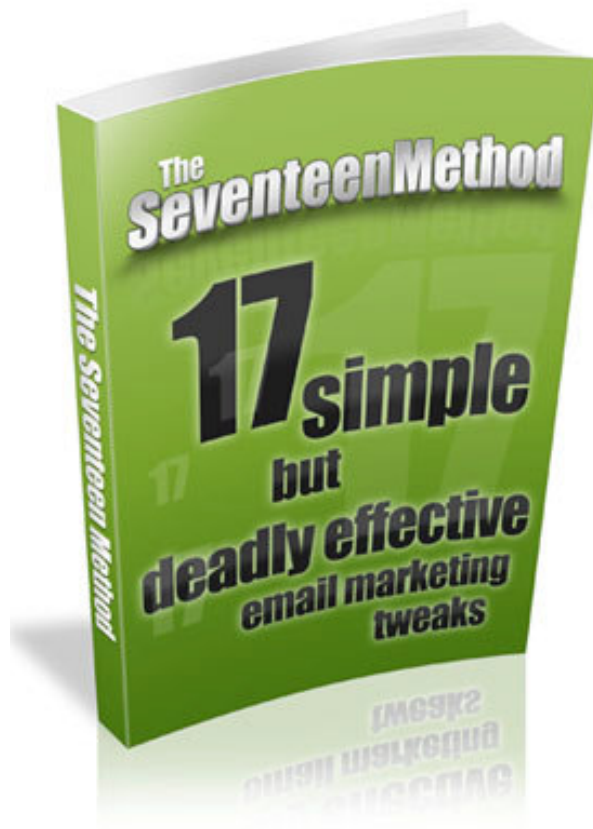


The Seventeen Method

**17 Simple But Deadly Effective
Email Marketing Tweaks**



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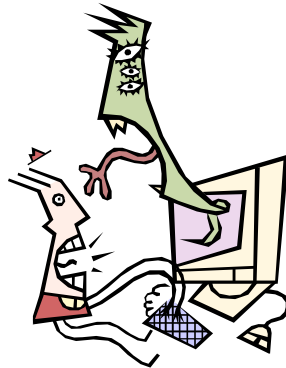
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Introduction

Dear Reader,

Some aspects of internet marketing look too complicated and scary to even think about, let alone *start to do*



Email marketing was one of these for me. Email marketing is an over-complicated term that basically means sending emails out to your list to persuade them to buy products from you.

I wrote this information down because my email marketing system was in a mess – I was making very little money from it and people were unsubscribing because they were getting the same sales email time and time again, or the course they'd signed up for wasn't arriving.

My system needed a complete overhaul – which I did by setting up a simple tracking system. REALLY simple, and I also just rethought my whole email marketing strategy. This book is about what I did.

The results though were spectacular, and from very small changes too.

There are two lots of good news about this – firstly it's turned out that this information can be used by anyone to learn about how email marketing works, and secondly, I've made hundreds of thousands of dollars from it – which means that if I can do it – so can you.

Sending out emails to your list or lists sounds pretty easy – you just send them and wait for the money right?

Well yes – if things go to plan that is exactly what happens. But when you have multiple lists and multiple offers on the go, it's easy for things to run away from you – they did with me – which is why I wanted to look at what I was doing a little more.

Making money from email marketing is not rocket science, to use a cliché, here's how I did it –

1. I simply created a checklist to keep track of which of the methods I'm going to show you I used on each particular list.
2. I started using the methods in this book

Does that sound way too simple to believe?

I agree – but it works like you wouldn't believe.

Here's a list of the **major & immediate benefits** my simple checklist brings to my business every day:

- ◆ I sell more of my own products
- ◆ My sales increase for the resell right and PLR products I sell
- ◆ My affiliate income increases and I get more affiliates
- ◆ I gain more incoming links to my sites, which increases my page ranking
- ◆ I attract more JV partners

Obviously all the points above make a huge difference in my income. It can for you too.

If you haven't yet got a list you'll need one – that's covered a little later.

Once you've seen how profitable sending a few simple emails to a list can be you'll never look back.

But it gets better – apart from the points above, look at these:

These **secondary benefits** provided a major increase in my various income streams:

- ◆ They introduce old subscribers to other sites of mine
- ◆ I increase the number of testimonials I receive
- ◆ My residual income from existing sites increases each month
- ◆ I'm cross-promote each list to subscribers on other lists

And there's yet more.....

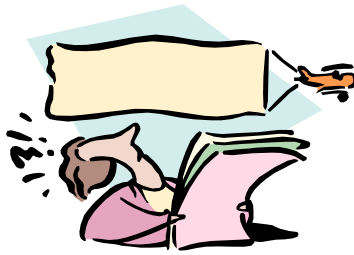
These final examples might seem a little more peripheral, but they still have a considerable effect on my online presence, virtual reach and income streams:

- ◆ Increases my viral marketing traffic
- ◆ I sell more of the products I download from several monthly membership sites I've joined (usually in niche areas and under different names)
- ◆ I built up my back-end income with multiple sales to customers
- ◆ I sell older products, once again, by introducing them to newer audiences
- ◆ Get more good feedback from my subscribers

By following these techniques, you can do the same for your business. All it takes is a little thought and some organization to make huge improvements to your tracking and information gathering processes. The more you know about what works and does not work with your specific style of doing business will make critical decisions easier to make.

--- * ---

Do you have a list?



This is only a brief overview of list building and list basics.

You'll almost certainly have heard the internet marketing community taling about their 'lists' – 'the gold is in the list' or 'how can I build a list' or whatever.

The term 'list' is an east way of talking about a single or double opt-in mailing list of subscribers that have agreed to let you send them information from time to time.

This information can be just that – information. Or more likely it can be a sales email. 'I have a new product, here's where you can buy it' or an affiliate link for someone else's product or to advertise your new website or whatever you like. Hopefully you get the picture.

