
Email Marketing Step By Step

A COMPLETE WALK
THROUGH ON EMAIL
MARKETING FROM
BEGINNING TO END

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I realize there's a lot of misinformation surrounding this subject, so today I'm going to explain everything you need to know about list building. Having an email list is useless if you don't understand how to effectively use it to its fullest potential.

Gone are the days when we could just build a list, promote products and earn money. People are not buying from strangers online anymore. They need to connect with the person doing the selling. They need to know them – like them – and trust them before they buy from them.

Read this report right to the end. Really understand the importance of building relationships with your prospects. If you follow this guide to the letter – you will undoubtedly know far more than the majority of marketers out there building lists. After all, if you don't know more than your competition – you will be at an obvious disadvantage. Yes?

Important Note: *Just because you are not fighting for positions in the search engines, this does NOT mean you have no competition when it comes to email marketing. You will be competing for the attention of your prospects when they sign into their email accounts. You better make sure they place more significance on your emails, and less on the other dozen or so emails that arrive into their inbox from your competition.*

EMAIL MARKETING (AN INTRODUCTION)

The most stable and long term revenue generating strategy that exists on the internet today, is email marketing.

What Is Email Marketing?

Collecting email addresses from people who visit your online space in exchange for something is what's known as email marketing. The purpose of this strategy is to give a visitor to your website a free gift in exchange for their personal details. You can offer anything really, but it's best to give them something of value. A video course, eBook and/or a weekly newsletter can be enough to "squeeze" an email address out of a visitor to your site.

What's Important about marketing your business in this way is that you are given "permission" to contact these people to offer your products. Contrast this approach to what people are used to each day, which is "interruption" marketing, where you are forced to sit through advertisements without much consent from yourself.

Everywhere we look these days we are being interrupted with advertising and people are being programmed to tune all this B.S out. The beauty about permission marketing is that you are giving your prospect a choice as to whether they want to listen to you or not. If they

like what you have to offer, then marketing to these people becomes a whole lot easier.

Why Email Marketing?

Unlike traditional forms of advertising, email marketing gives you the opportunity to repeatedly market to a prospect - potentially for the rest of their lives in some cases. All you had to do was give them a valuable free gift in exchange for their contact information. Instead of paying for advertisements over and over again, you only have to get that initial subscription and you have permission to market to that person for FREE.

How Email Marketing Works:

Email marketing is actually quite simple when we break it down. It looks something like this...

- 1) You get permission from a person to join your mailing list in exchange for a valuable gift (eBook, training course, newsletter etc)
- 2) They give you their personal information by entering their email address, name and/or phone number into a form situated on your website.
- 3) You then send them information related to their interests and ultimately get to promote your business opportunities.

As long as you provide valuable information that helps your prospects, you will have permission to contact them for as long as your relationship stays strong and has been built on trust. You have multiple chances of promotion which you cannot get through traditional advertising.

The Basic Flow of Email Marketing:

Visitor lands on your website = ➔➔➔ They give you permission to contact them in exchange for a something of value = ➔➔➔ They join your mailing list = ➔➔➔ You send them information & promotions = ➔➔➔ You earn money from your promotions.

3 Factors That Contribute to Effective Email Marketing:

1) Pay Once – Market Forever:

Unlike many other forms of advertising and marketing, this approach is very cool in that you only have to pay for a lead once, to get the opportunity to market to them repeatedly for free. Whatever the cost (time or money) it took to get them onto your list, you will be paid back tenfold over the course of your relationship with these people.

2) Works in Any Niche:

We can promote and make money within any niche, but the beauty of email marketing is that you can cross promote relevant products continuously because you have an ongoing communication with your prospects. If you have a prospect on your list that is interested in weight loss, you can also promote gym equipment, physical products like the “George foreman” grill, and any other products remotely related to weight loss and general health.

3) It Can Be Completely Automated:

Once you have leads (prospects) coming into your system, you can set up a funnel that sells your products on autopilot. With the technology we have at our fingertips today like autoresponders, we can set up an email campaign to go out to our list automatically. All you have to do is set it, and forget it. Now and then you can send a broadcast message to your list about any immediate updates you feel they should know about.

THE IMPORTANCE OF EMAIL MARKETING

Customers are the lifeblood of any business, online or offline, right? Sales reps are employed by businesses in the real world to call on potential clients on an ongoing basis, until they get a client.

