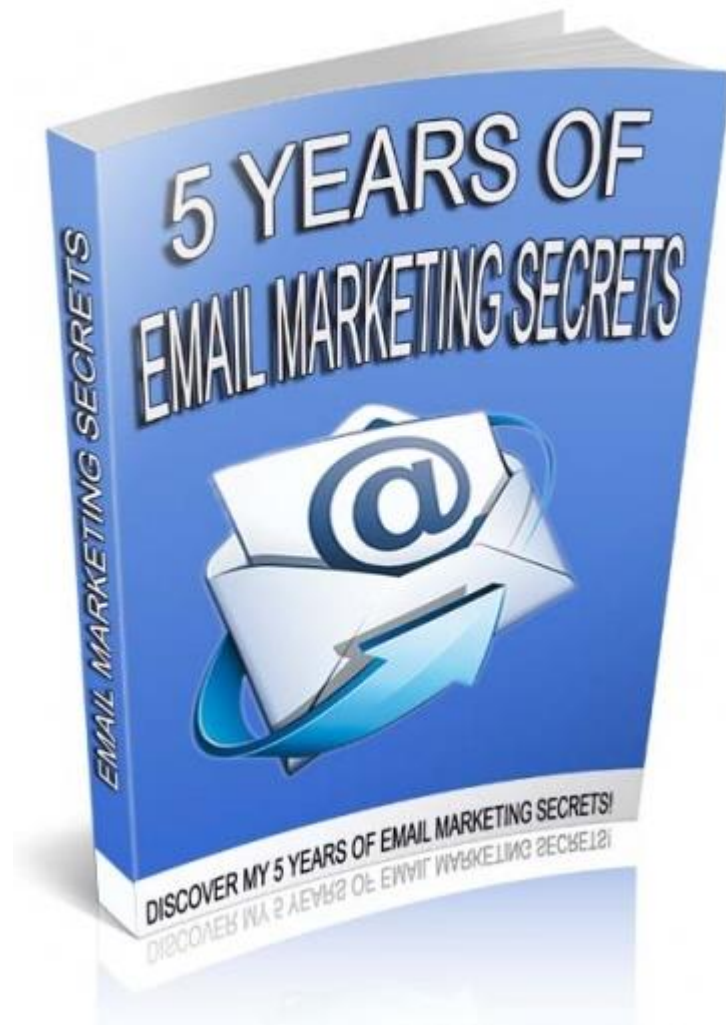


# 5 Years Of Email Marketing Secrets



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# Introduction

I am known as the article marketing king. 67% of my income comes from article marketing. What most people don't realize is that a good portion of the rest of my income comes from email marketing. I've been email marketing for over 5 years now and I've forgotten more about email marketing than most people learn.

In this ebook, you're going to get every little secret that I have ever learned in my 5 years of email marketing...all from my own personal experience of actually being in the trenches and doing it.

You'll learn some basic stuff that you may or may not know, depending on your marketing level. But you'll also learn things that can only come from tons of testing, like the best email subjects to use and the best times to email. Yes, believe it or not, there are certain times of the day that are better to email than others. I explain when they are and why they're so good.

You'll also learn a lot of things about how to increase the deliverability of your emails. With today's aggressive spam filters, this is probably one of the most important things in this book. If your email doesn't get delivered, it doesn't matter how good it is.

And of course you'll learn how to actually construct an email message that gets the message across and ultimately gets the prospect to your site. I'll cover emails for all mediums including autoresponders, business opportunity leads and even prospect inquiries. I'll present you with some tough questions that you're going to be asked and how to answer them. Sometimes how you answer a prospect can make the difference between a sale and no sale.

I have learned a ton about email marketing in 5 years and now you're going to know everything I know. If these tips don't turn you into a successful email marketer, you can have every penny back that you paid for this ebook and you have **six months to do it**.

So sit back, relax, and be prepared to learn more about email marketing than you've ever known existed.

# Why Email Marketing?

Okay, so why bother with email marketing? After all, with today's spam filter and the can spam laws and deliverability at an all time low, isn't it more sensible to just participate in promotional strategies like pay per click and article marketing?

The simple answer is this.

Email marketing is a 2 trillion dollar a year business world wide. Wrap your head around those figures. Yes, that's also counting all the income generated from spammers, but even without them, it is clear to see that email marketing is still a very lucrative way to generate an income online.

Having said that, you can't just slap any old email together. And the reason I know this is because I've conducted many tests and emails that I put absolutely no thought into, or used a canned ad from a merchant, never performed as well as my own emails. So yes, some skill is still required. But with just a few basics, email marketing can easily earn you thousands of dollars monthly.

And this year, 2013, I am heading for a \$160,000 year from email marketing alone.

So it's time for you to get a piece of this multi trillion dollar a year industry.

I'll show you how.

# Constructing An Email Ad

Let's get right to the nuts and bolts of constructing an email ad because this is where most people screw up. They get everything else down right but totally drop the ball when it comes to creating their email. So I'm going to show you the method that I have been using for over 5 years now and I'm going to share each style and situation.

Okay, what exactly am I talking about when I say style and situation? I'm going to explain in explicit detail because it is critical that you get this.

There are essentially two types of emails you're going to send.

1. Emails to your list
2. Emails to strangers

Now if you're thinking that there are no situations where you're going to send emails to strangers, you'd be wrong. Cold contact email marketing can be very effective IF you understand the situation and know how to relate to it.

Here is a list of ways to send emails to prospects who aren't on your personal opt in list.

Safelists  
FFA Hosted Sites  
Prospect Inquiries

Each one of these has to be handled differently, especially the prospect inquiries. I have found that I can make a ton of sales based on how I reply to emails sent to me from my various sales pages. Yes, put your email address on your sales page and let people write to you. But more on that later.

Let's get right to constructing an ad. Since there are so many different products, we have to keep this generic, otherwise, this ebook will be about 5,000 pages long.

Since most people are into list building, let's tackle a proven effective formula for emails that you're going to send to your list, forgetting about the gimmicks that you see all over the place, "bad ads", etc.

# Your List

The oldest cliché in the business is that the money is in the list. The reason it's the oldest is because it's true. The money IS in the list but ONLY if you know how to communicate with your list. As I said in the last chapter, I'm going to stay away from gimmicks and fads here. I've never used them. That's not to say they don't work, but unfortunately, especially in the "make money" niche, these fads get old very fast and lose their effectiveness almost immediately as soon as the cat is let out of the bag.

So let's keep this simple, basic and effective.

## **Email Subject**

When your prospect signed up for your list, most likely you gave them some kind of list name. Use it. Your list name, or at the very least the list name initials, should be the first thing in your email subject.

Here's an example of how Paul Myers, one of the most respected and successful marketers online, does it.

[TalkBiz] If you could have anything you wanted....

All his emails start with [TalkBiz].

Okay, why do we want to do this? The reason is because when somebody signs up for your list, they did so for a reason. They're interested in what you have to say. They want to read your emails. So don't make it hard for them to find those emails out of all the junk they get. Just by doing this much, you stand a much better chance of getting your emails opened.

But still, it's not enough. I mean, if you just send an email that said [TalkBiz] or whatever your list name was, I doubt you'd get many emails opened. You need to generate some interest.

How do you do this?

Well, now we're really getting more into the realm of copywriting. Truth is, a good email subject requires good copywriting skills. However, you don't have to come out with the slam dunk headlines

that the top copywriters come out with. Just something to get your prospect curious will be good enough.

There are many ways to get somebody's interest. I am going to cover the most common here.

### **The Question**

Ask them a question? It's almost impossible to resist answering a direct question from somebody, especially if it's somebody's list. Remember, the prospect is expecting your email. So give him something to be curious about.

Some questions that have worked for me have been the following:

Are You Having The Success You Want?

Have You Seen This?

Did You Hear The Latest News About <fill in the blank>?

Do You Suffer From <fill in the blank>? (health niche)

Can You Use An Extra \$<fill in amount>?

I could go on but I think you get the point? You have to tailor the question to what your actual message is about.

How do you do this? Simple.

You read through your message and pick out the most important point in that message. You then turn that point into a question.

Question emails are very effective because people can't resist answering questions. Curiosity will always get the better of them.

Use this to YOUR advantage.

### **The Offer**

This is another very effective tactic when coming up with subjects for your email. Let the prospect know exactly what the offer is that they're going to get IF they open your email and act on it.

Here are a few examples of subjects with offers.

5 Free Email Tactic Tips  
Free Report On How To Do Niche Research  
Use These To Increase Profits By 100%  
My Biggest Special Ever...<product> At 50% Off

This way, when the prospect sees the email, they know EXACTLY what they're going to get out of opening the email. Now, there are some schools of thought that say if you do this, you'll get prospects who won't open the email because they're not interested in that offer.

Here is what I have to say to that.

If the person is on your list, then they're on it for a reason...to get information from you. If the subject of your email relates to the type of information that they're expecting to receive from you, then there is no reason for them NOT to open the email. If they don't, then quite honestly, they're wasting their time on your list.

### **The Sensational Subject**

I don't use these often but the truth is, they are very effective as long as you don't overuse them and don't jump on the bandwagon if a certain sensational subject is being used to death. (See "bad news")

Here is a subject that Paul Myers used that absolutely compelled me to open his email.

[TalkBiz] Michel Fortin called me a thief!

Think about it. The great copywriter Michel Fortin called Paul Myers, a respected marketer, a thief. Now, I knew there had to be a catch to this, even if it WAS true that Michel Fortin called Paul Myers a thief, but even though I knew there was a catch, I had to find out what went down. What were the circumstances of Michel Fortin calling Paul Myers a thief?

Now please, don't start emailing your list saying "Steve Wagenheim called me a thief!" For one thing, I didn't. For another, the story you'd have to make up would have to be a whopper.



## **The Informative Subject**

These subjects usually involve letting the subscriber know about some news item or something about the niche you're involved in that will be of some interest to them.

Here are some examples of informative subjects that pulled very well for me.