To get people to sign up for your list, you usually have to give them something in return – a free ebook or report, a monthly newsletter, access to a free membership site etc. Again anything that people want and you can provide will do the trick.

In return for this 'freebie' they give you their email address and permission to mail them

Most people now recommend using double opt-in methods where someone submits their email address to you then has to click on another link, sent to them in an email, to confirm it's really them (not someone just using their email address)

Single opt-in means that you can accept an email address immediately and start mailing. The problem arises if someone wanting your freebie has put

another person's email address in the opt-in box on your website. You could theoretically get into trouble for spamming in this way.

Which is why I and most marketers use double-opt in. It's safer but you lose a percentage of people who don't bother to confirm their address.

Strangely enough most gurus recommend double opt-in but actually use single opt-ins themselves. Go figure.

The little opt-in boxes you see on sites where people are asked for their email addresses are usually provided by mailing list management companies (also called auto-responder services) such as Aweber or Getresponse.

I use [Aweber](http://www.aweber.com) - <http://www.aweber.com> and can't really comment on other services.

Your service will give you HTML code to put on your opt-in page (the one where you offer to swap your freebie or newsletter for your customers email addy and permission) so that a little opt-in box appears.

This usually asks for name and email address. It asks for name so any messages you send can be personalised – 'Dear Colin' or whatever.

Your service will also automatically add the persons details to your mailing list when they opt-in.

Once you've swapped enough freebies and you have enough names you have a mailing list. I made a living from 1000 names and now have over ten times that. Certainly not huge in IM circles but more than enough for full time marketing.

Once you have your list you can look deeper into the workings of your service and start using follow-up messages. These are pre-written messages that are automatically sent by your service at intervals pre-determined by you.

So for *example* when someone signs up to your list the sequence might go like this:

Immediately after sign-up – They get a welcome message and details of where to download the freebie

Day 2 – (i.e. 2 days after signing up) A message saying you hoped they liked the freebie

Day 4 – A message telling them that you also sell an ebook which is related to the freebie and they can get it from your site, and you include the URL

Day 5 – A message saying you're offering free information on another subject and they can sign up for that freebie at

(Note – they're now on two lists so you can sell different types of product)

Day 6 – A message saying you now offering a mentoring service at \$500 a month and they can sign up at

So each person who signs up for your original freebie goes through the follow-up message process.

The beauty of the system is that it's all automated – all you do is see the sales come in – and you can keep adding follow up messages advertising products. Forever if you wish (or until they unsubscribe)

That's it – a really basic overview of how a mailing list works.

If you haven't got one then start getting one.

Now let's look at how to make money from it.

Here we go....



Your first step is creating a simple checklist - one or two pages will do - that you can print out and save. Repeat it for each list that you have, and keep them all in one binder. After a while you won't need to look at them to know what you're doing but it helped me at the start.

Boring I know – nobody likes keeping records but when I started doing this my profits went up 5 times. Your choice.

There is only one reason for doing this – because if you don't, you simply will not know which combinations of the methods (that follow in the rest of the book) work, and which don't.

If you prefer keeping your records on your computer, create a spreadsheet with Excel that can have all your lists in the same place, right in front of you when you open it up.

On this spreadsheet you would have one row for each checklist item and one column for each list you have. It might be handy to create another list for your marketing ideas, with one row for each idea and one column for each list.

This makes comparison of one list to another easy and quickly useful if you want to see how you used a particular checklist or idea in the past.

This system will create a haven for your notes about future marketing ideas you want to try and comments on the success rate of those ideas you used in the past.

Useful Tip: How To Add A Status Factor To Your Checklist

Once you have your Excel checklist organized, simple visual clues can be easily added that give you the status of all your marketing ideas at one glance.

#1...On your **idea checklist**, leave the background white, or use another colour, for every column in the checklist that hasn't yet been marketed to with that single idea.

#2...Use a different background color to indicate **multiple ideas** for any column list...maybe different shades of the same color, one to indicate **actual usage** and another shade to show **no usage yet**.

#3...A third background color will mark an idea that you've actually implemented on various lists. A simple "+" or "*" could tell you if the idea was successful or not and a "-" would indicate not much success.

What you're designing here is a quick, at-a-glance spreadsheet that will let you keep track of your ideas and your successes all in one place, saving time and frustration.

A paper version of this Excel spreadsheet could be even simpler to create if you do not like the digital version described above.

Just write down your idea for that specific email cross it out when you've completed it, or cross out only part of your note if you only complete part of it. Don't totally obliterate it, just put a line through it so you can read it later if you need to.

This will make your email techniques easier to track and to visually display the results of the ideas you've tried.

In that way you'll be able to see a glance which of your lists is performing best, and which ideas have been tried out on them. I'm making a big thing out of what is essentially a simple task, but please do it.

Useful Tip: Do These Tasks Everyday To Increase Your Profits

#1...Turn **one** of your ideas into a follow-up email message to one of your lists **every day**!

#2...Whenever you add a new list to your projects, add it to your checklist and note your ideas for follow-up messages. Write those messages now...don't wait until tomorrow or next week.

#3...With every addition to your checklist, add a new follow-up message for that new item to your autoresponder.

#4...Each week be sure to schedule time to review old emails, looking for ways to enhance them, change the order or delete the ones that were not successful or old enough to sound dated.

A screenshot of an example Excel checklist follows.

Sample Checklist



Across the top are five names of separate email lists I've built.
Down the left side are some examples of follow-up messages I send.

There's room in the spreadsheet to note the rate of success, and comments for each idea.

Basically you need to know which emails that you send out get the most response.

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This sample checklist will give you something to look at while you are designing your own to suit your needs.

Make as many checklists as you need to keep track of different marketing strategies and separate email lists.