On the Internet the process should be the same, but unfortunately all you have is your website, and what I see more often than not, are websites set up to market their products to one prospect at a time. There's no continuity, no relationship building, and as a result, inevitably.. less customers and less sales.

This is why "list building" has been continually touted to new marketers on forums across the web, but far too many people are not listening, I hope you're listening? You see, your email list is the solution to bridging this gap between unique visitors and consistent visitors.

I don't know about you, but rarely will I make a purchase from a website without knowing full well who's behind the screen. I have these visions of a person in a mask and striped jumper ready to take my hard earned cash and head for the hills.

Any sales professional will tell you that a customer will need between 5 -10 contact sessions before they buy from you. Without a list, you have no chance of following up after the initial first time meeting. Yes, list building is not only another marketing tool to get more sales, it is absolutely essential in the online world and can be the difference

between making 10 sales a month to making 100 sales a month. Of course, the quality of your list ultimately determines how many sales you make over all.

How Not To Build Your List:

There are plenty of marketers out there making a living online from promoting to their email list, but they still have no clue how to do this effectively. One thing you must always keep in mind throughout your list building campaign, is that your list... is personal. You should only build a list through an opt-in system. People must give you permission to contact them, and you should NEVER try any of the following...

- Harvest email addresses from website without consent
- Buy list CD's or databases
- Send promotions to anyone who has not agreed to see your offer

There are very good reasons to adhere to these suggestions. **First**, it's illegal, and spam laws are enforced in many countries. If someone reports you for spamming , you can have your website taken from you, or at least your rankings taken away. **Second**, the people you send offers to don't have a clue who you are and will not be interested in what you have to offer. Email lists should only be created by mutual consent, and that means they must opt-in to give you their permission to contact them.

What You May Not Know About Lists & Email Marketing:

Most marketers earn 90% of their income from their email lists, and these lists have been built over time. I guarantee that most will not tell you this statistic, but It's true . Very few sales are made by single visits to a website. As I mentioned earlier, it takes time to set up and build an email campaign that gives you the chance to build relationships, trust, and turn prospects into customers.

The Value Of Your List:

Whether you are promoting your own product or an affiliate product created by someone else, your list will be open to any advice, information and suggestions from you. Provided you have a strong relationship with your subscribers, you can literally send them anywhere you want to.

Even if they don't buy from an email you send to them, they will at least take a look. So, even when a person opts into your list for a specific product, you still have the option to let them know about any other offers out there that you are affiliated with. You can earn thousands, even hundreds of thousands of dollars simply by sending promotional emails to a responsive list.

The value of your list is in direct proportion to how well they know, like and trust you, so do not abuse that trust by sending them promotions to useless products. I see it far too often and it simply does not work. Make sure to always provide value to your subscribers and they will repay you long term.

You see marketers making thousands of dollars just by sending one email. This only happens because they have built a list that trusts their judgment. This is very important. It may sound obvious, but it's not obvious at all because most marketers will disregard this advice and

continually promote any offer they can get their hands on in the hope of making a quick sale.

How To Build Trust With Your List:

This is by far the biggest obstacle many face when building an email list. They have no idea how to market to these people. Even well established marketers find this process difficult. Here's a few ideas to get you going...

- Send personal Information and anecdotes to help build rapport
- Direct subscribers to new blog posts on your website, and other blog posts they will find valuable across the web
- Introduce them to free tools that can help save them time with their daily tasks
- Breaking news in the industry
- Businesses and products you are involved in
- Any new products that you are interested in yourself

As long as your goal is to provide value above anything else you will do very little wrong. And remember, you will learn all this stuff as you progress further in your business anyway, so don't look at this as being a daunting task, it's a journey that needs to be enjoyed and NOT over complicated.

THE 4 STAGES OF EMAIL MARKETING:

Stranger Stage:

This is the first stage of the relationship. You will need to get more information about the person if you want to find out what their interests are.. what their goals are, and so on. At the beginning of any relationship, it takes a little bit of time for that initial trust to be formed.

In order to get a chance to do this, you ask for some information (email address) in return for something of value... preferably something they are in search for already. If you provide them with something of value, you can then proceed to the next stage of the relationship.

Acquaintance Stage:

This is the stage we turn a person from a complete stranger into an acquaintance. We must continue to provide value and communicate our personality through email newsletters/messages. This can be a tricky part for a lot of people, and yet it's the most important stage to get right.

