.

1. Ask, And You Shall Receive

Do direct outreach with your list members. These people have already signed up for your list and are in the best position to know about what you can do to improve your squeeze page. They've already gone through the conversion process.

They've seen your squeeze page, obviously liked something that they saw, and signed up. Now is the time to reach out directly to them and ask for suggestions. Pick their brains regarding the things that you did right and any areas for improvement.

Believe me; this is no time to assume that everything you've set up is perfect. You have to set your ego aside and ask for suggestions. There is always room for improvement.

Make sure you offer some incentives for the feedback. This is critical. You have to understand that people have better things to do than to respond to your email. With everything else being equal, most people would probably just read your email and not bother to answer because there's nothing in it for them. They have other more important things to take care of.

You have to make it worth their while to respond. With that said, you also have to be careful. Some people might give you sloppy or even misleading information to get the incentive you're offering. Pose some sort of incentive that is attractive

enough for people to want to respond to your outreach; however, it shouldn't be so beautiful that you get fake results. What should you ask for feedback for? Ask for how your squeeze page can be made better.

However, you have to break down the squeeze page elements one by one. You can't just say, "How can I improve my email list recruitment base?" That's too broad. Instead, you have to look at the different elements that go into your squeeze page. Ask them, "Am I using the right graphic? Is the text easy to understand? Is the value proposition behind the incentive I'm giving away obvious?"

Similarly, you should ask about the quality of the updates you're sending out. More specifically, you should ask your list members, "What improvements should I make for you to forward my emails to people you know?" Don't neglect the power of feedback because often, the cheapest and most efficient way to get from point A to Point B is a straight line. Ask your list members, but offer an incentive.

It's also essential to make sure that you don't just jump on the first suggestion you get. Look at the total amount of responses you get, and pay attention to the most common theme. If people keep talking about the picture on your squeeze page, and only a handful of people mention the incentive you offer, chances are pretty good that if you change your squeeze page graphics, you might increase your conversion rate. Look for these patterns. Don't get thrown off track by outlier responses.

WARNING: I wish I could tell you that you only need to rely on people's direct answers to boost your conversion rate. Unfortunately, that is not the case. When people ask us a question at the back of our heads, we try to give them the answer we think they're looking for. This is always the case. This applies across the board.

These suggestions can lead to all sorts of problems if you use them to guide the changes to your squeeze page. You have to pay attention to the most common answers that you get. Next, you have to cross-reference these responses with the actual actions people take.

2. *Actions Speak Louder Than Words*

When you look at your squeeze page, please understand that you're not looking

at one unified element. A squeeze page is made up of many different parts. The picture of the incentive, the text was offering the stimulus, the font, the font size, and the colored layout, among others. Many different elements go to that page.

Change each element one at a time, and pay attention to the conversion statistics. Make many different variations, and then test these variations against your traffic.

You should quickly see that at least one variation has a higher conversion rate than others.

This improvement might be pretty slight. It might even be one percent or a couple of percentage points. That's okay. You need to isolate that variable and make more variations of it. Run traffic through all the variations, and see if you can improve your conversion rate.

Keep going through this process of making variations, testing with traffic, picking the winner, and making more variations until no further conversion rate improvement is possible. At this point, you should make variations of another element on your squeeze page.

It's essential to make sure that you change only one element of the time. For example, you can optimize the image of your squeeze page. Once your squeeze page converts at a higher rate and can't improve any further, start changing around the text and see if that has a positive effect. Move from one element until the squeeze page converts at a reasonably high and end predictable rate.

Cross-reference these element changes with the actual feedback that you get from your list members. Using these two pieces of data, you should be able to develop a statistics-driven modification strategy. Otherwise, you're just going to be taking your list members' words at face value, and it's anybody's guess whether their suggestions will improve your squeeze page's conversion rate.

3. *Use Social Proof*

There's a straightforward trick that you can use to push people psychologically to sign up to your mailing list. We've all seen squeeze pages before. Typically, there's an email field, a call to action, and a submit button. There also might be a nice-looking graphic on the side.

Unfortunately, these squeeze pages are so standard that people usually become blind to them after enough exposure. However, people can and do sit up and pay attention when they see that their other Facebook friends have signed up to the list. Alternatively, they become slightly more interested in seeing that many people on Facebook have liked the page they're viewing. This is called social proof.

Few people like eating at an empty restaurant. They're thinking that the food must not be excellent at the back of their mind because nobody is eating at the restaurant. On the other hand, if the restaurant is complete and people are lining up to get in, chances are pretty good that people would want to line up even more because all these people simply can't be wrong. Do you see how group psychology works?

You can use the psychology of social proof to boost your squeeze page conversion rate by adding the developer code of the biggest brand in your niche to your squeeze page. Facebook allows you to include the URL of a site on the principle that it gives you to show Facebook likes. Embed that code onto your squeeze page to show that many people already like your squeeze page.

This trick is so effective that it shows the viewers' friends' names and the thousands of others who have liked that page. Piggyback on this social pool, and give the viewer the push they need to sign up to your list. What is segmentation? Segmentation means separating your list subscribers into smaller sub-lists based on their specific interests or preferences.

List Segmentation Strategy: Identifying And Working On It

It's not enough that they are interested in your niche generally. It's not enough that they are looking to solve a particular set of problems. By breaking down their specific interests in your place, you can send them more targeted information that can lead to them buying more products. You can also segment people based on their purchasing behavior.

If you keep most of your list members on your "general info" list, you are leaving a lot of money on the table. You can send update after update to this general list, and I can almost guarantee that the majority of the people are probably not going

to buy stuff. Wouldn't it be a better use of your time to get this list of people to filter themselves by going on a buyer's list? Once they are on your buyer's list, you can send better-crafted or more targeted emails to get them to buy stuff.

1. *Implementing Segmentation Strategies*

To get people to filter themselves into subsists, send email updates with links to more specialized email lists. These lists target more specific needs.

Over time, as you send one update after another, these sub-lists will fill up with people. You then need to send specific emails targeting the particular interests of the people on those sub-lists. This increases the likelihood that people in the specialized list would buy something because you push products and services that cater to their particular interests.

The second way you can segment is to get people to sign up to sub-lists from the beginning. That's right. You're not starting with a general info list. Instead, when people go to your blog or your website, they see different ads for mailing lists.

These ads talk about specific issues and are very different from each other. When somebody clicks on a particular ad, they sign up for a list that only talks about the issues raised by the ads. They also only offer incentives that address tightly-defined specific problems.

This is a slower way of building lists, but it's more targeted. With everything else being equal, the slow growth rate of your mailing lists can be offset by the higher sales conversions of people signing up to those specialized sub-lists. The third approach you could take involves selling low-dollar items. You start with your generalist, and you send one update after another promoting a one-dollar product. When people buy these one-dollar items, they end up on your buyer's list. Behind the scenes, they are automatically unsubscribed from your main list.

Given enough time, you should have a reasonably lovely list of people who had bought one-dollar items. You then should focus most of your time crafting high-converting updates that target your buyer's list. This maximizes your return on effort.

Instead of sending update after update to your general info list, hoping that people will buy a \$20, \$50, or even a \$300 item, focus all your conversion firepower on a list of people who are tried and proven buyers. This saves you a

lot of time and effort. You should still send updates to your general information list; however, you should space these apart and focus on value. You should also advertise only lower-dollar items.

If you do this right, you will save much money while making money. How is this done? First, you can easily see which of your list members are not opening your emails through your email list management system. You then prune these general information list members by automatically unsubscribing people who have not opened your emails. Whoever is left still opens your emails, and you still have a chance of converting these people into buyers later.

If done right, segmenting your list into a general information list, then a buyer's inventory not only saves you time but can also save you money later. Be aware of your competitor's "industry standard" list segmentation. At this point, you should have already signed up for your competitor's mailing list. You should already know the topics that they send updates on. You should also be very familiar with the content of their updates.

Pay attention to the standard features of these emails, and try to connect the dots. How do they segment their list members? Which of the general strategies described above are they using? Once you are clear as to their segmentation strategy, you might want to start there.

Again, this is the industry standard. You're not precisely wedded to it. You can change it up later. You can make improvements based on how your list behaves. Don't neglect this segmentation strategy. Let's face it; people do unsubscribe. This is a fact of life. Don't think that just because you work hard to offer the right incentives to the right people, they would remain loyal to your list.

People do sign up, and after some time, they unsubscribe; however, you can reduce your unsubscribe rate by simply asking people who wish to unsubscribe to change the update frequency of their membership on your list. Depending on your list automation software, you can offer list members a choice as to how frequently on your list will send them updates.

Don't neglect this powerful tip because this can save your list. Instead of the vast majority of your list members unsubscribing after a certain amount of time, you can hang on to a large chunk of them and possibly convert them into buyers later.

2. *Why Segment?*

Why should you segment your list? People find themselves on your mailing list for a wide variety of reasons. While they share a common interest in your niche, that's probably the only thing they have in common. They can all agree on the one problem your place focuses on. Despite this, they might have different related issues that need to be solved.

A problem, like weight loss, for example, has many different parts. Maybe some people are struggling with weight loss because of their metabolic rate. Other people simply eat a lot and have impulse control problems. Others tend to have a particular lifestyle. Whatever the case may be, these people agree on the common issue of weight loss; however, they may have different "sub-problems" that need to be addressed.

As a result, they might need different stages of the conversion process. Some may need more information before they commit to buying a product. Others are already clear on the solution, but they just need a recommendation they can trust. You can't send the same message to these people and expect the same results. It's just not going to happen.

For every person ready to whip out their credit card and make a purchase, there are probably dozens, if not hundreds of others, who are still trying to make up their mind. Maybe they are looking for more information. Perhaps they already have an idea, but they need to know more about specific solutions. Maybe others trust an explanation but just need you to push them off that fence.

To see the difference among these groups of people? This is where segmentation comes in. You need to set up a process where the people can send messages to push them closer to the point of conversion.

I've already covered the three strategies you should use to segment your mailing list. The following segmentation strategies are more detailed. Implement them after you've done the three main methods listed above. You can segment your list members' emails using the following criteria.

3. *Location*

If you tend to attract list members from many parts throughout the country and send out regionalized offers, this may be a good option for you. Send only updates related to a specific region to people who live there. This makes the information more relevant to them, builds more local trust, and leads to greater

conversions down the road.

4. *Activity Level*

People who open your emails a lot have different expectations from people who casually open your emails. For people who are huge fans of your mailing list, you might want to ask them to sign up for another list in exchange for a reward.

When they sign up for this other list, you can send them more frequent updates, and you can probably get away with trying to push them to buy stuff. They probably wouldn't mind because they already made it a habit to open and read your emails. Less regular openers, on the other hand, can remain on your main list. You can send them updates at regular intervals.

5. *Lack Of Activity*

If people sign up for your autoresponder series but don't seem to open your emails, you might want to set up an automatic reminder system. Depending on the email platform you're using, set up the system to send a reminder email asking the recipient to respond, or ask you a question. This lets you know whether the recipient is completely ignoring your emails.

If this is the case, then you can prune these list members. Since they're no longer opening your emails, and you've already reached out to them to get them to open your emails, it's probably a safe bet that you can delete them from your subscriber base without any adverse effects.

6. *Just Send Different Updates Based On Incentive Downloaded By The List Member*

As I mentioned earlier, you can run different email lists on the same blog or website page. When people click these ads to sign up to a list, they're signing up to other email lists. Usually, these different lists offer different incentives. Increase the conversion rate of these various lists by ensuring that your updates are guided by the encouragement downloaded by the list members.

For example, if the list member downloaded a video, chances are pretty good that this person probably would want to watch other videos. On the other hand, if this person downloaded a graphics template or a graphics package, they're probably more interested in similar types of content. Make sure that your updates speak to these different incentive preferences so you can maximize your sales

conversions.

7. Separate Info List Members From Buyers Using Low-Dollar Product Offers

I've mentioned this above, but this is so powerful that I can't help but mention it again. Depending on your niche, it may be unavoidable that you end up with a general information list. You work hard to offer incentives, get people to sign up to your mailing list, and have many people on this list at the end of the day. However, these people are generally just looking for general information on your niche.

They're also all over the place when it comes to conversion ability. In this case, it's a good idea to send regularly scheduled updates with low-dollar information product offers.

I would push for really cheap stuff. We're talking about a one-dollar booklet, a one-dollar template package, or whatnot. Let your system send out these offers, and set up your email on this management software to unsubscribe people automatically who buy these one-dollar items.

Here's how you set it up. It's pretty simple. When you send out your updates to your general information list, these updates will contain a link to your sales pitch. When people click that link, they see a purchase button. When they purchase, they are taken first to an email signup page.

When they enter the same email address they used to get on your general information list, your email management software system will automatically unsubscribe them from the available information list and put them on the buyer's list. This way, when you send updates to your public information list, your tried and proven buyers will not see those updates.

This is a good thing because you don't want them to feel that you're spamming them by sending them so many emails.

You should then pay more attention to your buyer's list. Maybe you should send them updates with more in-depth solutions, or you should send them higher-quality information to get them to buy higher-priced products or services.

8. *Segment Your List Based On Mobile Versus Desktop*

This is non-negotiable. Over 60% of internet users view the internet through a mobile device. The problem is that these devices have different screen sizes. Make sure your mailing list segments your list members based on their screen preference.

Depending on the email list automation software you're using, you should automatically detect this. Regardless, your squeeze page must be mobile-ready. In other words, it doesn't matter what device visitors use to view your squeeze page; your page would look good. It would look its best.

Optimize your squeeze page for all environments. It shouldn't matter whether you're a person viewing your squeeze page through a mobile phone, a desktop, or a tablet.

CHAPTER 2

BUILDING A MAILING LIST: SUCCESS IN JUST A FEW STEPS

Chapter 2: Building A Mailing List: Success In Just A Few Steps

You finally realize that you need a good opt-in list. After reading countless articles and seeking expert advice, and having read many success stories of people creating a small fortune with opt-in lists, you finally decide to have one of your own. Then it happens, you think you have known everything there is to know about opt-in lists and have followed their advice to the T, and you still weren't able to make a profit.

You may be losing money. You may be hiring writers to help you out, or there are some expenses incurred. Even if you have an extensive list, but only a tiny percentage buys from you, you are still losing profit. You'll realize that after a few months when you see your statistics and sales figures.

So, what could have gone wrong? Why have others succeeded where you have failed? The most common mistake is that you dived straight right in. You chose a topic where you think could be pretty popular and would earn you money. This is just not the case. Just because you wrote people from the list doesn't mean they are going to buy instantly.

Here I will offer more advice. For those who have started an opt-in list and have failed, you can rejuvenate your failed venture. Here are three quick and easy ways to build a good opt-in list for those who are beginning.

1. Get Your Customers To Trust You And Your Products First

Just launching your opt-in list would not make you an expert and a believable seller. Put many articles first before you start an opt-in list. Write about the topic you know and have created and used for your site. Try to put forums first to learn about your customers' wants and needs and target those wants and needs.

Join forums from other sites as well. Provide expert advice and recommendations. When you feel that people trust you already, you will start your opt-in list. You can build a base as well with other forum users. You can ask them to join your list. Friends are always good customers. Put up a link to your site so that they may be able to see what your business is all about.

The unavoidable truth is that the money will only come in when the consumers and subscribers believe and trust you. They want a product or service that could be a good exchange for their money. People are not going to buy something out of your recommendation if they don't know you.

2. Find A Product Or Service That People Want And Need

Although it may not be your forte, you can carry it forward if you provide a service and product that you have researched and learned about well. Invest your time, effort, and money that you could sell as well as the buyers or subscribers of your opt-in list can use.

While it is true that it is best to sell something that you have an interest in, there are not many people who have the same interest as you if you decide to sell something that is not entirely popular or profitable. Do your research well, and you will see the profits come in. Also, provide your subscribers with promotional material that they could actually use and spread around.

3. Make Friends With Other Opt-In List Users

This is beneficial, especially if it is someone who has already launched a successful opt-in list. These are people that have experience in this venture, and experience is still the best teacher. While there are many articles available for you on the internet to use, there is nothing like getting a first-hand account from someone you trust.

Experienced opt-in list users will tell you what to do and what not to do because they have gone through it. While different situations occur for other people, the general concept can still be beneficial. There are many things to avoid, and these people will be able to tell you which ones.

Building a profitable opt-in list doesn't just happen overnight. There are many preparations and efforts to make. Opt-in lists are made from scratch; as your list grows, you should also maintain the quality of your list. Keep it organized and manageable. Get or hire help if need be; just make sure that your subscribers are happy and satisfied, and they will be willing to buy from you.

Four Crucial Things You Need To Do To Build your List

Online marketing may have developed a sudden surge these past few years, but

many in the know-how have felt its rise even from then. As more internet- based businesses are put up, the need to develop new marketing skills and knowledge based on this new medium has arisen. More and more marketing strategies are being discovered and designed to cope with the changing face of business in the business world.

The demand for online marketing tips and strategies has drastically grown, and a new form of business has been born, internet marketing strategies. While there are companies that are all too eager to help your site and business build a clientele for a fee, there are also many ways to spread the word about your site's subsistence in a more cost-free way. One of these is Opt-in email marketing, also known as permission marketing.

Opt-in marketing requires the permission of a willing customer to subscribe to your marketing materials, materials that take form in newsletters, catalogs, and promotional mailings via email. The more opt-in marketing mail is sent, the more chances to bag sales and more sales. To do this, you must build a list of those who want to subscribe to your opt-in marketing list.

You will get your targeted customer; this is a good list since they already have shown interest in what you have to offer and sell since they have willingly signed in for your list.

These are the people who have liked what they have seen on your site and have decided they want to see more and maybe even purchase whatever product or service your company and area has to offer.

Many people would think that building their lists would take hard work and time to make and collect names and addresses. This is not so, it takes a bit of patience and some strategies, but in making this list, you open your site and your business to a whole new world of the target market. Take the effort to take your business to a new level. If traffic increases and good profits are what you want, an opt-in list will do wonders for your business venture.

Many sources and articles on the internet are available for everyone to read and follow in building a list. Sometimes they may be confusing because there are so many and their different ways. Different groups of people would have different approaches in building an opt-in list, but no matter how diverse many methods are, there are always some crucial things to do to make your list. Here are four of them.

1. Put Up A Good Web Form In Your Site That Immediately Follows TheEnd Of Your Content

While some may say this is too soon to subscribe for a website visitors' application, remember that your homepage should provide a quick good impression. If a website visitor somehow finds something they don't like and turns them off, they may just forget about signing up.

A good web form for subscribing to an opt-in list is not hard to do. Just write a simple short statement about how they would like to see more and get updated about the site. Then there should be an area where they could put in their names and email address. This web form will automatically save and send you the data's input. As more people sign in, your list will be growing.

2. As Mentioned In The First Tip, Make Your Homepage Very, Very Impressive

You need to have well-written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor's fancy. Make your site useful and very easy to use. Do not expect everyone to be tech- savvy. Invest in having good programming in your location, make your graphics beautiful but don't overdo it.

Don't waste your time making the homepage too overly large megabyte-wise. Not all people have dedicated T1 connections. The faster your site gets loaded, the better. Go for a look that borders between simplicity and sophisticated knowledge.

3. Provide Good Service And Products

A return customer is more likely to bring in more business. Even then and now, a satisfied customer will always recommend a business. Word of mouth and recommendations alone can rake in more business than an expensive ad. As your clientele roster grows, so shall your list. With more members on the list, more people will know about what you have to offer.

4. Keep A Clean And Private List

Never lose the trust your customers have entrusted you. If you provide emails to others and they get spammed, many will probably unsubscribe to you. Remember, a good reputation will drive in more traffic and subscribers and

strengthen your customers' loyalty.

Four Ways To Get You to Opt In Subscribers To Trust You Quickly

While the rest of the world has developed many barriers and protections to keep their email accounts spam-free. Some subscribe to emails promoting their products, services, and site. This is mainly because these subscribers want to know more about what these sites offer and benefit them. They expect to get kept posted on what they are interested in and what is new in the market or the field they have chosen.

Businesses would be so lucky to have these customers; the essential element needed to get these people is trust. When your customers trust you, they will reward you with their loyalty. Many internet users have gone to great lengths to protect their email accounts from spam mail. Some free-mail internet providers and internet service providers offer spam protection, while some internet-based companies screen your mails for you.

With an opt-in mail list, the mails you send containing your promotional materials such as newsletters, catalogs, and marketing media will go through. The intended recipient will read and view what you have sent, making it a successful transfer of information. To be able to be allowed to do so, you will need permission from your recipient. To get this permission, you need to be able to get their trust. With the significant lack of disregard for privacy on the internet, gaining the confidence of an internet user you don't personally know is a considerable achievement.

To build a good opt-in list, you need people to trust you. For a faster and quicker build-up, you need to get your opt-in subscribers to trust you quickly. The faster you build your opt-in list, the shorter word about your site and company gets to be spread. The bigger the scope of your opt-in list, the more traffic you get spelling more profits. It's easy math if you think about it. Getting the numbers is not that simple, though, or maybe it is?

- 1. Getting The Trust Of Your Clientele Shouldn't Be So Hard, Especially If You Do Have A Legitimate Business***

Getting your customers' trust should be based on your expertise. People rely on other people who know what they are talking about. Garner all the knowledge and information about your business. Frankly, if you decide to go into a business, you most probably are interested in it. Like how many basketball players become coaches, you don't venture into something you don't have any interest in.

2. Show Your Clients That You Know What You Are Talking About

Provide them with helpful hints and guidelines that pertain to what you are selling. Talk about how to install a roof if you're into hardware products or provide articles on insurance settlements if you're a settlement lawyer. You don't have to be a big corporation to make use of an opt-in list. If your customers see you as someone who knows what he is doing and saying, they will trust you quickly.

3. Be True To Your Customers. If You Want To Hype Up Your Products And Services, Provide Guarantees

The more satisfied customers you get, the more significant probability there is that they will recommend you. Generally, people will trust someone they know. When that someone suggests you, then you're a shoo-in. They will go to your site and check it for themselves and be given a chance to experience what the others have experienced from you, so make sure to be consistent in the service you provide.

4. Another Tip In Getting A Customer To Trust You Quickly Is To Provide Them An Escape Hatch

Show them that you are not there to trap them. Keep a clean list that would enable them to unsubscribe anytime they want. Elaborate your web form by providing information on how to unsubscribe from the list. Guarantee them that they can let go of the service whenever they want to. Many are wary that they may be stuck for life and abandon their email accounts when they get pestered with spam.

Remember that when you get the trust of your clients, don't lose that trust. Because if you do anything with their email addresses, like sell them or give them out, you will lose many members of your list and potential members. The authentic quickest way to gain the trust of your subscribers is when you are recommended by someone they trust.

How To Build A List Of Eager Subscribers

Every online business provides excellent service to generate satisfaction among its customers. As each customer receives satisfaction over their products or services, there is a perfect chance that they will become a return customer and buy again. Better yet, they will recommend you to other people that could generate more business for you and your site.

As more traffic is driven to your site. You can entice many to subscribe to your mailing list or opt-in list. This is a list where website visitors agree to be sent promotional materials such as newsletters, catalogs, and such that could keep them updated about your site or your site's niche. These promotional materials are sent via email to the members of the list at different time intervals.

When using email as the media of your marketing and advertisements, you eliminate the need for high costs. Email is free, and if you can manage to make your promotional advertisements, you can also save a bundle there. With an opt-in subscribers list, you are sure that what you send out is received, viewed, and read by the subscribers and not simply deleted. They have signed up for service and have consented to receive it.

This means constant reminders to your subscribers about all your products, new products and services, and any promotions and special deals you are having. There is also the chance to be forwarded to other potential customers as they tell their friends and families about you and your site. Of course, you should also be aware that subscribers may unsubscribe when they feel that they are not getting what they want or expect. Ensure that they are satisfied with your opt-in marketing strategies and keep them excited about receiving your newsletters and catalogs.

