

Email Marketing Tips

(To Make You Money Online)

Welcome To Your Free Ecourse On Email Marketing

Let's get started right away with Section 1

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1 Email Marketing: - Repetition

One secret every successful Internet marketer knows is that repetition works. Are you aware that on average the recipient of your email needs to see your ad seven times before making a purchase?

I know this for a fact from personal experience. For example, I have made a purchase from the first email exposing me to a product and I have also made a purchase from the 25th email exposing me to a product.

But who is going to bother sending out 25, 30, or even 50 emails on one product? A successful marketer -- that's who!

REPETITION - REPETITION - REPETITION - REPETITION

Now, bear in mind that the 25th email I received where I ended up making that purchase was not a specific email about that particular product. It was actually for another product, but had some links at the bottom of the page for other products, which had been previously advertised.

I recall getting the feature email for that product a couple of months earlier and going through the sales page, but I just wasn't ready to buy at that time.

However, when I had a real need for that product, yet again it was put right in front of me. That entrepreneur's savvy marketing also made my life easier; I now didn't have to take the time to go look for that product myself, because it came to me. Plus, I could have

just as easily found a substitute product from someone else, but I got the email from that salesperson, so I bought it then and there, when it was right in front of me.

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2 Email Marketing: - The Subject Line
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It will come as no surprise to you that an eye catching subject line followed with a dazzling email body gets the best results.

So how do you make an eye catching subject line that gets prospects curious enough to open your email?

One of the biggest mistakes newbies make when sending out a promotion is that they try to sell the promotion right in the subject line. That's not what the subject is for!!

The subject is only to get the reader curious enough to open your email, to see what's inside. If you fail to get the reader curious then you can expect your email to be deleted before it is even read.

Get The Reader Interested First!

The only goal of the subject line is to entice the recipient into opening up your email to read what's inside. If you give them too much information in the subject line then they see no need to open it and so they won't.

Next I want to talk about personalization, does it really increase results? Of course it does if it's used properly. By this I mean don't use someone's first name in the subject just for the sake of using their first name.

If you are going to use someone's first name in your email make sure it flows with the subject and should not come across as forced.

For example: A forced personalized email might look like this:

[FIRST_NAME], this new package can work for anyone!

The subject line above appears forced, as there really is no reason to use the first name. A personalized email would look better like this:

Hi [FIRST_NAME], I think this new package is perfect for you.

So, make the subject line appeal specifically to the person you are writing to – they only want to know what is in it for them, so be sure to give them a good reason to OPEN and read YOUR email, rather than the next one in their inbox!

The Subject Needs To Sound Natural!

The subject line above not only makes people curious about what package is perfect for them, but it also sounds friendly and conversational.

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3 Email Marketing: – HTML or Text Format?

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Ok, so we just learned about what it takes to make a catchy email subject. Now we need to learn what happens after the reader clicks your great subject line and wants to view your offer.

Typically we are asked what type of email works better, text or HTML. In fact, both can be effective if done right. However, more times than not HTML emails will out perform text emails because HTML makes it so much easier to capture the reader’s attention.

Also note that if you have a pre-made text email you want to send, you can insert it as HTML. If you send it without making any changes it will look exactly like a text email to the reader, but still be in the HTML format.

Why is this important? Well, the HTML gives you many new features that you can now add into your plain text email.

For example, you can now increase the font size of the header, change the color of the text and also have the chance to make certain text bold. These are all great editing features which are not available to you in the regular text emails.

HTML formatted emails also allow you to insert pictures, sound, video, flash etc directly into your email. Now some of these more advanced features like video or sound probably won't help sell your product. I know when I receive an email and it starts playing music I hit the delete key as fast as possible. But images with direct links to your website almost always help.

Another great feature with HTML is that you can turn text into a link to a website url. This allows you to avoid big long affiliate links. For example, say you are advertising a ClickBank product. If you are sending text you will have to leave a long affiliate link for the user to click on.

Example of link in a text email:

For more details please see the following link
<http://AffiliateName.Publisher.hop.clickbank.net>

You may get *some* sales with that above link, but you will probably get more with the following –

Example of link in an HTML email:

[For more details please Click Here](#)

Of course this is just a text, but if it were an HTML I could link the 'Click Here' directly to the affiliate page I am promoting.

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4 Email Marketing: - **Get To The Point!**

Getting to the point in your email and getting to the point fast is another important aspect in writing an effective email. In other words you need to tell the reader what this email is going to be about right away.

No one is going to read a long email only to find out what the product is at the end. Most of us are busy and do not have time to sort through email after email. Personally I receive hundreds of emails everyday, do you think I read them all? Certainly not!

I skim through the subjects to see which emails I might be interested in, then I open the email to get more info. I then read the beginning to see what the offer is. If it's a bunch of rambling I just delete the email and move on.

I am busy just like everyone else. If you plan on wasting my time with a long boring email that takes 10 minutes of reading to get the point, sorry its not going to happen.

So tell me what the email is about and tell me quickly.

Don't Waste My Time!