But putting it simply – the headings across the top are your different lists – one on the subject of viral marketing, one on product creation etc.

The headings down the left side are the email subjects for the emails you've written and the sequence in which they're sent to your various lists (or list if you're just starting out).

Once you find a sequence that works, you can keep the same format but change the product, freebie etc in each list depending on the subject.

If you have only got one list, well that's a good place to start, and by using my system, you should very quickly develop more than one list.

This simplistic method works extremely well....as we are about to see.

--- * ---

HELP! I've got a new subscriber – now what?



The main thing you need to do with a new subscriber is to KEEP THEM.

If they get nothing for the first two weeks from you except sales emails, the chances are they'll unsubscribe, never to be seen again.

BUT you also need to make them aware you're an internet marketer so don't be scared of offering (notice I didn't say 'selling') your products to them.

Before you do that though you should make sure they know who you are, all about you and how you work.

When someone signs up to my list or subscribes to my newsletter the same thing happens. I give them instant access to my newsletter back issues then leave them alone for a few days to read.

After that, the next follow-up email in the sequence goes out. It offers them a free report that's rebrandable, that they can give away from their own websites or to their own list that promotes one of my products. If they refer any sales they get 75% commission.

Notice that I've invited them to become a JV partner and now have them promoting my product but they still don't feel as though I've tried to sell them anything.

The next email in the sequence comes out 4 days later. It offers them one of my products that is related to selling other people's products (so it's relevant to the last email they got from me) and they can get it at a discount price. It's not exactly a OTO because it'll be available later but at a higher price.

So you see how it's starting to work.

My next email in the sequence offers a no strings freebie. A report which is helpful to newcomer internet marketers and they can give away or resell as they wish.

Of course there are viral links in this product to my other sites so of course it's great for me if they sell or give it away to other marketers.

The next email in the sequence recommends another marketers product. It's a great product that I like and use myself so I'm extremely comfortable promoting it and including my affiliate link so I get 60% of each sale.

My subscriber know that I'll get a cut of each sale and I don't try to hide this fact but the overwhelming feeling is one of *helping them along by recommending a good product that I use personally.*

So I'm earning by simply sending out emails.

Actually I'm not even sending them out – my autoresponder or list service is doing it for me. All I have to do is write the emails then stack them up and decide at what intervals they'll be sent out. If I write 20 emails and send them out a 5 day intervals I have over three months of email marketing that's automatically sent out for me.

As a new subscriber starts they start with email number one – the free access to my newsletter back issues. Then they go onto the others, most of which make sales.

It's a great system.

When you sit down to write your follow-up messages (a term for the sequence of emails you can load up into Aweber or getresponse) you need to put yourself in your subscriber's shoes.

Vary the emails – sales emails are fine as long as you give some freebies and some affiliate offers in there too. Keep it even.

It's also a good idea to sign up for your own list to get a feel for what it's like for the reader. I do this and once remember getting an email that was so obviously salesy and pushy it made me angry.

Then I realised it was one of my OWN emails. Needless to say I changed it very quickly.

Always remember though that you're in internet marketing to make money and this is nothing to be ashamed of. Your customers know this (they're not stupid) and genuinely won't mind sales emails if you also offer content and quality too.

This would be a good time to actually create a separate checklist item for each product you are selling. Do it for your own products and those you have the rights to. Months down the road, you will be able to see exactly what products you can sell and what email marketing strategies you've tried.

Here's an example:

1. Welcome to my list – free access to newsletters
2. Free report that's rebrandable so they can get 75%
3. OTO for one of my products
4. Freebie – no strings
5. Affiliate product recommendation
6. Remind them where my blog is
7. Sales email – one of my products about blogging (related to last email)
8. Affiliate products recommendation
9. Freebie – no strings

Etc.

You can see that I balance the emails so that they're varied each time the subscriber opens them. This is so they don't see my name on the header and think 'here we go again – what are they trying to sell me THIS time?'

Instead I want them to be interested and open the email (the whole point is to get them opened) with a sense of anticipation.

Ideally once they've bought from you, you can add them to a sub-list which targets emails towards the same topic as the one they've bought from you.

For example someone who bought a product about viral marketing could go onto your 'viral marketing' sublist and you could offer them products (both your own and affiliate) that are concerned with viral marketing.

You must still offer the freebies, but again these could be free resell rights or reports connected with viral marketing.

Promoting the same product in different ways, according to the main topic or purpose of each list, will help you to increase your overall conversion rate. When you use your checklist, each subscriber will receive your promotion in a distinctly targeted way that relates to their personal interests.

Here are the methods I use.

1. Using One-Time Offers (OTO)



Email marketing is a great way to put across what is lovingly called the 'One Time Offer' to customers.

Basically put – once someone has bought something from you, or are going through the buying process – it's a great time to try to sell them something else..

A "one-time offer" is a way of convincing your customer to buy on the premise that this is a special offer – usually discounted on with excellent bonuses – that will NEVER come their way again. If this don't buy this time they won't get chance to again. Ever.

The more dubious readers among you may assume that the one time offer will actually *always* be available because a sale is a sale after all, and there's no doubt that this goes on – you get an email offering you an OTO only to find out that it's actually available to everyone and anyone.

This doesn't instil confidence in the marketer and it'snot recommended but of course it goes on.

Now a OTO is usually presented during the sales process. You press the buy button and either just before or just after you complete the sale you're redirected to another page that offers you a related product or upsell or whatever as a one time only offer.

I use them myself to great effect.

However they're not as widely used in email marketing as they could be, and I think a lot of marketers are missing sales because of it.

If you offer a genuine OTO, this is what you're saying to your customer:

- #1. It will **cost much more** later
- #2. They **won't get the free, juicy bonuses** if they buy the product later
- #3. And they will **never have the option to buy that offer**, at that price, or with those bonuses, again.