People don't want to build a relationship with someone they can't relate to.

They similarly do not want to communicate with another hard selling marketer either. (there's enough of those out there already.) Give them a reason to like you, to want to hear more from you, and most importantly, give them a reason to want to buy from you. Be truthful, open, sincere, helpful and let your true personality shine through with every interaction. If you get this right the transition to the next stage becomes easier.

Friends (Customer) Stage:

At this stage you should have built up rapport with our prospect. You have given them valuable free advice and/or training. You have shared information about yourself, your family and your pet poodle rocky. They feel like they know the person behind the computer screen now.

So, how do we get to this next level? Well, it's important to note that not everybody wants to be your friend. Not everybody is going to connect with you. Some take longer, some never come around. This shouldn't worry you though. It's not a numbers game, it's a conversions game.

You can now offer products to your list. If you have provided enough value to their lives and they like you, then this transition is easier than you think. You see, people love to buy stuff... it's true. They will buy from you ahead of other marketers if they trust you. It really is a simple as that. This is why stage 2 is very important. Without that trust being built, you will not stand a chance in selling your offer.

Now, if you were to sell an item to one of your offline friends, what would you offer? I mean, would you offer support? Would you take time out to help them with the information/product you provided? Would you give them tips on how to get the most out of the product? These are the things people want to know before they buy from you.

If you are at the “friends” stage of this email marketing ladder, you should offer as much support as possible to sweeten the deal. Be a friend, be a person who actually cares, be yourself and treat your prospect like you would a close friend offline.

Best Buddy (Lifetime Customer)

This is the last stage and the one all marketers want to achieve. Very few actually get to this stage, at least not on a large enough scale. The best buddy person on your list is the one who opens all your emails, clicks on all the links, downloads all the reports, watches all the videos and buys whatever you recommend to them. You have built up such a strong bond that they know you will only recommend valuable stuff to them.

To get your prospect to this level you need to provide consistent value to them. You need to help them in any way you possibly can. You must only recommend top quality information/products to them. You must over deliver in everything you do... period. Repeat buyers are the holy grail of any business and you need to bend over backwards and do whatever it takes to get to this stage.

Building a lifetime buyer doesn't happen by sending offer after offer. It doesn't happen by sending crappy eBooks. It doesn't happen by hyping up content that simply isn't that great, and it doesn't happen by being dishonest in your marketing.

So, there you have the 4 stages of email marketing. These are very important to keep in mind when setting up your campaigns. Remember, there are people out there that will buy products off you for \$5k, \$10k, even \$20k, but rest assured, they will NEVER spend this amount of money from a person they don't know, like, and trust.

YOUR AUTORESPONDER:

In this business I firmly believe that automation should be taken advantage of at every opportunity. Email marketing is so powerful, as you have seen so far – and it is one of the things we can put into auto drive very easily without needing to know any technical skills, without having to keep spreadsheets and without having to manually collect personal information from our prospects. This is all handled for us with the “autoresponder”

Here’s “wikipedias” formal definition of autoresponders...

AN AUTORESPONDER IS A COMPUTER PROGRAM THAT AUTOMATICALLY ANSWERS E-MAIL SENT TO IT. THEY CAN BE VERY SIMPLE OR QUITE COMPLEX. AUTORESPONDERS ARE OFTEN USED AS E-MAIL MARKETING TOOLS, TO IMMEDIATELY PROVIDE INFORMATION TO THEIR PROSPECTIVE CUSTOMERS AND THEN FOLLOW-UP WITH THEM AT PRESET TIME INTERVALS. AUTORESPONDERS ARE ALSO INCORPORATED INTO ELECTRONIC MAILING LIST SOFTWARE, TO CONFIRM SUBSCRIPTIONS, UNSUBSCRIPTIONS, POSTS, AND OTHER LIST ACTIVITIES.

AN AUTORESPONDER WILL TAKE CARE OF EVERY ASPECT OF YOUR LIST BUILDING, FROM COLLECTION, STORAGE AND MANAGEMENT OF CONTACTS – REDIRECTS TO THANK YOU PAGES – AUTOMATION OF FOLLOWUP EMAILS – SUBSCRIPTIONS TO YOUR NEWSLETTER – CONVERSION STATISTICS – SEGMENTATION – REPORTING – AS WELL AS MANY OTHER FEATURES. THEY REALLY ARE THE HOLY GRAIL OF EMAIL MARKETING, AND YOU CAN THANK YOUR LUCKY STARS THEY EXIST FOR USE INSIDE YOUR BUSINESS.

