

Money Making eMail Marketing Tips

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How To Choose A Good Autoresponder Service

Ask any veteran Internet marketer about converting visitors into sales, and you'll get one answer: it's all about the follow-up.

Truly, it's more than just increasing the volume of traffic that gets to visit your site. After all, a good 98% of your daily visitors, on the average, won't decide to purchase your products or rent your services. But that's not to say that they won't be interested in the same offer tomorrow, or that they won't be interested in future offers.

Hence, it has become necessary to "capture" these "leads" so that they may be informed of upcoming offerings, or better yet, so that you could warm them up for your current offers. This can be done by employing an opt-in system that would invite them to subscribe to a mailing list. By gathering their names and email addresses, with their permission of course, you would be able to contact them periodically with informative materials, usually carried out through the use of an eZine or a newsletter, as well as occasional distribution of freebies to win their favor for a possible sale.

There would be no problem if you're dealing with ten or twenty subscribers, as you could write to them individually. But such number isn't sustainable by a long shot, however. You should aim for a mailing list that would reach the thousands. And that would make it difficult for you to prepare personalized emails.

The crux of an ideal mailing list, therefore, is an efficient autoresponder system that would cater to your every need with regards to the matter.

A mailing list of considerable size powered by a good autoresponder system consistently provides some generous earnings for many Internet marketers the world over. A lot of online businessmen can make a profit from their mailing lists alone.

But what is an autoresponder system? An autoresponder system is like a digital secretary. It will take care of your subscribers by providing for an opt-in system that will allow them to subscribe to your mailing list. An autoresponder system will also take care of the distribution of emails to your subscriber base.

You could simply prepare your messages in advance, program them in the autoresponder, and preset the intervals by which the said messages will be delivered. You could even separate your subscribers into various groups. One group would be for those who have yet to order, for example, and the other is for those who have already made a purchase. This would allow you to use two different approaches in dealing with them.

Also, a good autoresponder system would help build the customer's, prospective or actual, trust in your services. With a good autoresponder, you could provide for an efficient technical support program. If your client would email you a question about one of your products, for example, you could preset the autoresponder to reply with a general FAQ so that he may be properly guided.

Not all autoresponders are built the same way, however, and much care should be

exercised in choosing the right one perfect for your particular needs. Here are ten questions you need to ask before you decide enrolling for an autoresponder service:

1. How many accounts can you create with their system? Some business plans would require you to have different accounts for different product.
2. How many lists can you build? There are also some business plans that would require different lists for different groups of clients?
3. How many follow-up messages can you preset?
4. How many subscribers can the system hold? And correspondingly, how many subscribers can the system respond to?
5. How much customization is allowed? You need to make your subscribers feel special somehow, so the names included in your message, as well as some parts of the message itself, should be customizable.
6. How can the system gather prospective subscribers? The process should be simple and convenient, otherwise, the target's patience will just be tried.
7. Will you be able to send your messages in .html and .doc formats?
8. Will you be able to track your subscribers for the purpose of target marketing?
9. Is the scheduling system fully automated?
10. Is the autoresponder easy to use?

If the autoresponder service you are considering favorably satisfies all the questions above, and it is being offered at a reasonable price, then it would be wise to grab that deal as soon as you can.

Remember, if you're running an online business, a good autoresponder should be one of your primary investments. It could be the key to an excellent conversion rate.

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How To Build An Opt-In List...Fast!

Traffic is well and good to expose your products or services to as many people as possible. But sometimes, this is not enough. A visitor may not choose to be a customer today, but what if he decides to purchase your goods or contract your services tomorrow? One he leaves your pages, however, chances are he'll be gone for good.

This is the reason why opt-in lists were invented. Having a opt-in list is a way of capturing a lead so that you do some follow-ups later on and hope that he'd convert to a sale eventually.

But first, what is an opt-in list? An opt-in list is more commonly known as a mailing list. It is a database of names and email addresses of user who have chosen, or opted, to subscribe to the list so that they may receive emails from the mailing list owner.

From this definition alone, it is very apparent that a successful opt-in list must have a very enticing proposition that would encourage the potential subscriber to subscribe to the service. This proposition may come in many forms:

- ◆ an informative eZine or newsletter that shall regularly be published and digitally distributed to his inbox
- ◆ a free digital product like an eBook, a special report, templates, or a programs
- ◆ a free service like email accounts, web hosting and the likes

Among these types, an eZine is by far the most popular for the subscribers, and the most effective for the business owner. With an eZine, the business owner can continuously do his follow-ups on the subscribers through the ingenious use of educational content strategically populated with ads and ad links for his products or for his affiliate programs.