One thing to consider, though, is the possible attitudes your one-time offer might generate with your new customers. They might consider the typical OTO 'urgent' tone and "Do This Right Now!" message to be aggressive and offensive since they just bought your product or signed up to your email course.

So what I do is send an email (already set in my follow-up list so it goes out automatically after a sale) that says something like – 'thanks for your sale. As a thank you for –purchasing I'd like to offer you an opportunity that won't be repeated

This works very well because it's not too 'in your face' or aggressive and takes a gentler tone that isn't invasive. Best of all it's automated.

If your customer is a new opt-in though you might not want to scare them off with more sales emails after they've just bought. So are their alternatives?

One valid option is to create a separate mailing list after a few weeks on a new topic and present the one-time offer there. Your new customers will be more receptive to your OTO at that time because you will have already become someone they are familiar with. In this way they can choose if they're interested by either signing up for or ignoring any offers you make inviting them to join a list on another subject.

It's a fine line and one that you'll only get right by trying both methods (hence the chart to keep records) – do you offer them another product in the form of a OTO whilst they're in the middle of, or have just completed the buying process?

Or do you build a second mailing list by asking buyers if they'd like information on a new topic, then introducing your OTO this way?

The main problem here is how to offer them a second product (at a discount) while they're still in the process of buying the first?

How to motivate them to buy not scare them away at the same time?

Here's a some thoughts:

Special Price Offers:

Offering your main product at a special price sounds easy and like a sure winner for your wallet, but think carefully about it before you do it.

Here's what happens if they go for it:

- ◆ People come to your sales page
- ◆ Buy your product
- ◆ You email them with your OTO
- ◆ They buy it at a discount

What's wrong with that? Well your customers had received your follow-up emails, they probably would have purchased the product at the regular price **anyway** (because of course all your products are factored into and added to your follow-up message list)

You just discounted and "one-time offered" yourself out of a chunk of your profits.

Don't give away the ranch before you have to is something to keep in mind. If they've already bought your product and then they buy your 2nd product at a discounted OTO who's to say they wouldn't have buy it anyway, and at FULL PRICE?

The answer is to split your list into 2 identical ones, and offer one the OTO and one the 2nd product at full price later in the follow-up messages sequence.

Of course the argument THEN would be that the OTO gets them to buy while they're 'hot' in the middle of a purchase.

You starting to see why a simple record keeping method is the only real way to optimise your profits?

Standard Price Upsell Offers:

If you have an upsell on your main product, you could offer the upsell at the normal price only for the one-time offer. Tell people that if they decide to buy later, the upsell will still be available, but at a higher price. **Again you need to stay honest and make sure that happens.** This covers you against the OTO being available later. I like this method because it's honest and up front.

And tell them how much they'll save by buying now – show them the actual dollar-value they'll save.

Time-Limited Or Quantity-Limited Bonus Offers:

This approach is on websites and in email offers all over the Web. Telling your customer to “**Buy Now** and get this bonus, or **Buy Later** and don't get it” is an incentive that works. Don't forget to remind them that the bonus is not available anywhere else, if that's true.

2. Using Marketing Partners To Help You Build Your List



One very effective method of increasing your sales is by enlisting an eager marketing partner or a group of marketing partners. Jimmy D. Brown, a highly successful and respected Internet Marketer, recommends this method for building your email list.

A marketing partner is a subscriber who wants to help you promote your site and your products, an affiliate, in normal marketing terminology. Each subscriber you get should immediately be offered an opportunity to become an affiliate for your products and make some money doing it.

For example becoming an affiliate for one of your Clickbank products and being paid 60% of each sale they refer.

Remembering the WIIFM (What's In It For Me?) approach to almost any offer, immediately lay out the benefits of becoming your affiliate before your subscribers wonder why they should do this.

You have to present them with something that will benefit them in a big way and, at the same time, promote:

- ⇒ **You**
- ⇒ **Your** websites
- ⇒ **Your** products
- ⇒ **Your** affiliate programs
- ⇒ **Your** email courses

There's four ways to get your subscribers to be your marketing partners, according to Jimmy:

- #1...** Get them involved in your affiliate program by offering them a rebrandable report or ebook, or the opportunity to rebrand the very email course they are reading.
- #2...** Become a JV broker by giving them a free report to promote a two-tier affiliate program. After they join the two-tier affiliate program through your link, you then rebrand the report and give it away
- #3...** Let them publish your viral marketing articles, with their affiliate link inside them. Both of you win with this one.
- #4...** Get them involved in several JV projects, like ad swaps, link exchanges, list-building co-ops, or invite them to co-author new products with you. This will pleasantly surprise your subscribers and you probably will get all the co-authors you need.

The techniques outlined above are simple to put in place and strong enough to generate a crew of affiliates, or marketing partners.

Here's a few more strategy suggestions that will build your email list for you:

If you run a blog on any Internet Marketing subject, or a niche topic, for that matter, you have several options you can exploit to recruit affiliates:

- ◆ Write your blog around some of your own products and always have a link to your affiliate page so you can increase the number of affiliates working to promote you and your products.
- ◆ Adding this link to your blog will send you interested subscribers all day long: ***"Tell others about this site and earn income."*** Just make sure the link points to the affiliate page.
- ◆ Create an informative, useful short report and give it away to your affiliates. Your new customer/affiliate will be able to promote the report without needing to design a web page or any of the other hundred things that need to be done before you can sell a product.

By now you must be thinking ***"What's In It For Me?"*** Remember that question?

Remember that "**The List**" is the most valuable part of your marketing arsenal. Without one, you have no one to market your products to.

Another way to do this is to simply give people the link to download your product, without insisting that they join your list. When they do that, you **offer a bonus** that is only available from you, and only if people join your list. That way, you're almost guaranteed to get them onto your list, particularly if the bonus is not available elsewhere and specifically designed to complement the initial product.