WITH MANY SERVICES OUT THERE TO CHOOSE FROM, I HIGHLY RECOMMEND YOU PICK ONE FROM THE FOLLOWING FOUR...

AWEBER

GETRESPONSE

ICONTACT

MAILCHIMP

I USE AWEBER IN MY OWN BUSINESS AND HAVE FOUND THEM TO BE THE BEST CHOICE. GET RESPONSE IS AN EQUALLY GOOD SERVICE TO CHOOSE FROM BUT I FIND AWEBER TO BE THE EASIEST TO USE.

Important: Deliverability rates, functionality and automation abilities are paramount to any email marketers business, for this reason I strongly suggest you steer clear of any free autoresponders, which are seriously lacking in these particular areas. You have been warned.

The best way to learn anything in this business is by doing. This is just as important when it comes to aweber, or any other autoresponder service. They will all have the best tutorials on how best to set up your campaigns. Since this is a report on email marketing and not aweber, the remainder of this tutorial will be focused on outlining email marketing tactics.

YOUR NICHE:

Picking a niche for email marketing is not the same as it would be for any other marketing strategy online. With the chance to cross promote different services and products to your list, you eliminate the “one chance” sale that otherwise is normal when using any other marketing strategy. So, picking the wrong niche is not as detrimental to your chance of success as you may think. Even so, I’m going to show you how to find niches you can enter into to make a success of your email marketing campaign. This is what your campaign overview should like...

**CHOOSE NICHE -> RESEARCH NICHE -> RESEARCH KEYWORDS ->
FIND PRODUCTS -> FIND CROSS-PROMOTIONS -> CREATE
CAMPAIGN**

Choosing A Niche:

Many believe the larger the niche, the bigger the audience - and therefore, the more money you will make. These people are solely focused on traffic. They falsely believe that if there’s more traffic to be had in a particular niche, they will inevitably make more money. The problem here is that with enough marketing experience, you will realize that the niche with the most traffic is very rarely a niche at all. More often than not, they are Industries. For example, “weight loss” is not a niche, it’s a market – an industry, there’s a big difference here.

Marketers that build a list in the weight loss Industry have a choice to promote a wide variety of products to their list, but the audience is vast in comparison to the many niches within the weight loss market itself.

A woman in her 60's is not looking for the same promotions as a young woman in her 20's in terms of body style, fitness levels and diet. There's no way you can target both demographics within the same email campaign. This is why I recommend that you narrow your audience down to specifics.

For example, targeting young males looking to get six pack abs is very specific and your campaigns can be laser targeted with a much higher response rate. Every promotional email you send out to this demographic will be 100% targeted, thus, you will not be alienating a portion of your list with every email promotion you send. It just makes sense, right?

So, with that in mind. Which would be better, the broad Industry or the targeted niche? Both can work well with enough experience over time, but I would argue that the tighter your focus on a specific audience, the much more responsive your list on a whole, will be.

Here's a couple of examples of Industries vs Niches...

Industry – Weight loss

Niche – Six pack abs

Industry – Relationships

Niche – Over 50's Dating

Either approach would yield results and earn you money, but you can surely see which one is easier to target. Yes?

Let's say you decide to enter into the relationship industry. What exactly will you be promoting to your list of subscribers? Dating advice? How to attract a partner? What to do on a first date? It's clear that with every email promotion you send out, you will be rendering a large portion of your list to be untargeted to that promotion.

You do not actually know what a lot of these people are looking for from you. But, if you enter into the "over 50's dating" niche instead. Well, now you know EXACTLY what kind of promotions your list is looking for and you can have a laser targeted response from your campaign.

The more relevant you can be, the higher conversions you can expect. When in doubt, always aim for super targeted niches ahead of broad industries.

YOUR LIST BUILDING LANDING PAGE:

A landing page in email marketing terms is called a "squeeze page." The purpose of this page is to "squeeze" an email address out of the person visiting this page. Essentially, all that's usually placed on this kind of page is an opt-in form generated from your autoresponder service and your free gift. Nothing gets sold on a squeeze page and no other distractions should be placed on this page either. Its sole purpose is to build your list... period!