Google Changes Make Pay Per Click A Royal Pain  
Ezine Articles Shakeup Gives Article Marketers Fits  
Forum Marketing Takes A Big Hit Thanks To Spammers

The key is understanding why your subscribers are on your list, what it is they're interested in and then, if anything happens in the industry that you think they'll view as important, let them know about it.

Now, you might be thinking that being in the industry already, they know all this stuff. It doesn't matter whether they do or not. You still want to send these emails.

For one thing, some subscribers might NOT know about these events. So it is YOUR responsibility to fill them in. After all, they're counting on you to train them.

Secondly, even if they DO know what's going on, having an expert like yourself confirm the story and add some insight to it, which you will do, gives it more credibility. It also gives YOU more credibility. It shows your subscribers that you're keeping up with things.

And of course there are variations and combinations of these and tons of gray areas. The number of possible email subjects is virtually limitless. However, if you stick to these basic types, you should have no trouble coming up with an email subject that will get your subscriber to open your email.

## **Intro Paragraph**

The intro paragraph of an email to your list is going to be different than an intro paragraph for any other type of email. The reason is because of the relationship you have with your list.

These people know you and trust you. At least they should. So the last thing you want to do is hit them with a sales pitch right out of the gate.

I have found that the best way to begin an email with your list is by telling them what information they're going to be receiving in this email. It doesn't matter what kind of subject you're using, whether it be the question, offer, sensational or informative subject. You will start each email off the same.

Let's take each type of subject and write an intro paragraph for it.

**Question:**

Why don't we tackle this one?

Can You Use An Extra \$<fill in amount>?

Here goes.

~~~~~  
Hi:

Many Internet marketers and home business owners are finding it difficult to bring in the kind of income that they'd like. It seems that everywhere they look is another obstacle. In this issue of my newsletter, I'm going to show you a simple but effective method to make an extra \$<fill in amount> without having to kill yourself in the process. I think you'll find these tips most helpful.

~~~~~  
Think this isn't going to get your subscriber to want to read the rest of your email? Opening paragraphs like these are very effective.

**Offer:**

Let's see what we can do with this one.

Free Report On How To Do Niche Research

---

Hi:

One of the most difficult things that Internet marketers have doing is niche research. Between doing keyword research, competition research and product research, this process can be quite unnerving. Well, you can relax. In this issue of my newsletter I'm going to give you some basics on doing niche research and then show you how you can get a free report that goes into more detail.

---

Now, what a lot of people will do is skip over the tips and just look for the link to get the free report. And that's fine because ultimately, that's what you want them to do anyway. If you're smart, your free report will be loaded with backend offers, which is how you'll make your money.

**Sensational:**

No better example to use than Paul Myers' Michel Fortin subject.

[TalkBiz] Michel Fortin called me a thief!

---

Hi, folks...

In this issue, my old friend the Copy Doctor calls me a thief, and I follow that up by committing copywriting heresy. Oh, and I plan to murder AIDA, right here in front of a few thousand witnesses.

---

Not only does he hook us in with the Michel Fortin thief bit but he also gets us curious with the comment about him committing copywriting heresy. Paul is a master at writing.

**Informative:**

Since article marketing is my bag, let's tackle this one.

Ezine Articles Shakeup Gives Article Marketers Fits

---

Hi:

If you're an article marketer you probably know that Ezine Articles is the top directory to submit your articles to. Well, recent shakeups at this directory as far as what you can and can't do are giving article marketers fits. If you're not familiar with what they are, I'll fill you in on the details in this newsletter. You're going to want to read this if you're into article marketing.

---

Now, anybody who is into article marketing is going to be concerned about what these changes are and will most likely want to read what's going to come next.

In all these intro paragraphs, do you see what we did? We let the person know EXACTLY what they're going to find in the newsletter. This way there is no guessing and no wondering if it's something they're going to want to read.

I have personally found these to be the most effective intro paragraphs in my 5 years of marketing online. I used Paul's for the one example because I just loved it so much.

### **Main Content**

Okay, now we get into the part of the email where we give the subscriber the main content of what it is you want to relate to them. Now, I could say something simple like, "In your intro you told them what you're going to tell them, now go and tell them." But instead of taking the easy road on this, I'm going to give you examples of this. Since I don't have Paul's permission to reprint his newsletter (I did get permission to use his paragraph and offer his link to you) I will use another example for the sensational subject...one that I wrote on my own.

Okay, let's get to some examples.

## **Question:**

We're going to use the same one as in our intro example.

Can You Use An Extra \$<fill in amount>?

Okay, we've just told the subscriber that we're going to give them some tips to make a few extra bucks. So let's tell them.

---

One of the best ways to come up with quick cash is through freelancing. If you go to sites like Elance.com, you'll find many people who are looking for articles, software, sales letters, ebooks and all kinds of jobs to be done. If you have the skills to do any of these things, it could mean anywhere from \$25 to \$2,500 for one contract, depending on how involved the job is. The best part is, there is no expense involved. You don't need a web site, hosting or anything. All you need is an email address and a way to collect payments.

Another great way to make some quick cash is by selling things on Ebay. Sometimes things that you have laying around the house, things that you have no use for, can bring in hundreds of dollars. And if you don't have anything around the house to sell, garage sales are perfect for coming up with items.

Of course if neither of these options appeal to you, there is always focus groups. You can't even begin to imagine how much money they pay for some of these. Usually a focus group will concentrate on some aspect of human nature or marketing and analyze it to death. By the end of the month (usually how long they last) you've made anywhere from \$300 to \$500 or more. And trust me, they don't take a lot of work.

---

And there you go. We've given the subscriber what we promised them. We didn't fancy it up. We just gave it to them straight, which is what your subscribers want.

## **Offer:**

We're going to use this subject and the intro that went with it.

Free Report On How To Do Niche Research

---

There are essentially 3 keys to doing niche research. The first is the actual keyword selection. It is critical to choose keywords that not only are being looked up by prospects but also are specifically targeted to what they're looking for. For example, you don't want to include generic keywords like "dogs" if you're selling a book on dog training because you don't know what a person looking up "dogs" is really looking for. Certainly there is no indication that he's looking for any type of training info.

The next key is competition research. You want to have a good idea of what kind of competition you're up against as well as how much. For example, if you're selling a book on debt relief and you see that there are over 15 million sites for that keyword, it's going to be a lot harder to break into the market than if you're selling something like digital photography tips that only has a couple of hundred thousand sites in competition.

Finally, there is product research. If you're going to create your own products, you want to know what the competition is selling. You need to know what the features of the product are and how much the product sells for. That way, you'll have an idea of what kind of product you need to create and what price range it should sell at. If you're looking to sell affiliate products, you need to know what's available. You might find some niches don't have viable products for affiliate use.

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There you go. You've given your subscriber the tips you promised. Now all you have to do is close with the link to the free report. We'll get to that when we get to the closing.

### **Sensational:**

For this example, I'm going to use one of my sensational subjects. This one performed very well and got me quite a few sales.

Here was the subject.

I Was Robbed Of \$2,500 By A Well Known Marketer

I will not reprint his name here.

---

The way it started was that this person contacted me and offered me a business proposition. It sounded good and since he was pretty well known, I figured I didn't have anything to worry about. He told me that the materials would cost about \$5,000 and we'd split it 50/50. I had no problem with that and promptly sent the \$2,500 to his PayPal account.

Well, as the days went by, I didn't hear anything on this. I started to get a little concerned. So I did a little digging. To make a long story short, I found out that this marketer had actually ripped off quite a number of people. I felt so stupid. It seemed like I was the only one not to know.

Anyway, I put in a dispute with my PayPal account and I did get my money back eventually. The marketer's name is <name omitted>. If you should happen to run into this character, please run in the other direction. He is bad, bad news.

Here is a link where you can read about more of his schemes.

<link omitted>

---

And that's it. The only thing that followed was the close.

### **Informative:**

Let's use this one.

Ezine Articles Shakeup Gives Article Marketers Fits

---

Okay, so what's the big changes over at Ezine Articles? Well, there's been a number of them, and none of them good.

For starters, anchor text has now been limited to three words for your resource box. So you Bum Marketers, you can forget about anchor text like "discover-secrets-of-email-marketing" because that's two words too long. So you're going to really have to use your imagination now for anchor text.

Another change, that actually took place a while ago, in case you missed it, has to do with affiliate links. They are now a no-no. Any

links in your resource box have to go to a top level domain that YOU own. You can redirect to an affiliate sales page, but the domain has to be your own. This makes affiliate marketing a little tougher if you're promoting many products.

Another thing you might want to know is that there are certain topics that they just won't let you write about. One of them is PLR. You can't even mention the name PLR in your article, pro or con. As an article directory, they don't even want to acknowledge the existence of PLR material. Safelists and FFA sites are also on the no-no list, as well as mentioning any brand of drug by name.

---

There you have it. We've given them some important info about what's going down at Ezine Articles. All that's left is the closing.

### **Closing**

This is the ballgame folks. Whatever came before this was put there for the purpose of setting up your closing. It's kind of like in baseball. Your setup man is there to pitch the 8<sup>th</sup> inning so that your closer can close out the 9<sup>th</sup>. Well, this is it. This is where you earn your money. If you blow this, you might as well not even bother with email marketing because all you're doing is wasting a lot of words.

So let's take these one at a time.

### **Question:**

We're going to use the same one as in our intro example.

Can You Use An Extra \$<fill in amount>?

---

If you want to pick yourself up a great book with some more killer ways to make extra money online, check out my Honest Income Program. In the first section, I show you where you can find tons of freelancing opportunities all over the Internet. Some places pay as much as \$200 for a single article.

You really want to check this out.  
<link>

---



That product in my closing sold 200 copies a month for a whole year, a good number of them because of emails like these.

**Offer:**

We're going to use this subject and the intro that went with it.