- ◆ You can use the usually successful **One Time Offer (OTO)** that the new customer sees and is tempted to buy, giving you all the income on that sale.
- ◆ You can always put **affiliate links** (or your own product links) inside the report, so you gain some back-end income.
- ◆ You could sell valuable reseller rights to your report, which allows your buyers to sell your report on their own website. You will lose the list-building capability, but you will gain additional income from the reseller rights sale. There's also the opportunities to gain backend sales from the links inside the report, either yours or an affiliate's.

The options covered above are only a few that will get you started gathering affiliates, or marketing partners. There's plenty more for you to check out and implement when you want to.

Think Outside The Box!

Remember that all marketing ideas are just that...ideas. Any one of them can be adjusted or enhanced to create a brand new method of generating income streams.

Don't be afraid to try new things or to spin an old idea into a fresh approach that might just amaze you and your accountant.

I even have one list - the turbo list - that gets quite a few sign-ups that tells people before they opt-in that this particular list is one that I will simply send sales emails to **all the time** and not to sign up for it if this bothers them. I find a lot of marketers sign up to this one to see how I do things!

3. Get Testimonials & Feedback Using Email.



Internet Marketing is really all about sales – but email marketing isn't all about *selling* - it's a communication device between you and your customers and subscribers.

And just like cattle and sheep used to provide our ancestors with everything they needed – meat, milk, clothing, grass cutting etc, so your email list, treated properly and with respect, can provide many if not all of your internet marketing needs.

Here's how to get that most elusive of creatures – the genuine testimonial – from your list.

New customers are always wary of buying from you if they've not done so before. Who wouldn't think twice about giving their credit card number to someone they've not dealt with before?

It doesn't matter if they are actually doing the purchase through PayPal or some other payment processor. To the customer, they are dealing with a complete stranger.

Because of this new buyer hesitation and all the media focus on various scams and identity theft, you have to find a way to immediately gain trust with your viewers so they will trust you enough to buy your product.

A good way to do this is to place testimonials from satisfied customers on the page where your customer is considering a click on the "Buy Now" button.

How do you get those testimonials?

Chances are you gave your subscriber something free just for subscribing to your opt-in list. It could have been an email course, a free report, a set of

informative articles or useful software. Once they've had time to read or use your free giveaway, simply send an email asking them what they thought of it.

If they send a reply stating that they liked your product and why, you have a **testimonial**. Email them back and ask if you can use their comments on your website or in emails to other customers. Adding a photo of the person within their testimonial is even a stronger enticement to buy from you.

If you get a load of good comments, spread them out, putting some on your squeeze pages, sales pages and in marketing emails. It works!

Why should they offer a testimonial?

Well if you use it on your website it's common to give a link to the testimonial giver's website in return. I get a fair bit of traffic from testimonials I have on other people's sites.

Pay particular attention to bad or negative comments! They are feedback and not testimonials!

If only **one person** complains about something specific that they didn't like, it might just be a personal preference of theirs. Maybe they didn't understand what to do or the content wasn't what they thought it would be or clear enough.

But if you repeatedly get the same **feedback**, it's time to look into why this is happening.

If you really want to increase the rate of feedback, either good or bad, offer an attractive bonus to anyone who submits feedback. Use a bonus that is not available elsewhere, create it yourself if you have to, and tell your subscribers that. If they know that the bonus is **only** available by giving you feedback on your product, newsletter or email course, they'll be more likely to give you feedback.

Asking for their opinion or comments on either your service or products, is **"feedback" and not "a testimonial."** Negative feedback can be very useful to the improvement of the service you provide and your future success. If your clients who respond to your request actually see the change they suggested appear on your page, they will feel like they made a real difference that counted. Send them an email thanking them for their suggestions and tell them where they can see the results of their suggestion.

Remember you must ask if you can use their comments as a testimonial.

Listening to your customers is probably the best marketing advice you can freely get.

4. Offering Someone Else's Product



If you sell your own product about viral marketing (again just an example) then great – but what happens when you need to follow up with another product on the same topic but you don't have one?

The answer is simple – use someone else's.

Promoting someone else's product as an affiliate or through a joint venture is a very good way of generating an increased per-subscriber dollar income return from your list.

You can start a whole follow-up message sequence up from just one of your own products. Actually you don't even need your own product – just a subject idea and you're away.

Using our example again – when I sell my viral marketing product to a customer, I write a new list of what follow up products I can make money from.

Goes something like this:

1. My viral marketing product
2. viral marketing freebies
3. viral marketing resell rights
4. viral marketing reports
5. MOST IMPORTANT – viral marketing affiliate products.

So While I will need viral marketing related freebies and reports to balance my list, I also need to do a couple of things

1. Visit Clickbank Marketingplace and do a search for 'viral marketing' Then I can build a hoplink (Clickbank term for affiliate link) and promote those to my list
2. Do google search for 'viral marketing' and find an vm products with affiliate programs that aren't on Clickbank.

With a little research and work I can have a 6 months campaign built in a few days, all centred around someone buying my original viral marketing product.

SIDE THOUGHT - Another method that might create email income for you is to promote and grow residual income opportunities on a regular basis. Residual income is income earned on an ongoing basis for sales or promotions done once in the past. Membership sites could be an example of residual income. You don't have to build your own – just find a membership site that pays affiliate commission (each month) on your related topic and mail your list about it.

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5. Another "Make Me A Marketing Partner" Tool



Many marketers spend hours of drudging depression and money trying to find JV partners by emailing gurus.

In fact one of the best JV sources you could possibly have is sitting right in front of you – your mailing list. These are people you already know like your products and want to earn money online – they're ideally y qualified to be your JV partners.

If you give your subscribers **multiple** reasons and methods to become your marketing partner, you might be surprised at the enthusiasm and interest you will generate, along with the increase in your income.