Your targeted traffic will be sent directly to this page. It's important that it's on your own domain and that you have complete access to make all the necessary changes required to get the best conversions.

Here's an example below of one of my squeeze pages:



As you can see from the above image, this is just a simple page with an opt-in form and 2 eBook reports as my giveaway. Nothing too fancy, but this page converts really well when I send targeted traffic to it.

What I want you to pay most attention to is the **3 critical components** that are most important for any lead capture page (squeeze page)

First: The Headline:

The headline is the most important part of this page. It's the first thing the visitor reads when they arrive and it can be the difference between them hitting the back button, or reading on. Headlines can, and most

often should, contain the keywords that the visitor was searching for before they arrived on your page.

Second: Your Offer:

Obviously this is another key component of your squeeze page. This can be anything from an eBook like the one above, a newsletter series or a video training series. Whatever your free offer, make sure it has a high perceived value that jumps out at your visitor. Always have a fancy image that attracts their interest.

Third: Your Opt-In Form:

This is the sole purpose of your page and where you will be collecting an email address from your visitor. You can see that I collect the persons first name & email address, but many marketers just collect an email address. You will get a higher conversion if you opt to just get one bit of information from your visitor, but I like to collect their name as well as their address so I can target my emails to them on a much more personal level.

FINDING PRODUCTS TO PROMOTE:

Spending some time searching for relevant products and services to promote to your email list is time well spent. Without quality products to promote, you make very little money. I see far too often, marketers promoting anything and everything related to their niche to their list, without giving a damn whether or not the product is of the highest quality or not.

Do NOT make this stupid mistake. If you are sending an offer to your list – make sure you KNOW it will be of immense benefit to them. Remember earlier when we talked about providing excellent value in order to build a solid relationship? Do Not Forget It.

Lucky for us, there are thousands of affiliate marketing programs out there that have hundreds of thousands of products we can promote to our subscribers. You simply find a program, sign up, look for a product, get your affiliate link and the promote that link to your list. That's it... simple.

Some of the top Pay-Per-Sale affiliate networks are:

- [Clickbank](#)
- Commission Junction
- Google Affiliate Network
- LinkShare
- ShareASale
- [RegNow](#)
- Pepper Jam Network
- Click2sell.eu (Europe)
- Hydra Network

I recommend you sign up to at least 3 of the above networks and search through their vast database for relevant products that you can promote for a commission.

You're not limited to just the above programs though. You can simply go to Google search and find as many niche related affiliate networks as you want. Most products on the market today, from physical to digital, have an affiliate program you can join.

If you want to promote an acne product to your list for example. Just head on over to Google and type "acne affiliate program" into the search bar and you will be met with many different products to promote. Do your research, pick the best and promote to your list.

CROSS PROMOTING TO YOUR LIST:

The beauty about email marketing is the ability to cross promote many different products. This is very difficult to do in any other form of marketing and a blessing for you and I. Your ultimate goal is to sell a lot of products to your subscribers over time.

If you have ever purchased a product on Amazon.com you will know that they recommend many other products related to the one you are purchasing before you get to the checkout. I'm not suggesting you take this approach and try to sell a couple of related products to your list at the same time, but It highlights the power of cross promotion. The more cross-promotions you come up with to sell to your list - the better.

Let's look at an example niche "outdoor barbequeing". We entered the super broad keyword "barbeque" into the [Google Keyword Tool](#). These following are the results that the search yielded.

barbecue		1,500,000
barbeque sauce		90,500
barbeque recipes		27,100
barbeque grills		49,500
barbeque chicken		49,500
barbeque restaurant		12,100
barbeque smokers		6,600
barbeque sauces		3,600
recipe barbeque		49,500
charcoal barbeque		6,600
barbeque tools		2,400
outdoor barbeque		14,800
barbeque accessories		2,900

promo #1 (points to barbeque sauce)

promo #2 (points to barbeque smokers)

promo #3 (points to recipe barbeque)

promo #4 (points to barbeque accessories)

People that are interested in how to barbeque, are likely also interested in many other topics. Since you have the ability to promote more than one item to an email list, it is good to build a list of ideas of things that you could promote (without being too off topic).