Free Report On How To Do Niche Research

---

If you want to pick up a great book that goes into niche research in detail, visit my site at:

<http://www.Your-Domain.com/>

You'll learn everything from keyword research to picking out products to sell. I cover every nook and cranny on the Internet for doing complete research on any niche. And the best part...it's FREE.

---

Short and to the point. If your prospect is at all interested in this subject, this report is as good as in his hands.

**Sensational:**

We're going to use the subject that I sent out to my list about the guy who tried to cheat me out of \$2,500.

I Was Robbed Of \$2,500 By A Well Known Marketer

---

If you've been ripped off yourself, don't panic. I've got a site that exposes every scam and scammer that I have run into over the years. You can find it at:

<http://www.Your-Domain.com/>

Just check out Weekly Picks. You'll find all the good AND the bad that exists on the Internet.

---

Now, you're probably wondering what I get out of sending people to a review site. Well, some of the reviews are good, and in some cases I actually endorse products that I believe in, and of course, use my

affiliate links to do it. Review sites are a great way to make a nice side income online. What makes this site work is that there is just as many bad reviews as good reviews, if not more.

### **Informative:**

Let's use this one.

Ezine Articles Shakeup Gives Article Marketers Fits

---

If you're having problems getting your articles to work for you, check out my critically acclaimed book on article writing and marketing. You can find it at:

<http://www.Your-Domain.com/>

You'll learn everything you need to know about article writing and marketing those articles either for pay or to promote products online.

---

Again, if this is something the prospect is interested in, they're at least going to check out the site. This is one of my best selling books because of emails like these.

There you have it. Everything that you need to put together an email to your list that should more than get the job done. If you go through my emails, you'll notice that they are:

1. Short and to the point.
2. Provide good content.
3. Have a short and good call to action at the end.

If you're thinking it can't be this easy, it is. Your list is not looking to be dazzled out of their seats. They're just looking for good content that is going to help them with the problem they're having.

And this method will work no matter what niche you're in.

# Safelists

Safelists are slightly different than mailing to your opt in list, primarily because these people don't know you and thus...don't trust you...yet. But, that can change. The trick is to know how to reach these people.

But first thing's first...What are safelists?

A safelist is a list of individuals who, simply by being members of the list, have permission to email each of the other members of the list. The number of times they can email vary from list to list. Some lists allow you to email the other members daily, others only allow you to email once a week. So unlike your personal opt in list that you can email any time you like, safelists have limitations.

Having said that, safelists, when used properly, can bring in a nice monthly income at no cost...something that you can't do with your own opt in list if you're using a service like Aweber or Get Response.

The key to making safelists work is to find safelists that are responsive. There aren't a lot of them, but here is a short list of the best safelists online.

[GOT SAFELIST NETWORK](#)

[ADTACTICS](#)

[ADSOLUTION](#)

[GLOBAL SAFELIST](#)

You can't get any better than these. However, please don't get the idea that this is a plug 'n play system. Communicating with safelist members is an art...one that has to be learned.

I've spent over 5 years mastering it and I'm going to share all my secrets with you here.

First thing is first. If you're hawking acne cream, forget it. Safelists aren't going to do you any good. The people who join safelists are income opportunity seekers. They are interested in one thing and one thing only...making money online.

That's the hot button you have to push. The question is, how do we push it? You don't want to come off as a slick talking salesman. You need to give them something that has value, just like your list. The only difference is, these people are strangers, so you can't communicate with them in quite the same manner.

For one thing, they're not expecting content from you, so certain approaches that work with your opt in list won't work as well with safelist members.

What I have found to be the best method for reaching safelist members is the offer, especially if it's a free offer.

So what I am going to do is now reprint here my most successful safelist emails. These are the ones that end up building my opt in list and ultimately making me sales. I have never shared these with anybody else...ever.

Here they are.

### **Email 1: Subject - Free Report On How To Do Niche Research**

Hi:

One of the keys to being successful online is being able to properly research a niche to see if it has the potential to be profitable. I have put together a free report that shows you just how to do this.

You can pick up your copy here.

<http://www.Your-Domain.com/>

Finding the proper niche can mean the difference between thousands in earnings each month and no income at all.

What have you got to lose?

To YOUR Success,

Alex Major

<http://www.nicheempires.com/>

Notice how it is short, to the point and stresses the benefits of getting this report. This safelist email has generated quite a nice opt in list for me.

## **Email 2: Subject - Blowing The Lid Off The Lies Of The Internet**

After 5 years of earning a living online, I thought it was time that somebody blew the lid off of all the lies that have been spread by those who are only looking to make a buck off of unsuspecting folks who are just trying to earn an honest living from home.

Below is a link where you can get my FREE report, "Blowing The Lid Off The Lies Of The Internet." That's right. It won't cost you anything and it just might save you a ton of grief if you're trying to run a home business.

You have nothing to lose and everything to gain by reading this report. Here's the link where you can get your copy.

<http://www.Your-Domain.com/>

If you have any questions at all, please feel free to email me using the email address in the report.

Sincerely,

Your Name Here

This email has also built me a nice sized list. If you opt in, take a look at how I've monetized the report.

## **Email 3: Subject - 30 Niches Completely Researched...Handed To YOU On A Silver Platter**

Hi:

Let me just cut right to the chase.

If I could save you countless hundreds of hours in finding proven profitable niches, would that be worth five minutes of your time?

Good.

I spent the better part of those hundreds of hours looking for niches that would be easy to break into because of very little to ZERO competition, and thus easy to monetize.

I came up with 30 of these niches. They're all fully documented with a proven product to sell, or several proven products. Promotional methods are also laid out in simple step by step fashion. The demand is there and the competition is very little.

The amount of time you'll have to put into these is minimal.

I am 100% sure that using any ONE of these niches, you will make an easy income online.

Okay, so why am I giving them away after putting in all this work?

Well, for starters, I'm not giving them away. I'm not that crazy. And if you're wondering what it would cost for somebody to research 30 niches for you, you're looking at \$3,000 per niche or close to \$100,000.

And that's IF you can even get anybody to do this for you.

Niche research is one of the closest guarded secrets as it is.

But handing over a niche fully researched???

NOBODY is going to do this for you...except me.

But why? Why don't I just keep them to myself and monetize them myself if they're so great?

That is a fair question and I'm going to give you an honest answer.

I don't have the time.

I'm already running a very time consuming number of businesses. I'm a copywriter, author, marketer and a number of other things, and I just don't have the time to start taking these niches...as good as they are...and using them. And the last thing I want is to let them go to waste.

So I am selling a limited number of these packages at an insane price. I'm not going to tell you how many packages or the price. For that, you're going to have to go to the web site below.

But I promise you this much. If you grab a hold of this package...which will be gone very soon, I assure you, you're going to have something that is truly unique in an industry that has become accustomed to putting out so much crap and so much rehashed garbage that I am sometimes ashamed to be associated with it. That's why I came up with Niche Research Revolution. It's probably my greatest product, and I've made quite a few good ones. This one I'm truly proud of.

Therefore, in order not to devalue it, this is a limited release at this low price. After so many units are sold, the price goes up considerably. That's a fact you can count on.

There you have it. So if you want to get a product that has done practically all the work for you (yes, you will have to do some on your own) then you don't want to miss this, that is unless you really DO want a truly push button business (which doesn't exist). In that case, save yourself the time and don't go to the site. This is for serious people who realize that what I have done is most of the work and certainly all of the hard work.

This is the site


<http://www.Your-Domain.com/>

It truly is one of a kind.

If you have any questions at all, you can send me an email from the site itself.

Sincerely,

Your Name Here

  
This isn't a free offer, but read the copy, especially the subject. This email is one of my best sellers for a very small niche. Please take your time to really go through this email. There is gold in it.

## **Email 4: Subject - 4 Steps To Building Your Biz – FREE**

---

Hi:

I'll just get right to the point.

I make an incredibly good living online, so I decided that it was time to start giving something back.

Below, you will find a link to a site that will give you the solid foundation that you need to build an online business, regardless of what kind of business you want to get into.

Rather than go into details here, just go to the site and read the page.

It's short, and the information is FREE.

I promise you that this will be the best thing you ever did for yourself if you're really serious about trying to start a business online. If you're not serious, then maybe you don't need this. But if you are, you can't NOT have this information.

As I said, I'm incredibly successful.

If you need proof, here's a video I made of just a few of my online accounts.

<http://www.Your-Domain.com/>

You may not ever get an opportunity from anyone else again. Most people are just out for the almighty dollar. Well, I've got it and let me tell you something. It doesn't buy happiness.

This is the site where you can get your FREE report.

<http://www.Your-Domain.com/>

If you have any questions, just drop me an email.

Send it to:

[your-email-address@your-domain.com](mailto:your-email-address@your-domain.com)

Put "4 Steps To Building A Successful Business" in the subject.



I promise to get back to you within 24 hours.

Believe it or not, you CAN make a living on the Internet.

Sincerely,

Your Name Here

---

My 4 Steps newsletter is probably my most popular. It is my second biggest list. This email is a big part of that reason. Again, take it apart and understand what makes it work. Straight forward, to the point and NO hype.

Safelist members are sick of the hype and sick of being sold to. Give them something that makes them feel like you're not just another scammer.

But here is my best email. And when you see the subject, you'll know why.

**Email 5: Subject - FREE Report Tells WHY You're Broke**

---

Hi:

I'll make this short and to the point. Below, you will find a link to a free report that will explain to you the 3 reasons why you can't make money online. The report will then give you a resource that will change everything you know about earning a living on the Internet.

I'll leave it at that.

This is where you can get your free report.


<http://www.Your-Domain.com/>

Any questions about anything, just email me.

Sincerely,

Alex Major

<http://www.nicheempires.com/>



It's my shortest email and also my most effective. This email has gotten me thousands of subscribers. Do you understand why this works? It is making a VERY bold statement, saying it knows why the prospect isn't making any money online. Truth is, anybody who actually reads this probably ISN'T making any money due to the nature of the people who use safelists.

That's why this is so effective.