Permission from the subscriber is essential for an opt-in list. This would assure that the emails you will send won't be dismissed as spam, and won't be left unread to collect dust in the subscriber's inbox.

To say that having an opt-in list is a vital strategy for the success of your eCommerce venture would be an understatement. The fact of the matter is, an opt-in list is a must for a sustainable online business. So if you're selling a product or leasing out your services, or perhaps you are engaged in resale rights marketing or affiliate programs even, you need to have an opt-in list, and fast!

Here are some steps to help you build a subscribers base in the quickest possible time:

- ◆ Target your market and know what they want. Opt-in lists are vehicles primarily designed for follow-ups. You need to connect with your market so that you may be able to address their concerns more efficiently. Remember, the ultimate goal is to sell them something. Knowing what they need would help you provide something that they want.

- ◆ Use programs that would personalize your otherwise generic feeds. Referring to your subscribers by their name would go a long way in winning their trust.
- ◆ Generate traffic to your site. Before users can subscribe to your mailing list, they must first be able to go to your site. There have been many marketing campaigns that were designed to drive a large volume of traffic to a website. These can be employed for the purpose of lead generation as well:
 1. Using search engine optimization tactics like selecting the right keywords, integrating the same in your site, frequently updating your source code, and perhaps even engaging in a Pay Per Click (PPC) campaign.
 2. Article marketing, by writing some articles relevant to the subject of your business, submitting them to the many free articles directories in the web, and including a resource box that contains a link to your site.
 3. Links and ad exchange.
 4. Advertising your site through non-conventional means, like forum marketing, placing ads on someone else's eZine, and even trying offline advertising.
- ◆ Offer a truly irresistible proposition. Being the business owner, determining an irresistible offer might easily escape you. The best test you could do is to ask yourself this simple question: would this proposition be something that I myself would enroll in a mailing list for? If you answer in the affirmative, then you have the perfect freebie to offer.
- ◆ You could also try exchanging leads with other webmasters, which would result in an increase to both of your subscriber base.
- ◆ Build relationships. Though follow-ups are usually done through pre-set autoresponder feeds, try to send some individualized emails from time to time. This would make them feel special and give them the impression that you're sincere in wanting to cater to their needs the best way you can.

Ever Wonder How Top Marketers Get Thousands Of Subscribers On Their Lists While Everyone Else Struggles To Just Get A Couple Hundred? The Game Is Rigged Against You If You Don't Know Their Little Known Secret... [Nitro List Builder](#)

Unleash The True Power of Mailing Lists

Let's start with the facts.

At the average, for every 170 visitors you gain, only 2 will decide to make some purchases. It's a rather pathetic conversion rate, but it's the truth we have to live with. This is the standard even for highly successful sites.

But what if there is a way to win back the 168 visitors who have decided to walk away? Will you take that chance? If you know your math, I'm sure you will.

Well, there is indeed a way, and it's called a mailing list. With a mailing list, you could keep in touch with the subscribers you thought you lost. Not only that, you could build a system that would gradually convince them to try out your newer offers.

It must be said that the center of an efficient mailing system is a capable autoresponder program. The value of this worthwhile investment can never be undermined. When you embark on building a mailing list, you should be prepared to deal with thousands of subscribers. Now, replying to them one by one is well and good, but such would become a physical impossibility once they balloon to an unmanageable number. The automation that an autoresponder can provide would make things so much easier for you.

Consider, please, the power of a mailing list at work:

- ◆ Want to increase your conversion rate? Offer free goods and discounted packages to the members of your mailing list. This would warm them up for your subsequent products.
- ◆ Want to promote your affiliate products? Send out informative e-mails that are populated with your affiliate links.
- ◆ Want to subtly suggest your own products? Create an electronic magazine, or eZine, loaded with useful features and articles that imply the necessity of what you have to offer.
- ◆ Better yet, set up a free e-mail course on any topic that is relevant to your product. Teach your subscribers something that would serve them well, and you'd have customers for life!
- ◆ Want to slowly but surely convince them of the excellent service that comes with the products you offer? Establish an effective follow up system that is fully automated.
- ◆ Want to assure them that their needs are your priority? You could automate replies as well. Regardless of what problem they will ask, you could send them an automatic reply in the form of a comprehensive FAQ that would guide them well.
- ◆ Want to make them feel that they are very much valued? Sponsor contests that can be

carried out through a widely-broadcasted medium. You could automate this as well!

- ◆ Want to brand yourself as a credible and reliable Internet marketer? You could start stamping your expertise on your subscribers and they will spread word of your good reputation to their own network. What's great about this is that you could do such in a single act, as one message from you will be delivered to all of them.