In this case, a broad search helped us come up with some great ideas. People that are interested in barbequing (cooking on the barbeque), would also be interested in:

- (1) Barbeque Sauces
- (2) Barbeque Smokers
- (3) Barbeque Recipes
- (4) Barbeque Accessories

You can also apply some rational thinking to this question.

"IF SOMEONE WERE INTERESTED IN BARBEQUING, THEY WOULD ALSO BE INTERSTED IN _____.

Off the top of our heads we can easily come up with a few things:

- (1) Outdoor, nice weather activities
- (2) The actual barbeque
- (3) "Man" stuff, gadgets, tools, etc
- (4) Cooking classes
- (5) BBQ tools
- (6) BBQ conversion kits
- (7) Patio furniture
- (8) Indoor Grilling

That is 11 different cross-promotions without giving this industry too much thought. With a bit of research you could have 20 different items that you could promote to an email list in this seemingly small "niche". Then you set up these promotions within your automated "follow-up" sequences, and you have a system in place where you are selling multiple items to the exact same person.

You need to remember, people are consumers and they buy stuff on a regular basis. If you can deliver to them ideas that are in line with their hobbies or things they would need, you are going to earn a lot of money.

Record your cross-promotional research!

FOLLOW-UP EMAIL SEQUENCE:

The follow-up sequence of your emails is a very important step worth mastering if you want to truly earn on autopilot. When someone signs up to your list, they will automatically be sent the first email through your autoresponder series welcoming them onto your list. You can also have links directing them to the free gift you promised on sign up in this first email.

Now, this is where it gets interesting.

You can also set up a couple of follow up emails to be sent automatically to your list without you having to lift a finger – once you set it up from the beginning. This is what it could look like...

Email #1: Introduction, Bonus, Welcome to my list (or whatever you prefer)

Then it is time to get into relationship building. This is what it could look like:

Email #2: Valuable Information That is Relevant (send 1 day later)

Email #3: Let them know a little bit about yourself. (send 3 days later)

Email #4: I just created a bonus for you. (send 3 days later)

Email #5: Promotional offer (send 3 days later)

Email #6: Industry insight, follow by a promotion (send 1 day later)

Email #7: Value based information, connect on a personal level (send 7 days later)

You have just set up 7 additional emails to be sent to your list completely on autopilot. Can you see how powerful this can be?

You can set this up however you want and have the emails sent out in whatever intervals as you see fit. As long as you are providing valuable free information coupled with quality promotions, you can't go far wrong with this approach. You will continue to add to your follow up emails as you progress and incorporate your cross promotions into the sequence making sure to build that all important relationship as you go.

I know many marketers who have their follow-up sequence set up for over 100 days, some set them up for a whole year. Once you have a sequence that converts, anyone entering into your funnel will be automatically promoted to completely hands free.

You can test to see what's working well in your sequence by checking open rates and clicks. If a particular email is not performing as well as you would like in your follow-ups, simply take it out or change it until the desired results have been met. You can always refine your email follow-ups until they are converting at the highest possible level. Just remember to always test and tweak.

BROADCASTING LIVE EMAILS:

Broadcasting to your list is important if you have content that has a sell by date. Let's say there's a particular product that has just come onto the market and you want your list to know about it straight away. There's no point putting it into your follow-ups because by the time most of your list sees the promotion, it may be too late.

Unlike follow up emails, broadcasts are one time messages that get sent out "once" to your list and that's it. If the response from a broadcast is very well received and the content has longevity, you can simply add it to your follow up sequence if you so wish to do.

Broadcasts are also used when people on your list finish the follow up sequence of emails and are not scheduled to receive any more from you. In this case you can segment your list into sections, where people who have finished your follow up sequence will just receive broadcasts from you in future. Of course, how you play this out is entirely up to you and something you will become adept at doing the more experienced you become at email marketing.

By now you should know more than enough to go out there and start to build that all Important list. I'm not finished yet though, here are 8 mistakes that I see so many marketers make when it comes to email marketing...

8 LIST BUILDING MISTAKES TO AVOID:

Mistake 1 – Being afraid to email your list:

This is something many seem to struggle with. They're not sure how often to email their list. It's simple really, you should email as often as you like, providing you have something of value to send to them. I would suggest that you send no more than "one" email each day though, and if you haven't got anything of value to send, then don't bloody send anything until you do.