Again, if you're not in the "make money online" niche, you're not going to get any results from safelists so don't waste your time. But if you have any kind of B2B offering such as web design, copywriting, and so on, you've got a good shot at making sales through safelists IF you use the techniques I've outlined above.

# FFA Hosting

FFA hosting has some similarities to safelists in that these are also mostly income opportunity seekers. Notice I said mostly. Some FFA posters are just regular folks with websites who are simply trying to get other people to see them. Some of these sites aren't in the make money niche. So the targeting here is not quite as tight as with safelists. In addition to that, FFA Hosting is not free. Having said that, FFA Hosting can be much more profitable than safelists.

The question is...why?

The answer has more to do with the structure of FFA Hosting as opposed to Safelists.

With safelists, you basically are reaching the same member base each day. Sure, you get a few new folks on a daily basis, but for the most part, safelist memberships don't change much from day to day.

With FFA sites, each day you're getting a new set of leads. Sometimes the turnover in leads is 100% for certain sites. So you're reaching more new people each day. There are pros and cons to this.

Pros: You're targeting more people.

Cons: You don't have as many opportunities to convert a prospect.

As you know, it takes about 7 shots at somebody before you convert them into a buyer. With safelists, you get quite a few shots at these people. With FFA hosting, not so many. Therefore, you have to make each email sent to these people count. They have to be longer and they have to be more compelling. You want to get them to your site the FIRST time they see your email.

To this end, you have to write one damn compelling email. Well, I have tested tons of these over 5 years and this one beat them all. I am going to share the subject and the content and explain in detail why I use the subject I do. It is perfectly legal given the TOS of FFA sites, which I will also explain later.

**Subject: I'm Sending This Email In Regard To The FFA Ad You Posted At <Site Name>.**

Hi:

I'm answering the ad you posted the other day. If you'd like to speak with me about this reply, I can be contacted at the number below. I am really looking forward to our chat.

I know you're very busy, but there is something you need to know about your ad and it's very important. See, I used to post these same ads a while ago myself. I did it for 14 hours a day, 7 days a week. I did it for 5 months straight. Believe it or not, I didn't make one DIME from those ads. Trust me, you won't either. Nobody sees them. I finally discovered this from a retired school teacher in Indiana who also directed me to a site where I found advertising methods that actually work. Since using them, I have made over \$197,000 online. Need proof? Just send an email to:

[your-name@your-email-address](mailto:your-name@your-email-address)

Put "Really Need Help" in the subject

I will send you a Camtasia video of my income PLUS a report on how to set up your business correctly. The video itself CAN'T be faked.

I know you really need help. I've been there. Problem is, I can only help you if you'll let me. So many people are skeptical of others and that's understandable. There are a lot of crooks online. But I assure you that I am truly and honestly trying to pull you out of this mess you're in. You'll either believe that or you won't. If you don't, I completely understand and wish you luck in your search for success. If you do believe me, then go to the site below and pick up some advertising methods that work. I use them and can swear by them. They DO work.

This is the site

<http://www.Your-Domain.com/>

If you have any doubts of my success, by all means, send for my video. Go to Google and look up my name. You'll find over 650 pages on me. I'm being straight with you. I know what I'm doing. Running a business online is not easy, but with proper advertising methods it CAN be done. But if you need more incentive, upon receipt of your payment, I will send you 2 of my books on ad writing and article

writing, on me. That's a \$64 value alone. Please don't let skepticism prevent you from having the success that YOU deserve. Go to the above site TODAY! Tomorrow you can write and thank me.

Sometimes we only get ONE chance to succeed.

This one is YOURS. Please take advantage of it.

Sincerely,

Your Name Here



Okay, here is why this subject is acceptable given FFA hosting TOS.

When a person posts an ad to an FFA site, they have to sign off on an agreement. It's pretty long and quite honestly, most people don't read it. Part of the agreement reads as follows:

***You agree to receive one email from each FFA site in our system that your ad gets posted to.***

It then goes into the penalties for false spam accusations and the like. Yes, there are a lot of spam complaints with FFA sites because people don't read. However, you are covered. For one thing, all emails go through the FFA site's servers, so you are completely safe. They take all the risk. That's why this is a paid service.

This email has generated tens of thousands of dollars in affiliate sales and I'm not even really an affiliate marketer, having created my own products now for several years. Still, this is one of my most successful campaigns and I will continue to use it for as long as FFA sites are in existence.

Which brings us to the nitty-gritty of this whole thing.

What are the BEST FFA sites?

There are a few. One you can join on your own if you're so inclined. It's [VERETEKK](#) and it's probably the best one out there.

The others all come under the [SECRETS OF THE BIG DOGS](#) program which is nothing more than just FFA Hosting and doing it in a way that brings residual income. I've been promoting this program for over 5 years using the kind of emails you just read above. Very effective.

Okay, in the next chapter, I'm going to go over some things about email marketing that you probably don't know. These are the facts and figures that you need to know in order to know when the best times to email are, among other things.

This stuff is priceless and you probably won't find it anywhere else.

# Email Marketing Stats

A lot of people think stats are boring and useless. Well, let me tell you, without these stats, I wouldn't be as successful as I am sending my emails. Probably the most important stats have to do with when you actually send your emails.

As marketers, we tend to forget how the outside world behaves. Well, I've done some extensive research in this area. Some of it I got from trial and error and some of it I got from actually talking to a lot of people online over the course of 5 years who I have sent emails to.

You essentially have two main targets.

The first is your husband or wife who works. These people have very common patterns, especially in this technological world that we live in.

Naturally, this is a generalization, but for the most part, these people's days are like this.

7 AM – Wake up

7:30 AM – Leave for work

8:30 AM – Arrive at work

8:30 – 9 AM – Check email

9 – 5 – Work

5 – 6 – Travel home

6 to 7 – Dinner

7 to whatever – check email, work on home business (for those who have home businesses)

So what's your best time to reach these people?

Either 8:30 to 9 or at 7 to about 8 at night.

Okay, why does this matter?

Well, for one thing, in all our email examples, you can control when your emails go out. So if you're emailing your list, safelist, FFA posters or whoever, you want to send your emails between those hours.

But, as you know, time zones are different all over the world. Your 8:30 in the morning might be my 1 PM. So the question is which time zone is the best? Is there a time zone that's the best?

Well, here's where I had to do some more research. And this didn't come totally from my own experience, though most of it did.

I checked my sales going back 5 years. Do you know where the majority of my sales come from?

New York.

And, if you want to know where my most sales come from as far as time zones, that would be the East coast of the United States.

So, if you're going to do any emailing at all, the best times to send are when the people on the East coast of the United States are arriving at work.

But why? Why does it matter when you send the email? Can't you just send it at 6 AM? They'll still see it when they get to work, right?

Wrong!

The emails that are sent early in the morning or late at night are buried on page 2 or 3 or even further back in their email program. And most people just don't have the patience to look through all that junk. But the emails that just arrived will be the ones that people WILL notice and WILL open.

This is not theory. This is fact. I send out a group of emails at this time and then check my hit counter. It literally goes nuts. I start getting clicks to my emails like crazy. And it doesn't matter if it's my list, my safelists or my FFA sites. The clicks come pouring in and so do the sales. Usually most of my sales come in before 9 AM each day.

If I do more than one mailing in a day, I'll do my second mailing around 7 PM. Now, between the two times, either 8:30 or 7 PM, the time that performs better for me is 8:30. My theory is that some people, after a hard day of work, just don't feel like getting on the computer.



Now, I said there were two main targets, the first being the husband or wife who goes to work. The second target is the housewife or Mr. Mom who stays home.

These people have similar patterns but I find that this group is also very active online around 1 PM. Why? Probably because they're having lunch and taking a break from housework, so they hit the computer and check their emails. So this is another good time for emailing but not quite as good as the other two times I mentioned.

What about days though? Are there some days that are better than others?

Well, once again, I have been tracking statistics of open rates, sales, opt ins and just about everything else for over 5 years now and the results have been steady for the entire time. What follows is a list, in order, of the best to worst days of the week to send emails to your list, safelists, FFA posters, or whoever.

Wednesday – 22.8%

Thursday – 19.7%

Tuesday – 19.6%

Monday – 15.1%

Friday – 13.7%

Saturday – 5.0%

Sunday – 4.0%

There you have it. Your best marketing day is Wednesday. Sunday is almost a waste of time to do anything. Now, your results may vary slightly, depending on the niche you're in, but I don't think they'll be off by much.

## **ISPs**

With all the spam filtering going around, it's important to know what ISPs are going to be the best and worst at delivering your email. Here's where I needed a little help in compiling this info, so I got a hold of a third party service to test email deliverability for me and this is what I came up with, not that any of it surprised me.

AOL is the absolute worst at a 12% open rate.

Yahoo is right behind them at a 21.2% open rate.

Hotmail is next worst at 30%.

So if your list, safelist, FFA site or whatever is made up of mostly these addresses, forget it...you're wasting your time.

That's why I love the FFA sites and safelists that I use. They do NOT allow these addresses to be used. As a matter of fact, there are some safelists that have such a long list of banned addresses that you wonder what addresses they DO allow.

## **Conversion Rates**

Okay, this varies widely. Conversion rates for email marketing greatly depend on who you're sending the email to, meaning your list, safelist or FFA posters. Also, the niche you're on will greatly influence the conversion rates.

Here are 5 years of conversion rates for everything that I have personally tracked.

Opt In List – 10.73%  
FFA Sites – 2.19%  
Safelists – 1.46%

IM Niche – 2.47%  
Health Niche – 1.36%  
Dating Niche – 1.27%  
Music Niche – 1.08%  
Digital Photography Niche – 1.02%

You will notice that my top performing niche is IM. So much for IM being tough to crack. Now granted, in the IM niche I do create my own products where in the other niches I promote affiliate products. So this might have something to do with it.

In the next chapter, I'm going to cover a very important part of email marketing...actually getting your emails delivered. With the aggressive spam filters of today, delivery is tougher than ever. Well, I've experimented with just about every trick in the book and I'm going to reveal some things to you that may or may not surprise you. My gut tells me that some of them will.