Here are some tips that can help you build a list of eager subscribers. Make your promotional materials exciting and fun. Try to use a little creativity but not too over-artsy. Build around what your product or service is about. For example, if you are selling car parts, put some pictures of what is new in the auto parts world, a new wing door that can fit any car and make it look like a Lamborghini.

Try to research what people are looking for. These ways, you stay one step ahead of them all the time and will be their bearer of new tidings. They will be eager to receive what you send them because they know you always have fresh and new things to share. Write good articles that can be very informative but light

at the same time. If your subscribers enjoy your articles, they will go to your site by clicking the links that you will be putting on your newsletter to read some more. You can provide reports that can connect to many people. Be diverse in your articles. Put something humorous, then put something informational, then put something that has both.

Are you wary about this because you don't like writing? No problem, many professional and experienced article writers can do the job for you for minimal fees. They know what they are doing and can provide the need that you have for your newsletters. The money you pay for your articles will be met by the many signups and the potential profit from the sales you will get.

Create and send an Ebook to your customers about anything related to your business or site. Use your knowledge and expertise in the field you have chosen to help other similarly interested people. Offer this e-book for free. You can write about anything informational and helpful to your subscribers. For example, you can do manuals and guides on so many things. This e-book could be used as a reference for many people.

Share this ebook with everyone, even other sites; just make sure that they don't change the links in the e-book to lead people to your site. If you want, you can always get some people to write it for you, just like your articles. Your investment once again will be covered by the great marketing this will generate.

Add e-coupons in your newsletters that will help them avail themselves of special discounts. Put a control number in your ecoupon so that they can only be used once. When people get deals found in your newsletters, they will be eager to receive your newsletter in anticipation of what you are promoting next.

If your subscribers can get benefits from your newsletters, they will be very anxious to receive them. Just don't flood your mailing list with emails so that you don't annoy your subscribers.

How To Grab Your Reader's Attention With Your Subject

The race for supremacy in internet-based businesses has been heating up, and

many sites have been put up to help others get ahead for a small fee. But there are also ways you don't have to pay so much to make yourself a good list of loyal followers. Having satisfied web traffic and visitors allows you to put up a foundation wherein you can build an opt-in list and make it grow from there.

An opt-in list will enable you to provide newsletters to your subscribers with their consent. When people sign up, they know that they will be receiving updates and news from your site and the industry you represent via email. But that doesn't mean that all of those who subscribe read them at all. Many lists have been built due to an attachment with free software or for a promotional discount and such. Some are not interested in receiving emails from companies and just treat them as a waste of cyberspace and delete or trash them without opening the email and scanning them.

You can change all that. While forwarding an email message is relatively after producing your newsletter. Getting people to open them is not as easy. You don't want to waste all the time and effort used in making the newsletters, and you want people to read them and have their interests piqued. You were interested enough to go to your website and look around and, most significantly, purchase and acquire your products or services.

One of the numerous ways you can tempt or persuade your subscriber is by providing a well-thought-out and well-written subject. The subject of an email is often referred to when a person or a recipient of an email decides whether they want to open or read an email. The subject could easily be regarded as one of the most critical aspects of your promotional email.

Your subject must be concise. They should provide a summary of the content of the email so that the recipient will have basic knowledge of the content. This is vital in grabbing the attention of your readers and subscribers. You want your subject to instantly grab your subscriber's attention and get them to be intrigued to open up your mail. Remember, it is not necessarily true that a subscriber opens up subscribed mails.

A good subject must always tickle the curiosity of your recipient. It must force the recipient to open the mail. A particular emotion must be ignited and get them to open the mail. It is essential to use specific words to get the reaction you need. Keep in mind that the recipient or subscribers spend only a few seconds looking over each subject of the emails he receives. You must grab your reader's attention right away.

There are many forms you can use for your subject. You can provide a matter that says your email contains content that teaches them tips and methods on specific topics. An example of this is using keywords and keyword phrases such as "How to ... tips", "Guides to," Methods, and others like that.

You can also put your subject in a question form. These may include questions like, "Are you sick and tired of your job?" Or "Is your boss always on your case?" Try to stay on the topic that pertains to your site so that you'll know that your subscribers have signed up because they are interested in that topic. This form of subject is very effective because they reach out to your recipients' emotions. When they have read the question on your subject, their mind starts answering the question already.

You can also use a subject that commands your reader. Statements such as "Act now and get this once in a lifetime opportunity" or "Double, triple, and even quadruple what you are earning in one year." This type of subject deals with the benefits your company provides with your product and services.

You may also use breaking news as your subject to intrigue your subscriber. For example, if you deal with car engine parts, you can write in your subject, "Announcing the new engine that uses no gasoline, it runs on water." This creates curiosity with the reader and will lead them to open the mail and read on.

How To Get Your Subscribers Begging For More

Just as an experiment, a friend of mine subscribed to ten different opt-in email marketing lists to see which ones were effective. Many websites and online businesses have resorted to sending promotional materials to people who have subscribed to them to boost sales or traffic. Opt-in email marketing sends newsletters, catalogs updates, and many more promotional materials to website visitors who agree to be updated monthly, weekly, or semi-annually.

An internet user that is on the list will receive their updates through email. If a promotional material piques their interest, they will go to the site to learn more or purchase outright. This is a chance for the website operators or owners to remind their list of their existence and parlor their wares.

With the numerous internet sites that offer the same products or services in one

way or the other, the competition can get pretty tight, and it is easy to be forgotten. Back to my experimenting friend, he tried to determine which opt-in marketing strategies grabbed a person into begging for more. Some would send straightforwardly, some would be very outlandish, while some would just lie in between. The differences could easily be noticed, and some have gotten the idea of an effective opt-in marketing strategy.

He dubbed them effective because he felt like he just couldn't wait to go to their site and learn more. The more persuasive ones even got him halfway to reaching for his wallet and to his credit card before he realized this was only for an experiment.

Many companies and sites present their promotional materials in a wide variety of concepts. Each has its distinctive style and design. Still, more than the outline and the presentation, the content and the articles are what keep the attention of your potential customer locked on to your opt-in marketing medium. Creativity is the key here.

From talking to many satisfied opt-in list subscribers and forums, I have learned what is essential in opt-in marketing, and what makes the subscribers beg for more instead of lining up to unsubscribe. Keep your promotional materials light, creative, and original. Many people are stressed out as it is. Getting a stuffy business proposal rather than a light-hearted email may just agitate them more. A warm, friendly smile or banter is always more welcome than a serious business meeting or proposal. While you want your customers to take you and your products and services seriously, you also want to show them that you know how to have fun.

Splash some color in your emails and provide some photos and articles related to you but show good news or good light-hearted images. Provide a newsletter or promotional materials that will keep them in a light mood. Make your materials eye-catching and grab attention so that they won't be able to take their eyes off them. Pique their interests.

Have good content and articles, even if it means investing in an experienced and professional copywriter to write them for you. An effective copywriter should be able to build trust between you and your customers. They should be able to establish your credibility in what they write. It must be informative but not too stuffy. Let go of the professional jargon and "talk "to your recipients.

A good article and content should outline the benefits of your product and services and why they need what you are offering. But do not look to be overeager and too persuasive. It should be able to entertain as well as lead them to buy from you.

Your promotional materials should be transparent. Don't leave people guessing. You should lead them to you and not vice versa. Explain to them what they need to do in a manner that won't be confusing. Try to anticipate also what your target client needs. Do your research and information gathering, and many sites will be able to help you with that.

Provide clear and crisp images of what you are offering. If the people know what you have for them, they are more likely to beg for more. For example, if you are selling a car, provide them with photos but only enough to encourage them to visit your site for more.

Can You Use Articles To Build Your List?

Getting customers to your site should consistently be ranked as high as the importance of the quality and the excellence of the product and the services you provide. They should go hand in hand in providing your customers the satisfaction they get in exchange for the money they have paid for them. Customer service should as well be fantastic so that the customers are provided with the same satisfaction.

One of the ways you can combine marketing and customer service is through opt-in marketing. With an opt-in list, you get the opportunity to introduce your site and products on a good time basis. Opt-in marketing strategy is a marketing strategy that is virtually low cost and not time-consuming. Here, you get the consent of your website visitors to subscribe to your newsletters and other promotional materials such as catalogs and free promotions.

Opt-in marketing uses your list of subscribers to send emails to. These emails will contain the materials you will send to your subscribers. You must present your promotional items in a manner that will catch your subscribers' interest and eye to keep them wanting more. The best way to do this is to provide fun, entertaining, and informational articles.

Well-written articles full of content and helpful information will help build your list

as more subscribers will be enticed to your list. When they have read the samples of your content on your sites, they will be intrigued about what will come next. Subscribing to your newsletter will offer them a glimpse of what you have to offer next.

Many sites and companies have captured the importance of articles, which also aids in search engine optimization. As more people are heading towards the internet or their information needs, serving the correct information to them via articles on your site will increase the flow of your website traffic. With more traffic, the percentage of your sales will grow. More sales turn into more profit.

There has been a rise in the importance of well-written, information-enriched, and keyword-packed articles for the content of their site and newsletters. These articles provide the information many are seeking on the internet. If your site has them, more people will be going to your site for information and research.

Well-written articles would also boost your site's reputation. If they are filled with information, you will be regarded as well informed and an expert on the subjects you tackle. Your articles must be well researched so that the people will trust you.

When you have gained their trust, they will always come for you for on that subject.

In connection, you must write articles or commission them to tackle subjects closely connected with your type of business. If you have a site for a medicine tackling a particular disease, your articles must be about the conditions. Or, if you sell materials for home improvements, provide reports with those themes. Most articles searched for are tips, guidelines, methods, manuals, and such. If you provide these articles to your customers and you have their trust, they will always go to your site for help and advice and your products.

With the loyalty of these customers may subscribe to your opt-in list to receive all the information you have. If you provide them with the answers to that need, they will be happy to receive your newsletters and other promotional materials to keep them well informed. Others may even forward your newsletters to other people when they find a specific article interesting.

You Provide links in your newsletter so that when other people read it and want to read more, they may click on the link and go to your site. With the good articles you have in your area, they may decide to sign up for your opt-in list. This will

build your list and make it bigger.

Make sure to keep your subscribers happy and interested in your newsletters and promotional materials. Keep on posting and writing good articles for your site and newsletter. If you are not interested in writing them or just don't have the time, many well-experienced and knowledgeable writers can help you out. This is an investment that will pay for itself in time.

Five Things To Consider When Publishing A Newsletter

Providing a newsletter for your opt-in list subscribers provides many benefits in terms of driving traffic into your site and boosting the sales and profits of your site and company. With a newsletter, you can inform the public about your company and products as well as services. You can keep them posted and updated about what's going on with your company and many of your promotions and offerings. With these, you remind your subscribers that you are still here and are willing to offer them good deals and services.

Newsletters also allow you to impress your subscribers. It can show your expertise and knowledge about the topic at hand and the many benefits you can offer them. When you impress people, they will become potential customers, and another great thing is that they can recommend you to their friends, colleagues, and family. All of them could very well be customers in the future.

If you do not have a newsletter or publish one for your site, you may have to consider researching and be well informed on how to post one. It is not as easy as it seems, but if and when you get the right idea and process, it will be smooth sailing from thereon. Try to take the time to learn what you need to know and get that newsletter ready and good to attract subscribers to your newsletter and traffic to your site.

In the following few paragraphs, I will provide you with some things to reflect on when you decide to start your newsletter for your site. Here are five things to consider when publishing a newsletter.

- 1. Make Sure That The Content Of Your Newsletter Pertains To And is Closely Associated With Your Business Or The Theme Of Your Site***

Do not dwell too far on what could be regarded as your field of expertise. You have started a site, and your theme for your site will always be something you are knowledgeable about. For example, if you have a site that sells auto car parts, your newsletter must contain articles or content like photos that pertain to cars, auto parts, and such. You may also include content about your company and your staff. Remember that visitors of a particular site are there because they are interested in what the area offers. If they sign up for an opt-in list or a newsletter, they want to be updated for that particular theme or subject. Be sure that when you publish your newsletter, you provide for the subscriber's needs and interests.

2. Ensure That You Have Well Written Information Riddled And Content Rich Articles

Your articles will be the body of your newsletter, and that they should be able to excite your readers and provide information. Articles should be well written and checked for spelling and grammatical errors to look professional and believable. The trust of your client in you and the newsletter is at stake here.

3. Fact-Check Your Articles

Ensure You provide facts and figures so that your reputation as an expert and knowledgeable in that field is not questioned. If you lose the trust of your subscribers, these may persuade them to unsubscribe to your newsletter. You will lose many potential sales this way.

4. Provide Fresh And New Articles That Can Provide New Information To Your Subscribers

If you publish stale and old news in your newsletter, there is a tendency for people or your subscribers to read already and know about them. This will cause them to lose interest in your newsletter, and they won't get to read what is most important in your ads. They may not open or read any of your succeeding newsletters, losing your intention in writing and publishing newsletters to get them to visit your site and make a purchase.

5. Never Use Copyrighted Materials Such As Photos And Articles

This is outright plagiarism; you may get into much trouble for this. You can lose your business and get sued over copyright infringement. If you do not have the time to write your articles, many willing and able professional article writers can

do it for you for a reasonable fee. All your investment in writing and publishing articles will be well worth it when you see your list build up and your traffic increase.

The Three Things To Avoid When Emailing Your List

When you decide to have an opt-in list, it is not just a matter of sending your subscribers your promotional newsletters or catalogs. There are many things to consider in avoiding many complications. While there are so many ways you can make people subscribe to your list, you must also do some things to avoid subscribers from wanting to get off your list.

Aside from that, you also want to avoid any problems with the law and your internet service provider or ISP. There are now many laws and rules that are applied to help protect the privacy of internet users from spamming and unwanted mails. With the popularity of electronic mail as a medium for marketing because of the low cost, many companies have seized the opportunity. They have flooded many people's email accounts with promotional mail.

But, With an opt-in list, you avoid this annoyance because people subscribe to it; they want to receive the newsletters and promotional materials. They have consented to be on the list by subscribing themselves, just don't forget to put an unsubscribe feature every time in your opt-in list so that you avoid any confusion. There may be times when an email account was provided when the actual owner didn't want to subscribe.

You must keep your list clean and manageable. Arrange it by using the many tools and technologies available for your opt-in list. Do not worry; your investment in this marketing strategy is well worth it with all the coverage you will get, which will likely be converted into sales then to profit.

Keep yourself and your business out of trouble and potential run-ins with the law and the internet service providers. Keep your operation legit and clean. Your reputation as a legitimate businessman and a legitimate site depends on your being a straight and true marketing strategist. As a tip, here are three things to avoid when emailing your list.

1. Take Notice Of Your Unsuccessful Sends

These are the emails that bounce. Bounced emails, also known as undeliverable messages, are those messages that, for whatever reason, were not successfully received by the intended recipient. Some bounces happen or occur because the server was busy but can still be delivered at another time. There are also bounces because the inbox of the recipient is full at that time. There are those bounce messages that are simply undeliverable ever. The reason for this is that it may be an invalid email address, a misspelled email address, or an email address that was abandoned and erased already.

Manage your list by putting markings on those that bounce. Erase an email account from your list to have accurate statistics and records of how many receive your mail. You may also want to check the spelling of your email addresses in your inventory. One common mistake is when an N instead of an M is placed in the .com area.

2. Always Provide An Unsubscribe Feature In Your Site And An Unsubscribe Link In Your Mails

When someone in your list files a request to be unsubscribed. Always take that request seriously. If you don't take them off your list and keep sending them your emails, you send them spam mail.

When you are reported as a spammer, you and your business can get into much trouble. You can be reported to the authorities and maybe delisted by many internet service providers. You will lose many subscribers this way and many more potential subscribers.

3. Do Not Provide Pornographic Or Shocking And Disturbing Content In Your Newsletters

It is hard to decipher the recipient's age, and many complaints may stem from these. Controversial issues should also be avoided and not branded by your subscribers. Stick to the nature of your site and business. Remember these tips in this article to have a healthy relationship with your subscribers and be kept within the boundaries of what is allowed in sending mails to an opt-in list.

Six Ways To Make Money Using Nothing More Than Your List

An opt-in list can be pretty crucial to any site or internet-based company. Even for a small venture such as a niche profit site, an opt-in list can make a world of difference and add some extra income for your pocket. Rarely would you see an e-commerce site, big or small, that is, without an opt-in list?

An opt-in list allows for a company to market its wares and site via email, with an opt-in list, a location, and a subscriber consents to sending and receiving a newsletter from your company. Through this, you can keep your subscribers abreast of what is currently available on your site as well as whatever is coming out.

And because there is mutual consent between the two parties, any mail sent to the list is not considered spam mail. A significant number of successfully read promotional materials such as catalogs, newsletters, and such are sent because the subscribers themselves have signed up for them, meaning they do want to be sent those items.

Building a list is crucial; only a tiny percentage subscribes to an opt-in list. Many people find promotional mails annoying, but you will see your list build up and grow if you provide a good newsletter or promotional material. You can also achieve this by having good content on your site. If people like what they see and read on your site, then they surely would want more. Newsletters would be a way to attract them back to your site. A little teaser or appetizer, if you will.

But other than marketing your wares and your services, an opt-in list can also be used to earn extra profit. Not all lists can be used, however. It would be good to first build a successful list with a massive number of subscribers. The more subscribers you have, the more money you can get. Here are seven ways to make money using nothing more than your list.

1. Have Affiliations With Other Companies That Have At Least A Semblance Or Relation To Your Site Is About

Here other companies will provide links and brief descriptions of what they offer, products, and services. The company will pay you with every click made on the link that directs or leads a subscriber from your list to their site—this P4P or pay

for performance.

2. *Make Deals With Other Companies By Asking For A Small Percentage Of Sales Done Through Your List*

With every sale made by customers that have come from your list and gone there because of your newsletter, the other company will pay you a small percentage of your sales. The more people who buy from them, the more earnings you get.

3. *You May Also Get Products From Other Sites On A Consignment Basis And Sell Them To Your List Via Your Newsletter*

Place descriptions, articles, and photos of the product in your newsletter. There will be those who will buy from you, and when that happens, you can order the product from the other site and sell it to your buyer.

4. *Sell eBooks Or A Compilation Of Your Articles On Your List*

Manuals and how-to articles are in great demand. Many people will be willing to shell out money to gain knowledge about a particular topic and subject. With your existing list trusting your expertise in that area, an e-book could be offered and sold or used as an incentive.

5. *Create A Network Out Of Your List*

Get people to invite more people to view your site and subscribe to your list. The larger your list, the more people will click on your links and affiliate links and increase your advertisement rates.

6. *Subscribers Are Willing To Pay For Information If They Know That It Can Be Trusted And Relied Upon*

Use your list to get more and more people to subscribe to you and browse your site. Lastly, you can use your list to earn money by making them your partners. Your list will be the bloodline of your growth and increase.

CHAPTER 3

EMAIL LIST MANAGEMENT

Chapter 3: Email List Management

List maintenance is one of the most critical subjects in online marketing. Your list is your number one and most basic bottom-level output for your promotions. It's expensive and time-consuming to gather, but it forms one of the most powerful resources and profit potential you have. For this reason, we need to understand precisely how it works. Throughout my time in online marketing, I've tried many different formats. There are apparent differences that allow some methods to come out on top while some fail miserably.

Depending on your business, several solutions might be right for you. For this reason, we need to look at the big five to decide which one will make you the most cash. Let's do it.

Understanding List Management

Let's discuss the various methods of list maintenance that have proven successful for many marketers. The upsides and the downsides that come with them, because to be honest with you, there's no way I or any other person or guide can ever tell you what's best in this situation without knowing you, your business, and your plans, and what you're going to use your list for. Please understand that this is no technical report. I won't show you around auto-responders or tell you the best ones to use or how to use them. No, this is far more important and will generally form the shape of your future promotions and, of course, how successful they will become and in what way.

So, without further ado, let's talk about the fundamentals and the type of things you should be looking at for a start. During this guide, we'll be looking at how each management technique affects your response rate, customer loyalty, the amount you earn from your list, and what type of promotion it's suited to, such as your products, joint ventures, or purely affiliate marketing.

We'll also consider the money you can earn from selling ads to that list, which isn't quite as important as you may think right now.

1. To introduce the top methods of list building that will work alongside your other resources to create the business you desire.

2. To introduce the five primary resources that will make you a whole bundle of money and show you how to list building ties into all of them, creating a self- sufficient system that builds itself without any input from you.
3. To demonstrate that what you can achieve simply by the words that come out of your mouth far surpasses any list-building service that you can pay for.
4. To get over the first and hardest hurdle any online marketer will tell you they came across, and that's getting started.
5. To show you that just five hundred people on your list can, in fact, without too much hassle, outperform a purchased index of any kind more than ten times its size over and over again.
6. To introduce several ways in which you should be building your list at all times.
7. To show that to get the initial list off the ground will take effort on your part, but once it's off the ground and profitable for you, sales will flow, and in turn, the size of your list will snowball.

Always Be Truthful

So, let's get started. The number one thing that I need to tell you right now before we even look at these methods is to make 100% sure that the people signing up know what they're getting themselves into. For example, how many ezines or newsletters have you ever subscribed to only to find out that they're not ezines and newsletters, just add lists (which, to be honest, aren't all that bad in particular situations, but we'll be getting to that in a moment).

The choice you make now will shape your business far into the future. Still, more importantly, whatever you tell your customers and subscribers, they'll be getting will shape your response rate considerably, and that's something we'll want to consider from the very start. So, there we have it. Rule number one, never tell your customers they're getting something, then deny them that, or send them things that they haven't requested or didn't know about because not only will that get you into trouble, but it will also affect the loyalty and trust these customers

and subscribers have with you, which is so important.

We aim to build a targeted and effective list with response rates through the roof depending on what you're promoting. Don't forget this also includes affiliates and may form a large part of your affiliate base, which brings me onto one more point before we look through the four majorly used techniques for different types of lists through other marketers.

1. The Role of Your List Should Always be at the Front of Your Mind

What's your list there for? Promotion and to allow you to make money from the subscribers selling products that either you've created or affiliate products in your target market, to build joint ventures, and of course, increase your affiliate numbers and quality. But there's one more thing I want you to be aware of. Where do I get all this information? Through ad tracking, accurate, but my list is also an essential part of this.

2. Listen to Your List & Reap the Rewards

I know what to sell to them because they tell me what they want. I know when my websites suck or look plain ugly because I ask them. I know what they're interested in buying, the most effective headlines, and language to use when typing out ads concerning my list, who are in effect my target market. So, you see, again, we're promoting not just for profit but learning valuable lessons simultaneously. Your list provides as much valuable data as your advert tracking, no matter how small. This is your key to developing a successful business aimed at your target market and creating a sales system that works, not just in your eyes, but in the eyes of the most influential people to you. And that's your customer, the person who is going to make you a whole lot of money if treated right.

So, Here's the deal. Ask. Don't feel stupid about sending out emails to your list that aren't adverts, or that might seem like random babble to you. To them, not only will they feel closer to you personally, no matter what technique you use below (which in turn will have them reading more often), but it'll give you significant results about your newest product, your website, or even an idea that you have for a product that you'd like feedback on before you even start. Use your list in this way.

Promote learning not to make a profit, and you'll end up with far more cash at the end of the year than if you just assume, guess, or don't bother (Which seems to

be many marketers out there). Don't be one of them. Get the knowledge you need to succeed from your customers before they even hand you their money. It works wonders for you, your reputation, your expertise, and your pockets. Ask your list if you're not sure. It's so powerful that it'd be a complete waste if not utilized properly. If you're right, great, go for it. If you're wrong, your list will tell you so, great again. You can fix it and pocket the cash at the same time. I can't think of a fairer deal than that. Keep it in mind. Your list is more than a bunch of names. It's a bunch of opinions and essential ones at that.

Next up, I will talk to you about successful marketers' four main methods to maintain their lists. Each one with different use and purpose, and each one has its ups and downs. Granted, I'm biased towards two of them, and I'll tell you why when we get there. But like I said, there's no way for me to tell you how to run your business. All I can do is tell you the most effective ways of going about it and let you decide what's most convenient for you and where you want your business to go.