Mistake 2 – Not reminding your list who the hell you are:

We are all on many people's lists. I don't know about you, but I forget who's bloody who after a short while. This is why personal branding is so important. Start off your email by stating who you are. eg: Hi folks, Dr Lector here, today I want to eat your liver, you get the idea. Be memorable, and always communicate your story to your list. Building a real relationship is crucial to your success online.

Mistake 3 – Not selling enough:

A lot of people are afraid to sell. I find this incredible, but it's true. You must sell to your list, and you must NOT be apprehensive about doing so either. This is what you are online for right? To make money? To sell products? To promote? You should never have a problem selling if the product is high quality. So that's the key, only sell or promote high quality stuff.

Mistake 4 – Selling too much:

Yep, nothing gets me scrolling to the bottom of an email quicker than being sold to every day by the same marketer. How can they even make time to try all these products they are promoting. I think it's safe to say that it doesn't work long-term and it will kill your list very quickly. Personally I think it's a safe bet to have one promotion to every 3 content rich emails. You can also put a "ps" at the bottom of each email that subtly promotes quality products.

Mistake 5 – Being boring, not being unique:

This is a big part of the whole relationship building thing. It's important to inject your personality into your emails. People need to relate to you. Don't make the mistake of trying to sell, or relate to everyone. It's just not possible to connect with every person you meet. Remember the saying "If you try to sell to everybody, you end up selling to no one"

Mistake 6 – Not making "list building" a priority:

Probably the biggest mistake I see. Too many people leave it far too late in the game to build a list, and others just slap an opt-in form onto their website and hope for the best. List building "IS" the most important part of your business, and if you haven't got a list...you haven't got a business. Okay, that may be a wee bit over the top, but in 90% of the cases, it's absolutely true. Okay, that may be a wee bit over the top too, but in 85% of the cases, it's true. Time moves on, interests move on too, so it's important to have fresh leads coming into your business every single day.

Mistake 7 – Not having enough follow-up emails:

Did you know that the average person buys on the 7th contact you have with them? This doesn't mean you have to send them 7 emails and your job is done. You have to send 20 – 30 times if necessary. You are not going to promote the same offer within every email, unless you're a one trick pony that is. Follow-up is crucial to your business. Your offer must be seen by your prospects more than a couple of times. Make sure to schedule follow-up emails.

Mistake 8 – Not asking your “list” what they want:

One of the biggest marketing bloopers I see these days is when ‘so called’ marketers tell their prospects what they want, and then try and sell it to them. Take your goddamn ego out of the equation and genuinely try to get inside the mind of your prospects. You can do this very easily with your list by simply asking them what their biggest concerns are, what's holding them back from achieving their goals and so on...

There are plenty of free tools out there that can help you set up a survey so you can get what you need to help your prospects, and your business. When you find out what they want, go get that product and sell it to them, even better yet, create the product yourself.

So, there you have it. My complete guide to email marketing. You are all set, now go forth and build a responsive list. I no doubt have probably missed out on a couple of pointers along the way, but everything I covered in this report is all you need to be a successful email marketer. I wish you all the success in the world.

Important Reading Whether Email Marketing, Or Not!

THE BASIC SCIENCE OF MARKETING

Have you ever wondered why small businesses fail at such high rate? It can't be because the owners don't understand their own business. More than likely they're great Electricians, Plumbers, Plasterers, Chefs, Therapists or even Internet Marketers, but what they are not, is a great businessperson.

So, what's the secret to running a successful business? Quite simply, it's finding a "need" and creating a service or product to fill that "need." All the big companies out there today are doing nothing more than that, they've identified a gap in the market and filled it. Now you know the secret, go forth and make money.

Okay, there's obviously a lot more to this marketing thing it seems. We still have to get our products in front of the people who need them. We also need to do it in such a way that they actually WANT to buy from us, and not from our competitors. Let's take a closer look at how we can accomplish this...

Selling Fundamentals:

Most people I talk to hate the idea of selling. They want their prospects to come knocking on their door to buy their products. This is achievable of course, but only after the ground work has been put in and you have created a brand that people know, like and trust. Until then, you must get over this fear of selling to people.

Think of it this way, we are selling to people all our lives. Every interview you have been to, every date you have been on, and every time you have voiced your opinion to another person...you have been selling...Yourself.

So how do we sell effectively? Well, there's a right and wrong way of doing this...

Forced Sales (Hardsell)

This approach to selling is quite painful to watch. You have seen it every day online since the dawn of the internet. The sales pages that literally try to shove their products down the back of your throat before you've even begun to read the copy.