You need to realize the people reading your email don't care about you, they care about themselves. If you are not going to keep your email relevant, but instead go off on a tangent about how great your car is, the vacation you just took or any other topic of personal interest you will find less than desirable results!

Of course there are always people who want to send out 20 page emails, but it's not recommended if you want to get the best results.

Would you want to read a 20 page email? I know I wouldn't. So remember to keep your email relevant to the product you are promoting and only to that product.

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5 Email Marketing: - Formatting
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Formatting your email body and making it easy to read is extremely important if you wish to achieve high conversion rates.

People often skim through emails before reading them to make sure they are not too overwhelming. If it looks like continuous text jumbled together no one is going to read it.

One of the best ways to ensure that the email is easy on the reader's eyes is to break it up. The lines should be made of not more than 60 characters per line. A great tool anyone can use to format their email into any size per line can be found for free at

==> <http://www.formatit.com>

At FormatIt.com you can insert any bit of text and it will auto format the text for you. This is a great free tool, I use all the time. Just insert your text, set the desired width, in most cases 64 works great and hit submit. Instantly you get your desired format.

Another element I use all the time is a body header, which you have seen throughout this course. A body header looks like this:

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*****  
Body Header  
*****
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A body header is a great way to break up the text and to divide the email into sections. It makes it very easy for the reader to look away from the screen and then return to the section they were at. This increases the reader's attention and maintains their focus on the email.

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6 Email Marketing: - **Free Products**

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This section is going to touch on email strategy and how you can give away free products which can still result in big profits down the road.

Don't think you have to sell something to make money, that's not the case. What you want to do is start a relationship with people who visit your website.

If you start a relationship with people, and they come to trust you and the products you send through your mailing system, there is no end to the amount of money you can make.

Start A Trusting Relationship From The Get-Go

I am probably on 40 or 50 mailing lists myself. Now I don't read all the emails I receive, although there are a couple of lists I make sure to read every time. I know which list's always sends out quality products and products I might be interested in, so I always make sure to take a look.

In fact, there are one or two lists where I cannot wait to see what they are informing me about, because it is always that good. Like we said in the first lesson, people don't usually buy from you on their first visit to your site. But if you give something away for free in exchange for their contact information, then you are on your way to building your very own personal mailing list.

For example, did you purchase our services right away? Or did you just request this free Email Marketing Course because it looked useful and there was no cost involved?

In marketing this is known as an ethical bribe. It's ethical because it works out great for both parties involved. And it's a bribe because I know there is something that you need and I know where it is!

I know that you are reading this book because you are interested in advertising by email.

So Everyone Involved Comes Out A Winner
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In a nutshell then, find something useful and give it away for free in exchange for the recipients email. However, once that person does give you their email, always make sure you market products that work and you stand behind them 100% whether they are your products or not.

Once you start advertising products which are no good you will quickly lose credibility within your list and all that goodwill you have built up will be gone.

Quality must be your watchword and Value must be your mantra. Give help to people and your rewards will come. You are welcome to pass this report on to your friends or to use it as a marketing tool

yourself. Give it away in exchange for someone's email address and you can build up a list of people that you can send to over and over again.

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7 Email Marketing: - What To Do Next
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If you are serious about marketing and making money online you are going to need an Autoresponder account. Don't use a free one because they put other peoples' adverts on your messages, which is something you don't want!

For about \$20 (£13) per month you can have the best one, and you can set it up here in about three minutes: -

<http://tinyurl.com/awauto>

Now, if you do not already have an email list of business contacts to whom you can send your product or affiliate offers, you are going to need to use someone else's list.

I should warn you though, never – ever – buy a list of addresses (often sold on a CD) unless you are absolutely certain that they are double-optin names. In other words, they are people who have confirmed that they wish to receive emails from the list owner, *as well as his* contacts too.

This is very important, because you don't want to be accused of spamming – that can get you into a whole lot of legal trouble.

So, be careful!

The best way of contacting a large number of prospects is to use this professional service –

<http://tinyurl.com/wtmktg>

This is easy to use, inexpensive and very fast – you simply can't go wrong.

And finally

..... and finally, here is another FREE gift for you!

Clearly, you are keen to make money on the internet. You may have been looking for a good business opportunity for some time: you may even have already spent a fortune on ebooks and business plans, audios and videos.

But did you make any money?

Probably not.

You see, you need to have the right strategy that brings together all the various elements on internet marketing. And that starts with (drum roll please...) **getting people interested in what you have to offer.**

There is no point in making the biggest, juiciest, tastiest hotdogs if the crowd around you is not hungry! Give them what they want, and not just what they need either – the important thing is, **give them what they want.**

Now, if you are into the 'money-making' niche then what people **want** is a **set of clear directions that is FREE**

And because we are in the depths of a worldwide recession, if you offer something of value at zero cost, they will snatch your arm off in their haste! So let's get the ball rolling.

This is where the rubber hits the road!

Start off by getting your own

FREE Business Blueprint

Here!

<http://www.money-bizz.com>

And Get Paid To GIVE It Away!