The Rating System

Let's have a little bit of fun here and introduce a rating system to make things interesting. As we discuss each of these techniques, I'll talk to you about their pros and cons and where they would most likely be used, and you can decide if they'll be relevant to you. I will also give these a starred rating system to show you the most significant stats related to running such a list. Understand that each list will vary, and these star ratings only give you an idea after talking to over a hundred successes with their lists in the following categories. The star rating will be one to five:

1. *Unsubscription Rate*

One star means a high unsubscription rate per mailing, and five stars indicate the best, a low unsubscription rate per mailing.

2. *Subscription Rate*

How easy it is to get people to subscribe to the list using a variety of different methods. The subscription rate at one star is the hardest, and at five stars is the easiest.

3. *Ad income*

Ad income is the amount of money that's earned through selling adverts to the list. One star is the worst or the least amount of money earned through ad selling, and five stars is the best or the most money earned through ad selling.

4. *JV Circle*

This is the ease of using your list as a bargaining tool, for example, in ad swaps or product launches and specific joint venture opportunities. One star is the worst, which is also the least valuable in terms of gaining joint ventures, and five stars are the best, the most useful that marketers want to get their hands on for joint ventures.

5. *Response Rate over Time*

Response rate over time measures how quickly the quality of the list diminishes. For example, when sending endless paid-for ads and nothing else, the response rate goes down over time. One star is the worst, where response rate over time goes down badly, five stars are the best, where people keep reading and even wait for your mail to arrive in their inboxes in the morning.

6. *General Usefulness*

For things such as research, surveys and requesting information, testimonials, etc. Five stars are the best, easiest to get results from. One star is the worst, the hardest to get results from.

7. *Maintenance Time*

The time it takes per issue to put together and send out. One star is the worst, taking much time to prepare and send. And, five stars is the best, the fastest, and the easiest to compose and send out.

Important note: It's more to give you some insight into aiming your business in the right direction than to provide you with exact figures and numbers and guaranteed base earning, response rate, income, number of JV prospects, etc.

Overview of List Management

To introduce additional information and ratings on specific list maintenance types and to show you who uses them for what kind of business, when, where, how, and why. To discuss and rate the personal lists containing solely affiliate and

advert content. Look at the final potential list types (the ad lists) and demonstrate which direction they will take your business.

To wrap up the section and get practical. To have you select a list type and stick to it, whether you've started your list building already or not. Let's pick the one that's going to make the most of your success right now.

The Personal Touch

Finally, we have the personal touch. It's always important when you're running your list. Speaking of personal touch, just four months ago, I remember getting a Christmas card from one of the programmers working on something for me. It wasn't anything special, just an e-card sent via email to all his customers, with a generic dear sir/madam at the top of it. It was nice, though, and what's nicer for him is that I remembered it. Heck, I don't even remember what I had for dinner two nights ago, so it did something. I've used his services four times since.

The same is going to apply to your subscribers. Send them Christmas greetings, for example, and they will remember you. Many people do this already in some form or another, but a little graphic maybe, something fun that isn't there to sell them on something.

You remember that programmer and his name, and his company name is proof that it works. (I have many more examples of this. It wasn't just a one-off) I've seen others do this too, and I still remember them from last year. How many ads do you remember that landed in your inbox, say, three months ago? Be personal but professional, and this will not only be relevant to your business but, more importantly, your reputation and your profits.

All Done - Now It's Your Turn

Ok, so we've been through four main possibilities. I hope that I got across to you the pros and cons, the upsides and downsides, for each example. Remember, they're all categorized loosely here. You can modify and gel one into the other to make hybrids. I hoped to have demonstrated, though, a picture of what affects what and why when choosing how to maintain your list. Hopefully, also this will be super easy for you. Which one is the best to choose?

The one that is best for you and your business, not just now but in the future. Once you've gone down a path for a list, it's not easy to change. Make the right decision now based on what you have in front of you, and you can sleep easy in the knowledge that your choice will benefit you not just from the day you start building your list, but one, two, five, even ten years or more into the future. It's your choice. There is no wrong answer. Pick the one that's right for you and your business.

1. Ok, the reviews are done with

All that's left for me is to give you a few tips that should be implemented from the start to avoid problems with administering your list later or having problems with response rates.

2. Another reason for doing this is tracking and testing

We already talked in several vital areas about how essential tracking and testing is using your list as a market research tool. You don't want to be asking about online marketing when your list is based on software sales; for example, no one will have a clue what you're talking about. You'll get insufficient data and a whole bunch of unsubscriptions.

3. Ok, so we've been through four main list maintenance possibilities

I hope that I got across to you the pros and cons, the upsides and downsides, for each example. Remember, they're all categorized loosely here. You can modify and gel one into the other to make hybrids.

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List-Building Methods

This is easily one of the more essential sections of the guide. As much as I hate to say one section is more important than the next. On talking to the people on my list and my associates, when I asked them what the most challenging thing was to do for them relating to online marketing when they first got started, it was to build a list.

I reckon the reason behind this is that list building is drummed into us as one of the most prominent aspects of online marketing, which is true. Your list will form the basis of your marketing ventures from now and into the future. Unfortunately, while there is an excellent side to this for the people who get it right, it can become quite an expensive affair for those who get it wrong (which I should note I also did when I first started).

1. *Quality over Quantity*

The reason is that there are so many list-building services on offer out there. If you head on over to a search engine and do a search for list-building methods, you'll be attacked by all sorts of products and services. Most of them, I hate to say it, don't work. The old have a 100k mailing list by the end of the week type of service, which some fell for in our early years. What you'll find, however, is that buying leads and all that fluff aren't so important.

Do you know why? I can tell you that with a mere five thousand people on your list if you follow this guide here and take it slow and steady, you'll find that you outdo most of the 20k lists out there because your list is of better quality. We don't want a massive list of fifty thousand freebie-seekers, or fifty thousand people that are there and are untargeted, or people that have even been paid or bribed in some way by a lead generation company or some such business to join your list.

All you'll find yourself doing is sending emails out to thousands upon thousands of people that never respond to you, at a high cost to you and your pocket, but to the gains of whomever, you paid for these leads.

I should say at this point that there are people out there who make their living through unsolicited email, numbers over quantity. They pick up servers in other countries that don't have anti-spam laws or are not restrictive in any way and send out millions upon millions of emails, and sure they make money. In my eyes, however, this is not online marketing.

It's not ethical, it doesn't build a solid business base for your future, and it gives those of us with legitimate lists a bad name. It just makes our lives harder than they need to be. If this is the kind of info you're looking for, you won't find it here. We're looking at a real business.

2. *Getting Started*

Ok, so the first thing I want to talk to you about is getting started. The number one thing I've seen over the years, from the friends that came and went, and those that didn't make it, and even from those that did in the early days, was that they were put off in the beginning. You know the story and may have experienced or are experiencing this yourself right now, the "I only have a thousand people on my list" syndrome, where it all isn't quite happening fast enough.

Let me put your mind at rest here. Done correctly, with a good solid product and joint venturing and making some new contacts through a single website, a single product not even directly aimed at increasing your list size or quality can put you up to two, three, five, and even ten thousand subscribers within a few months. I've seen it, and I've experienced it. We'll talk more about this in a moment, but first, I want to be sure that you understand that numbers don't matter.

So, What if you only have five hundred people on your list, when all of those 500 people know you, trust you, know your products, and most of them either bought from you before or see you as more than a random nobody sending them an email. I'd pick that 500-person list over a random low-quality, purchased leads or whatever list consisting of 10,000 people any day. Whatever you do, don't get disheartened by low numbers. Numbers mean nothing. It's how you interact with them and how they respond to you that matters.

And on that note, there's something else I want to get out to you right now. If you've done this before, thought about it, or haven't done it yet, listen up because it's incredible how many people I speak to, asking how their list building is going. They say to me, oh yeah, I only had three, four, five hundred on it, so I ditched it and started again. They weren't responding to me anyway. How to make them react to you is a different report altogether. But please, do not start ditching lists like this to get organized again.

3. *Throwing Out Prospects Doesn't Get You Organized*

The bottom line is to stop starting again. If you've done so before, it might be too late to revive your old subscribers without being reported or attacked. If you're

thinking about it, don't do it. Five hundred people is a gold mine on its own, and hey, only fifty more of these, and you're at 25k already. If you have no idea what I'm going on with all this giving up lists, great. Take note and fix your

organization and your situation before starting anything new, or you might just find yourself in the above position and wasting the last few weeks, or even months, in severe cases of your promotion time and budget. (I'm still amazed at how many throw prospects away).

4. *Am I Building My List by Doing This?*

Next up, this is a great starting block to help you on your way to building your list as one of your primary resources. Am I making my list by doing this? Ask yourself this question every time you carry out a task. You should be asking yourself if what you're doing is helping you build one of your five primary resources. If it's not, then you shouldn't be doing it because it's likely you're wasting your time and your money at the same time.

Always think in terms of your list. When you ask affiliates to promote your site, are you gathering the leads that the affiliates send to you for your list? When you're discussing joint ventures, whether they're long-term or short-term, are you thinking about whether they'll benefit your list? Heck, are you increasing your leads even when you're mailing your list, contacting your affiliates, placing an ezine ad, or dealing with PPC search engines? Is your inventory getting bigger and being packed with quality subscribers? Lead generation trump's immediate profit every single time. Never lose sight of that.

I want to show you now that's how the people with established personal lists of their customers are pure gold. You'll want to give them whatever it takes to get access to them, even if it's just an ad or two sent by them on your behalf. Imagine how awesome it would be to be able to wake up in the morning with a new product, put it together, and immediately have an instant and free promotion tool at your disposal where your product reaches not only top affiliates but at the same time people who are willing to part with their cash.

If they're not willing to spend on your products, then quite frankly, you shouldn't want them on your list. A way to ensure that the people on your list do part indeed with their cash for people's products is to get your contacts from other private lists through simple joint ventures that allow you to take elements of their list away and add it yours, a simple ad swap for example, or the joint venture that

sends their list to your product/follow-up system, or even better; through an endorsement. Joint venturing at its most basic but at its most potent.

5. *Professionalism Revisited*

So, moving on, how seriously do you take building your list of contacts that you can use as a potent bargaining tool and grab free sales whenever you launch a new product? If you've been around for any length of time, it wouldn't surprise me if you've been told list building is more important than making sales or even the other way around; in some cases, deals are more critical than building your list.

The first quote you probably heard from some of the more experienced marketers out there is how building your list is all-important and how it's the be-all and end-all of your marketing. This is probably why many people get downhearted and quit, and they believe that because their list isn't growing fast enough, they won't succeed. This is not true. We've got all those other juicy resources to build and complement each other, affiliates, customers, Jv's, long-term customers, and of course, your list.

The second quote makes me giggle. It's typical GeoCities marketer stuff, where someone sets up a free site with pop ups all over, trying to show us all that they know everything there is to know about marketing (I don't think anyone knows everything there is to know about marketing), anyway, the general trend of these types of sites is to try and persuade you that the people earning significant incomes from marketing isn't telling the truth, or don't know what they're doing. This is where you'll generally be saying that sales are the most important thing a marketer can aim for. Wrong, but I digress.

6. *Where Your Most Effective - List Comes From*

The problem with both of the above statements is that while the second is a great conclusion and is incorrect, and the first statement is somewhat true to an extent, it still doesn't give you the whole story. Where do the best parts of your list come from? Leads? Nah, ezine ads? Nope. Free subscription boxes?

Nope again, it's your customers, the people who buy from you. Think about this, if you've made a sale before, where is that customer now? Are they on your list, or did you let them escape? These are the people that should land on your list before anyone else. The important ones have been bought from you before, and most likely will again if you don't discard them or forget about them in a hurry. So this is where the fun part comes in.

You'll notice that everything I talk about links into building the other four primary resources along with it, and this is no exception or coincidence. How about making sales and taking money for a subscription system or a website for the simple aim of building your resources, in this case, your list (although probably the other four along with it too).

Here's what I often see from top marketers, which you could most likely overlook if you haven't bought into these products or got involved before. Take this opportunity to think for a moment. What would it be if you could set up a product with the sole intent of building your resources? At this point, I'd expect replies associated with giving free stuff away, tell-a-friend scripts, and some sort of mass e-book library giveaway like we see all too often nowadays. Boring!

7. *The Ultimate Tried & Tested - List Builder*

How about doing something a little out there that everyone seems to miss because they don't get any immediate cash rewards? How about setting up a single sale product or a membership website with the sole intent of building your resources, but not a free one? A profit-based webpage where you will receive no profit, or very little profit comes to that. Sounds strange, huh? On the surface of it, I can see how I'd be getting funny looks and do indeed get funny faces when talking about this. Think for a moment, in any case.

Remember again, and we talked about pulling all your resources together and the five primary resources that will join together to make you money? I'll take one example here, using an affiliate system as a home base. Up goes your website, up goes your high commission affiliate program (abnormally high, that is, I'm talking 80% and upwards), then out goes your JV's to which you're giving 100% commissions.

What's the point, you might ask? Well, while Mr. Joe Nobody is out there with his site, and from the start trying to make cash by selling stuff to people through search engines and ezines and the like, you've just set up a massive circle of resource-building goodness.

In this example, people are attracted by your excellent affiliate program (You can go other routes, like very well-made products for a reduced price or some sort of a great offer, but this is the easiest to demonstrate for number's sake). Once you have people attracted by your affiliate program, the numbers of affiliates

promoting you come out.

And already, you've got people doing the work for you, although granted, you're not getting paid directly. Don't forget that these guys promoting will not only build your customers, your long-term customers, and your list simultaneously, but they've just become your resource themselves, adding to your affiliates that will stay with you and promote your future products.

See how you went from a seemingly unprofitable idea that most would throw out the window immediately to a singing, all-dancing resource builder. Cool huh? Who'd have thought paying people to promote something that you're not making a profit from would be such a powerful method of marketing?

Even though it's pretty easy to come up with such a site, something I'd like to touch on here before moving on is your site itself and precisely how you're gathering your contacts (or not picking at it seems some prefer, strangely enough). How about those lovely intrusive sticky-out things that pop up at you and make a clunk noise when you land on a website.

I don't know about you, but I often click off if I see one of them. How about the old dirty pop ups that attack me when I forget to enable my blockers after downloading an update? They just don't work anymore, and if they're not doing their job, there's absolutely no reason for them to be there.

8. *Be Careful Not To Interrupt Your Sales Process*

I will say to you, don't interrupt your sales process if it can be helped. This is especially true when you're selling a product to make a profit, and you don't want a couple of off-putting popup windows to put your customers off. There's plenty of other ways that this can be done.

9. *Maximizing Subscriptions Without Losing Sales*

There's plenty of ideas out there, such as the in a hurry system we talked about earlier, where you have a separate subscription for either at the top of the page and preferably down the side of the sales letter that offers people the chance to subscribe to your list, either through conventional means, providing something for the signup, or even through pop-under, which although I'm not a fan of, they're better than pop ups that detract from your sales letter.

You can also offer your visitors the chance to receive the sales letter in a split

format through follow-up if they don't particularly have the time to read The whole thing straight up. Any of these methods beats the conventional since you're not interrupting the sales process. If you feel you're losing subscribers, you can always create a purely for resource building, as we mentioned above.

The only time I'd consider sales to be more critical than plopping a great dirty subscription box in front of your visitors and potential subscribers, and this is when you're selling a high-ticket item. I'm talking \$250 upwards because, to be honest, if you're selling something at this price, the people seeing the product should already have you on their trusted list, and you should already have them on one of your lists or as part of your resources, whether it be your affiliates, customers, long term customers, your mailing list, or even your joint venture prospects.

10. Nonprofit Resource Building

Moving on from this and developing the nonprofit resource building ideas, there's another way to look at this, too, the first of two being to sacrifice a profit for resource building. Now ideally, you'll want to build all your resources at the same time. However, when this is not possible through a specific circumstance, the joint venture, for example, if you get the choice of sales over resources, don't do it, resources over sales every time, unless you've set out to sell a high-ticket item.

Remember, As we talked about earlier, and I'm going to say repeatedly until every person reading this dream about it, where do the most potent resources lie? JVs, other people's lists, people that have already spent money and are willing to pay more, the best affiliates, the best buyers, the best customers, all on other people's lists already. You do not need to go searching for new blood when others have done the work for you. Scored a JV with a good list owner? Nice job. You better make sure you gather them as leads over sales because you may not get another chance to sink your teeth into this particular valuable gold mine.

The second option relating to sacrificing profit for resources is through ezine ads. Oh yes, I have no doubt they still work, and there's plenty of good well-read publications out there that aren't there just to provide another source of advertising for us all. Subscribe to a few and see what they're about before even thinking about sending ads to them. When you know your target market is contained within, get out there and start hitting the ezines through paid solo ads (generally, the only ones that seem to work) with the sole intention of building your list.

I've seen some great examples of people selling a product but placing a kind of entry page, a taster if you will, that asks for information before they can read your sales letter. While this doesn't immediately interrupt a sales process already in motion, and it can hurt profits if you're not selling a lower priced item, again with the intention of building resources, and if you're not one heck of a copywriter that can persuade people to move on and fill in details with the minimal of information about you, get practicing and tracking or stick with alternative less risky methods.

On a random note, I saw a website the other day that featured these entry pages but with no lead generation forms. What's worse is that the website owner's affiliates are promoting these pages! So much scope and potential wasted through a minor oversight. Don't do it.

11. A Few Final Notes

Lastly, A few quick notes on how not to do things and some questionable activities could be better used. First up is the Free stuff for your subscription. Does it work? Yeah, it does put simply. Remember, though, quality over quantity. We'd rather have a 10k JV from a private list than a shoddy 100k from a dodgy ad list or something like that. Don't give away too much!

I see people giving away a free ebook library of a hundred e-books written in the early 1990s. I can tell you now that if anyone did subscribe to get these gifts, it was the only reason. I sure don't want a list of a million freebie seekers, and I'm guessing neither do you. If you're giving it away, make sure it's not shoddy, but make sure it's not worth hundreds of dollars too.

Ok, Well, that's all of it for now. We just dealt with the lead generation specific areas here, but as you can see, it's not the easiest thing to do when all of the top five resources are tied into one and another. Make sure to remember this above all else.

Chapter 3 Summary

1. List building is another subject that is drummed into us repeatedly through many different products and services, and rightly so. It is one of the five most important aspects that will decide the fate of your business.

2. Most list building services. If you haven't spent a whole bundle of cash on them already, I have to say, they are useless and will cost you more than the net you or even get you into trouble. The old 100k mailing list by the end of the week, which I know myself and many others fell for during our early days, just does not work full stop.
3. We don't want to get you a list of fifty thousand freebie-seekers or a hundred thousand that have been paid a small sum to subscribe. That's not at all what we're after. We're aiming for a highly-targeted, highly responsive list that will respond to your offers again and again.
4. I should say that people make their living through spam and unsolicited email, numbers over quantity. They pick up servers in other countries that don't have anti-spam laws or aren't restrictive in any way and send out millions upon millions of emails, and sure they make money.
5. In my eyes, however, this is not online marketing. It's not ethical, it doesn't build a solid business base for your future, and it gives those of us with legitimate lists a lousy name and just makes our lives harder than they need to be. If this is the kind of info you're looking for, you won't find it here. We're looking at a real business.
6. List building, however, done correctly, with a solid product at its base, using the knowledge you've been taught thus far can, however, without a doubt, put you up, two, three, five, or even ten thousand subscribers in a few short months, so don't fret. It's not easy by any means, but it sure isn't hard either.
7. Before we go further, I want to assure you again that numbers don't matter. So, what if you only have 500 or a thousand subscribers? If they trust you, know you and your products, and have either bought from you before or knowingly subscribed being interested in what you have to offer, I'd much rather have this list than a purchased list of low-quality leads ten times the size.
8. And on that note, there's something else I want to get out to you right now. If you've done this before, or have thought about doing it, or haven't done it yet, listen up because it's incredible how many people I speak to and ask how their list building is going. They say to me, oh yeah, I only had three, four, five hundred on it, so I ditched it and started again. They weren't

responding to me anyway. Making them react to you is a different report altogether, but please, do not start ditching lists like this to get organized again. Stop starting again.

9. Always think in terms of your list. There are many different types of lists, standard ones for promotion, inventories packed with affiliates or long-term customers that get that something a little extra unique, but you should always be building a list of some type.
10. If people are landing on your site, talking to you, reading your stuff, or buying your products. They don't have a chance to jump on one of your lists, and you might as well be throwing money down the drain because you're losing quality subscribers imperative for future promotion and the growth of your business.
11. How awesome would it be to be able to wake up in the morning with a new product, put it together, and immediately have an instant and free promotion tool at your disposal where your product reaches not only top affiliates but time people who are willing to part with their cash. This is our aim.
12. If they're not willing to spend on your products, then quite frankly, you shouldn't want them on your list. A way to ensure that the people on your list do part indeed with their cash is to get your contacts from other people private lists through simple joint ventures that allows you to take elements of their list away and add it yours through a simple ad swap, or joint venture that sends their list to your product/follow-up system. Joint venturing at its most basic but at its most potent.
13. A question I see asked over and over again is, "Are sales more important than list building?" Some say no, but they miss the point entirely. Sales are list building. The people that buy your stuff are the most important lists you'll ever have. The list of people who have purchased from me before is almost ten times as likely to buy from me again than to have a new customer come along and buy my stuff. This is where an essential list of all should be coming from.
14. If you could set up a product with the sole intent of building your resources, what would it be? At this point, I'd expect replies associated with giving free stuff away and telling a friend scripts and some sort of mass eBook library

giveaway like we see all too often nowadays. Boring!

15. How about doing something a little out there that everyone seems to miss because they don't get any immediate cash rewards? How about setting up a single sale product or a membership website with the sole intent of building your resources, but not a free one? A profit-based webpage where you will receive no profit, or very little profit comes to that. Sounds strange, huh? On the surface of it, I can see how I'd be getting funny looks and do indeed get funny faces when talking about this. Think for a moment, in any case.
16. Remember how we talked about pulling all your resources together and the five primary resources that will join together to make you money? I'll take one example here, using an affiliate system as a home base. Up goes your website, up goes your high commission affiliate program (abnormally high that is, I'm talking 80% and upwards), then out goes your JV's to which you're giving 100% commissions. What's the point, you might ask? Well, while Mr. Joe Nobody is out there with his site, and from the start trying to make cash by selling stuff to people through search engines and ezines and the like, you've just set up a massive circle of resource-building goodness.
17. While everyone was cramming in the front door at the same time, you've sneaked around the back and got in without a queue. It was smoother and far less work.
18. Your unique affiliate attracts people to program in this example (You can go other routes, like very well-made products for a reduced price or some sort of great offer (but this is the easiest to demonstrate for number's sake). Once you have people attracted by your affiliate program, the number of affiliates promoting you will increase. And already, you've got people doing the work for you, although granted, you're not getting paid directly. Don't forget that these guys promoting will not only build your customers, your long-term customers, and your list simultaneously, but they've just become your resource themselves, adding to your affiliates that will stay with you and promote your future products.
19. See how you went from a seemingly unprofitable idea that most would throw out the window immediately to a singing all-dancing resource builder. Cool huh? Who'd have thought paying people to promote something that

you're not making a profit from would be such a powerful method of marketing?

20. Before we move on, I'd like to talk to you about your contact gathering and how you're doing it. How about those lovely stickies out pop ups that attack you now and then? They still work but be careful where you put them.
21. We need to avoid interrupting the sales process, especially when you're looking at selling a high-ticket item. There's a load of ideas out there about how to do this. The 'In a Rush' system allows you to simply offer people the chance on your side or the top navigation bar to receive the sales letter and info about your product through subscribing.
22. How about integrating list building into your sales letter? If you can get them reading in the first place, it's a lot more likely they'll continue, even if they have to input some detail to get their hands on some sensitive information sent directly to their inbox. I like to use additional proof here, such as bank statements and sales figures from my business. Even entry pages that are designed solely for lead generation as an entry to your lower ticket items. There are plenty of ideas to be had. Use them as an alternative to popups if you can, and always be on the lookout for new ideas.
23. Any of these methods beat the conventional since you're not interrupting the sales process. If you feel you're losing subscribers, you can always create a purely for resource building, as we mentioned above. The only time I'd consider sales to be more critical than plopping a dirty great subscription box in front of your subscribers, and this is when you're selling a high-ticket item.