So let's continue.

# Email Deliverability

I have no doubt that you have read all kinds of things about email deliverability, including getting your email address whitelisted with all the major ISPs and so on. Well, let me give you the straight deal on this.

Don't waste your time.

Let me explain why with a very simple example.

You contact AOL and Yahoo and all those big guys and go through all that red tape to get your domain whitelisted. Great. Then some affiliate of yours spams the hell out of the Internet with your URLs and you're on the blacklist so fast your head is spinning.

You don't have to do one thing wrong to get blacklisted. Spam complaints, regardless of whether you have done anything or not, will get you blacklisted...end of story.

Now, you can go on throughout your life making a business of contacting ISPs and filling out forms, or you can just go through the process of creating emails that aren't likely to get filtered regardless of what domain you have. I have one domain that has been on the blacklist thanks to stupid affiliates for over a year now, and yet I still have over 98% deliverability of my emails.

The reason is because I don't try fancy tricks with my emails and write to people like they're supposed to be written to.

In other words, you see all those neat little things that marketers do like spelling free...

FR33  
F.REE  
FR.EE

And a whole lot of other variations? Guess what? They don't work. Today's spam filters are actually looking for all these tricks and as a result, your emails will actually have less chance of being delivered with them than if you just spelled words the way they're supposed to be spelled.

Now, having said that, there are a few things that you want to try to avoid when sending emails because they will lower your deliverability. I'm going to go over some of the main ones here.

## **Email Addresses**

This has nothing to do with the domain. I'm talking about the front part of your email address. Email addresses like [Joe123@domain.com](mailto:Joe123@domain.com) will have a lower deliverability than [Joe@domain.com](mailto:Joe@domain.com). The reason is because most spammers will use email addresses with numbers in them. So spam filters look for these addresses. So refrain from using numbers in your email address.

## **Content**

Sad to say, certain kinds of content, legit or not, is going to be labeled as spam. For you people who are in the adult niche, forget it. Email marketing is going to be extremely difficult for you to break into. Just about any keyword associated with this niche will trigger most spam filters.

Another problem, and this is so ironic given that this is something you MUST do when email marketing, is the actual can spam disclaimer and removal instructions. Most ISPs, when they see these, will issue spam points for them. I find this amusing considering that if you don't use them, you're actually spamming. Life is way too funny sometimes.

## **Spam Score**

Okay, let's actually talk about spam score and what it really means.

ISPs realize that legitimate emails may contain some words that fall in the area of spam but the email itself is legit. That is why each word and infraction is given a score. Some words carry a heavy penalty and some are extremely minor. It's when all these words add up that our email is classified as spam.

But what's the spam score that puts us over the edge?

**Essentially, a spam score greater than 5 is going to put us at great risk of having our emails not being delivered by the major ISPs.**

Okay, so how do we calculate this?

That's where the real problems come in. I have tested several spam score programs and compared the results of one to another for the same email. The results are staggering to say the least.

The differential between spam scores using no less than a half dozen spam detectors can be as great as 3 points. That could easily be the difference between being labeled as spam and not.

So what do you do? Well, this is the theory that I have developed and it has worked very well for me so far. Use the highest score as your benchmark. In other words, if you use six different programs and your scores are as follows:

2.7  
3.5  
2.6  
4.2  
3.1  
**5.2**

Assume that the 5.2 is the most accurate and that your email could very well be marked as spam. Yeah, I know, it's human nature to want to believe the best and look at the 2.6 score and say "we're safe" but my experience has been that in many cases, the highest score is the most accurate.

Why do I say in many cases?

Each spam calculator has a different algorithm. That means each one uses different keywords. A spam score of 5.2 for certain keywords may only be that high because it is including keywords that other programs don't use. A different email may trigger a lower spam score for that filter while another filter that scored low on a previous email scored high on a different email.

In other words, the spam detector that scored the highest on email one may score the lowest on email two. The scores will NOT be consistent for each program. In most cases, yes, there will be some consistency. But in some cases, you will find anomalies.

Here is a list of keywords that are pretty consistent throughout most filters along with their scores. Do NOT take this as gospel but only a guideline.

Reverses aging 3.37  
'Hidden' assets 3.28  
stop snoring 3.26  
Free investment 3.19  
Dig up dirt on friends 3.12  
Stock disclaimer statement 3.04  
Multi level marketing 3.01  
Compare rates 2.83  
Cable converter 2.75  
Claims you can be removed from the list 2.70  
Removes wrinkles 2.69  
Compete for your business 2.57  
free installation 2.51  
Free grant money 2.50  
Auto email removal 2.36  
Collect child support 2.33  
Free leads 2.29  
Amazing stuff 2.26  
Tells you it's an ad 2.21  
Cash bonus 2.20  
Promise you ...! 2.15  
Claims to be in accordance with some spam law 2.11  
Search engine listings 2.09  
free preview 2.07  
Credit bureaus 2.03  
No investment 2.01  
Serious cash 2.00

Now, there is a huge list of words that trigger between .2 and .5 for most filters, which isn't very much at all. You will notice that "free" is in this list, meaning that it isn't the big offender that people think it is, at least not by itself. And there are ways to get around the word free anyway that I will show you in a second.

Anyway, here's the big list.

4U  
Accept credit cards  
Act now! Don't hesitate!  
Additional income  
Addresses on CD  
All natural  
Amazing  
Apply Online

As seen on  
Billing address  
Auto email removal  
Avoid bankruptcy  
Be amazed  
Be your own boss  
Being a member  
Big bucks  
Bill 1618  
Billion dollars  
Brand new pager  
Bulk email  
Buy direct  
Buying judgments  
Cable converter  
Call free  
Call now  
Calling creditors  
Cannot be combined with any other offer  
Cancel at any time  
Can't live without  
Cash bonus  
Cashcashcash  
Casino  
Cell phone cancer scam  
Cents on the dollar  
Check or money order  
Claims not to be selling anything  
Claims to be in accordance with some spam law  
Claims to be legal  
Claims you are a winner  
Claims you registered with some kind of partner  
Click below  
Click here link  
Click to remove  
Click to remove mailto  
Compare rates  
Compete for your business  
Confidentially on all orders  
Congratulations  
Consolidate debt and credit  
Stop snoring  
get it now  
Special promotion

Copy accurately  
Copy DVDs  
Credit bureaus  
Credit card offers  
Cures baldness  
Dear email  
Dear friend  
Dear somebody  
Different reply to  
Dig up dirt on friends  
Direct email  
Direct marketing  
Discusses search engine listings  
Do it today  
Don't delete  
Drastically reduced  
Earn per week  
Easy terms  
Eliminate bad credit  
Email harvest  
Email marketing  
Expect to earn  
Fantastic deal  
Fast Viagra delivery  
Financial freedom  
Find out anything  
For free  
For instant access  
For just \$ (some amt)  
Free access  
Free cell phone  
Free consultation  
Free DVD  
Free grant money  
Free hosting  
Free installation  
Free investment  
Free leads  
Free membership  
Free money  
Free offer  
Free preview  
Free priority mail  
Free quote



Free sample  
Free trial  
Free website  
Full refund  
Get paid  
Get started now  
Gift certificate  
Great offer  
Guarantee  
Have you been turned down?  
Hidden assets  
Home employment  
Human growth hormone  
If only it were that easy  
In accordance with laws  
Increase sales  
Increase traffic  
Insurance  
Investment decision  
It's effective  
Join millions of Americans  
Laser printer  
Limited time only  
Long distance phone offer  
Lose weight spam  
Lower interest rates  
Lower monthly payment  
Lowest price  
Luxury car  
Mail in order form  
Marketing solutions  
Mass email  
Meet singles  
Member stuff  
Message contains disclaimer  
Money back  
Money making  
Month trial offer  
More Internet traffic  
Mortgage rates  
Multi level marketing  
MLM  
Name brand  
New customers only

New domain extensions  
Nigerian  
No age restrictions  
No catch  
No claim forms  
No cost  
No credit check  
No disappointment  
No experience  
No fees  
No gimmick  
No inventory  
No investment  
No medical exams  
No middleman  
No obligation  
No purchase necessary  
No questions asked  
No selling  
No strings attached  
Not intended  
Off shore  
Offer expires  
Offers coupon  
Offers extra cash  
Offers free (often stolen) passwords  
Once in lifetime  
One hundred percent free  
One hundred percent guaranteed  
One time mailing  
Online biz opportunity  
Online pharmacy  
Only \$  
Opportunity  
Opt in  
Order now  
Order status  
Orders shipped by priority mail  
Outstanding values  
Pennies a day  
People just leave money laying around  
Please read  
Potential earnings  
Print form signature

Print out and fax  
Produced and sent out  
Profits  
Promise you ...!  
Pure profit  
Real thing  
Refinance home  
Removal instructions  
Remove in quotes  
Remove subject  
Removes wrinkles  
Reply remove subject  
Requires initial investment  
Reserves the right  
Reverses aging  
Risk free  
Round the world  
S 1618  
Safeguard notice  
Satisfaction guaranteed  
Save \$  
Save big money  
Save up to  
Score with babes  
Section 301  
See for yourself  
Sent in compliance  
Serious cash  
Serious only  
Shopping spree  
Sign up free today  
Social security number  
Stainless steel  
Stock alert  
Stock disclaimer statement  
Stock pick  
Strong buy  
Stuff on sale  
Subject to credit  
Supplies are limited  
Take action now  
Talks about hidden charges  
Talks about prizes  
Tells you it's an ad

Terms and conditions  
The best rates  
The following form  
They keep your money -- no refund!  
They're just giving it away  
This isn't junk  
This isn't spam  
University diplomas  
Unlimited  
Unsecured credit/debt  
Urgent  
US dollars  
Vacation offers  
Viagra and other drugs  
Wants credit card  
We hate spam  
We honor all  
Weekend getaway  
What are you waiting for?  
While supplies last  
While you sleep  
Who really wins?  
Why pay more?  
Will not believe your eyes  
Winner  
Winning  
Work at home  
You have been selected  
Your income

Okay, how do you get around the "for free" or "no cost" problem? Say you want to say in your email, "My report is for free" or "You can get my report at no cost." Either one is going to get you hit with a couple of percentage points. What I do is use a saying that means the same thing but doesn't use any words that trigger the spam filters.