Here's how you do it:

Let's say that your first mail gift to your subscribers was a free report that they could rebrand and give away to their list. Your next email offer might be an email course that they can rebrand and upload to their autoresponder.

Perhaps, next, you could give them some articles to share with their own lists. Those articles would have your link in them and would help to drive traffic from their site to yours.

In order to make the search engines adore you, one-way links to your site are what you need to get now. If you provide some motivation to get them to provide that link back to your site will boost your own search engine positioning. To do that, run a survey or a contest and let them link to it from their own site or email messages to their customers.

Make sure you offer a valuable bonus, preferably one you created and own all the rights to, if they refer a certain number of new subscribers to you.

This simple process can be repeated over and over with different free reports, articles, ecourses and surveys or contests. Soon, your list will be watching for **your** emails so they can send their list the news that there's another contest or survey on your site.

Try it. It works!

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6. Cross-Promote Another List



One way to maximize your sales reach and to promote your lists is by sharing your subscribers between different lists.

Note – This is one of the most closely guarded methods used by internet marketing gurus. It allows you to target precisely, the area that your customer is most interested in (ie he *buys* these products) and to offer him more in the same area.

Crossover Method 1 Here's an example – when someone opts in to my list and buys my 'viral marketing' product there's a good chance they'll be interested in my 'affiliate marketing' product too (because the two methods go hand in hand).

So what do I do?

I Invite them – remember as well as sales emails I'm providing them with quality content and freebies too.

Maybe not all of them will crossover, but some of them will be interested enough to do it. And right there you have another source of income.

Crossover Method 2 Another example – when someone buys my 'viral marketing' product they are added to my 'viral marketing purchasers' list. If they also buy my 'product creation' product they are added to that list too, and receive the content, freebies, affiliate products and sales emails for both lists.; This way allows me to target all their interest.

You have to try to understand the way your customers think; what their other interests could be. When understanding your customers is a major part of your marketing focus, you will have a winning email marketing plan.

Depending on how many lists you have and how important some of them are, you might try these tasks to stay organized:

- ◆ Have one general checklist, which says “cross-promote another list” – without actually mentioning which list you should cross-promote.
- ◆ Add a specific item to your email marketing checklist for each of the other lists you have, mentioning them individually by name. That way you can see options to promote across several lists. When you have a solid relationship with the first list, present the other lists to them and present the option to subscribe to those lists, too.

7. Write Articles For Others To Promote **(Include A Rebrandable Affiliate Link)**



This simple technique to attract affiliates is used with great success all over the Internet. Write an article, let people publish it on their website or newsletter, and give them their own affiliate link for your site. It's a subtle way of getting people to join your affiliate program, without just having to constantly preach, "join my program, join my program."

That same article can be turned into an email course. Host it on your own autoresponder. Then give the affiliate the opportunity to add a subscription form to their site, with their affiliate ID embedded in the form. Make the email course "rebrandable" with their affiliate ID.

A little creative thinking will give you more ways to spin simple products, like articles, ebooks or short reports and ecourses, into rebrandable products that website and newsletter owners would be happy to give away to their readers or visitors.

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8. Offer A Trial Download or Subscription To A Site



A great way to introduce a product to your subscribers, whether it's your own product or an affiliate one, is with a trial offer.

Look for trial offers by searching on Google or Clickbank, ideally they should offer affiliate payments that come in monthly once the person has subscribed as a full member after the trial period.

Obviously they should be related to your list. For example subscribing to a trial offer for viral marketing software. I know they will also have to subscribe to the software owner's list but as most people are subscribed to multiple lists anyway this shouldn't matter.

And if you give them the link to the trial offer AFTER they've subscribed to your list, you'll have them on board anyway and can start pushing them through your follow-up message sequence.

If they do buy the software after the trial period then you'll get your commission and if they don't they're on your list anyway.

It's simply using someone else's product to get leverage to pull people onto your list.

Even if they don't offer an affiliate course it's a good way to get people onto your list.

Email reminders regularly during the trial period to visit the site and read/use the material within it. Make it seem important to do it before the trial period runs out. This is only fair to the trial period owner.

Use phrases that create interest, rather than just saying , "visit the site." Instead, say "read page X," "download that software and use it," "read this post in the forum," and link to the specific page, software, or forum post.

A much better way to get the customers to go to the site is to ask a question, like, **"Did you agree with the argument on Page ____ ? Do you have a better idea? I'd like to hear what you think."** This question and polite request for your customer's opinions will build a personal relationship with them and that's marketing gold.

This is an effective technique to use in case they forgot they joined or got busy doing something else. Your mails gently remind them to **USE** their trial, with the expectation that they will pay to continue their membership or subscription when the trial ends.

Either way it's a clever method.

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9. Offer Demo Software With Affiliate Programs Built-In



This idea is similar to the trial-offer above, except it concerns downloadable software rather than visiting a site. The benefit of this is that the software will stay on the customer's desktop every day until they uninstall it, so the conversion rate from trial customer to paying customer can be quite high.

There aren't too many of these affiliate programs around, but if you hunt carefully there are a few. Do a search on any good search engine for "software affiliate program" or "software trial downloads" and you will find some, if any are available at that time.

Another way to possibly find free software trials is by searching for it at some of the sites software developers often use to handle their payment processing.

Many times, these payment processors will have an affiliate program, so you can promote many products but get paid by the processor, rather than the developer.

Some sites like this include:

- <http://www.shareit.com/>
- <http://www.regnow.com>

Keep your options open and use the strength of search engines to find what you want to find.

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10. Link To Your Other Sites



In the everyday list of tasks to either start or finish, it can easily be forgotten to exchange links with your other sites.

You can do this two ways. Either list your other sites in the footer of each email that you send out, or mention specific pages on each site.