I'm talking \$250 upwards because, to be honest, if you're selling something at this price, the people seeing the product should already have you on their trusted list, and you should already have them on one of your lists or as part of your resources, whether it be your affiliates, customers, long term customers, your mailing list, or even your joint venture prospects.

24. Joint ventures: This is where a lot of your powerful resources will come from. Customers that are pre-qualified, targeted have bought or promoted in the past. The best buyers, the best affiliates, they're all already out there on marketers' private lists. Scored a JV with a good list owner? Nice job.

You better make sure you gather them as leads over sales because you may not get another chance to sink your teeth into this valuable gold mine.

25. Don't feel lost just because you've been given a choice. You're not losing out by using any one of them. They're all as effective as each other at fulfilling their roles.

CHAPTER 4

THE BEST EMAIL MARKETING STRATEGIES

Chapter 4: The Best Email Marketing Strategies

Advertising Through Email

The subject of whether or not it is acceptable to use advertising in the email market is hotly debated, with some Internet marketers being firmly in favor of placing advertisements in email marketing while others are firmly against the use of advertisements in email marketing. Still, others take a more neutral stance and are not either firmly for or against advertising in email marketing. This article will look at both sides of the argument and allow the reader to formulate opinions on whether this subject is worthwhile.

Some Internet marketers are firmly in favor of the use of advertisements in emails distributed for marketing purposes. Those who favor the use of promotions view the sale of advertising space on email marketing materials such as emails or e-newsletters to generate profit from the email marketing itself. They also believe this tactic puts less pressure on the Internet marketer to meet the expectations of the members of the email distribution list because the emails are already generating a profit even if they do not entice the email recipients to make a purchase.

Those firmly against advertising in email marketing feel as though this makes the advertisements seem more like spam and less like marketing materials or helpful information. Those on this side of the fence think that any promotion in an email marketing campaign should be subtle advertising for the products and services offered by the distributor of the email and not advertisements for businesses who have paid for an advertising spot on the email. They believe the original emails are acceptable, but additions to them are spam.

Still, others are in between on the debate regarding whether or not advertising in email marketing is acceptable. In most cases, these individuals believe it is sufficient for there to be advertising as long as it does not overshadow the original intent of the email. This middle-of-the-road concept implies that Internet marketers are not firmly for or against the idea of placing advertisements on emails distributed for marketing purposes.

The information in this article is rather vague by intention because it leaves more of an opportunity for the reader to form his own opinion. This is important because the subject is essentially a matter of personal preference. Each reader must decide for himself whether or not he agrees with one side or the other or chooses to take a middle-of-the-road stance. The opinions of readers of this article may be influenced by whether they are considered marketers or consumers. This is significant because it can impact preferences. For example, consumers may be less likely to appreciate advertisements in emails intended for marketing because they feel it distracts from the original products. However, marketers may be more apt to accept advertising because they can understand the possible financial gain. When evaluating opinions about the use of advertising, it is essential to note whether or not the individual offering the view is involved in advertising. It might be more worthwhile to seek out opinions from consumers only as they are more likely to share the beliefs of your potential customers.

Becoming A Master Email Marketer

Do you understand email marketing? If you do not, you do not have to worry just yet. This is because the concept of email marketing is relatively new, and many business owners have not started to take advantage of this fantastic marketing tool yet. However, some savvy business owners are already employing email marketing techniques to create additional business and compete. While not having a great deal of knowledge about email marketing is not an immediate threat to your business, you should start learning about this concept to ensure it does not become a problem for you later as more and more business owners in your niche begin to take advantage of the concept of email marketing. This article will provide information on email marketing which should be helpful for business owners who do not have experience with the subject matter.

Business owners should first understand the options available to them in terms of email marketing. The most common options include:

- A)** sending out mass emails with promotional materials,
- B)** publishing and distributing e-newsletters, and
- C)** offering correspondence courses via email.

The advantage to all of these marketing strategies is the ability to reach a worldwide audience. Unlike traditional marketing methods such as television and

radio ads or print media ads that only match an audience in a limited area, anyone with access to the Internet can benefit from your email marketing techniques.

Mass emails are the most popular form of email marketing. This includes emails that are sent to hundreds, thousands, or even millions of recipients at once. The problem with this type of marketing is the potential for having your emails viewed as spam. This is likely to occur if you send your emails to recipients who have no interest in your products or services and have not expressed interest in receiving emails from you.

E-newsletters are also becoming increasingly popular as a form of email marketing. E-newsletters can be simple or as complex as you prefer and may include text, graphics, advertisements, links, or any combination of these elements. One of the first decisions you will have to make is whether you wish to make your e-newsletter strictly text or include graphics in the e-newsletter. If you are on a tight budget, it may be worthwhile only to have text to avoid the need to hire a graphic artist.

You may be able to incorporate graphics yourself, but they won't look nearly as professional as the graphics provided by a professional. Likewise, you can certainly write your copy for your e-newsletter. However, you will likely create a much better impression if you hire a qualified professional writer to create the content for you instead.

Hiring a professional graphic artist and a professional writer may seem like an extraneous expense, but it is essential. Your e-newsletter may be the first impression many potential customers get of you and your work, so ensuring everything is of the highest quality is vital. Correspondence courses offered via email are the final email marketing strategy we will discuss.

Combining Email Marketing With Other Types Of Marketing

Whether you choose to do your marketing online or offline, one thing does not change. This is the concept that no single marketing strategy will be as effective as combining two or more marketing strategies. This does not mean you must implement every known marketing strategy to promote your business. However, it

implies that it is worthwhile to market from a few different perspectives to help you achieve your business-related goals. This article will examine the importance of combining email marketing with other types of marketing to create a successful, multi-tiered marketing strategy and offer some advice on managing more than one marketing strategy at once.

As the old saying goes, "Two heads are better than one," which is undoubtedly true for marketing. You may enjoy a great deal of success with email marketing, but this does not mean you should not try other types of online marketing such as website creation, participation in industry related message boards, placing banner ads, orchestrating an affiliate marketing campaign, and generating inbound links to your website. While not all of these strategies may be effective for your business, you are likely to find at least one other option that complements your email marketing and helps you achieve your business-related goals.

Alternatively you may even wish to combine your email marketing campaign with more traditional marketing strategies such as radio ads, television ads, and print media. Just because these types of advertising do not occur online does not mean they will not help you generate more business. Advertising both online and offline can allow you to reach a larger target audience. This is because you will likely get Internet users around the world but can also reach potential customers who do not utilize the Internet for purchasing or researching products or services similar to the ones you offer.

Popular marketing strategies to combine with email marketing include banner ads and message board participation. These are all online activities, and each one individually is relatively simple. However, in combination, these simple activities can create a powerful statement. You may send out emails offering practical information about your products or services, purchase banner ad space on websites that may interest your potential customers, and participate in industry-related message boards where you can earn respect and pique the interest of potential customers.

Even if your potential customers do not currently need the products and services you offer, seeing your business name so often can have a branding effect. Branding is essentially a process in which consumers see a company name so often that they are more likely to select a product from this company and need an item the company offers.

If you are planning to combine multiple forms of advertising, you should be aware that this can make it difficult for you to evaluate the effectiveness of each marketing strategy. This is especially true of the marketing strategies implemented concurrently. When you are only using one type of marketing strategy, you can generally attribute sales or website traffic to changes in the marketing strategy. However, when more than one type of marketing strategy is effective, determine which system produces the desired result.

This situation can be handled by not making changes to more than one marketing strategy at a time. This will help to pinpoint which changes produce an increase in sales or website traffic. It can also help determine when changes to your marketing strategy negatively affect your sales and website traffic. However, suppose you are having difficulty determining which marketing strategy is most effective. In that case, you can ask customers to answer survey questions and provide information about how they learned about the products or services your business offers.

Conceptual Email Marketing

Deciding whether or not email marketing is a good idea for your business can be a complicated process. The concept of email marketing is straightforward to understand, and determining whether or not it is suitable for your business can be significantly more difficult. This is because you have to consider many different factors before making your decision. You should consider your target audience and their propensity to use the Internet, whether or not your message can be effectively stated in an email and whether or not your message is likely to be misinterpreted as spam. These factors are essential and can help you determine whether or not the email marketing is right for your business.

One of the most important factors to consider when deciding whether or not to invest your money, energy, and time into email marketing is your target audience and how likely they are to use the Internet regularly. This is important because an email marketing campaign is not worthwhile if members of your target audience are not expected to use the Internet to purchase or research the products or services you offer.

Even if they use the Internet for other purposes, it is not worthwhile because they will not likely become online customers for your products or services. However, an email marketing campaign is a good idea if you have a target audience who is

very likely to use the Internet to purchase the products or services you offer and to research these items. In this case, it is worthwhile because you will provide information that the members of your target audience will find helpful and may already be looking for elsewhere.

Next, you should consider the products and services you offer to determine whether or not your message can be effectively stated in an email. This is important because if you provide a product or service which is difficult to explain, the emails you use for marketing are not likely to be understood or well received by the recipients of your email distribution list. This is important because you want to convince potential customers of the need for the products and services you offer, not make them feel more confused.

Creating An Attractive "Hook" For Your Ezine

Having a great hook plays two crucial roles for an ezine: first, it gives people a compelling reason to sign up. Second, it creates a strong impression that you have stellar content when they read or view your free content. In other words, it'll increase your long-term readership and conversion rates.

So, what is a good hook, and how do you come up with one for your market?

A great hook is one that:

- A)** Contains genuinely helpful content
- B)** Has a high perceived value
- C)** Is unique
- D)** Solves a problem that your readers want to be solved

For example, an excellent hook for someone teaching restaurant marketing might be something like "10 Unconventional Ways to Get More Customers to Your Restaurant." It's helpful, has high perceived value, is unique, and solves the problem of not having enough customers.

When considering what kind of hook to use, it's crucial to know what other products are being marketed in your industry. For example, if you're in the diet industry, a terrible hook would be "How to Lose 10 Pounds in 30 Days" because it's so overdone.

Likewise, if you're in internet marketing, a terrible hook would be something like

"How to Get Tons of Traffic." It's so generic that everyone's heard it before. Instead, make it unique. Uniqueness gets conversions. Your report needs to stand out so much that they instantly want to read it when they read the title. For the weight-loss example, you might give away a free report like: "The Water Weight Report: Lose Up to 22lbs by Reducing Your Body's Water Retention." In internet marketing, it might be something like: "How I Earned \$22,341 in 39 Days – A Step by Step Walkthrough."

How to Come Up With a Hook for Your Market?

Keeping the above four criteria in mind, get out a sheet of paper and start brainstorming.

Ask yourself:

- A)** What are common problems people in my industry experience?
- B)** What's unique about my story?
- C)** What are my strengths? How can I turn that into a benefit for my customers?
- D)** What's under-addressed in my market?
- E)** What's something I know that's little known in the market?

Brainstorm as many topics as possible. Have at least twenty subjects before you put your pen down. Leave this list for a day or two, then come back and pick the strongest one.

A compelling hook can be the difference between a list that doesn't get much opt-in or readership and a killer list with abundant sales and signups. Writing a great theme isn't difficult once you understand making your hook stand out and benefit the reader.

Finally, an important concept to consider is the possibility that your email messages will be viewed as spam. This is an essential concept because emails regarded as spam are not likely to be well received by the recipients and may not even make it to the recipients if their spam filters tag these emails as spam. Even if the emails do reach the intended recipient's, many Internet users have grown accustomed to weeding out spam rather quickly and will be quick to delete, without reading first, emails that are suspected to be spam.

In determining whether or not your emails are likely to be viewed as spam, it is crucial to consider the subject of your business and the emails you send out. This is important because specific topics such as weight loss pills are likely to be viewed as spam more quickly than other items. If you are in the business of marketing products or services that would likely cause your emails to be deemed spam, orchestrating an email marketing campaign may not be worthwhile.

Creating Email Lists For Marketing Campaigns

If you plan to do some Internet marketing to promote your business endeavor, you should seriously consider email marketing as at least one tier of your Internet marketing campaign. Many business owners shy away from email marketing because they believe all email marketing campaigns are purely spam. However, this is not true, and not partaking in this type of marketing can cause your business to lose out on a great deal of business.

By not appealing to potential customers via email, your business may lose a great deal of business to competitors who use email marketing campaigns to reach customers worldwide. However, the first step of an email marketing campaign should be creating an email distribution list. This article will discuss some popular options for doing this and should help the reader learn more about what is acceptable and what is not when it comes to email marketing.

Once you have decided to start using email marketing to promote your business, you are likely facing the dilemma of compiling an email distribution list. This is essentially a list of email addresses to which you will email your advertising and promotional materials. One common way to gain a list of email addresses is to purchase a list from distributors. However, this method is not very effective at all, and we do not recommend it. The problem with buying an email list is that you have no way of knowing whether or not the members of the list would have any interest in your products or services. This is very important because while you want to reach a large audience with your email marketing, you also want this audience to be your overall target audience.

When you purchase an email list, you may be sending your email messages to some users who might be interested, but this is largely coincidental and is not likely to be well received because the message was not solicited. Internet users are swift to delete materials they believe to be spam without even opening or

reading the emails. Some Internet service providers include spam filters that may automatically delete your emails if your messages are spam.

These filters run complex algorithms on the subject heading and content of the message to determine whether or not it is spam and are pretty adept at weeding out spam. Therefore, you run the risk of having your email marketing effort turn out to be a complete waste if most recipients never even read or receive the message.

A far better way to create an email distribution list for your email marketing campaign is to ask current customers as well as interested potential customers to register with your website to receive additional information and periodic updates about your products and services as well as other information which might be of interest to them.

This provides you with a database of email addresses from current customers and potential customers who have a genuine interest in your products and services and are interested in learning more about these products and services. Once you have a list of interested customers or potential customers, you can send emails or create an e-newsletter for distribution to the members of your email list. These documents should contain a wealth of valuable information and a soft-sell pitch for your products and services.

This information will be valued by the readers and may help to persuade them to try your products and services. You might also want to include useful links to either your website or other websites that may be of interest to your readers. Your content should also contain a portion that urges the reader to take a specific action, such as making a purchase or investigating a product further.

Does Email Marketing Suck?

Email marketing can be much more effective than most people think. Many business owners do not invest much time, energy, or money into orchestrating an email marketing campaign because they mistakenly believe all email marketing is viewed as spam. However, this is simply not true. Business owners who have discovered how to market via email successfully enjoy a great deal of success with this type of marketing. This article will discuss how email marketing can be successful and determine how your email marketing is being received.

Before discussing how to determine the reaction to your email marketing campaign, it is crucial for business owners to understand how to plan and execute an email marketing campaign. One of the essential elements of the type of campaign is ensuring the recipients do not view your marketing efforts as spam. One way to do this is to develop your email distribution list carefully. Although you can reach a massive audience by sending out your email marketing materials to an extensive email list, this is not effective when you do not know much about whether or not the members of this email list will even be interested in your products or services. It is important to note that reaching a huge audience is not more important than getting a highly targeted audience.

Focusing your email marketing efforts on millions of recipients who do not have a specific interest in your products or services is not nearly as effective—focusing your email marketing efforts on only hundreds of email recipients who are likely to be very interested in your products or services. This is because you are much more likely to generate sales from a small target group than from a large group without a specific focus.

Customer surveys are one of the easiest ways to evaluate the reaction to your email marketing campaign. Asking customers to fill out simple surveys when they purchase can provide a great deal of insight, depending on your questions. Questions such as where the customer learned about your products and services may seem relatively innocuous, but this information can be valuable to the business owner. Understanding where a customer learned about the products and services you offer provides excellent feedback for which of your marketing efforts are generating the most interest. If you receive many responses stating customers learned about your products or services through emails, this is a good indication that your email marketing campaign is effective.

Another stylish way to evaluate the reaction to your email marketing efforts is to closely monitor your sales rate and your website traffic immediately after you issue a new email to members of your distribution list. This can be helpful because an increase in sales or website traffic after an email was given strongly indicates that the email was well received and encouraged recipients to visit the website and make purchases.

However, there is one caveat to this method of evaluation. It could be pretty challenging to determine whether or not the emails caused the increase in website traffic and sales if more than one marketing effort was made simultaneously. For example, if you issue an email simultaneously as you launch

a banner ad, you cannot determine which one is more effective and is driving the increase in sales and traffic.

Don't Be A Spammer

Email marketing can be very effective as long as it is not viewed as spam. This is critical because when your email marketing is considered spam, it will not likely be read by the recipient and may not even reach the recipient if it is trapped by the spam filter of the Internet service providers. For this reason, business owners must work hard to ensure the email marketing they use is not viewed as spam by either the recipient or the recipient's Internet service provider.

This article will look at email marketing and how business owners can ensure their emails are not viewed as spam.

The distribution list for an email marketing campaign is one of the critical elements which can help to ensure the emails sent by the business owner are not viewed as spam. Before this can be accomplished, it is crucial to understand exactly what spam is. Spam is essentially an email that is unsolicited and sent for the sole purpose of advertising or promoting a product or service. Internet users receive mass quantities of spam daily. For some Internet users, this quantity of spam is a huge source of frustration. Other Internet users have become so used to the amount of spam they receive that they barely even notice these emails.

Neither of these scenarios bodes well for business owners using email marketing campaigns to promote their products or services. Internet users who are angered by these spam emails may react harshly and report your emails to their Internet service providers. Internet users who do not even notice spam are likely to automatically delete your emails and block your email address to prevent future emails from getting through to them.

Paying particular attention to your email distribution list and only including recipients who had specifically asked for additional information will help to keep your emails from being viewed as spam. One way to acquire email addresses to orchestrate an email campaign is to ask interested customers to register with your website and specify whether or not they wish to receive future emails with additional information, advertisements, or other helpful tips. This ensures that the recipients of your emails are genuinely interested in your products and services

and are not likely to view your emails as spam.

Another way to ensure your emails are not viewed as spam is to offer recipients the option of being removed from the distribution list with each email. This is important even when the recipients are specifically asked to receive these emails because they are entitled to change their opinion at any time. Offering the email recipients the opportunity to remove themselves from the email distribution list whenever they want is worthwhile because it allows recipients to control the situation. This is a stark contrast to spam, in which the recipients feel as though they have no control over the situation and no way to stop the spam from bombarding their inboxes daily.

Finally, business owners can help to ensure their email marketing campaign is not viewed as spam by including quality content in the emails they send to the recipients on the email distribution list. This may include providing feature articles, product reviews, or a series of quick, helpful tips that will likely interest all who receive these emails. These emails may also include a soft sales pitch, but this should not be the focus of the emails.

Putting too much attention on the advertising will likely lead the recipients to assume the email is spam. Conversely, providing quality information that is helpful to the recipient and subtly urging them to make a purchase or investigate the details of a product can make the email seem much more worthwhile and less like spam.

Email List Creation

If you plan to do some Internet marketing to promote your business endeavor, you should seriously consider email marketing as at least one tier of your Internet marketing campaign. Many business owners shy away from email marketing because they believe all email marketing campaigns are purely spam. However, this is not true, and not partaking in this type of marketing can cause your business to lose out on a great deal of business.

By not appealing to potential customers via email, your business may lose a great deal of business to competitors who use email marketing campaigns to reach customers worldwide. However, the first step of an email marketing campaign should be creating an email distribution list. This article will discuss some popular options for doing this and should help the reader learn more about

what is acceptable and what is not when it comes to email marketing.

Once you have decided to start using email marketing to promote your business, you are likely facing the dilemma of compiling an email distribution list. This is essentially a list of email addresses to which you will email your advertising and promotional materials. One common way to gain a list of email addresses is to purchase a list from distributors.

However, this method is not very effective at all, and we do not recommend it. The problem with purchasing an email list is that you have no way of knowing whether or not the members of the list would have any interest in your products or services. This is very important because while you want to reach a large audience with your email marketing, you also want this audience to be your overall target audience.

When you purchase an email list, you may be sending your email messages to some users who might be interested, but this is largely coincidental and is not likely to be well received because the message was not solicited.

Internet users are swift to delete materials they believe to be spam without even opening or reading the emails. Some Internet service providers include spam filters that may automatically delete your emails if your messages are spam. These filters run complex algorithms on the subject heading and content of the notice to determine whether or not it is spam and are pretty adept at weeding out spam. Therefore, you run the risk of having your email marketing effort turn out to be a complete waste if most recipients never even read or receive the message.

A far better way to create an email distribution list for your email marketing campaign is to ask current customers as well as interested potential customers to register with your website to receive additional information and periodic updates about your products and services as well as other information which might be of interest to them. This provides you with a database of email addresses from current customers and potential customers who have a genuine interest in your products and services and are interested in learning more about these products and services.

Once you have a list of interested customers or potential customers, you can send emails or create an e-newsletter for distribution to the members of your email list. These documents should contain a wealth of valuable information and a soft-sell pitch for your products and services. This information will be valued by

the readers and may help to persuade them to try your products and services.

You might also want to include useful links to either your website or other websites that may be of interest to your readers. Your content should also contain a portion that urges the reader to take a specific action, such as making a purchase or investigating a product further.

Email Marketing Experience

Savvy business owners realize the importance of email marketing even if they do not know how to run an effective email marketing campaign. Simply stated, this means a business owner may realize he must run an email marketing campaign to help him meet the needs and expectations of his target audience. However, he may not know how to orchestrate an email marketing campaign that is genuinely effective. Fortunately for these business owners, they do not have to know a great deal about email marketing because there are plenty of Internet marketing consultants who can assist them in planning and running an effective email marketing campaign.

This article will provide some tips for finding a consultant to assist you in orchestrating an email marketing campaign. One of the essential criteria in seeking a consultant to help you with our email marketing campaign is experience. Specifically, it is the experience that has resulted in past success. This is important because one of the best indicators of how well a consultant will perform for you is how well they performed in the past. This means if a consultant could help a variety of past clients attain their goals through email marketing, the consultant will likely be able to assist you in the same way.

Another important criterion when hiring a consultant to assist you with your email marketing campaign is the opinions of past clients. Before committing to work with a particular consultant, you should request references from past clients. You should ask these references, contact each of the past clients provided, and question their experiences with the consultant. It is crucial to remember that the consultant will likely only give a confident reference to offer a favorable opinion of his services. However, you can still learn a great deal about the consultant's style, personality, and techniques through these references. This is important because the consultant's character and his skill and abilities are also significant.

If you do not get along with the consultant and have difficulty talking to him, it can

be challenging to work with him. Additionally, it might be hard for you to meet your business-related goals because you are likely not providing the consultant with enough information or offering feedback that could help him adjust his strategies to meet your expectations better. At the same time, skill, knowledge, and ability are indeed all-important. Sometimes none of these matters if personality conflicts prevent you and the consultant from communicating adequately.

Therefore, your personal opinion of the consultant should always be carefully considered before hiring a consultant. Although consulting references is a good idea, you should also consider contacting the Better Business Bureau (BBB) and seeking independent reviews of the consultant you consider hiring to assist you in your email marketing campaign. The BBB can provide you with a great deal of information regarding the past performance of the consultant. If the consultant has been in business for some years and does not have any unresolved complaints with the BBB, this is a good indication that the consultant performs adequately and treats clients fairly.

Conversely, a consultant with some unresolved complaints against him is not likely to be a good choice. Similarly, a consultant who has some independent reviews raving about the quality of his service is likely an excellent alternative to assist you in your email marketing campaign. In contrast, a consultant with some poor online reviews is not a good choice for helping you with your email marketing campaign. Likewise, you can assume that if past clients were not happy with the services he provided, you will likely also not be pleased with these services.