Here's what I do.

"You can get my report without digging into your wallet."  
"You can get my report without spending a penny."

They say the same thing as free, but without the "free" trap.

Works like a charm.

Okay, what are the top online free spam checkers and what kind of results can you expect to get from them?

Well, to answer that, what I've done is put together an email that is almost certain to have the spam filters go wild and then I ran it through the sites.

Here's the email.

Email Address: [Joe123.@aol.com](mailto:Joe123.@aol.com)

Subject: Free Report On Making Money Online

Message:

Hi:

Want to make a lot of money online? I've got a free offer that is almost impossible to pass up. You'll receive:

Free hosting  
Free leads  
Profits

All risk free!

All you have to do is go to the site below and order now!

Sincerely,

Steven Wagenheim  
[Joe123@aol.com](mailto:Joe123@aol.com)

Okay, first thing I did was run it through this site:

<http://emailspamtest.com/>

I received the following spam score and explanation

Your **TOTAL SPAM SCORE** for your e-mail was **5.3**.

**How To Interpret Your Score:**

The higher the score, the more likely the e-mail will be considered spam by ISPs, which means the more likely it is to get filtered out. Note these levels...

**0.0 - 4.5** nice and clean, no problems except tiny ones below; no action required

**4.6 - 7.0** the strictest may object; clean up the easy-to-find issues (below)

**7.1 - 10.0** getting into dangerous territory; clean up any big issues and the easy-to-find smaller penalties

**10.1 - 13.0** likely over ISP limits; review and clean

**13.1+** major problems; overhaul needed -- systematically clean, point by point and then re-test (this may require two or three checks).

**In order of importance, here are the mistakes that we found in your e-mail...**

- (1.5 points) BODY: Free Leads
- (1.1 points) URI: Includes a link to a likely spammer email
- (0.9 points) From: ends in numbers
- (0.7 points) BODY: Risk free. Suuurreeee....
- (0.5 points) Subject starts with "Free"
- (0.3 points) From: does not include a real name
- (0.3 points) BODY: Encourages you to waste no time in ordering

Now notice that the score is only 5.3 and that they say that over 13 is when you're really in serious trouble. I don't agree with this at all. Anything over 5 and you're flirting with danger. I expected this score to be higher, but then again, it's a short email too.

I then sent an email (yes, this site requires you email them) to:

<http://www.enetplace.com/spam-checker.html>

I got back the following report:

Your **TOTAL SPAM SCORE** for your e-mail was 4.9.

**How To Interpret Your Score:**

-----  
The higher the score, the more likely the e-mail will be considered spam by ISPs, which means the more likely it is to get filtered. Levels...

0.0 - 4.5 - nice and clean, no problems except tiny ones below; no action required

4.6 - 7.0 - the strictest may object; clean up the easy-to-find issues (below)

7.1 - 10.0 - getting into dangerous territory; clean up any big issues and the easy-to-find smaller ones

10.1 - 13.0 likely over ISP limits; requires good review and cleaning up

13.1+ major problems; overhaul needed -- systematically clean, point by point and then re-test (this may require two or three checks).

-----

In order of importance, here are the mistakes that we found in your e-mail...

(1.5 points) BODY: Free Leads

(1.1 points) URI: Includes a link to a likely spammer email

(0.9 points) From: ends in numbers

(0.7 points) BODY: Risk free. Suuurreeee....

(0.3 points) From: does not include a real name

(0.3 points) BODY: Encourages you to waste no time in ordering

(0.1 points) An exceedingly large amount of HTML coding is often used to disguise common spam phrases. Consider reworking slightly.

(0.0 points) BODY: HTML included in message

They seem to use the same formula and yet the score is lower. Strange.

I then sent the same message to:

<http://www.boomerang.com/Static/SpamChecker.aspx>

I got the following back:

| Spam Checker Results                              | Score      |
|---|------------|
| BODY: Free Leads                                  | 1.5        |
| URI: Includes a link to a likely spammer email    | 1.1        |
| From: ends in numbers                             | 0.9        |
| BODY: Risk free. Suuurreeee....                   | 0.7        |
| Subject starts with "Free"                        | 0.5        |
| From: does not include a real name                | 0.3        |
| BODY: Encourages you to waste no time in ordering | 0.3        |
| <b>Total</b>                                      | <b>5.1</b> |

Notice the score of 5.1

I then sent it to:

<http://www.americaint.com/spam-filter-messagetest/spamcheck.asp>

And got back the following results:

### Your TOTAL SPAM SCORE for your e-mail was 5.3

#### How To Interpret Your Score:

The higher the score, the more likely your e-mail will be considered as spam by ISPs. Messages with higher scores have a higher probability of getting filtered before reaching their recipients.

**0.0 - 4.5:** Reasonably clean. No problems except the minor ones below; clean up any easy-to-find issues.

**4.6 - 7.0:** Moderate penalty score. Clean up as many issues as possible (below)

**7.1 - 10.0:** Getting into dangerous territory; clean up any large issues and the easy-to-find smaller penalties

**10.1 - 13.0:** Likely over ISP limits; review and clean

**13.1+:** Major problems; a good overhaul is needed. Systematically clean point by point and then re-test (this may require two or three checks).

#### Here are the issues we found in your e-mail...

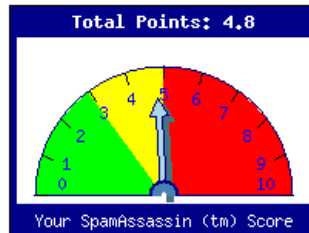
- (0.3)** From: does not include a real name
- (0.5)** Subject starts with "Free"
- (0.9)** From: ends in numbers
- (0.3)** BODY: Encourages you to waste no time in ordering
- (0.7)** BODY: Risk free. Suuurreeee....
- (1.5)** BODY: Free Leads
- (1.1)** URI: Includes a link to a likely spammer email

Again, we're in that 5.0 area. So far, these have all been consistent.



I then ran the email through my Aweber account. Now, I value Aweber's service and trust them for spam scores.

Here's what I came up with from Aweber.



Your message is below the 5 points needed to appear as spam but you might want to try to lower it a bit just to be safe.

| Points | Criteria  |
|--------|---|
| 0.8    | Subject starts with "Free"                        |
| 1.0    | From: ends in numbers                             |
| 0.6    | BODY: Risk free. Suuureeee....                    |
| 0.4    | BODY: Encourages you to waste no time in ordering |
| 1.5    | BODY: Free Leads                                  |
| 0.5    | URI: Includes a link to a likely spammer email    |

Notice it's the lowest score of all of them. Now, what if they're wrong? What if this is really a 5.3 email? If 5.0 is the severe cutoff point, that could mean the difference between your emails being delivered and not being delivered.

Okay, there is a bigger lesson in all this and here it is.

Take spam scores with a grain of salt. They're only meant as a guide and not something you should write in stone. Sure, a score of 1.0 is a lot better than a score of 10, but for the most part, rely on your common sense and NOT on software.

In the next chapter, we're going to go over one of the most important aspects of email marketing, especially when you're talking about building your own list.

More specifically...how they heck do you get these people to opt in to begin with? I mean, if you can't build a list, the emails aren't going to do you any good.

# Ways To Build Your List

All the email tips you've received so far, at least as far as your personal list, are meaningless unless you know how to effectively build that list in the first place. Now, there are tons of ways to build your opt in list. However, the ones that I'm going to go over here are the ones that I have found to be the most effective.

## **Newsletter**

I'm talking about a REAL newsletter and not just a bunch of follow-ups where you're making one sales pitch after another. You want to provide a steady diet of real and useful content to your subscribers. One of my newsletters is 52 weeks long. That's a year of solid information.

But you can't just stop there. So many newsletters are a drag to try to read. So in addition to informing your list you want to keep them interested. That means you can't write like a dry rock. You need to put some life into your writing, or 52 weeks can seem like an eternity.

Now, mixed in with your content, you can throw in an occasional sales pitch. If you've given your subscribers some great content, they're not going to mind. And the ones that do and unsubscribe, they were never going to buy anything from you anyway. A newsletter is a two way street, believe it or not.

## **Free Report/Download/Software**

Give something away. It could be a report on the niche you're in. It could be a download of some kind. Maybe a piece of software that performs a valuable function in the niche.

If you give your opt in something that is really useful in exchange for their email address, they're not going to mind. The best use of this is with a free product that is limited as to what it can do, where the paid version is much better than the free version. Look at sites like Wordtracker. Their free keyword research tool is fine, but the paid version is just awesome for getting long tail keywords. This is a perfect example of how the free product almost sells the paid version all by itself.

## **Free Ecourse**

This is more than just a free report. I'm talking about a complete ecourse on some topic for free. Now, I know what you might be thinking. Isn't that like giving a valuable ebook away for nothing? If I do that, what do I sell them?

This is the kind of scarcity mentality that people like Frank Kern and John Reese have gotten away from. They have really moved the free line. They give stuff away that most marketers charge for. It's no wonder these guys are multi millionaires.

If you want to really impress your list, give them a complete ecourse on list building or copywriting or article writing or something that is really going to help them with their marketing efforts.

## **Contest**

This is a really great way to build an opt in list quickly. Run a contest. Give the winner a great prize. Either give them a great cash award or a product of yours for free.

The only downside to contests is that you can't run them forever. Eventually, you have to pick a winner. So usually running contests to build your list is a short term quick list builder. However, if you promote it heavily enough, you can build a huge list in a very short period of time.

## **Free Membership**

If you have a member's site, offer free membership for a brief amount of time so that they can see what they get if they become a paid member.