If you are going to mention specific pages on a site, or a specific post in a blog or a forum discussion that relates to the overall focus of the list they are on.

When the topic you are promoting to your list is related to the topic of the list, you are keeping the reader interested in what you are promoting. This strengthens the relationship you have with your subscribers and increases the perceived value of their membership in your list.

Finally, you might send one follow-up mail at some point, where you explain that you have multiple sites, and then list the all URLs, with a brief description of each one.

11. Include Some Content From A JV Partner



If you are working with a JV partner, try to include (or link to) some useful content rather than just running an ad. For example, if you are promoting someone's training course on a specific topic, see if you can interview your partner and ask questions which show how the course is particularly relevant for your list.

Then make the interview available free of charge. It will show how useful the product is, and how you believe in it enough to spend time running and sharing the interview.

Maybe, if your JV partner has an affiliate program, and publishes articles for affiliates to use, you could use some of those to help promote the product. But don't just copy the article and leave it at that – add your own twist to the article by showing how relevant the article is to each list. A new process or resource is always a good addition to old articles...feed the customer's appetite for new information and the search engines will consider it new content.

12. Promote Reprint Rights Products With Your Link In Them



Reprint rights products are available for all sorts of topics now, and have become Internet Marketing golden opportunities to use to your benefit. Many of these products come with rebrandable rights that let you include your own affiliate IDs for the products mentioned.

Sometimes the ability to edit these links is free (part of the incentive to join something or subscribe to a newsletter or ecourse). Sometimes there is a cost and you have to purchase the rebranding rights in addition to the product involved.

The most useful types of products, with rights attached, are those where:

- ◆ You have the ability to edit the links with your affiliate ID. (rebrandable)
- ◆ Every person who downloads the product automatically gets the permission to resell that product or give it away. (viral possibilities)
- ◆ No-one else gets the ability to edit the links. (Very good for you)

As more and more people give away the product with your links inside it, you'll gain the benefit of that exposure. Those benefits would be:

- ◆ More income
- ◆ More new subscribers
- ◆ More traffic to your site

If the people who download the product can optionally purchase the rights to edit the links, you might also gain a **"second-tier affiliate"**...one tracked by

the affiliate program software, which knows the new affiliate was referred by you, which earns **YOU** a percentage commission on every sale they refer.

All you need to do is find a reprint rights product that suits your list, pay for your links to be inside it, and start promoting that product to your list.

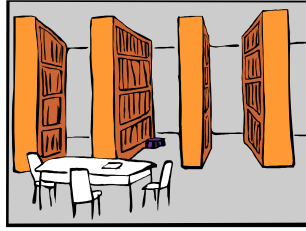
Remember that not all products will do well in this manner. Pick ones that are high quality, have useful information and contain current information. If you don't, no one will resell them, and you will lose the additional benefits.

But remember to see it from your subscriber's point of view. If you provide him with something that is of a certain quality then allow him to do something with it that will benefit him – ie offer it to HIS list or start building a list by offering it as a freebie then he's far more likely to use it than if you restrict what he can do with it.

Put yourself in his shoes and you'll both win.

And of course it's another email for your sequence.

13. Promote Private-Label Or Public Domain Content



There are a large number of sites offering public-domain and private-label content now. The exact definition of those two terms vary a bit depending on who you ask, but here's my definition for all it's worth.

- ♦ **Private-label content** is simply that which is written by someone else, but where you are explicitly given full rights to use, edit, and put your name against it.
- ♦ **Public domain content** is that which was copyrighted at some point, but where the copyright has expired. The material will be pretty old, but you can freely edit it to bring it up to date and make it more interesting to your readers. This is a good source for both ideas and original content to rewrite into your personal products.

In your emails to your lists, you might want to mention one or more of these products that you have edited to your satisfaction. Those products could be websites, email courses, or any other form of useful content.

The ways to promote your new content products to your list remain the same for every list you have:

- ♦ If you have a list interested in fishing and you have a site built around private label material on fishing, you could mention the site and provide the link back to it in your emails.

Anyone interested in fishing would click the link to see what you have that might interest them. Providing AdSense and links to fishing products that you have an affiliation relationship with will increase your income.

- ♦ If you have private label rights to a report your audience is interested in, you can mention it in your emails (provide a download link) and drive some new traffic to your site. Your focus

needs to be centered on creating steady streams of visitors to your page, which will generate income if you have "buying opportunities" on your pages.

Whichever method you use, be sure to add it to a checklist that acts as a reminder for you to actually **use** that private label content, rather than just letting it sit on your hard-drive.

I have PILES of PLR and resell rights stuff that is gathering cyber dust because I didn't act on it when it first came in and now I can't remember the first thing about it to use it with confidence.

When you get some material in, write down on your chart which lists you're going to use it with and how you're going to use it.

I also have files on my desktop – the top level file will be 'viral marketing list' for example then inside that will be files called 'freebies' , 'affiliate' , 'products' and 'content' and I'll put the various info that I intend to mail to my lists in each folder so I can vary the content emails, sales emails, affiliate emails etc.

You get the picture?

14. Promote One "Product Of The Month"



If you are member of a site that gives you a product (or products) every month to resell, you have a constant influx of new content to promote in your follow-up messages.

I'd highly recommend joining one if you're a list owner.

It's ready made content for you.

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15. Promote One "Here's An Example" Site Or Product



If someone has used one of your products, ideas or recommendations and had good results – do all you can to get permission to tell the rest of your list about it.

If someone has managed to secure a JV with a guru using your methods, get permission to tell your list about it (PAY the person if you have to) because this is worth it's weight in gold. You will make a lot of sales from it.

The person who's done it should be delighted because it'll mean a lot of traffic to his site too if you mention it to your list

This approach accomplishes three things for you:

#1... It **visibly demonstrates the benefits** that the reader could have if they also bought your product.