Email Marketing Master Plan

Email marketing certainly has a set of unique advantages over other types of marketing, both online and offline. Perhaps one of the most significant advantages of email marketing is the ability to reach a worldwide audience with minimal effort. It is certainly possible to get a worldwide audience with other types of advertising. However, traditional types of advertising such as television, radio, and print media are not nearly as effective for reaching potential customers worldwide all at once.

Another significant advantage of email marketing is that it is incredibly affordable. This is significant because many other types of marketing, including Internet

marketing, are significantly more expensive than email marketing. The costs associated with email marketing are minimal. Ideally, you will already have a list of email recipients interested in your products and services, so there is no cost to obtain a list of email addresses. Additionally, the cost to send out emails is minimal and can be considered part of your regular operating costs.

All of these factors already make email marketing significantly cost-effective. However, there is some cost involved in email marketing. Primarily these are the costs associated with writing the advertisements and creating any graphics accompanying the email advertisements. This will require hiring a writer to write the copy for the advertising and designing and implementing the pictures. The cost of these services will vary pretty widely, but you will generally pay more for writers and designers with more experience. These writers and designers are expected to produce a higher quality of work than those with less experience could make.

The most obvious disadvantage to email marketing is the possibility of having your email marketing viewed as spam. This is a fundamental problem because it could prove to be quite costly in terms of the profit margin for your business. Each day Internet users are bombarded with unsolicited emails serving as advertisements. This problem has reached epic proportions. The abundance of spam infiltrating the email boxes of innocent Internet users has to be cautious and suspicious about any unsolicited email that appears to be promoting a particular product or service.

Emails that contain subject lines or content which appear to be similar to spam may be automatically transferred to a spam email folder by the email system. Emails that are not automatically deleted may be deleted without being opened simply because the recipient does not recognize the email's sender. These problems can result in essentially wasted time for the business owner because the recipients are not even viewing the emails advertising the business's products and services. Additionally, they may result in complaints being lodged against the company for being a purveyor of spam.

Now that you understand the advantages and disadvantages of email marketing, you might wonder how you can maximize the benefits of using email marketing to your advantage. The most crucial factor to consider is your email distribution list. This should consist of former customers who have expressed a desire to receive emails with information and advertisements and potential customers who have also expressed interest in more details.

The content of the emails should also be carefully considered. They should certainly highlight the products and services you offer but should do so without appearing to be a hard sales pitch. A writer with experience in writing this type of copy should provide insightful and accurate copy, enticing the reader to learn more about your products and services.

Finally, Your emails should provide the readers with a call to action. This should be a statement urging the reader to take a specific action, such as making a purchase or researching a product.

Email Marketing Organized

Suppose you have recently decided to try implementing an email marketing campaign. In that case, you can congratulate yourself on becoming involved in one of the most effective types of online marketing for your business. While many business owners tend to shy away from email marketing campaigns because they believe these campaigns are always viewed as spam, others realize the importance of this type of advertising and are willing to spend a great deal of time and effort into organizing their email marketing campaign.

These business owners will likely find they can enjoy an advantage over their competitors who do not take the time to implement an email marketing campaign. This article will describe the steps necessary to organize an effective email marketing campaign. One of the first elements you should consider when you decide to start an email marketing campaign is a piece of information you wish to include in your emails to potential clients. This is very important because your communication will help your email recipients determine whether they think your products or services are worthwhile.

You can include a variety of information in marketing emails. This may include but is not limited to full-length informative articles, short articles enticing readers to visit your website for more details, links to other websites which may be of interest to your readers, links to your website, and even advertisements for your products or services as well as other products or benefits your customers may appreciate.

Once you determine the type of content you wish to incorporate into your email marketing, it is time to consider how you want to structure your email marketing

efforts. Two of the most common structures include an informative email with subtle advertising or an in-depth e-newsletter with a wealth of information, subtle advertising, and even graphics.

Deciding the format of the emails you will be sending out is essential because they will dictate the staff you will need to assist you in your email marketing effort. You will require the assistance of a professional writer to assist you with the content in either emails or e-newsletters. However, suppose you opt for an e-newsletter. In that case, you should also consider hiring a graphic artist to assist you in designing an attractive layout and creating graphics as needed to complete an appealing form for your e-newsletter.

Next, You should consider how you plan to create an email distribution list. This is important because simply purchasing an email list is not likely to be effective. You may reach hundreds, thousands, or even millions of Internet users by sending emails to all of the members of this email list. However, there is no guarantee that any of them will be interested in your products or services. However, build your email list of previous customers who have requested additional information and potential customers who have also asked for details. You will have a well-formulated list that includes mostly members of your target audience.

This is ideal because you are much more likely to sell products or services to members of your target audience than you are to sell products or services to members of an email group that is not filled with those interested in the products or services you offer.

Once these preliminary decisions have been made, you can begin creating the actual emails themselves and distributing them. Once you have sent out the first batch of emails, you can take some time to evaluate the effectiveness of the first email before you send out the second batch.

This will be helpful because you can solicit feedback and change the second email before sending it out if you determine the first batch was unsuccessful. Suppose the second email is more successful than the first. You can conclude that the changes you made were beneficial.

Email Marketing Mistakes

Many business owners who opt to try email marketing make the mistake of

believing any type of email marketing is beneficial. This is simply not true; there are many mistakes business owners can make when they organize an email marketing campaign.

Examples of these mistakes may include allowing promotional materials to be tagged as spam, not following up with promotional emails, not being prepared for an influx of customers after an email marketing effort, and not marketing specifically to the target audience.

We will begin our discussion on email marketing mistakes with spam. Spam is a problem that is reaching epidemic proportions. Each day Internet users are bombarded with spam from around the world.

This may include many unsolicited emails promoting products or services the recipients may or may not be interested in purchasing. Critical mistake business owners can make in email marketing is to issue emails that are likely to be construed as spam. This may result in the emails never reaching the recipient or the emails being deleted without being read by the recipient.

Avoiding the potential of falling into the spam category is not very difficult. It involves ensuring your promotional emails contain more useful copy than blatant advertising. This will make it more likely for your emails to be taken seriously.

Another email marketing mistake often made is failure to follow up on promotional emails. Sending out emails to interested parties can be very beneficial. However, it is even more helpful to contact these email recipients by other methods such as mail or telephone to answer any questions and offer any additional information they may require. This type of follow-up can be much more effective than simply sending an email and allowing it to fall into the abyss of an overcrowded email inbox.

Business owners may also make the mistake not preparing themselves for an influx of customers after an email marketing effort. The express purpose of email marketing is to generate increased interest in your products or services. Therefore, business owners must anticipate an increase in business and be prepared to accommodate this increased demand for products and services. This is important because potential customers who have to wait for products or services may seek out your competitors who are better prepared to provide them with products or services immediately.

Finally, A critical mistake made by business owners is not to tailor an email marketing campaign to their specific target audience. This can be a problem because it may result in email marketing being less effective. Business owners typically make this mistake because they fall into the trap of believing that it is more important to reach a large audience than it is to get a target audience.

You may blindly send your email marketing materials to millions of recipients and only generate a few leads. However, you could send the same email marketing materials to a smaller group of only a thousand recipients interested in your products and services and likely generate more leads from this smaller email distribution list. It is essential to send your message to members of your target audience and tailor your news to suit this audience.

Email Marketing Strategies

Email marketing is becoming extremely popular, but this does not mean all business owners know how to run an effective email marketing campaign. However, those who are well-versed in email marketing and have experience using popular strategies effectively are likely to gain a massive advantage over their competitors who do not have these skills.

If you do not have a great deal of information about email marketing and do not fully understand the principles involved, one of the best ways to orchestrate a truly effective email marketing campaign is to hire a consulting firm with a proven track record in promoting business through email marketing to assist you in your endeavor.

Like traditional marketing such as radio, television, and print media, the popular email marketing strategies are constantly changing. As a business owner, you likely already have enough to deal with trying to stay up to date on business practices that you do not have the time, energy, or finances to also stay up to date on the latest changes in email marketing.

For this reason, it is certainly worthwhile to hire a professional in the email marketing industry who can devote himself full time to keeping up to date with the most effective email marketing strategies and designing an email marketing campaign for our business to help you achieve your business-related goals.

However, Selecting a consultant from the many options available can be downright overwhelming. In general, you should look for a consultant who has a

great deal of experience, a proven track record, listens to your questions carefully, explains concepts, and makes your project a priority.

Another popular strategy for email marketing is to offer an email correspondence course on a subject closely related to your website or the products or services you offer. These correspondence courses should include some short segments, provide helpful information, be of interest to your intended audience and help promote your business somehow. The simplest way to promote your business without having your correspondence course deemed to be spam is to use a soft sell approach to subtly urge readers to make a purchase or visit your website for more information.

Publishing and distributing period e-newsletters is another example of an email marketing strategy that can be highly effective. An e-newsletter is very similar to a newsletter printed and distributed by conventional methods such as mail delivery. The bulk of an e-newsletter should be quality content in featured articles, short articles containing helpful tips, or product reviews. The e-newsletter may also contain graphical elements.

These elements may simply be graphic designs, or they may be graphics that also serve as links. The links may direct traffic to your website or other websites. Finally, your e-newsletters should contain some type of soft sell sales approach. It is essential not to make the sales pitch blatant as this may result in the e-newsletter being considered spam. Finally, the e-newsletter should contain a call to action urging the readers to purchase or visit your website for more information.

Regardless of the email marketing method you opt to utilize, one of the most important strategies is to evaluate the effectiveness of your email marketing regularly. This is critical because elements of your email marketing campaign which are not working should be weeded out. Likewise, aspects of your marketing campaign which are enjoying a high degree of success should be utilized more often.

For example, if you notice a spike in sales or website traffic each time you issue an e-newsletter, it might be worthwhile to begin issuing e-newsletters more often. This type of evaluation and feedback can turn a moderate success into a huge success.

Email Marketing With Newsletters

Email marketing is not just all about unsolicited emails with advertisements making outrageous claims. Unfortunately, the abundance of spam that inundates the Internet users each day has caused many to formulate a negative opinion about email marketing, but savvy Internet marketers who understand how to market successfully enjoy an advantage over the competition by turning to e-newsletters to reach more potential customers. This article will discuss e-newsletters and how they can be used effectively in an email marketing campaign.

The e-newsletter is very similar to newsletters which are printed and distributed via mail or other avenues. The most significant difference is the method of distribution. While traditional newsletters are typically mailed to the recipients or distributed in person, e-newsletters are distributed exclusively online.

These e-newsletters may be emailed in the body of an email message or may be included as a link in an email that directs the recipient to the website for the e-newsletter. In either case, the recipient can read the e-newsletter while online and print it out or save it to their hard drive for future use.

The contents of an e-newsletter may vary somewhat drastically depending on the business the e-newsletter is promoting, the purpose of the e-newsletter, and even the personal preferences of the business owner and the employees producing the e-newsletter. However, the general format for an e-newsletter is to include helpful information in full-length feature articles or shorter pieces offering useful tips.

The e-newsletter should also contain at least some subtle advertising for the products and services offered by the producer of the e-newsletter. These pieces of advertising should not be blatant and should allow readers of the e-newsletter to formulate their own opinions regarding the products or services.

The content of an e-newsletter should make up the bulk of the document. This may include full-length feature articles which provide information for the readers. It may also include shorter pieces that may offer tips, review products, or advice to the reader. The key to delivering high-quality content in these e-newsletters is to have them written by a capable writer knowledgeable about the subject matter.

The writer may understand the subject matter or simply research the subject and

learn enough to write accurate and informative articles on the topic. In either case, the distributor of the e-newsletter should carefully review the content for both quality and accuracy before publishing the e-newsletter.

Distributors of e-newsletters should also consider including graphical elements into their e-newsletters. This may include product pictures or any other relevant graphics which provide meaning to the text of the e-newsletter. A graphic designer can assist you with this endeavor by helping you create graphics, crop them appropriately, and place them in a prime location on the layout of the e-newsletter.

Finally, distributors of e-newsletters should carefully consider their audience before using email for marketing purposes. The primary consideration should be whether or not the target audience is likely to be receptive to marketing in the form of emails or an e-newsletter. If they are likely to respond to this type of marketing, pursuing an email marketing campaign is worthwhile. However, care should be taken to ensure the emails sent to the target audience are explicitly designed to appeal to these potential customers.

This type of specialization should include the type of language used in the copy, the layout of the email or e-newsletter, and the graphics used in the email or e-newsletter. Additionally, the document should be filed with information that will be helpful to the recipients. Another factor to consider is to whom to send the emails. Sending these emails to a large group of recipients who have not requested information from you and have no interest in your products and services is a waste of time. It is better to ask customers and potential customers if they are interested in receiving more information and join an email distribution list if they wish to receive more information.

Sending your emails to this distribution list ensures that most recipients will be interested in your products or services and are not likely to delete your emails as spam automatically.

Finding Your Voice: How to Express Personality

Online

When's the last time you enjoyed listening to someone who sounds generic? It just doesn't happen. People love listening to speakers like Chris Rock, Tony

Robbins, and Jon Stewart because their dynamics and personalities shine through. The best-selling books and even the best sales letters are the same. An aura of nature just oozes from the page or the screen. How can you express your character when you're writing?

A) Write From Personal Experience

The more you can share what you've experienced, the better. Trying to teach or compete in a market where you don't have personal experience puts you at a distinct disadvantage against those who do have intimate knowledge. When you're writing about something, you have personal experience that comes through. Speak from your experience. Don't try to sound as if you're more experienced than you are, but also don't discount your successes.

Take out a sheet of paper and brainstorm. What are some skills and experiences you've had that others would want to learn from?

B) Get Emotional

If something in the state of your industry is making you angry, say so. For example, if you're in marketing, talk about how you dislike marketers taking advantage of people trying to learn to make money. On the other hand, if you find something inspiring, share that as well. For example, you find a great blog and have quickly grown to respect the author. Share the blog with your readers. They'll probably love it as well. Instead of trying to come off as cool and distant, you'll often connect with your readers more if you express your inner thoughts.

C) Talk In A One On One Manner

Try to make your newsletter sound as if you're just talking to a friend. When you're talking to a friend, you sound casual but occasionally get passionate about a topic. You won't try to say you are more professional than you are and will generally just let your voice out.

If you have trouble doing this, try recording a phone call between you and a friend about a specific topic. Then have this call transcribed. How does the call sound? How does it read? What's the "texture" of the transcript? Is it more casual or more personable than other newsletters you've written? If so, use the feel of the transcript as a guideline to strive towards.

If you write from personal experience, talk about things you care about, and

speak in a casual yet passionate manner, as you would to a friend, others will probably want to read more of what you write. If you talk impersonally, without emotion about topics you don't have personal experience in, then chances are you won't get much of a readership.

Hitting The Email Mark

Every day Internet users receive tons of emails telling them to buy certain products or visit particular websites. While these emails arrive in the inboxes of unsuspecting Internet users each day, most of them pay very little attention to these emails. That is because emails that are blatant advertisements are often viewed as spam. Most Internet users have very little tolerance for spam.

Reactions to spam tend to range from simply ignoring the emails and having the email addresses blocked from sending future emails to reporting the emails to their Internet service provider for further investigation. We realize many Internet marketers have difficulty keeping their email marketing subtle. Therefore, this article will provide helpful information on how email marketing can be kept quiet, not viewed as spam.

One of the most important criteria for ensuring your email marketing is subtle and not viewed as spam is providing quality to the recipients. This may include insightful articles, interesting quizzes, or other useful facts that members of the target audience are likely to find useful.

When email recipients realize an email they received is offering them something worthwhile such as knowledge or information about a particular niche subject, they are much more likely to spend some time reviewing the email because they will not consider the email spam. In addition to using the creation of this copy to convince recipients that the email is not spam, the business owners can also take advantage of this copy by providing subtle advertising. This may include product references in the articles or links to your website throughout the email.

They are avoiding language which makes outrageous claims and can also help to keep advertising quite subtle. Using superlatives and describing the greatness of specific products is likely to be viewed as blatant advertising. It is not expected that website owners will believe invalidity in anything contained within the email when this happens. They will feel the entire email is simply one big advertisement for your products or services.

Another way to keep advertising subtle when running an email marketing campaign is to only send your email to those who are likely to be highly interested in your products and services. This is important because when email recipients receive an email that does not reflect their interests, they are not likely to take the email seriously and view it as a blatant advertisement. However, when the email is only sent to those who share a common interest, the email seems more personalized. In this case, the email recipients are not likely to view every product reference as a blatant advertisement because they understand there is a need to mention products or services.

Finally, Email marketing remains subtle when the content of the email is written as though it is not coming directly from the business owner. The copy may speak about the products and services as though a third party offers them. This makes the advertising seem subtler because it does not appear to come directly from the business owner.

Finally, Business owners can help ensure their email marketing efforts are not viewed as blatant advertisements by keeping a reference to your website to an absolute minimum. Most Internet users often view links from one website to another strictly as an advertisement. For this reason, it might be worthwhile for business owners who are marketing an email campaign to keep links to a minimum and to weave these links into even the quietest soft copy carefully.

The links should be provided as though they were only included to allow you to learn more about the products and not as a way to encourage you to purchase these products. It might be worthwhile to consider hiring a writer with this experience to ensure the copy conveys the desired message and affects the email recipients.

Is Email Marketing Right For Your Business?

Deciding whether or not email marketing is a good idea for your business can be a complicated process. The concept of email marketing is straightforward to understand, that determining whether or not it is suitable for your business can be significantly more complex. This is because you have to consider many different factors before making your decision. You should consider your target audience and their propensity to use the Internet, whether or not your message can be effectively stated in an email and whether or not your message is likely to be misinterpreted as spam. These factors are essential and can help you

determine whether or not the email marketing is right for your business.

One of The most important factors to consider when deciding whether or not to invest your money, energy, and time into email marketing is your target audience and how likely they are to use the Internet regularly. This is important because an email marketing campaign is not worthwhile if members of your target audience are not expected to use the Internet to purchase or research the products or services you offer. Even if they use the Internet for other purposes, it is not worthwhile because they will not likely become online customers for your products or services.

However, an email marketing campaign is a good idea if you have a target audience who is very likely to use the Internet to purchase the products or services you offer and to research these items. In this case, it is worthwhile because you will provide information that the members of your target audience will find helpful and may already be looking for elsewhere.

Next, You should consider the products and services you offer to determine whether or not your message can be effectively stated in an email. This is important because if you provide a product or service which is difficult to explain, the emails you use for marketing are not likely to be understood or well received by the recipients of your email distribution list. This is important because you want to convince potential customers of the need for the products and services you offer, not make them feel more confused.

Finally, An important concept to consider is the possibility that your email messages will be viewed as spam. This is an essential concept because emails regarded as spam are not likely to be well received by the recipients and may not even make it to the recipients if their spam filters tag these emails as spam. Even if the emails do reach the intended recipient's, many Internet users have grown accustomed to weeding out spam rather quickly and will be quick to delete, without reading first, emails that are suspected to be spam.

Determining whether or not your emails are likely to be viewed as spam is crucial to consider the subject of your business and, therefore, the emails you send out. This is important because specific topics such as weight loss pills are likely to be viewed as spam more quickly than other items. If you are in the business of marketing products or services that would likely cause your emails to be deemed spam, orchestrating an email marketing campaign may not be worthwhile.

Is Your Email Marketing Spam?

Email marketing can be very effective as long as it is not viewed as spam. This is critical because when your email marketing is considered spam, it will not likely be read by the recipient and may not even reach the recipient if it is trapped by the Internet service provider's spam filter. For this reason, business owners must work hard to ensure the email marketing they use is not viewed as spam by either the recipient or the recipient's Internet service provider. This article will look at email marketing and how business owners can ensure their emails are not viewed as spam.

The distribution list for an email marketing campaign is one of the critical elements which can help to ensure the emails sent by the business owner are not viewed as spam. Before this can be accomplished, it is essential to understand exactly what spam is. Spam is essentially an email that is unsolicited and sent for the sole purpose of advertising or promoting a product or service. Internet users receive mass quantities of spam daily. For some Internet users, this quantity of spam is a huge source of frustration.

Other Internet users have become so used to the amount of spam they receive that they barely even notice these emails. Neither of these scenarios bodes well for business owners using email marketing campaigns to promote their products or services. Internet users who are angered by these spam emails may react harshly and report your emails to their Internet service providers. Internet users who do not even notice spam are likely to automatically delete your emails and block your email address to prevent future emails from getting through to them.

Paying particular attention to your email distribution list and only including recipients who had specifically asked for additional information will help to keep your emails from being viewed as spam. One way to acquire email addresses to orchestrate an email campaign is to ask interested customers to register with your website and specify whether or not they wish to receive future emails with additional information, advertisements, or other helpful tips. This ensures that the recipients of your emails are genuinely interested in your products and services and are not likely to view your emails as spam.

Another way to ensure your emails are not considered spam is to offer recipients the option of being removed from the distribution list with each email. This is important even when the recipients are specifically asked to receive these emails

because they are entitled to change their opinion at any time.

Offering The opportunity to remove themselves from the email distribution list whenever they want is worthwhile because it allows them to control the situation.

This is a stark contrast to spam, in which the recipients feel as though they have no control over the situation and no way to stop the spam from bombarding their inboxes daily.

Finally, Business owners can help to ensure their email marketing campaign is not viewed as spam by including quality content in the emails they send to the recipients on the email distribution list. This may include providing feature articles, product reviews, or a series of quick, helpful tips, likely to interest all who receive these emails. These emails may also include a soft sales pitch, but this should not be the focus of the emails.

Putting too much attention on the advertising will likely lead the recipients to assume the email is spam. Conversely, providing quality information that is helpful to the recipient and subtly urging them to make a purchase or investigate the details of a product can make the email seem much more worthwhile and less like spam.

Marketing Effectively With Email

Like any type of marketing, email marketing involves a great deal of time and effort to ensure the marketing campaign is effective. This is important because an ineffective marketing campaign of any type is a waste of money and resources. Spending a great deal of time, energy, and money into an email marketing campaign that is not reaching the members of the target audience and is not convincing recipients of the email to make a purchase or visit your website is not worthwhile. This article will discuss implementing an effective email marketing strategy to ensure your business, financial and personal goals are being met.

One of the most critical aspects of marketing effectively with email is to ensure your marketing efforts reach your target audience members. One way to do this is to ask former customers and potential customers to join your email distribution list. This will help ensure that most members on your email distribution list have an actual interest in your products or services. This is important because you are much more likely to generate sales when you are marketing to this type of

audience than you would if you were selling to a much larger audience without an interest in your products.

Another aspect of marketing effectively is hiring an experienced professional writer to draft the content for your emails, e-newsletters, email courses, or other methods to email your message to potential customers. Having your content written can give you a significant edge over the competition if they draft their content themselves. The quality of your content is a reflection of your business, and poorly written content with no substance will reflect poorly on your business.

Effective email marketing should also be written in a manner that will appeal to the target audience. If necessary, you should conduct market research to determine demographic information for your target audience. This research may also select preferences the target audience may have for receiving marketing information. This may include the type of language used, the format of the emails, the layout of the emails, and even the aesthetic appearance of the emails. Paying attention to these details can make the email marketing campaign significantly more effective.

Finally, Effective email marketing should not be viewed as spam. This is a difficult situation. In many cases, an email marketing campaign will involve distributing mass emails, but care should be taken in these endeavors to avoid having these emails construed as spam. This is important because many Internet service providers include spam filters that apply algorithms to each email account to determine spam and legitimate messages. Emails that are deemed to be spam may never reach the intended recipients.

Emails that may help it through the spam filters may also be deleted if the Internet user believes it looks spam. For this reason, care should be taken to ensure all marketing emails provide quality content, advertise only subtly, and ideally are only sent to email recipients who have specifically requested information about your products or services. This will give you the best opportunity possible to reach your target audience and have a positive impression on them, and hopefully entice them to make a purchase or visit your website.

More Than Email Marketing

Suppose you have already entered the world of email marketing. You likely

already realize the potential this type of marketing has to offer. However, you also probably know it is not reasonable to expect your business to thrive if email marketing is the only marketing strategy you choose to utilize. This is not unusual as most companies do not typically have a great deal of success unless they incorporate more than one type of marketing into their overall marketing strategy. This article will examine a few other types of Internet marketing which may be used in conjunction with email marketing.