This works great when you have membership sites that get new content each month, such as if you have a niche marketing membership where they get a new product, sales page and squeeze page each month. After getting the first month, they're going to want to get more in the coming months.

This will also work very well with a membership site that provides a service like Aweber. Can you imagine giving somebody a month free to build an opt in list. After they've built a decent sized list in 30 days,

they're not going to want to give up the membership and more likely than not, they'll become a paid member.

## **Articles**

Today, everybody is into article marketing. Marketers have learned that content is king. Well, imagine offering something like 10 to 20 articles just for the opt in. Think a ton of people won't jump on this?

Then, what you do is offer a paid membership where each month, the member gets more articles for a reasonable fee.

The great thing about this income model is that you can outsource the article creation as long as you have a large enough membership base to make it worth your while.

## **Free Promotion**

I did this with one of my first products. I offered to promote the prospect's opportunity in my advertising directory. I offered the first month free and then after that, for just a small fee, they could continue advertising in the directory.

If you have a site that is very visible with a lot of traffic and a high PR, you can easily get people to go for this, especially since all it's costing them is an opt in.

About 20% of those people will continue on and pay for advertising in the coming months.

These are just a few ways to build your opt in list. They all work if you put the time in to make the offer worth while. Remember, for the subscriber, it's WIIFM (What's in it for me?)

Now, you can use these techniques with your safelist AND FFA emails. I find that they work just as well with them as they do with submitting articles to directories.

Next chapter...Can Spam Act

# Can Spam Act

All of the above methods that I've given you utilize outside resources to send your emails so as to take away most of your liability. However, it is important that you understand the Can Spam Act, especially if you plan to setup your own autoresponder on your own domain.

Here is the complete Can Spam Act.

## What the Law Requires

Here's a rundown of the law's main provisions:

**It bans false or misleading header information.** Your email's "From," "To," and routing information – including the originating domain name and email address – must be accurate and identify the person who initiated the email.

**It prohibits deceptive subject lines.** The subject line cannot mislead the recipient about the contents or subject matter of the message.

**It requires that your email give recipients an opt-out method.** You must provide a return email address or another Internet-based response mechanism that allows a recipient to ask you not to send future email messages to that email address, and you must honor the requests. You may create a "menu" of choices to allow a recipient to opt out of certain types of messages, but you must include the option to end any commercial messages from the sender.

Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your commercial email. When you receive an opt-out request, the law gives you 10 business days to stop sending email to the requestor's email address. You cannot help another entity send email to that address, or have another entity send email on your behalf to that address. Finally, it's illegal for you to sell or transfer the email addresses of people who choose not to receive your email, even in the form of a mailing list, unless you transfer the addresses so another entity can comply with the law.

**It requires that commercial email be identified as an advertisement and include the sender's valid physical postal address.** Your message must contain clear and conspicuous notice that the message is an advertisement or solicitation and that the recipient can opt out of receiving more commercial email from you. It also must include your valid physical postal address.

## Penalties

Each violation of the above provisions is subject to fines of up to \$11,000. Deceptive commercial email also is subject to laws banning false or misleading advertising.

Additional fines are provided for commercial emailers who not only violate the rules described above, but also:

"harvest" email addresses from Web sites or Web services that have published a notice prohibiting the transfer of email addresses for the purpose of sending email

Generate email addresses using a "dictionary attack" – combining names, letters, or numbers into multiple permutations

Use scripts or other automated ways to register for multiple email or user accounts to send commercial email

Relay emails through a computer or network without permission – for example, by taking advantage of open relays or open proxies without authorization.

The law allows the DOJ to seek criminal penalties, including imprisonment, for commercial emailers who do – or conspire to:

Use another computer without authorization and send commercial email from or through it

Use a computer to relay or retransmit multiple commercial email messages to deceive or mislead recipients or an Internet access service about the origin of the message

Falsify header information in multiple email messages and initiate the transmission of such messages

Register for multiple email accounts or domain names using information that falsifies the identity of the actual registrant

Falsely represent themselves as owners of multiple Internet Protocol addresses that are used to send commercial email messages.

## **Additional Rules**

The FTC will issue additional rules under the CAN-SPAM Act involving the required labeling of sexually explicit commercial email and the criteria for determining "the primary purpose" of a commercial email. Look for the rule covering the labeling of sexually explicit material in April 2004; "the primary purpose" rulemaking will be complete by the end of 2004. The Act also instructs the FTC to report to Congress in summer 2004 on a National Do Not E-Mail Registry, and issue reports in the next two years on the labeling of all commercial email, the creation of a "bounty system" to promote enforcement of the law, and the effectiveness and enforcement of the CAN-SPAM Act.

See the FTC Web site at [www.ftc.gov/spam](http://www.ftc.gov/spam) for updates on implementation of the CAN-SPAM Act.

The FTC maintains a consumer complaint database of violations of the laws that the FTC enforces. Consumers can submit complaints online at [www.ftc.gov](http://www.ftc.gov) and forward unwanted commercial email to the FTC at [spam@uce.gov](mailto:spam@uce.gov).

There you have it. Know it inside out because ignorance of the law is no excuse. If you think people haven't been sent to prison for spamming, think again.

It happens.

# Responding To Inquiries

This is an area that I have yet to see covered in any book on email marketing. Know why? Because nobody REALLY knows how to handle it. The reason is because there are way too many variables involved in responding to inquiries. And let me tell you, after 5 plus years in this business, I've yet to run out of surprising email inquiries. Some I almost don't even believe.

Still, if you want to have a successful business, you have to learn how to respond to these questions, and some of them are TOUGH questions. I'm going to go over the most common questions I've run into in the "make money online" niche and show you how I handle them. These responses normally get me one of two things.

1. A sale
2. A thank you.

If you think a thank you isn't worth anything, it is. Many of these people write to me down the road telling me that they thought about what I said and realized that I was right. Many end up becoming customers. I had one guy who wrote to me in 2005 and became a customer of mine in 2007. That's right, it took two years. But because I was straight with him, he remembered who I was.

Okay, let's get to the tough questions.

## **How much does it cost?**

You NEVER put the cost of something in your ad. So if they haven't gone to the web site yet to look at the product or service then they haven't seen the page that contains the price info yet. So how do you answer this? You DON'T tell them how much it costs. You ask them the following question. "How much do you think something like this SHOULD cost if it's everything I said it was?" If they quote a price that's higher than the actual price you then tell them. "Well, it's only \$X." They'll be surprised and most likely will become a buyer. If they quote a price that's lower than the actual price you simply say this to them. "Then no offense, you're dreaming. There is no way you're going to get something of this quality for that price. If you think you can I suggest you do some shopping. You'll see that I'm right." At this point one of two things is going to happen. They'll either say, "Okay,

I'll do that". Or they'll continue asking questions which means the price hasn't turned them off just yet.

### **Can you GUARANTEE it will work?**

There are only two ways to answer this. If it's a product like, say a spot remover, and it comes with a guarantee, you can tell them that you can guarantee it. Most likely the product comes with a money back guarantee so if it doesn't work they can get their money back. But what if the product is a method for making money on the Internet? Nobody can guarantee Internet marketing success even though so many products claim such guarantees or your money back. They do this because they know that most people will not bother asking for a refund. And if they do ask for a refund the company doesn't care. They make more than enough money off of the unsuspecting new marketer. Those are the people those companies take advantage of. So in your case the answer to the question is simply "No, I can't guarantee it but if you don't get the results you want you can get your money back within x number of days."

### **What success have YOU had with this product?**

Another simple answer, though this really should have been covered in the ad. Simply tell them your experience with the product. Be sincere and don't over hype it. If anything, downplay it just slightly. If they say to you that it doesn't sound like a glowing recommendation, just tell them you didn't want to make it sound like the greatest thing since sliced bread. You wouldn't believe a word of it. I'm just trying to be honest with you. Trust me, at this point you practically have the sale.

### **Will YOU help me if I need help?**

This is not as easy an answer as it seems. If you're selling web hosting as a third party then the truth is you CAN'T help them with their hosting issues. They have to go through the hosting company. Tell this person that but also tell them that if they can't reach the hosting company for any reason or there is a problem that is not being resolved that you WILL contact the hosting company on the customer's behalf. In other words you can only do what you can do. Just make sure you at least do that much. Sometimes just knowing you're there to talk to will sometimes be enough. Get used to it. Customers are sometimes your friend for life...at least for the life of the product or service. Of course if the product is your own then you absolutely



assure them that you will help them all you can, even as far as set up and use of the product. This is where you need a lot of patience.

### **Can I see documentation of your success?**

If you have it, send it. If you don't, tell them you don't actually have anything you can send but you can send them testimonials by other customers. Don't fabricate proof. If they are that skeptical that they need to see something in writing the chances of them becoming a customer are slim to none anyway. Don't knock yourself out over this one.

### **So, how does this thing work?**

Strange question? Not at all. Many things you will sell on the Internet are information products such as, "How To Cure Allergies." Trust me. You're going to get the wise guy call you up and ask you how these allergies are cured. What's used? They're trying to get you to TELL them what's in the informational product so they don't have to buy it. When you see this coming there is only one way to handle it. You simply tell them that if you told them that they wouldn't have to buy the product and that would be bad business on my part. They'll laugh, say okay, tell you they'll check it out and at that point it's 50-50 if they'll buy. Don't sweat it. People who try to con you out of your legitimate product are not worth your time. Be polite but don't waste a lot of time with them.

### **I've been lied to so many times. Why should I believe YOU?**

This is probably the hardest question to answer and if you think it won't be asked you better think again. I find the best way to answer this is to take the focus off of yourself. Remind them of the product guarantee. Tell them if they're not happy they can get their money back. Tell them that if you weren't on the level you wouldn't have taken the time to reply to their email in such detail. And yes, you better reply to all their questions in detail. Show them you really care. Eventually your sincerity, without actually answering the question, will convince them.