#2... It simply **adds useful content** for the reader to read.

#3... It acts as a very **powerful set of testimonials** for your product.

There's nothing better – NOTHING – than being able to present to potential customers how a product of yours has worked for someone.

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16. Promote A Two-Tier Program



Some affiliate programs are one-tier: you get paid commission only on those customers who you personally refer. However, some are two-tier: if one of those customers goes on to also join the site's affiliate program, then you get a smaller commission on sales referred by them as well.

If you refer someone who then goes on to generate a massive number of affiliate sales, your second-tier commission can be substantial.

You might even combine this with other items in the checklist:

Two-tier + residual income

Promoting a program that offers a two-tier affiliation, and gives people a lot of tools to help them promote that offer, is a powerful way to start your viral marketing processes.

♦ **Two-tier + cross-promote another list**

If you do give people tools to help them promote the residual product, remember to add them to a separate mailing list. You might have other tools in future that you want to share with them (maybe for the same product, or maybe for something related).

♦ **Two-tier + trial offer**

If you can find a trial-offer to a program that has a good rate of turning those trial customers into permanent ones, you can achieve some very good results.

♦ **Two-tier + list building tools**

There's good list-building tools available all over the web. Just use

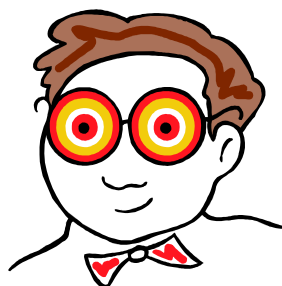
any search engine to find them. This software tool is ready-made for this program and will help you easily generate larger lists.

The whole principle of these sites is that you're supposed to refer more and more people to the site, and in return you get more exposure to your offers.

This technique is very effective if your tool is very high quality and converts readers to customers. Look for affiliate programs that are **ONLY** open to customers. Then you gain the commission on the second-tier sales, but more people will become customers in order to join the affiliate program.

Watch out if you use Paypal – they can be a bit edgy about multi-tier systems. Better ask them first.

17. Generate Anticipation For Next Part Of An eCourse



If your list is receiving an email course from you, one way to keep people interested in your mails is to mention what's coming in the next part of the course to build excitement. It would be more compelling if your comment about the next installment of the ecourse created a bit of curiosity or mystery to build interest.

To keep your subscribers interested, include a one-line statement that says something like: ***"And in the next part, we'll look at 7 key methods to achieve what we've written about today, including one that I've never shared anywhere else"***.

Try to find something unique in the next part of the course, so that the subscriber has only one method of reading that information: in your next email. If you can do this well, your subscribers are more likely to stay subscribed.

Actually an e-course is a great way to get people to sign up to your list.

You don't even have to have all of it written before you start getting sign-ups. If I was writing an e-course I'd get 2 month's worth of content (regardless of whether it went out monthly or weekly) and load it up into my autoresponder.

That way I have some breathing space and can write the rest of the course safe in the knowledge that my autoresponder is supplying my subscribers with their course every time it's due.

Of course each course would contain a sales link or affiliate link too. The course is the content so the beauty of it is that you can safely sell to your readers in each issue.

Summary



I think one of the most important things any internet marketer can do for their business is spend \$20 a month or whatever it costs to use an autoresponder service such as [Aweber](http://www.aweber.com) at <http://www.aweber.com> or Getresponse.

This automated service does your selling for you while you do other things – creating new products or relaxing in the hot tub with the twins from next door – it's up to you.

I've only used Aweber but the tutorials they provide are excellent and once you get into the whole 'follow-up messages' scene you really will wonder how you got along without it.

However you have an advantage over me.

Because you've read this book you can start keeping a chart record of your lists, your selling methods, the types of promotions, products and services you've offered to your lists and most importantly of all – **how it's affected your profits.**

If you find a system of sequencing emails that has the result you desire (usually people start buying from you) then note down every nuance and detail of your method and start building multiple lists to make the most of your profits. If you already have multiple lists then *change* your methods so it fits in with your best test results.

I have the messiest Aweber account anywhere – bits of lists here and there – some have 1000 people that I haven't contacted in 2 years because I wasn't organised enough to keep in touch with them after they'd bought a product from me or opted into one of my lists.

Whatever you do, don't let yourself get into this situation.

Using the combinations in this book of products, freebies, content and affiliate links I could make \$1000 a month from a list of 1000 people.

That's money I've simply thrown away by not keeping a record of what I'm doing with my lists.

There's no excuse.

Step By Step

1. Build an opt-in page.
2. Offer something for free from it
3. Place the people who opt-in on a list
4. Offer them a sequence of product sales emails, content, affiliate sales emails and freebies. Make this ongoing.
5. Transfer the people who buy onto a separate specialist list (for the subject related to the product they bought) and start gathering content to offer and sell to them.
6. Repeat the process from step 4 on with buyers from this list.
7. Incorporate other methods such as OTO's, two tier programs, real-life examples etc into your email sequence.
8. TEST & TRACK

That's more or less it. You need to do this for yourself now.

I'll end by passing on a little personal experience. Building a list happens faster than you think. Do a lot of forum posting, use Adwords if you know how to, if not then produce some good free products and ask other marketers to give your free products a mention in their newsletters, blogs and on their websites.

In return you'll offer to put a permanent email in your sequence advertising one of their products. It'll be an affiliate link so you'll both make money from it.

One of the best ways I've found, of finding and *keeping* subscribers is to offer a monthly or weekly newsletter or course.

Not only do they then continue to subscribe in order to keep receiving the information, but they're actively expecting your email and therefore always open it.

It's an ideal way to sell.

Good luck.....



"DISCOVER How You Too Can Solve
the Biggest Problem of Writing Email
Marketing Newsletter Content by
Yourself... **No More Struggling!!!"**