Email marketing in itself can be multi-faceted. It may include sending out mass emails, distributing e-newsletters, and even offering correspondence courses via email. Implementing only one of these email marketing strategies may result in a slight increase in either website traffic or sales, but implementing more than one strategy at a time can create a more pronounced effect.

Similarly, it is worthwhile to incorporate other types of Internet marketing into promoting your business online if you are not already doing so. This can help you to enjoy a greater degree of success if you apply the strategies correctly.

Of the other types of Internet marketing available, placing banner ads may be the most expensive option. In many cases, your business will have to pay another website for the privilege of placing your banner ad on their website. Choosing a website that sells products that complement, without competing, for your business is worthwhile.

However, there are some free options for banner ads, including exchanges. However, you may be required to place more than one banner ad on your website each time your banner ad appears on another lineup. Additionally, you may not control the type of website that displays your banner ad with this type of agreement. For this reason, it is worthwhile to pay for ad space so you can have more control over where your banner ads are displayed.

Participating in industry-related forums can be another way to promote your business online. Message boards are online meeting places where individuals who share an interest can get together to discuss their interests and pertinent issues. They can also ask and answer questions. Most message boards allow users to place a link to their website in their signature line.

Suppose you regularly participate on an industry-related message board and include a signature line with a link to your website. In that case, you can reach a high concentration of members of your target audience. When using message

boards to promote your business, it is essential to follow all message board guidelines and avoid techniques that may be deemed spam, such as posting your link when it is not appropriate.

Affiliate marketing programs are another type of online marketing that can be used in conjunction with email marketing. Affiliate marketing involves allowing website owners to place advertisements for your business on their website. These website owners are known as affiliates. Each time one of their advertisements causes an Internet user to click through the advertisement or purchase an item, the affiliate is compensated. This compensation schedule makes affiliate marketing incredibly cost-effective.

Essentially you do not pay your affiliates unless the advertising generates a specific reaction from Internet users, such as making a purchase or developing website traffic. The amount of compensation should be determined beforehand and may be based on a flat fee or a percentage of the sale. Business owners must embed code into the affiliate ads to determine which ads generate profit or traffic to know which affiliates to compensate. However, this information is also helpful in determining which advertisements are most effective. This information can be used to fine-tune the marketing effort.

Opt-In Page Tips for Maximum Sign-Ups

A tremendous opt-in page can generate opt-ins as high as 30% of the time. However, a poor opt-in page can generate opt-ins less than 10% of the time - sometimes even no opt-ins at all. What makes an excellent opt-in page? How can you ensure that people will opt-in when they come to your page? Here are a few tips.

A) Make The Benefit 100% Clear

The split-second someone lands on your page, they should know what's there for them. If your site is going to cure them of acne, they need to know that right away. If it's going to improve their dating lives, say so in big, bold text. Whatever your site is designed to do, whatever benefit it brings to the user, needs to be loudly and proudly displayed.

Many web owners make the mistake of not clearly stating their benefit to the user. Users sometimes have to read the body text before knowing what's in it for

them. Instead, the primary use should always be in the headline or the main picture above the fold.

B) What They'll Get for the Opt-In

What will they get when they opt-in? This needs to be detailed with enthusiasm in the body text. For example, perhaps they'll receive a free report about something related to your topic. Or they'll get instant access to an audio interview. Maybe you'll reveal a tactic that you've briefly described in the past. Whatever the case, make sure users know exactly what they'll get when they type in their email.

C) Test, Test, Test

Test a wide array of different layouts and sales pitches for your opt-in page. Start by testing every other website—utterly different landing pages. Find the one that works the best out of several very different looks and angles. Then work to narrow the best of the best down—split test specific words in the headline, images, privacy policy disclosures, and more. Just about everything on the page needs to be tested.

D) A Word About Traffic

The conversion rate you get on the opt-in page is often more of your traffic source than the opt-in page. For example, you may very well get an opt-in rate of 30% on affiliate traffic while getting less than 5% on AdWords traffic. You must track each traffic source separately to measure your opt-in page's results accurately. Otherwise, a surge in one traffic source could completely skew your data.

If you make sure users know what they'll get by coming to your site, create a compelling "hook" product for them to get by opting in, and split tests meticulously, your conversion rate will keep increasing week in and week out.

Organizing Your Email Marketing Campaign

Suppose you have recently decided to try implementing an email marketing campaign. In that case, you can congratulate yourself on becoming involved in one of the most effective types of online marketing for your business. While many business owners tend to shy away from email marketing campaigns because they believe these campaigns are always viewed as spam, others realize the

importance of this type of advertising and are willing to spend a great deal of time and effort into organizing their email marketing campaign. These business owners will likely find they can enjoy an advantage over their competitors who do not take the time to implement an email marketing campaign. This article will describe the steps necessary to organize an effective email marketing campaign.

When you decide to start an email marketing campaign, you should first consider the information you wish to include in your emails to potential clients. This is very important because your communication will help your email recipients determine whether they think your products or services are worthwhile.

You can include a variety of information in marketing emails. This may include but is not limited to full-length informative articles, short articles enticing readers to visit your website for more details, links to other websites which may be of interest to your readers, links to your website, and even advertisements for your products or services as well as other products or benefits your customers may appreciate.

Once you determine the type of content you wish to incorporate into your email marketing, it is time to consider how you want to structure your email marketing efforts. Two of the most common structures include an informative email with subtle advertising or an in-depth e-newsletter with a wealth of information, subtle advertising, and even graphics.

Deciding the format of the emails you will be sending out is essential because they will dictate the staff you will need to assist you in your email marketing effort. You will require the assistance of a professional writer to assist you with the content in either emails or e-newsletters. However, suppose you opt for an e-newsletter. In that case, you should also consider hiring a graphic artist to assist you in designing an attractive layout and creating graphics as needed to complete an appealing form for your e-newsletter.

Next, You should consider how you plan to create an email distribution list. This is crucial because simply purchasing an email list is not likely to be effective. You may reach hundreds, thousands, or even millions of Internet users by sending emails to all of the members of this email list, but there is no guarantee that any of them will have an interest in your products or services.

However, Build your email list of previous customers who have requested additional information and a potential customer who has also asked for details.

You will have a well-formulated list that includes mostly members of your target audience. This is ideal because you are much more likely to sell products or services to members of your target audience than you are to sell products or services to members of an email group that is not filled with those who might be interested in the products or services you offer.

Once these preliminary decisions have been made, you can begin creating the actual emails themselves and distributing them. Once you have sent out the first batch of emails, you can take some time to evaluate the effectiveness of the first email before you send out the second batch. This will be helpful because if you determine the first batch was unsuccessful, you can solicit feedback and change the second email before sending it out. If the second email is more successful than the first, you can conclude that the changes you made were beneficial.

Professional Email Marketing

Even if you are already running a successful business, you may be surprised to learn that your business can benefit greatly from orchestrating an effective email marketing campaign. This article will look at these different topics to explain how email marketing can help your business.

One of the most prominent advantages of email marketing for many business owners is reaching a worldwide audience with minimal effort. While traditional marketing methods such as television advertisements, radio advertisements, and advertisements in print media are typically targeted at a relatively small geographic area, email marketing can reach a worldwide audience. It is possible to reach an audience of this magnitude with other marketing methods. However, it would be much more complicated and would likely involve launching advertising campaigns in several markets. This is possible but would require an intense coordination effort and will likely require at least a few staff members to assist you in this effort.

Conversely, the ability to transmit instantly via email can make it much easier to reach target audience members with literally just the click of a mouse. Creating the marketing materials for your email marketing campaign is significantly more involved but once this is done, reaching members of your target audience is quite simple.

Another advantage to email marketing is that many advertising options are

available to those who wish to utilize this marketing strategy. The most commonly used email marketing method is to send out group emails with product information and other promotional materials. However, another way to approach email marketing is to publish and distribute e-newsletters to interested email recipients. An e-newsletter is typically much more in-depth than the type of information which would normally accompany a promotional email. These e-newsletters usually feature one in-depth article and a few shorter pieces that offer helpful tips or review products.

Additionally, there may be some graphics, advertising, and links included in the layout of the e-newsletter. Email marketing campaigns can also take the place of email correspondence courses which typically focus on one niche subject and feature a few installments which provide detailed information on a specific facet of the niche subject.

Finally, email marketing can benefit your business because it is a highly cost-effective method of advertising. When you opt to orchestrate an email marketing campaign, you will likely invest money in hiring professionals such as writers and graphic designers to assist you in creating content and an appealing layout for your promotional emails.

However, this is typically not more than you would invest in hiring the same type of personnel for an offline marketing campaign. However, unlike offline marketing methods, there is not much cost associated with executing your email marketing campaign.

Consider the creation of a television commercial where you will have to pay fees and purchase advertising space to allow your advertising to reach the public. However, when you transmit your advertising via email, there is virtually no cost associated with this transmission. There are, of course, costs associated with maintaining an Internet connection and retaining employees to send these emails. However, these costs are minimal and can be considered to be part of standard operating costs.

Staying Within The Lines

There is a fine line between advertising and spam, and unfortunately, many business owners do not understand the difference between the two. This is important because while a clever, well-planted Internet marketing campaign can

help attract new customers and keep existing customers loyal, spam is likely to alienate both new and existing customers. This can be highly damaging to profit margins for the business owners. This article will look at a few basic Internet marketing strategies such as banner ads, email campaigns, and message board posts and describe how each can quickly cross the line from clever advertising to spam.

Banner ads are one of the most popular strategies which accompany an Internet marketing plan. These ads are usually ads that appear at the top of websites and span the website's width. It is from this appearance that they earned the name banner ads. However, actual banner ads can refer to ads of a variety of different sizes and shapes which appear in an array of other locations on a website. In many cases, the business owner purchases advertising space on these websites, but the banner ad may also be placed as part of an exchange or an affiliate marketing campaign.

Banner ad exchanges are situations in which one business owner posts a banner ad on his website in exchange for another business owner posting his banner ad on the other website. These agreements may be made individually between business owners with complementary businesses or as part of exchanges facilitated by a third party. In the case of affiliate marketing, an affiliate posts an advertisement for your business in exchange for compensation when the banner ad produces a desired effect, such as generating website traffic or generating a sale. These agreements are determined beforehand and are generally based on a scale of pay per impression, pay per click, or pay per sale or lead.

Now that you understand what banner ads are, it is also essential to know how they can be overused and appear to be spam. Judiciously placing your banner ad on a few websites which are likely to attract an audience similar to your target audience is clever marketing; placing your banner ad on any website which will display the ad regardless of the target audience can be construed as spam. Internet users who feel as though your banner ads are everywhere they turn will not likely take your business seriously and are not likely to purchase products or services from you due to your banner ads.

Email campaigns can also be handy tools in the industry of Internet marketing. These campaigns may involve sending periodic e-newsletters filled with information and advertisements, short, informative email courses, or emails offering discounts on products and services. Loyal customers who opt into your email list will likely not view these emails as spam and may purchase additional

products and services from your business due to this marketing strategy.

Potential customers who have specifically requested additional information on your products and services will also find this type of marketing helpful. However, email recipients who did not request information are likely to view your emails as spam.

Deceptively harvesting email addresses and using these addresses to send out mass emails will likely always be considered to be spam.

Finally, message boards provide an excellent opportunity for business owners to obtain some free advertising to be noticed by members of the target audience. Suppose the products and services you offer appeal to a specific niche. Joining message boards and online forums related to your industry of choice is worthwhile. Here you will find a large population of Internet users who may have an interest in your products.

You might consider including a link to your business in your signature or posting the link when it applies to the conversation. However, care should be taken to carefully review the message board guidelines to ensure you are not doing anything inappropriate. This technique is clever marketing. Conversely, replying to every message with a link to your website when not relevant to the conversation is likely to be construed as spam by other members. Once they begin to view your posts as spam, they are not expected to visit your website via the links you post.

Subtle Email Marketing

Every day Internet users receive tons of emails telling them to buy certain products or visit particular websites. While these emails arrive in the inboxes of unsuspecting Internet users each day, most of them pay very little attention to these emails. That is because emails that are blatant advertisements are often viewed as spam. Most Internet users have very little tolerance for spam. Reactions to spam tend to range from simply ignoring the emails and having the email addresses blocked from sending future emails to reporting the emails to their Internet service provider for further investigation. We realize many Internet marketers have difficulty keeping their email marketing subtle. Therefore, this article will provide helpful information on how email marketing can be kept quiet, not viewed as spam.

One of the most important criteria for ensuring your email marketing is subtle and not viewed as spam is providing quality to the recipients. This may include insightful articles, interesting quizzes, or other useful facts that members of the target audience are likely to find useful. When email recipients realize an email they received is offering them something worthwhile such as knowledge or information about a particular niche subject, they are much more likely to spend some time reviewing the email because they will not consider the email spam. In addition to using the creation of this copy to convince recipients that the email is not spam, the business owners can also take advantage of this copy by providing subtle advertising. This may include product references in the articles or links to your website throughout the email.

They were avoiding language which makes outrageous claims and can also help to keep advertising quite subtle. Using superlatives and describing the greatness of specific products is likely to be viewed as blatant advertising. It is not expected that website owners will believe invalidity in anything contained within the email when this happens. They will consider the entire email as simply one big advertisement for your products or services.

Another way to keep advertising subtle when running an email marketing campaign is to only send your email to those who are likely to be highly interested in your products and services. This is important because when email recipients receive an email that does not reflect their interests, they are not likely to take the email seriously and view it as a blatant advertisement. However, when the email is only sent to those who share a common interest, the email seems more personalized. In this case, the email recipients are not likely to view every product reference as a blatant advertisement because they understand there is sometimes a need to mention products or services.

Finally, email marketing remains subtle when the content of the email is written as though it is not coming directly from the business owner. The copy may speak about the products and services as though a third party offers them. This makes the advertising seem subtler because it does not appear to come directly from the business owner.

Finally, business owners can help to ensure their email marketing efforts are not viewed as blatant advertisements by keeping the reference to your website to an absolute minimum. Most Internet users often view links from one website to another strictly as an advertisement. For this reason, it might be worthwhile for business owners who are marketing an email campaign to keep links to a

minimum and to weave these links into even the quietest soft copy carefully. The links should be provided as though they were only included to allow you to learn more about the products and not as a way to encourage you to purchase these products. It might be worthwhile to consider hiring a writer with this experience to ensure the copy conveys the desired message and affects the email recipients.

Switching Gears In Your Email Marketing

Deciding when to end an email marketing campaign is a subject that many business owners may struggle with regularly. This decision can be challenging both in situations in which the email marketing campaign is enjoying a great deal of success and in cases in which the email marketing campaign is failing. In general, business owners will have to evaluate different criteria to make this decision, and there is no one specific formula that will work for all business owners. In this article, we will examine three different scenarios: a successful email marketing campaign approaching a logical conclusion, an email marketing campaign that is failing, and a successful email marketing campaign that may be able to run indefinitely.

First, we will examine the case of a successful email marketing campaign that is approaching a logical conclusion. In some cases, it may be rational for a business owner to conclude his email marketing efforts. The most obvious example is an email marketing campaign focused on achieving a specific goal and not selling products or services. For example, a political email marketing campaign may start slowly, peak when voters are most interested in obtaining information about the issues, and then wane as the voting process begins. The majority of voters have already made their decision. Similarly, an email marketing campaign focused on collecting donations for a specific charity will logically end as the goal is reached. These email marketing campaigns may be highly successful, but there is no reason to continue them until they are achieved.

Next, we will consider the case of an email marketing campaign that is not achieving its goal. Deciding when to end an email marketing campaign can be difficult because it will involve some different factors. For example, suppose the business owner invests a lot of time and money into email marketing and does not generate results despite an honest effort. In that case, it may be time to end this marketing campaign. However, suppose the business owner has not invested a great deal in the email marketing campaign and has a few remaining

ideas for turning the movement into a success. In that case, it might be worthwhile to continue the email campaign for a little longer to see if the desired goals can be met.

Finally, it is essential to note that email marketing campaigns do not always have to come to an end. Consider a niche topic such as search engine optimization (SEO). A business owner who has been producing and distributing monthly e-newsletters on this subject and receiving a positive response to these email marketing tools, there is no reason for him to discontinue the email marketing as long as he is still capable of producing the e-newsletters. Like how many magazines have been in publication for years and years, an e-newsletter can remain active as long as there is a need and an interest in the information being provided.

In our example of a business owner publishing an SEO newsletter, the need for this product remains because SEO is continually evolving, and recipients of the e-newsletter may anticipate receiving the e-newsletter each month to get more information on current trends in the industry.

The Right Content For Your Email Marketing

Email marketing may include sending email advertisements to an extensive distribution list, publishing and distributing an e-newsletter, and sending informative emails with a soft sell approach to encourage recipients to make a purchase or visit your website. Whether you opt to utilize one or all of these email marketing techniques, you will be faced with one specific dilemma: writing the content that will appear in these emails. This is critical because these emails may be the first impression potential customers receive for your products and services. Premium content will give potential customers an excellent first impression, making them more likely to purchase your products or services. This article will discuss some proven techniques for ensuring the content you use in your email marketing campaign will reap the maximum benefits.

The importance of hiring a professional writer to assist you in your email marketing campaign cannot be stressed enough. It is one of the most critical elements to the success of your campaign. You may be a decent writer, or you may have a staff member whom you think can do a good job creating the content for your email marketing, but unless you or your staff member is a professional writer by trade, the quality of the work will likely not be of the same quality as a professional can produce. This can be very damaging, especially if your

competitors are hiring writers to create their content. Your emails will likely not be viewed as favorably as the emails written by professionals.

The content you decide to include in your email marketing efforts is essentially a matter of personal preference. However, some methods have traditionally been more successful than others.

The type of content that may be effective often includes:

- A) informative articles,
- B) quick, helpful tips,
- C) links to relevant websites,
- D) advertising for complementary products,
- E) and some subtle forms of advertising are meant to persuade the email recipients to purchase or visit your website.

Full-length insightful articles that are likely to be of interest to your email distribution list members are an excellent idea for your email marketing campaign. These articles are a good idea because they will likely contain information that your email recipients will appreciate. Additionally, these articles allow you to include information about your products or services in the email copy. This can be a subtle form of advertising when it encourages recipients to purchase a product or service or visit the website without asking them to do so.

Short product reviews can also be helpful when you include them in your email marketing campaign. These reviews can help to attract a great deal of attention, mainly when the studies focus on the products you offer and provide favorable reviews for these products. This type of information can either be subjective or can remain objective by simply specifying the features of the products and offering other concrete pieces of information as opposed to opinions of the products.

Advertising is often a pretty important part of an email marketing campaign. This advertising may either be direct or indirect. Direct advertising may include banner ads or other graphical advertisements that encourage website visitors to click through the link to reach your website or a sponsor's website. Indirect advertising may apply to content in the copy of featured articles, which subtly encourage visitors to purchase or visit your website.

Indirect marketing in an email marketing campaign usually supports the products

or services you offer. In contrast, direct marketing will likely promote products and services provided by sponsors who paid to receive advertising space on the email. Email recipients are usually well aware that these graphics are part of an advertisement and will click on these links when interested in the offered products or services.

Three Kinds Of Emails You Can Use Over and Over

Many list owners eventually run into the problem of not knowing what to write about. If you ever run into that issue, then perhaps this article can help. Here we'll go over three kinds of emails that you can use over and over again. If you just rotate between these three kinds of emails, your business will do very well indeed! Here are three types of emails that your readers will never grow tired of.

A) The Mailbag, Aka The Q&A

Using just this one technique, dating guru David DeAngelo built a 20 million-dollar-a-year info marketing business. About 80% of his emails were just him answering customer questions.

If you don't have users emailing you questions yet, hop on internet forums related to your niche and pull a few questions. Answer these questions in your mailing list and encourage others to ask questions as well. As long as you're answering relevant questions that others want to hear the answers to, your readers will never grow tired of these emails.

B) The Personal Story (With A Lesson)

This is a great way to have users get to know you more and connect with you emotionally while getting much value from your newsletter. Tell them a personal story. Make it emotional and make sure it has the energy to it. Tie in a "moral" or a lesson relevant to your niche or market.

For example, if you run a website about stock speculation, you might tell the story of how you lost a significant sum of money in a short time. Then, break apart what you did wrong and turn the story into a lesson. If you ever have trouble coming up with topics, just take out a sheet of paper and start brainstorming for relevant stories that have happened in your life.

C) How To?

This is a basic article template. You teach your users how to do something. Once you've owned a list for a while, you'll probably run into the problem of having talked about almost everything relevant to your niche. If you do run into that issue, try sending a "how-to" email that's related but not necessarily directly in your place.

For example, if you run an internet marketing website, instead of writing yet another article about how to get traffic, why not try writing an essay about how to stay concentrated when working from home? Or about how to get over your first website flop?

If you think a little bit outside the box with your how-to topics, the possibilities are endless. These are three article topics that you can repeatedly use without your users getting tired of them. They never get old because the actual content is always different. It's just the framework that stays the same. If you ever run out of ideas, try using one of these three to spark your imagination.

Tips For Successful Email Campaigns And Product Launches

If you're launching a new product or going for a particular sales push, there are a few things you can do that'll virtually guarantee a higher response rate. These include split testing email headlines, camping up excitement before the launch, and taking advantage of the "crowd effect."

Here's more about each of these tips:

A) Email Split Testing

Most modern list management software will allow you to split test headlines. Furthermore, you can segment out your list and send emails to only a portion of your list.

If you're doing a big, important product launch, it can often pay to do something like this: Create two different headlines or even wholly different emails. Then segment out 25% of your list and split-test those two separate emails to just that 25% of your list. Once you have the results from that initial test, send the winner

out to the remaining 75% of your list. Naturally, you should also be split testing landing pages and other factors throughout your campaign.

B) The Tease - One Time Offer Formula

One proven formula for successful product launches involves getting the excitement about the new product up, then creating a minimal supply. For example, you might briefly mention on your blog that something big is coming up. You might then write an email detailing the problem, hinting that there's a solution coming up without telling your readers what it is. Then, you interview another well-known person in your industry, again talking about the problem and how amazing it would be if it were solved. You excitedly tell the audience about your new product that's soon coming out.

You just keep building up the excitement and mystery, releasing just a little bit of new information with every post. Finally, when you remove the product, there will already be a ton of excitement around it. Combining this with a One Time Offer to create scarcity will result in your conversion rate going through the roof.

C) Take Advantage Of The Crowd Effect

The crowd effect simply states that people are more likely to do something when others are doing it. In other words, if a person knows that many other people are rushing to buy a product, they're more likely to want to buy as well. How can you take advantage of this? First of all, creating an active blog, chat room, or message board where people can talk about your product or post that they just bought is a significant first step.

Recruiting affiliates in your space is another excellent way. If someone gets one email about your product launch, they may ignore it. But if they get emails from five different people, especially people they trust, then they'll have to check it out. Contests are another great way. For example, ask everyone to post a video about why they love the new product. The winner gets all your products, video and audio, loaded on a free iPad. You'll get a significant surge of responses, creating the impression that you have many buyers.

These are just guidelines and examples. Come up with your specific ways of creating the sense that many people are rushing to buy. These three things: scientific split testing, the tease and scarcity tactic, and the crowd effect, are all powerful methods to help increase your response in any email product launch or campaign.

Types Of Email Marketing

If you are currently participating in other types of Internet marketing but not email marketing, you should seriously consider why you are avoiding this type of advertising. This is important because email marketing can be an essential part of any Internet marketing campaign. Many business owners avoid email marketing for fear of being accused of spamming. Internet marketers may not clearly understand what spam is and what is not, so they avoid participation in email marketing campaigns to avoid the potential for being labeled a spammer. Why are Internet marketers so afraid of being accused of being purveyors of spam?