Maybe you've noticed a pattern with these responses...it's called honesty. I know, a lot of Internet marketers think this is the wrong way to handle your business, that if somebody asks you if you can guarantee if this works you're supposed to say, "Absolutely!"

That's not the way I do my business and it is my professional opinion that you don't run your business that way either.

What about time frames for responses?

I have an autoresponder for my main accounts that send out an email that says, "Thank you for your inquiry. I'll be getting back to you within 24 hours."

You can make the time line anything you want, but make one. Don't leave your prospects hanging. I'm going to fill you in on a little secret. Most people who run online businesses DON'T get back to their prospects. I can't tell you how many people write to me and say something like, "I can't believe you actually wrote back, and so fast. Most people I write to never get back to me or it takes weeks to get a reply."

If you're first starting out, responding promptly to an inquiry shouldn't be a problem. If your business is really growing, get a help desk. Customer support is absolutely the most important part of your business.

# Email Formatting

There are just a few things I want to go over as far as email formatting only because they will directly affect the readability and/or deliverability of your newsletter. That's really all that matters. Everything else is just glitz.

## **HTML VS TEXT**

This battle has been going on since HTML emails became a reality. You're going to hear all kinds of arguments for and against each kind of email. I'm not going to get into the battles. All I'm going to do is give you my personal experience from 5 plus years of email marketing. Ultimately, YOU have to decide which direction you're going to go in. I strongly suggest, before using either HTML or text, that you test each out and see what works better for you.

HTML emails look great, if you're a good designer. There is no question about that. I have seen some HTML emails that literally blew my socks off. Professional doesn't even begin to describe them.

I knew I couldn't make HTML emails that were going to be sharp looking enough to do the job that they were supposed to do, so I did something I don't normally do...I had a pro design some for me.

I then sent them out to selected lists and also to some safelists that allowed HTML emails. Now, there is one thing you DO need to know. Not every email client has the capability to read HTML emails. In addition to that, some people turn off the HTML reading capability in their email readers. For example, if you use Horde, you can turn off the ability to read HTML emails. My account by default had this option turned off. Point is, the nature of HTML emails means that fewer people are going to be able to read them. How fewer? That's the question that I needed answered by doing my split testing.

My results in extensive testing showed that my open rate for text emails was 17.2% while the open rate for my HTML emails was only 12.7%. That's a 4.5% difference. That's more than 4 less emails opened for every 100 sent. So if you have a list of 10,000 people, that's 400 fewer emails opened for a mailing. If you're converting at 1%, that's 4 fewer sales. If each sale is \$47, that's \$168 lost.

But, supposedly HTML emails convert better. So okay, how much better did they convert for me? Remember, these figures will probably be better for some niches than for others, so like I said, test this out on your own niche.

My stats, after testing, showed that the text emails converted at 2.27% while the HTML emails converted at 2.36%. That is not much of a difference. So, the increased conversions were not worth the lost emails that didn't get read or delivered.

Yes, delivered.

Some ISPs will add a spam score to an email IF it is in HTML format. So, this could be an additional reason why emails don't get read. They simply didn't get delivered.

As a result of my testing, I no longer send HTML emails. It hasn't hurt my business one bit and this year I've had a record breaking year.

Like I said, test this for yourself. I am confident that you will find that your open rates for HTML emails will be bad enough that the increased conversion won't help.

## **Paragraph and Line Formatting**

Part of what I'm sharing now has to do with email readers and part has to do with human nature.

Let's start with email programs first.

Not all email programs wrap text. In other words, let's say you have a line that's 150 characters long. In programs like AOL's email reader, they'll wrap that text at whatever width you set your email reader to, so you don't have to worry about the text going off the screen or so wide that the reader has to scroll across. That is very annoying and if your email reads like that, in most cases, the person on the other end won't read it.

Because of this, you want to format your lines so that they are no more than 90 characters across. That way, you don't have to worry about the person on the other end not being able to read it easily.

As far as paragraph formatting, length is important. You really don't want your paragraphs to be more than 4 or 5 lines if you can help it.

Long paragraphs are very hard to read. So keep your paragraphs as short as possible or you're going to lose the interest of your reader.

## **Signatures**

You want to keep your sig lines short. These should be no more than 2 or 3 lines. If you can't say what you have to say in order to get somebody to your site in 3 lines or less, then you have to rethink your copy.

## **Opt Out Link**

I absolutely HATE when marketers put about 5 inches of white space between their signature and the opt out link. This is a sure fire way to tick people off and get them looking for that link to unsubscribe.

The link should be no more than a half an inch or two lines below your signature.

## **Links**

This is something that so many people don't think about. You MUST include two types of links in your email, regardless of whether it's affiliate, your own, cloaked or not cloaked. One link should be plain text and the other should be HTML for AOL and some other users.

If you have an AOL account like I do, text HTML links are NOT clickable. So you have to copy and paste the link into your browser in order for it to be viewed. Some people are going to be too lazy to do this. So leave out the HTML link at your own peril.

# Designing Squeeze Pages

I am no graphic artist by any stretch of the imagination, as you are about to see. Yet, my squeeze pages get me thousands of opt ins. Want to know why? Because ultimately, when all is said and done, all people really care about is content. As long as your squeeze page doesn't look like a 5 year old did it, you'll be fine.

Here are some of my best squeeze pages for you to look at.

[4 Steps To Success](#)

[Real Truth About Internet Marketing](#)

[Blowing The Lid Off The Lies Of The Internet](#)

[Why Affiliate Marketing?](#)

[Free Report On Doing Niche Research](#)

[Why You Can't Make Money Online](#)

Okay, just take a quick look at these and then we'll go over what makes them good squeeze pages.

## **Compact Copywriting**

Squeeze pages are nothing more than just condensed sales pages. They start off with an eye catching headline, a brief paragraph or two as an introduction, some bullet points giving the highlights of what they're getting and finally the opt in form.

The great thing about squeeze pages for free reports is that you don't need guarantees or pricing gimmicks or anything like that. The information you're giving away is free. All you have to do is show your prospect why they need the information in the first place.

## **4 Steps**

The key to 4 steps is the bullet points.

- 4 **Simple** Steps for getting your business off on the right foot

- My 4 major **RANTS** that you better know to have any chance of succeeding
- The 7 basic ways to make a living online
- The only 3 ways to get meaningful information on the Internet
- 6 **CRITICAL** keys to establishing your business
- The one thing that if you **don't have it** will flush everything else **down the drain.**
- 13 **cheap** or even **FREE** of the best resources to get information online
- The best ways to advertise on the Internet
- How to create sales letters that convert
- Online businesses that you **MUST** stay away from
- How to deal with online payment processors so that you don't get your account closed
- How to simply test and track your ad campaigns without going into hock doing it
- How to think like a prospect so that you know how to sell to one
- And so much more...

Imagine getting all this for free. This is my best converting newsletter, not only in the number of subscribers but in the sales that I get from it. Please look over the whole newsletter and understand what makes it work so well.

### **Real Truth**

This is a very short newsletter but very effective.

## **"The REAL Truth About Internet Marketing...Finally!"**

Ever wonder why you can only seem to make so much money online before you just can't make anymore?

Well...you can stop wondering. This tell all report will give you the answers that you've been looking for. You may not like hearing it...but at least you'll finally know why.

## **Blowing The Lid**

This is a real short squeeze page that essentially comes down to a heading and a subhead along with an ecover.

# **"FREE Report Reveals The Biggest Lies Of Making Money Online"**

[Blowing The Lid Off The Lies Of The Internet](#)



This is another top squeeze page of mine. The key?

The headline says it all...Free Report Reveals The Biggest Lies Of Making Money Online. If you're targeting the right crowd, you'll get plenty of opt ins.



## **Why Affiliate Marketing?**

This is another squeeze page where the headline does all the work?

**“Want To Be  
A Killer Affiliate Marketer?...”**

**Find Out If  
Affiliate Marketing Is Right  
For You”**

This headline actually serves two functions.

First, it asks the question if the person wants to be a killer affiliate marketer. Who doesn't?

Second, it tells them that they'll find out if affiliate marketing is right for them. This way they get to see if this is something that they might want to do, thus saving them time if they see it's something that's not quite what they're looking for.

## **Niche Research Report**

This is another one where a headline and an ecover do all the work.

**"FREE Report Reveals Basic Step By Step  
Process For Doing Niche Research"**

**Niche Marketing Research...In Plain English**



It tells them EXACTLY what they're getting...a step by step process for doing niche research.

Not only is this one of my best newsletters, but this book, I've been told, is one of the best books anybody has given away for free.

### **Why You Can't Make Money**

This was my first squeeze page and my first report. It has built me a list the size of Texas. And yet, the whole thing is the headline and the ecover. That's it.

## **"FREE Report Explains WHY You're NOT Making Money Online"**

[My Secret Articles](#)



That just about says it all. This report is going to explain to the prospect why they're not making money online.

Do you see a pattern to my squeeze pages?

Right, they are all short and to the point except for my 4 steps newsletter. That's the only one that I really put my copywriting chops to the test. But all of these squeeze pages perform well.

Point is, get to the point. You don't have to write a novel. Tell the prospect what you're going to give them. You don't have to give them a full blown story. They're not spending any money. Of course you DO need to make this known.

I am the laziest squeeze page creator in existence (as you can see) and yet I have thousands of opt ins to all my newsletters.

Sometimes less is more.

# Some Final Words

I left out a lot of technical mumbo jumbo that I felt wasn't important enough to include in this book. My goal here was to show you how to put together an email campaign that converts to sales and how to put together squeeze pages that actually get people into your email campaigns to begin with.

If I left something out, ultimately, it's not important, at least not important enough to waste your time and bore you to death with.

Email marketing is an art that all comes down to communication. If you give people what they want and expect, you'll find that the sales will follow. If it sounds simple it's because it is.

Marketers make it complicated.

Anyway, that's all I have for now. Please make sure you study the example emails and squeeze pages. If the approach works for me, it should work for you too.

To YOUR Success!