And mailing lists are not only limited for an Internet marketer's use. Other businesses can make use of them as well. The local theatre can distribute the schedules of its features through this medium. A department store can announce its promos through the use of a mailing list as well. Schools can disseminate its calendar of activities through a subscriber base made up of students and parents. The possibilities are endless!

But as we've said earlier, the center of an effective mailing list system is a capable autoresponder. Consider getting a good one, as this should be among your key investments for your business venture, whether it be online or offline.

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Did you know that the vast majority of online and offline businesses settle for a **mere fraction of the profits they could be making** with e-mail campaigns -- *anywhere from 50%-100% LESS than they deserve* -- because they have no idea they're making critical, income-reducing mistakes? It's true... [Internet Marketing Center](#)

For Marketers: Useful tips to save you time!

The following are just a few good tips to help you as a marketer with your email.

1. Use a form filler to login to web based sites. There are very good applications that do this securely and are very affordable. Roboform is one I have used for a long time. This application is a toolbar installed in your browser. Any time you encounter a form while browsing, it will pop up a box asking you if you want to save the information you entered. You can save that info, give it a relevant name, and the next time you go to that site it will pop up again and let you select that saved info. It will then insert that info with one more click. Saving you the trouble of typing it in.
2. Always install and use an Anti-Virus software on your computer. This will protect you from viruses that you may get in your email. Marketers get lots of email and sadly, they get more than the usual amount of virus infected email. Have this installed before you get started marketing.
3. Use a firewall. Either one that comes with your computer or one you install as a third party application.
4. Do regular backups. Windows email clients have this ability built in. You can regularly save your stored email to a folder or disk, as well as your address book. These two things are your lifeblood. Your contacts and your emails. If you have a hard drive crash or OS crash, you will wish you had these files backed up. Once you restore your computer, you can easily locate these backed up files and restore them to your email client.
5. For transaction emails. When you create your folder for each place or site you get a receipt from, always name it the same thing. I always use the year for the name. This has a very specific purpose. At tax time when I need to round up all my receipts it is a very simple thing for me to find them. I simply go to the search function in my email client, and tell it to find all folders named "2005". I get a list of all the mails in folders with this name making my task of storing or printing just my receipts much easier.
6. Finding lost login data. When you need a lost password or login info, and you cant remember it use the find function in your email client. You probably know the domain or url of the site you are struggling to login to. Type in the domain name of that site in the find, in the "search by from" box. It will return a list of emails you got from that domain and the folder you put them in.
7. Exploit the mail you get that you otherwise consider ads or junk mail. Reply to them if they give a real address, not an auto responder, and ask them a few questions about their offer. This will open a dialog between you and them, allowing you to offer what you are promoting to them. Do this only after you have carried a conversation with them and they are personally responding to you FIRST.

The Ten Most Important Tips for Email Marketers

by Ryan P. M. Allis

1. Only send emails to persons who have requested them.
2. Only include content relevant to the type of content the person has requested.
3. Be consistent with your sending frequency. Pick a schedule, whether it is weekly, bi-weekly, or monthly and as often as you can stick to that schedule.
4. In most cases it is best to send business to business emails Tuesday through Thursday. We've found that the best times of the day to send are just after the start of the day around 9:30am or just after lunch around 1:30pm. It is best to avoid sending business to business emails after 4pm or on weekends.
5. In most cases it is best to send business to consumer emails either between 5pm and 8pm Tuesday through Thursday or between Friday evening and Sunday afternoon.
6. To improve deliverability add a message at the top of your emails that says something like: "To ensure receipt of our emails, please add something@yourcompany.com to your Address Book."
7. Make the From Name for your messages either your company name or the name of a person at your company. Once you choose a From Name, keep it consistent. During the split second decision subscribers make whether to open your email, the most important factor in their decision is whether the From Name is familiar to them.
8. Be sure to include both a plain text and an HTML version of your newsletter. [IntelliContact Pro](#) will automatically detect which subscribers can view the HTML message and which can only see the plain text message. If you don't include a plain text message, around 5% of your recipients will see a message with nothing in it.
9. Don't use all caps or multiple exclamation marks within your subject line or body. Doing this will trigger spam filters. See our Best Practices Whitepaper for additional words to avoid.
10. Build your list at every opportunity you have. If you have a retail location, add a point-of-sale sign up form. At conferences or events, ask everyone you speak with if you may add them to your list after you exchange business cards. Finally, add your newsletter sign-up form to every page on your web site. You can use the sign-up form generator within [IntelliContact Pro](#) to automatically generate the code you need.

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