This is a common fear for some reason. First of all, there may be harsh penalties associated with sending spam emails. Recipients of spam have the option of reporting the spam to their Internet service provider, who will investigate the validity of the claim. If the originator of the email is determined to be a spammer, there can be harsh consequences.

Internet marketers are also afraid of email marketing because they believe potential customers will not receive it well. This is an essential concept because Internet users are bombarded with spam each day. Receiving this quantity of spam each day can be frustrating and can anger some Internet users. These Internet users are not likely to be receptive to email marketing. The fear that these potential customers will view email marketing and stray from competitors keeps many Internet marketers from taking advantage of this marketing strategy.

However, it is essential to note that many Internet users are quite receptive to email marketing despite the prevalent problem with spam. This is especially true when they requested more information regarding his products and services from the business owner. Potential clients are particularly receptive to email marketing which provides something of value to the email recipient. Consumers may appreciate emails that contain in-depth articles, helpful tips, or product reviews.

Additionally, items such as e-newsletters and correspondence courses offered via email can be of particular interest to potential customers. E-newsletters are typically longer documenting than traditional email marketing pieces and can provide a great deal of additional information to the email recipient. Email correspondence courses may be offered in short segments and typically amount

to a significant amount of data which is likely to be significantly appreciated by the email recipients.

One final way to prevent email recipients from viewing your email marketing efforts as spam is to only send the emails to recipients who register with your website and specifically request that you send them additional information and promotional materials. This opt-in formula is ideal because it ensures you are not wasting your email marketing efforts on recipients who are not interested in your products or services. It also provides that the recipients of the email marketing campaign do not view the informative and promotional materials they are receiving as spam.

Understanding Email Marketing

Do you understand email marketing? If you do not, you do not have to worry just yet. This is because the concept of email marketing is relatively new, and many business owners have not started to take advantage of this fantastic marketing tool yet. However, some savvy business owners are already employing email marketing techniques to create additional business and compete.

While not having a great deal of knowledge about email marketing is not an immediate threat to your business, you should start learning about this concept to ensure it does not become a problem for you later as more and more business owners in your niche begin to take advantage of the concept of email marketing. This article will provide information on email marketing which should be helpful to business owners who do not have experience with the subject matter.

Business owners should first understand the options available to them in terms of email marketing. The most common options include:

- A)** sending out mass emails with promotional materials,
- B)** publishing and distributing e-newsletters, and
- C)** offering correspondence courses via email.

The advantage to all of these marketing strategies is the ability to reach a worldwide audience. Unlike traditional marketing methods such as television and radio ads or print media ads that only reach an audience in a limited area, anyone with access to the Internet can benefit from your email marketing techniques.

Mass emails are the most popular form of email marketing. This includes emails that are sent to hundreds, thousands, or even millions of recipients at once. The problem with this type of marketing is the potential for having your emails viewed as spam. This is likely to occur if you send your emails to recipients who have no interest in your products or services and have not expressed interest in receiving emails from you.

E-newsletters are also becoming increasingly popular as a form of email marketing. E-newsletters can be simple or as complex as you prefer and may include text, graphics, advertisements, links, or any combination of these elements. One of the first decisions you will have to make is whether you wish to make your e-newsletter strictly text or include graphics in the e-newsletter.

If you are on a tight budget, it may be worthwhile only to have text to avoid the need to hire a graphic artist. You may be able to incorporate graphics yourself, but they won't look nearly as professional as the graphics provided by a professional. Likewise, you can certainly write your copy for your e-newsletter.

However, you will likely create a much better impression if you hire a qualified professional writer to create the content for you instead.

Hiring a professional graphic artist and a professional writer may seem like an extraneous expense, but it is pretty vital. Your e-newsletter may be the first impression many potential customers get of you and your work, so ensuring everything is of the highest quality is essential.

Correspondence courses offered via email are the final email marketing strategy we will discuss. These courses may be provided for a fee and turn into a source of income themselves, or they may be made available for free. The theory behind offering these courses for free is that they often contain subtle advertising urging visitors to invest in the products and services provided by your business.

Whether you charge for your email correspondences courses or offer them for free, care should be taken to ensure the information contained in these courses is entirely accurate. This is critical because potential customers who receive these email courses will be judging your business based on the quality and accuracy of these email courses. If they are filled with errors, the potential customer may doubt the quality of your work and seek out the products and services offered by others, including your direct competitors.

The Art Of Using Email To Sell

Selling by email is different from selling on a sales page. Sales letters have to work under the impression that they have just one shot at making a sale, hammer in all the benefits and go for an instant close. Email, on the other hand, has the help of a relationship and ongoing contact. Here are a few choice tips on how to use email to sell effectively.

1. *Relationship First, Sales Second*

Aim first to build trust and reader loyalty. This is what will get your emails opened time after time. Once your emails are opened, and you have your reader's trust, you can safely make sale after sale without alienating your list. Readers are more likely to tune out than buy if you sell too much without first building trust.

So how do you build this trust? Provide first-class, unique, original content that directly benefits the reader. Every time they read an email from you or buy a product from you, they should be better off. Do this consistently, and readers will start to believe in you and your products.

2. *Using Multiple-Email Sales Techniques*

As mentioned earlier, email allows you to use tactics that just don't work with sales letters.

One of these is the Problem > Problem > Problem > Solution formula. Simply put, you send a series of emails about just the problem without offering a solution (yet). You can provide much value by just explaining the problem. Then you finally offer an innovative and powerful solution.

For Example, Say You Run An Investment Newsletter. You Might Send This Series Of Emails:

- A)** Why most people can't beat the stock market index
- B)** Why do most people choose poor money managers
- C)** Why most people can't retire by 60 even if they manage their investments right

Then, in the fourth email, you finally reveal your product about smart investing. If

you have a strong readership, by the time readers get your "solution" email, they'll be dying to get their hands on the product. Build up the problem while providing value, then provide the solution when they're already ready to buy.

3. *Other Email Sales Tactics*

Another effective way of generating sales is to use teleseminars. Use a teleseminar to demonstrate knowledge in a particular arena, and then use emails to follow up and close the deal.

Finally, every once in a while, offer a sale. Perhaps it's your birthday sale or a favorite day of the year sale; whatever the reason is, just a few times a year, offer a deal of 15% to 30% off. You'll make much more than the amount you lose on discounts.

These are just a few tactics that can help you increase your email sales. Start by building the relationship with your list; then use one of these methods to bring in a nice stream of sales.

Using Advertising In Email Marketing

The subject of whether or not it is acceptable to use advertising in the email market is hotly debated, with some Internet marketers being firmly in favor of placing advertisements in email marketing while others are firmly against the use of advertisements in email marketing. Still, others take a more neutral stance and are not either firmly for or against advertising in email marketing. This article will look at both sides of the argument and allow the reader to formulate opinions on whether this subject is worthwhile.

Some Internet marketers are firmly in favor of the use of advertisements in emails distributed for marketing purposes. Those who favor the use of promotions view the sale of advertising space on email marketing materials such as emails or e-newsletters to generate profit from the email marketing itself. They also believe this tactic puts less pressure on the Internet marketer to meet the expectations of the members of the email distribution list because the emails are already generating a profit even if they do not entice the email recipients to make a purchase.

Those firmly against advertising in email marketing feel as though this makes the

advertisements seem more like spam and less like marketing materials or valuable information. Those on this side of the fence think that any promotion in an email marketing campaign should be subtle advertising for the products and services offered by the distributor of the email and not advertisements for businesses who have paid for an advertising spot on the email. They believe the original emails are acceptable, but additions to them are spam.

Still, others are in between on the debate regarding whether or not advertising in email marketing is acceptable. In most cases, these individuals believe it is suitable for there to be advertising as long as it does not overshadow the original intent of the email. This middle-of-the-road concept implies that Internet marketers are not firmly for or against the idea of placing advertisements on emails distributed for marketing purposes.

The information in this article is rather vague by intention because it leaves more of an opportunity for the reader to form his own opinion. This is important because the subject is essentially a matter of personal preference. Each reader must decide for himself whether or not he agrees with one side or the other or chooses to take a middle-of-the-road stance. The opinions of readers of this article may be influenced by whether they are considered marketers or consumers. This is significant because it can impact preferences.

For example, consumers may be less likely to appreciate advertisements in emails intended for marketing because they feel it distracts from the original products. However, marketers may be more apt to accept advertising because they can understand the possible financial gain. When evaluating opinions about the use of advertising, it is essential to note whether or not the individual offering the idea is involved in advertising. It might be more worthwhile to seek out opinions from consumers only as they are more likely to share the beliefs of your potential customers.

Viral Email Marketing

Sometimes the benefits of email marketing are quite different than anticipated. Most Internet marketers understand the basic concept of email marketing: email promotional materials to a large group of Internet users to promote an interest in your products or services. This concept is easy for many to understand, but sometimes there are added benefits to email marketing. This article will discuss the basics of email marketing and explain how email marketing can sometimes

be much further reaching than planned. This additional reach can be either a positive or a negative, depending on the quality of the original emails and the reactions of the original recipients.

Email marketing is a straightforward concept that is also highly cost-effective. The general idea behind email marketing is that an email is sent to an email distribution list. These emails are intended to create an interest in the products or services offered by the email's originator. In theory, this concept could not be more straightforward, but email marketing can get significantly more complicated. One of the most significant complicating factors is the potential for the emails used in the marketing campaign to be viewed as spam by either the recipient of the email or the spam filter provided by the Internet service provider. This potential alone creates a significant complication because Internet marketers have to make a substantial effort to assure their messages are not trapped by a spam filter or immediately deleted by the recipients for appearing to be spam.

Once the email messages get through to the recipient, they have a small window of opportunity to make a positive impression on the recipient and influence him to purchase or visit the business owner's website. Providing quality content, keeping advertising subtle and at a minimum, and providing a clear call to action are all factors that can help to get the message across and entice the potential customer to make a purchase or at least visit the website to research the products and services a little bit more.

As previously stated, the goal of an email marketing campaign is to convince the email recipient to either make a purchase or visit the website to obtain more information. When an email recipient performs either one of these actions, it is considered an enormous success. However, thanks to the power of the forward button, email marketing can be much more successful than even the business owner intended.

The significant aspect of email marketing is that when the email recipients receive an email that they think is worthwhile, they are likely to purchase and forward the information to a friend or family member they think might be interested in it. The ability to deliver email messages has become comparable to satisfied customers using word of mouth to tout the quality of the products or services they received. However, the ability to forward a worthwhile email message is exponentially more effective than using word of mouth to spread the word. With just a few clicks of the mouse, the original email recipient can forward the message to several of his friends at once. This can result in significantly

better results than the business owner had originally intended with no additional effort on behalf of the business owners.

When And How Often To Email?

When's the optimal time to email your list? What's the optimal frequency? These are two critical factors to running a well-read and responsive email list. Email at the wrong times, and your emails either won't get opened, or your sales letters won't convert. Email at the wrong frequency, and you risk either burning your list out by emailing too much or not building a solid relationship by not emailing enough.

1. When To Email: Days Of The Week

For having your emails read, Tuesdays, Wednesdays, and Thursdays tend to work well for a professional audience.

On the weekends, most professionals either don't check their emails or check their emails but only skim non-essential emails. It's their days off, after all. Fridays, they're looking forward to the weekend, and Mondays, they're just getting back into the groove of work. Therefore, Tuesdays, Wednesdays, and Thursdays tend to work well.

On the other hand, for a non-professional audience, the best open rates can often be the reverse. On weekends they're less likely to check their emails because they're out with friends, while on weekdays, they have more time to read emails carefully.

As for sales emails, marketers often find that Sundays work well for conversions. People tend to do more active activities on Saturday and spend Sundays more leisurely, constantly browsing the Internet, and may be more susceptible to a fantastic sales effort.

Another tip is to time your sales emails a day or two after payday, on the 1st and 15th of each month. At these times, people have a bit of spare cash that they may feel more willing to part with. The 15th, 16th, and 17th are perfect dates because your readers are getting paychecks without paying end-of-the-month bills that the compensation on the 1st usually comes with.

2. *When To Email: Time Of Day*

In general, it is best to send your emails either early in the morning or after work. If you send your emails early in the morning, the time is so your readers receive your emails before 7 am Eastern Standard Time. That way, when they check their emails as they get to work in the morning, your email will be in their inbox.

When To Call It Quits?

Whether you are already involved in an email marketing campaign or are simply considering launching an email marketing campaign, it is essential to note that email marketing does not always work. This means that sometimes despite your best efforts, or sometimes despite your best efforts, your email marketing campaign will either not generate the degree of success you anticipated or may not generate any success at all. This failure to generate success may be due to a variety of reasons. Some of these reasons may be a lack of interest on behalf of your target audience, failure to properly execute your email marketing strategy, or poor planning in your design. This article will look at some situations in which email marketing is ineffective and offer some advice for dealing with these situations.

First, we will consider why a lack of interest from target audience members can result in a failed email marketing campaign. Hiring a consultant to conduct market research is worthwhile before investing time, energy, and money into an email marketing campaign. This research should provide valuable feedback such as demographics for the target audience and information on the probability these target audience members will be responsive to email marketing.

This last piece of information should help the business owner determine whether or not to pursue email marketing as an advertising option. If market research indicates the members of your target audience are not likely to purchase the products or services you offer online or even use the Internet to research these products or services, investing in an email marketing campaign is not worthwhile. You may enjoy a small degree of success from this marketing effort, but it is not likely to be significant enough to warrant the time and effort required to achieve this small degree of success.

Another aspect of email marketing that can cause your marketing campaign to fail is executing your marketing plan properly. This is important because even the

most well-formulated marketing strategy can flounder if you cannot properly manage these steps. For example, you may plan to use e-newsletters as a critical component of your email marketing campaign, but if these e-newsletters do not appear to be professionally designed and written, frequently arrive late, and do not offer valuable information, readers are not likely to invest in your products or services based on these e-newsletters. In each aspect of your email marketing campaign, you should strive to ensure that the information you provide to your email recipients is informative, accurate, and exciting. This type of copy is more likely to pique the interest of the readers.

Finally, poor planning can cause an email marketing campaign to falter. For example, if you were to issue a component of your email marketing campaign hoping to generate a huge interest in your products and receive a great deal of interest, you should be prepared to sell your products. Not having enough stock on hand after you undergo a marketing effort can be a critical mistake because potential customers may lose interest if they wait for the products.

This is just one example of poor planning causing problems. Still, poor planning can cause a host of different issues, including potential customers losing interest, confusion regarding your products and services, and even potential customers being angered by your email marketing.

When Email Marketing Does Not Work?

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When To End Your Email Marketing Campaign?

Deciding when to end an email marketing campaign is a subject that many business owners may struggle with regularly. This decision can be challenging both in situations in which the email marketing campaign is enjoying a great deal of success and in cases in which the email marketing campaign is failing. In general, business owners will have to evaluate several criteria to make this decision, and there is no one specific formula that will work for all business owners. In this article, we will examine three different scenarios: a successful email marketing campaign approaching a logical conclusion, an email marketing campaign that is failing, and a successful email marketing campaign that may be able to run indefinitely.

First, We will examine the case of a successful email marketing campaign that is approaching a logical conclusion. In some cases, it may be rational for a business owner to conclude his email marketing efforts. The most obvious example is an email marketing campaign focused on achieving a specific goal and not selling products or services.

For example, a political email marketing campaign may start slowly, peak when voters are most interested in obtaining information about the issues, and then wane as the voting process begins. The majority of voters have already made their decision. Similarly, an email marketing campaign focused on collecting donations for a specific charity will logically end as the goal is reached. These email marketing campaigns may be highly successful, but there is no reason to continue them until they are achieved.

Next, we will consider the case of an email marketing campaign that is not fulfilling its goal. Deciding when to end an email marketing campaign of this nature can be difficult because it will involve several different factors.

For example, suppose the business owner invests a lot of time and money into email marketing and does not generate results despite an honest effort. In that case, it may be time to end this marketing campaign. However, suppose the business owner has not invested a great deal in the email marketing campaign and has a few remaining ideas for turning the movement into a success. In that case, it might be worthwhile to continue the email campaign for a little longer to see if the desired goals can be met.

Finally, it is essential to note that email marketing campaigns do not always have to come to an end. Consider a niche topic such as search engine optimization (SEO)

The business owner who has been producing and distributing monthly e-newsletters on this subject and receiving a positive response to these email marketing tools has no reason for him to discontinue the email marketing as long as he is still capable of producing the e-newsletters.

Similar to the way many magazines have been in publication for years and years, an e-newsletter can remain active for as long as there is a need and an interest in the information being provided. In our example of a business owner publishing an SEO newsletter, the demand for this product remains because SEO is continually evolving, and recipients of the e-newsletter may anticipate receiving the e-newsletter each month to get more information on current trends in the industry.

Word Of Mouth Marketing Stemming From Email Marketing

Sometimes the benefits of email marketing are quite different than anticipated. Most Internet marketers understand the basic concept of email marketing: email promotional materials to a large group of Internet users to promote an interest in your products or services. This concept is easy for many to understand, but sometimes there are added benefits to email marketing. This article will discuss the basics of email marketing and explain how email marketing can sometimes be much further reaching than planned. This additional reach can be either a positive or a negative, depending on the quality of the original emails and the reactions of the original recipients.

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potential alone creates a significant complication because Internet marketers have to make a considerable effort to assure their messages are not trapped by a spam filter or immediately deleted by the recipients for appearing to be spam.

Once the email messages get through to the recipient, they have a small window of opportunity to make a positive impression on the recipients and influence them to purchase or visit the business owner's website. Providing quality content, keeping advertising subtle and at a minimum, and providing a clear call to action are all factors that can help get the message across and entice the potential customer to make a purchase or at least visit the website to research the products and services a little bit more.

As previously stated, an email marketing campaign aims to convince the email recipient to either make a purchase or visit the website to obtain more information. When an email recipient performs either one of these actions, it is considered an enormous success. However, thanks to the power of the forward button, email marketing can be much more successful than even the business owner intended.

The significant aspect of email marketing is that when the email recipients receive an email that they think is worthwhile, they are likely to purchase and forward the information to a friend or family member they think might be interested in it. The ability to deliver email messages has become comparable to satisfied customers using word of mouth to tout the quality of the products or services they received. However, the ability to forward a worthwhile email message is exponentially more effective than using word of mouth to spread the word. With just a few clicks of the mouse, the original email recipient can forward the message to several of his friends at once. This can result in significantly better results than the business owner had originally intended with no additional effort on behalf of the business owners.

Writing Your Welcome Autoresponder

You, the welcome autoresponder, is your crucial chance to make a first impression on your reader. If you have a great welcome message, subscribers will read it, be impressed by the quality, and continue to open your emails in the future. With a poor welcome message, they may very well never open your emails again. Before we go over what makes a great welcome message, let's go over some all-too-common mistakes that people make in their welcome

messages.

1. What Not To Put In Your Welcome Message

First of all, never send a welcome message that just says, "Thank you for joining." When you do, you're wasting valuable on-screen real estate by saying almost nothing. You're also wasting your reader's time. You should also not sell in your first email. Selling in your first email immediately gives a poor impression and may very likely burn out your subscriber right then and there. These two points go without saying, but many email lists - as many as 50% in some markets - make one of these two mistakes. Do not send contentless first emails and do not send sales emails as a welcome message.

2. What Makes A Great Welcome Message

First of all, your welcome message needs to have stellar content in it. This content can be right in the email or a downloadable report, MP3, or hidden web page on your site. The content should be some of your best. Remember, this is your chance to make a first impression. Whatever tips, advice, or expertise you have to offer your readers, put as much of it upfront as you can.

In addition to having great content, it's essential to let users know what to expect in the future. What kind of content can they desire in their mailbox? How often will you mail them? This first email is a great place to set expectations.

Finally, Set them up for the following email. Finish off with a bang by telling them what your following autoresponder message will be about. Make sure to use benefit-driven language, so they know exactly what's in it for them by opening your next email.

If you can get a subscriber to open the first email, read a report and open the following email, you'll most likely have a reader for life as long as you provide great content and don't oversell. The basic formula is this. The first email sets up expectations for future emails while giving valuable content right up front and demonstrating that you know what you're talking about. Set the impression that they'll get something of value by opening your emails, by delivering high-value content the moment they grasp your first email.

Four Ways To Get Your Opt-In Subscribers To Trust You Quickly

While the rest of the world has developed many barriers and protections to keep their email accounts spam-free, some subscribe to emails promoting their products, services, and site. This is mainly because these subscribers want to know more about what these sites offer and benefit them. They expect to be kept posted on what they are interested in and new in the market or field they have chosen.

Businesses would be so lucky to have these customers; the essential element needed to get these people is trust. When your customers trust you, they will reward you with their loyalty. Many internet users have gone to great lengths to protect their email accounts from spam mail. Some free-mail internet providers and internet service providers offer spam protection, while some internet-based companies screen your mails for you.

With an opt-in mail list, the mails you send containing your promotional materials such as newsletters, catalogs, and marketing media will go through. Your intended recipient will read and view what you have sent, making it a successful transfer of information. To be allowed to do so, you will need permission from your recipient. To get this permission, you need to be able to get their trust. With the significant lack of disregard for privacy on the Internet, earning the trust of an internet user you don't personally know is a considerable achievement.

To build a good opt-in list, and you need people to trust you. For a faster and quicker build-up, you need to get your opt-in subscribers to trust you quickly. The faster you build your opt-in list, the shorter word about your site and company spreads. The bigger the scope of your opt-in list, the more traffic you get spelling more profits. It's easy math if you think about it. Getting the numbers is not that simple, though, or maybe it is?

Provide them with helpful hints and guidelines that pertain to what you are selling. Talk about how to install a roof if you're into hardware products or provide articles on insurance settlements if you're a settlement lawyer. You don't have to be a big corporation to make use of an opt-in list. If your customers see you as someone who knows what he is doing and saying, they will trust you quickly.

CHAPTER 5

STRUCTURE OF EMAIL MARKETING

Chapter 5: Structure Of Email Marketing

What Does All This Have to Do with a Mailing List?

Now that I have stepped you through the process of compelling story-telling and story-telling elements, I will put everything into perspective as far as your mailing list is concerned. Your mailing list has to have a context. Otherwise, you are not going to make much money off your mailing list. Your mailing list would be just a random collection of list squatters. That is what most email marketers have.

Some people squat on their mailing lists. This may seem innocent enough, but for every month those people hang out on your list, the more money you lose. You have to understand that your mailing list service charges you a monthly fee. Whether you pay \$10 or \$100 a month, that is still money out of your pocket.

1. The Key is to Eliminate as Many Mailing List Squatters as Possible

The only effective way to do this is to incorporate many story-telling elements to the stages: before people sign up to your list, before people get to your squeeze page, during the time they are reading your squeeze page, and after they sign up to your squeeze page.

2. Effective Story-Telling Techniques Before Your Squeeze Page

Many list marketers have this mistaken idea that their job is simply to drive traffic to their squeeze page. It doesn't matter what it takes or how long it takes. Their job is to drive traffic to the squeeze page. If this is your attitude, you are setting yourself up for failure.

3. Effective List Marketing is All About Quality, Not Quantity

Unfortunately, the mindset I have just described is all about quantity. You don't care where the traffic is coming from. You don't care about context. You don't care about perceived value. All you care about is hitting some quota to feel that you are doing your job. This is a recipe for disaster. Instead, you should apply story-telling elements to things you do that get people to your squeeze page. These are things that happen before people get to your squeeze page. Practical story-telling aspects impact the following.

4. *Your Blog Post Has To Tell A Story*

Your blog post has to get your reader excited about resolving a particular problem. An effective story-driven blog post opens the reader's mind regarding a problem, a solution, and why your answer is the best. Of course, you shouldn't do these all in one sitting. Otherwise, your blog post will look like spam. However, you must string your blog posts together to walk your reader through the buying cycle.

What is the buying cycle? For people to buy from you, they must first trust you. For people to trust you, they must first like you. Finally, for people to like you, they must first feel that they know you. All these are interrelated. You have to go through these steps before you make a sale. You can't simply jump from square one to square four. It doesn't happen that way. That is how spammers try to do it, and this is why most spam doesn't work. Spam only works based on sheer numbers. However, in terms of marketing effectiveness, it doesn't work at all.

You have to weave in story-telling elements into all your blog posts. All your blog posts should first get people familiarized with your information. Secondly, they should get them to feel that your blog is an excellent source of information regarding a particular niche topic. Finally, they should trust your information enough that they would want to join your mailing list. These may seem like they are entirely separate from each other. But they flow into each other. Simply ignoring this relationship is setting yourself up for eventual failure. Be aware of how they link to each other.

Make sure that your blog posts are interlinked so that - regardless of where the reader is on the buying cycle -this person is easily one click away from the blog post that is directly related to their state of mind. For example, you are driving traffic to your blog, and most of your traffic blend is composed of people in the Know Stage. There should be enough blog posts in your blog that appeal to these people's needs and, most importantly, push them to the Like Stage.

How do you move people to the Like Stage? Very simple: you include a link in all your blog posts so that these links act as filters. A person who is in the Know Stage, and ends up landing in the Trust blog post, can easily click on a link that would speak to a person's needs in the Know Stage.

Similarly, When somebody is on the Like Stage, they can easily click on a link to information devoted to them. Once they develop enough trust and you have

enough credibility, they can quickly click on a Trust Link. This link goes to a post dedicated to people who already have confidence in your content.

The whole point, of course, is to drive all these people to your squeeze page. But that is like putting the cart before the horse. You have to walk people through whatever stage of the buying cycle they are in for you to effectively and efficiently convert them into list members. The same analysis that played out in the blog post discussion above plays out in articles. The big difference is that your papers have to be brand-oriented. Most people who do article marketing publish their articles on other people's websites. It is crucial to create a well-tailored report, flexible enough that it appeals to a wide range of readers.

Even if the reader is at the most basic level of the Know Stage, they should still find enough elements in your article -to want to click through and find more information. This can get quite tricky because you are like walking a tightrope with one piece. You have only one bite at the apple. You should probably already know that when you try to be many things to all people, you are setting yourself up for a potential disaster down the road. This is definitely what is at play. This is what makes article marketing tricky.

You have probably read many ads saying somebody would write an essay for you and that article would make money. Nine times out of ten, those articles are worthless. A well-crafted story-driven report must effectively identify the reader's state of mind regarding the buying cycle. It must push that person to visit your website, and from your website, you can filter that person further. That is the job of the article.

The job of the article is not to convert. The particle's position is not to suck up traffic from a source and dump them to your squeeze page. While you still have to suck visitors out of where your article appears, you also have to filter them. This is why writing an excellent story-driven essay is like walking a tightrope. On the one hand, you can fall into the trap of just simply trying to get that person to click on a link so that you can have traffic.

On the other hand, you can fall into the trap of positioning the article towards a stage of the buying cycle that the vast majority of your article's probable readers may not be on. This is an adamant position to be in. Thankfully, with the decline of article submission websites and changing reader preferences, this may be one problem that you can avoid -because it is no longer a viable traffic option.

However, there are still many article websites out there, and they still do get some traffic. So you need to keep this in mind. This discussion also applies to guest posts or contributed content in blogs that specialize in your niche. How do you incorporate story-telling into social media and forum posts? With forum posts, it is pretty straightforward. You only need to break up the discussion into different positions. Some of your posts can be targeted at people who are looking to know a particular subject matter. Some of your arguments can be directed to people who already know about one specific topic but are trying to decide which category of information to go with. These people are just trying to fine-tune their understanding regarding a particular niche.

Then, Of course, there are posts that you can make for people who already trust a particular solution and just need a push to make a decision. Forums are relatively easy to market to. It is so easy that it is very tempting just to drop a link and leave. If you conduct yourself that way, you are spamming. Not only will your account get banned, but your brand might get tarnished. You should focus instead on compelling story-telling.

Forums are relatively easy to market to. It is so easy that it is very tempting just to drop a link and leave. If you conduct yourself that way, you are spamming. Not only will your account get banned, but your brand might get tarnished. You should focus instead on compelling story-telling. Tell a story.

Layout an emotional story of why the particular niche you are in matters and the common issues that come out. Write reports based on those common issues. For example, if you are in the weight loss niche - posting on a forum or a Facebook group specializing in diets or weight loss - you can tell a story of how you lost weight. You can preface the story with anecdotes of how hard it was to lose weight with your old lifestyle. You can then walk the reader through the different alternative solutions you tried in the past and how you felt.

When you introduce an element of emotion into a story, it makes the story more vibrant. Human beings are not robots. We are not driven primarily by logic and reason. Emotions drive us. The more emotional elements you put into your story, the more human you look and the easier it would be for people to identify with you. This is important because forums can get quite heated. This is how forum arguments break out. So there has to be a healthy dose of emotionalism in your story to ensure that you can adequately inject that intellectual payload right into the mental vein of your targets.

5. *Be Manipulative*

People are straightforward to manipulate, seriously. You just need to tell the right story at the right time, and you have them eating off the palm of your hands. This is very easy to do with forums. One of the best ways to do this is not to start a thread. Go into an existing discussion when people are already talking about a particular subject, and drop an anecdote. The anecdote should lead to a conclusion that you want people to have about the specific subject matter.

For example, in a diet forum, people might be talking about how hard it is to get up every single day to go to the gym and work out. You can drop a story of how a person used to be very lazy and very fat -and as a result, was very miserable and wasted much money on gym membership fees. You can then insert an emotional element of a moment of truth, where this person developed type 2 diabetes or got some sort of scary medical diagnosis.

This would glue the readers' attention to the emotional crisis. And then, from there, you can walk them through how this person bought an ebook or bought a diet supplement that started to turn things around. Do you see how this plays out? It is all about setting up the crisis. It is all about setting up the problem so your solution can save the day. This is very easy to do with forums because of the way they are set up. The more emotional the forum members are, the easier they are to manipulate.

To a large extent, the same analysis applies to social media. Facebook groups can act like forums. The same dynamics can play out. The same goes for Google Plus communities. What is essential here is to wrap your mind around the general concept of looking at the layout of the discussion and figuring out weak spots where you can throw in an emotional story. With this, you can manipulate the emotions of the people reading the forum as it progresses.

Instead of the discussion leading to a natural destination, you can divert that to where you want the conversation with an emotional story or anecdote. You want the conversation to be about the particular product or solution you are pushing. That is the way you post on forums. You don't simply just drop a link and leave. That is spamming. That is not going to change anybody's mind. By tugging at their heart's strings, manipulating them -with some rational arguments so that it is not entirely emotional -you increase your likelihood of getting people to sign up to your squeeze page and taking the next step so you can convert them.

Three Top Tips That Will Enhance Your Email Marketing

Every blog should invest heavily in email marketing. Email marketing is a form of marketing that allows you to communicate directly with your audience while cutting out the middleman. Unlike social media marketing, you are not reliant on a third party to pass on your message, and you won't lose all your hard work if your members decide to delete their accounts.

Moreover, Email marketing will help you convert your readers far more efficiently than any other form of marketing. The simple reason for this is that email marketing is much more personal. These are messages that will end up right in your visitors' inboxes – just as though they were messages from a friend or relative. But to do email marketing right, there are many things you need to keep in mind. Read on for some of the essential pointers.

1. Be Personal

Tip number one is to make sure that your emails are personal in tone. We have already just discussed that email marketing is more personal in fashion – and you thus need to match that tone in your writing if you are going to make your emails more engaging and exciting. But this has another advantage, too – it will help you get past the spam filter more efficiently and the 'social and 'marketing' email boxes found on Outlook and Gmail. Use the recipient's name (most autoresponders include this feature) and ensure your messages use a regular letter-type structure.

2. Maintain Your List and Target

Your 'Sender Reputation' is a score linked with your IP address or domain in much the same way a credit score can be connected with a particular account. The idea of a sender reputation is that it will reflect the quality of your emails on the whole and whether or not you should be allowed to 'get through to your readers. Many things will cause you to get a bad score. One of these things is your bounce rate, and if lots of your emails bounce, this can badly affect your score. Another thing is your open rate, and if none of your emails get opened, this, too, will hurt you. The same goes for complaints, of course.

So that means you need to focus on the quality of your list more than the size. Are these people who read your blog and who asked to be heard? It's why you

must never buy contacts. Likewise, if you have people who never open your messages – delete them!

3. *Use the Right Incentive*

The incentive is a gift like an eBook or report that you give away to new subscribers. This is an excellent tool for encouraging people to sign up, but it's essential to be very careful when using it. The reason for this is that the wrong incentive can harm your mailing list. If it's too valuable, people will sign up only to get the gift and then never open your messages subsequently – very bad for sender reputation!

An Introduction To Email Marketing

If you run a business, a website, or a blog and want to increase your audience and increase engagement, then the single most effective way to do that is with email marketing. If you listen to pretty much any top marketer, then they will almost always tell you this. They will almost always say that the most critical aspect of their marketing – the thing that led to their success – was email.

And there's an excellent reason for this. Or ten...

Email marketing allows you to reach your audience straightforwardly. Unlike other forms of marketing, you'll be able to get your audience directly in their inboxes without having to go through any third party. That means that you're not reliant on a platform like Facebook or Twitter or at the mercy of potential changes to policies that could render your messages unheard. It wasn't that long ago that Facebook decided to change its system so that only a tiny percentage of posts from pages got through to followers.

With email, your messages are going directly to the users. That means that nothing can prevent you from reaching them, and you know that 100% of everything you send will get the recipient. It means that you don't lose your long list of subscribers if Facebook decides to inexplicably delete your account (this happens; it has happened to me) or if they choose to delete their accounts. This is a relationship that is directly between you and the subscribers. But that's only touching the very surface of what makes Email marketing so valuable.

As you'll see in the rest of this report, email marketing has many more

advantages and tons more reasons why you should invest more time and energy into email marketing. By the end of this report, you'll understand precisely what makes email marketing essential, and you'll hopefully be hyped to dive into the rest of the course to find out how you can make it work for you. First, a Few Stats First, let's take a look at a few stats which perfectly illustrate just how impressive email marketing is and how it is transforming business...

For example, did you know the following figures?

- A) Email marketing has an ROI of 4,300%
- B) 91% of consumers check email daily (most people check it much more!)
- C) When surveyed, companies say that email marketing is more profitable than PPC, content marketing, display advertising, mobile ads, social media marketing, direct marketing, affiliate marketing.
- D) 66% of US consumers over 15 have purchased directly from an email campaign.
- E) 1/3rd of consumers say that they open their emails based on the subject line alone.

So, what does all this tell us? Why are these stats the way they are? Firstly, let's consider the ROI. The reason that ROI is so high for email marketing is actually that the cost of entry is so low. ROI is 'return on investment,' the amount of money you make versus the amount of money you spent to make it!

In the case of email marketing, you only need to pay for an autoresponder. Once you've done that, you have the means to collect and send emails, which means you can only write said emails. Guess how much writing email costs? And it barely takes any time either (remember: time is money!). In short, this is a quick and cost-effective way to start marketing.

Another exciting stat is the fact that 91% of consumers check their email every single day. That's a considerable statistic, but in reality, it's probably rather conservative. The truth is that most of us check our phones not only every single day but countless times throughout the day. The reason for this is that we get a notification each time we get a new email. There is no way to miss an email, which stands in stark contrast to a Facebook post or a Twitter Tweet, which is

very easy to forget.

The primary way that you tend to hear about new Facebook posts is via email. Think about the Facebook pages that you have Liked. Can you honestly say that you get 100% of the messages that any of them put out? The answer for most of us is 'no,' and the apparent reason for that is that we'll only check Facebook now and then, and even then, we'll likely only see a small percentage of what's on offer because that's what will make it to our home feed.

We would only stand a chance of seeing 100% of the content from a given page is to manually navigate to that Facebook page every day and scroll down through the posts. And who cares enough about a brand to do that? With email, on the other hand, you not only check your inbox multiple times a day anyway but also get alerted each time a new message comes through. Of course, this is only true of your inbox and not of your 'social' mailbox or spam – but using the tips you'll learn throughout this... method... you'll learn how to make sure you end up in the inbox and not one of the other two.

So, that's what the stats have to say, but what about the things that a survey can't quite capture? Top Reasons You Need to Invest in Email Marketing Here are some of the top reasons you can't afford to invest in email marketing...

Email Marketing is More Personal

The first and most important consideration is that email marketing is much more personal than other forms of marketing. When you send someone a message via email, you are messaging them in their inbox, which means your messages will be placed right alongside messages from their friends and family and all the other things they signed up for.

All of a sudden, the way that your messages are parsed and interpreted changes. Suddenly, this is in a folder filled with correspondence that demands attention, and your email message will take on that same importance as a result. As a marketer, it's your job to take advantage of this too – by making sure that your content is written in a way that feels personal and direct – this will have a much better impact on readers and make them much more likely to sit up and take notice of what you're saying. People like getting messages from people – not companies.

Email Marketing is Immediate

With email marketing, you have complete control over your message, including the timing with which your message is sent. On Facebook or Twitter, you will write a letter and then hope that your followers will see it at some point shortly. However, we've already discussed that your recipients will get a buzz in their pocket when the new message comes through with email marketing. Even if they have several statements that they haven't read (meaning that they won't get notified for each new message), they'll still tend to check their notes to dismiss those unread contacts several times throughout the day.

That now means that you can time when your message gets seen, and therefore you have some control over what mood the recipients are in when they get your message and how they are likely to respond. This is crucial because – as with comedy – timing is everything when it comes to marketing. If you can send a message at the right time, then you can take advantage of current events or of the fact that your subscribers are likely to be tired and thus more impulsive. You just don't get this kind of control with any other form of marketing. We'll learn more about how you can utilize timing in your email marketing over the following several reports.

Email Marketing Requires Permission

The simple fact is that you first need their express permission to send a marketing email to someone. And that permission requires them actually to give you their email address and contact details. This isn't as easy as clicking 'like,' and it's not something they can do by accident.

At first, you might think that this would be a negative thing. After all, it means that you're going to have a much shorter mailing list, and your subscribers might be less inclined to sign up. But that is a positive thing. A big positive. Why? Because it means that the quality of your contacts is much higher. In marketing, quality trumps quantity every time and by a large margin at that.

If your recipients want to be there and interested in signing up, then that means they'll read your messages, and it means they'll be much more likely to click 'buy' or pass the message on to friends. And the very act of giving you their email address also increases that trust. When someone gives you their email and invites you to message them, they show that they trust you not to abuse that power and value your ideas enough to give up some of their privacy. This way, they become 'members' of your movement. Again, we'll look at how you can

ensure your contacts are 100% valuable and the right fit for your list in future installments.

Email Marketing Allows Smart Use of Data

Many eBooks and blogs don't touch on just how much data you get when email marketing or how flexible you can use that data. With email marketing, you'll be able to sort your contacts into categories so that you can choose to target only the right kind of recipient with your messages. That might mean that you send messages only to people of a certain age, a particular gender, or in a specific location – and this can drastically increase your conversion rates.

What's more, though, is that email marketing allows you to monitor engagement. You can use cookies to see which of your subscribers read the messages you're sending and which don't. You can also see which of your subscribers are visiting your site and even whether or not some of them might have looked at your products. All this means you can see which leads are excellent, warm, and 'hot,' and in turn, that means you'll be able to try and convert only the correct recipients that are likely to be tempted and not likely to be frustrated at your contact.

On top of that, seeing this kind of information can help you design better campaigns – by visiting which types of messages get opened the most and which types of recipients are more receptive to your message (so that you can try and get more like them). In short, email marketing gives you control over numerous critical metrics, allowing you to target precisely the right people at exactly the correct times.

When you combine all these different factors, you have a method of marketing that is simply unparalleled. Many marketers and business owners will put it off as it seems like much work, but in reality, once it is set up and you understand how it works, it couldn't be simpler. And the payoff is enormous. Email marketing absolutely must be a part of your marketing strategy, and over the rest of this course, you're going to learn how to take advantage of it in a MASSIVE way.

Email Strategies

Whether you are new to email marketing or have been refining your email strategies for years, seven initiatives are essential for your continued email

marketing success.

1. Increase Your Segmentation Efforts

Email marketing data offers incredible segmentation power and the ability to take advantage of small audience segments that might otherwise be financially or technically difficult to reach. Start today if you haven't started segmenting your list and sending more targeted messages based on recipient data or behaviors. Most of the research in the email industry indicates that segmentation yields significant gains in email conversions.

Some typical strategies for segmentation include:

A) Geography

For example, your customer in Florida is unlikely to be interested in a snowmobile. And your customer in Minnesota probably isn't interested in a jet ski—in the winter, anyway. Geography can also be a powerful indicator of buying patterns and other influences on the purchase cycle. Take the high-tech industry, for example. In high-tech pockets like Silicon Valley, early adopters are far more common.

B) Demographics

This is another easy one and can make much sense. For example, we know men and women can interpret information quite differently. Younger vs. older audiences take in information in different ways as well. Job title and function. Are you emailing potential users with no—or all the—buying power? An owner or CFO may want to know about ROI. A middle manager may just want to make their job easier. And an engineer or programmer wants to find better ways to work. And so on.

C) Purchasing frequency

Less frequent purchasers may require a time-sensitive offer to encourage them to act. Or maybe you want to reward regular buyers with exclusive privileges via email. Monetary spending. Adjust resources, so you're dedicating your efforts toward customers who spend the most money with your company. If you have been segmenting your email audiences, don't stop. Try to find new ways to segment and look at segmentation based on historical email activity, perhaps treating people who are frequent "clickers" or "openers." differently.

2. Rethink and Refine Your Opt-in Campaigns

Perform a check-up on your opt-in processes. Review everything from the data fields you're collecting to the confirmation email you are sending afterward. Small changes can mean significant gains in new audiences and setting the proper expectations for subscribers.

- A)** Can you increase opt-ins by reducing unneeded data collection?
- B)** Are you prominently directing Web visitors to sign up for the email? Can you place this on more pages or in more visible locations?
- C)** Do you clearly define significant and relevant benefits for subscribers signing up for your email? Does the email you send confirming the opt-in restate the benefits?
- D)** Do you set expectations and ask subscribers to "add this address to your safe list" in the opt-in process? The language you use, the support graphics, and the staging techniques you employ can make a huge difference—between being ignored and creating an evolving, dynamic relationship that can enhance database precision, enrich the dialogue, and help you showcase a more extensive scope of services. Furthermore, if you're not using strict opt-in policies, start now. As recipients continue to tire of unwanted emails, you'll see declining response rates if you are not using an opt-in-only process.

3. *Clean Your Lists and Try to Maintain Them*

Perform a thorough cleaning of your email lists. This does not necessarily mean blindly deleting many names but instead using segmentation strategies to treat historically inactive recipients differently from those actively opening and clicking on your email messages. Here are some suggestions for periodically cleaning house:

- A)** Take a close look at your lists and list segments. Are there some list segments you are never using? If so, clean them out.
- B)** Review lists of people who have not responded to messages in the past few months and contact them in a different way than the rest of your list. If they still do not respond, consider removing them. Remember, today's email about quality and not quantity.

- C) Review any new list segments you may want to make. Are there any ways to segment and strengthen messages to various groups? If so, segment them now and start communicating more effectively to those groups.

4. *Design for Disabled Images and Preview Panes*

Audiences are increasingly looking at your messages without images turned on. (It may not be their choice, but rather the default of their email client.) Make sure your messages are still readable and compelling without images. This may mean designing messages using fewer images or including a shortlist of articles at the top of your newsletter. This technique works well for people who are viewing your message through a preview pane as well. Make sure enough content is placed in the upper right hand of the letter to give recipients something to act upon that will be necessary to success rates.

5. *Institute Authentication Standards*

Email authentication has reached critical mass and will continue to grow in importance for email delivery. If you haven't already, make sure you set up SPF records, Sender ID records, and mail using DomainKeys Identified Mail (DKIM) authentication whenever possible. Proper use of these authentication methods will help your deliverability and build a positive reputation for your domain.

Your IT department and email service provider should provide specific steps to set up these authentication methods. They can also verify which authentication methods are set up already if you're not sure. The chart below shows a very simplistic and conceptual view of email with and without authentication.

6. *Expand Your Email Testing Efforts*

One of the best ways to refine your email strategy is through testing. If you're a beginner at this, the simplest form of testing is splitting your email list into A and B segments and sending each component a message where one element, and only one element, is varied: subject line, copy, image, layout, offer, call to action, etc. Then analyze the results to determine which variation was more successful in increasing response, and optimize future messages accordingly.

Whenever you're testing, remember the six steps for email testing success:

- A) Ask a question
- B) Form a theory

- C) Create the test
- D) Segment the list
- E) Measure and analyze results
- F) Make changes

If you're already a testing pro or have performed some tests in previous years, keep refining what you have learned to improve your campaign's continually performance. As with many other initiatives we've outlined, small and continual gains can provide significant dividends.

7. *Rethink Tired Campaigns*

Marketers are increasingly seeing the power of email marketing when used correctly as part of the marketing mix. We encourage you to go beyond the status quo with your over-arching email efforts and aggressively build your campaigns to deliver better results and new opportunities. Rethink campaigns that have run for a while, and look at analytics to uncover new avenues of content or functionality that your audiences may respond to. Email offers a unique platform to quickly and cost-effectively change campaigns for the better. Take advantage of these special abilities to maximize your efforts.

Benefit of Email Marketing to Small Businesses

Email marketing campaigns can assist your small business in developing awareness, loyalty, desire, and trust with its consumers. This form of marketing can be used to retain as well as engage existing consumers. Also, it can as well assist you in establishing new clients. Here are a few of the many ways a well-established email marketing campaign can benefit small businesses.

1. *Cost-effectiveness*

Email marketing campaigns are usually very cost-effective. Directing marketing strategies will require you to have a decent amount of cash to use them effectively. This is because you will be generating accurate content like printed newsletters or advertisements. Direct marketing strategies will also make you spend more cash sending the actual content out to the consumers through postal email.

On the other hand, email marketing uses electronic content that is often cheaper and sends it out electronically. Note that sending content via electronic means is

usually much more reasonable than sending it out in the real world.

2. *It's a Targeting Marketing Strategy*

With email marketing, you can be in a position to target specific customers directly. This means that you can be in a place to focus on containing individuals who're likely to react to your messages while at the same time avoiding wasting your time and money in trying to reach those individuals who have not expected to respond.

3. *Tracking Data*

With email marketing, you can be in a position to track data that can uplift your business performance. Since email marketing campaigns are done electronically, it can make it easy for you to track essential data that can help you in the operation of your business. For instance, this form of marketing can enable you to track how many viewers opened your email, how many of them chose to subscribe to your emails, who forwarded your adverts to another person as well as who listed your emails as spam.

Generally, this data tracking system can make it a lot easier for you and your marketing team to figure out which email marketing techniques produce reliable results and the ones that are wasting your time and effort.

Once you know this information, you can decide to alter your marketing techniques to become more effective. Don't you think that that is indeed great?

4. *It Can Be Automated*

Once you've got an idea of the types of content, you intend to send out to your consumers through an email marketing technique. It's straightforward for you to automate the process. Typically, this means that you can schedule newsletters and emails weekly or monthly in advance. This can simplify the work for you when it comes to creating the desired content. Also, with this form of marketing strategy, you can be in a position to set up an automated delivery hassle-free, and in the long run, it can save you time and money.

5. *They're Super-Fast*

One of the best characteristics of an email marketing campaign is that it usually works fast. A person does not require waiting weeks or months to see the results of their email marketing campaign- results. Once sent, your business emails will

instantly reach your consumers and offer up-to-date content and information. In brief, email marketing techniques can assist small businesses to keep up-to-date with their consumers and thus operate in real-time.

6. *Boosting Revenue*

This form of marketing can help your business in increasing its sales and generate more revenue. Email marketing can assist your company in developing sales via other channels. Therefore, take your time as a small-scale business owner to create suitable types of email marketing tactics, avoid dreaded spam levels, and your business will see an increase in its revenue within the shortest time possible.