The bombardment of offer after offer as you've been guided down the one day sales funnel of a not so bright marketer (I use the term "marketer" very loosely here). The popup message that appear as you're trying to get away from their cheap spammy sales page. It's awful marketing, and it simply doesn't have the desired affect that these people are looking for.

Subtle Sales (Softsell)

Now this sales approach is very effective, but I don't see it being implemented by too many people online these days. The goal here is to not hard sell your prospects, but to give them enough valuable information so they can make an informed decision as to whether they want your product or service. If you have targeted traffic to your business then this shouldn't be a difficult task.

The reason the subtle approach to selling works fantastically well, is because, that's what people want. Why would you try to give them what they DON'T want. People do not like to be sold to. I hate it, you hate it, my bloody granny hates it, and your potential customer hates it too. And you know what? your visitors are real people...who knew? It's your job to make the buying experience as pleasant as possible for your prospect. It just makes sense.

HOW DO WE IMPLEMENT THE SUBTLE APPROACH TO SELLING?

Relationship Building:

Probably the most important part of your marketing strategy will be to build relationships with your prospects. Unfortunately, most people associate online marketing with long drawn out sales letters that focus on hard selling.

This is not effective and should be avoided at all costs. Remember, people do not want to be sold to. You simply give them enough quality

information so they can come to their own decision as to whether they want your product or not.

Going in for the “kill” straight away will hurt your chances of making the sale, it can also guarantee that you will never see that person again on your website. Every day we go online we are bombarded with advertisements, hard sells, false promises and fairytale solutions to our problems.

I don't know about you, but I automatically tune out all the B.S promises and hard selling advertisements that I see online. I can sniff them out a mile away, and guess what, your prospects are seeing through all the rubbish too.

The Beginners Mistake:

The last thing you should be doing if you want to entice your visitors to buy your product or service, is to post ads along the lines of “This is how I made a million dollars in 6 months” or “Lose 5 stone in 5 days with my secret techniques.”

These ads have the opposite affect than what you really want. Sure there some who are gullible enough to fall for these marketing ploys, but I guarantee there are far more people who don't. Not only that, but when the ones who bought your product find out that they can't lose 5 stone or earn a million dollars, do you think they will ever buy from you again?

You shouldn't be focusing on making a single sale to your prospects in the first place. You want to continually sell to them, provide value to them, build a long-term relationship with them, and ultimately turn them into raving fans. You want them to tell their friends about you. You want them to be part of your promotions.

I see many online webmasters getting hung up on how many unique visitors they're getting each month. While it's important to have fresh leads coming into your business every day, your goal is to turn those unique visitors into repeat visitors...now you have a sustainable business space online.

“When someone visits your website, NEVER try to hard sell to them. Give them valuable information that will help them trust you, and let the relationship bloom over time. The more times they visit your site, the more chances you have of making a sale, or more sales.

Ask, Don't Tell:

What we have covered so far is that the least effective marketing strategy is to tell people what they want, and then try to sell it to them. What we should be doing is giving them free valuable information through the content on our site, a weekly newsletter series, a free video course and/or a valuable eBook that will knock their blooming socks off.

We want to find out what our prospect actually wants. How can we do this if we do not follow up with them and build a relationship? Giving something of value away for free in the beginning to help build that initial trust will open the door for us to ASK them what they want.

With this approach, you will not only learn more about your customers, you will also learn a lot about your own business and which direction it needs to be heading in.

The 3 Types of Prospects:

There will be 3 types of prospects you will be dealing with in your business. Not many understand this, but it is very important to know.

Cynics:

Cynics are the people who have already decided that they are never going to buy from you no matter how good your marketing strategy is. They will not be responsive to your subtle tactics so it's best to just move on and don't waste your valuable time trying to turn them around. Some will say that these people may make a buying decision at some stage, but if you are putting energy into marketing to these people, you are ultimately not going to get a return of interest that's worth the effort.

Sceptics:

Sceptics may not be sure whether they can trust your products, you, or themselves to make the right decision to buy. They may need more information, facts and testimonials to help them go from a sceptic to a believer. Sceptics are the people who do not buy from you until they are absolutely sure that what they are getting in return for their hard earned cash will benefit them.

They are the customer that the hard sellers NEVER get to buy their products, and they are the least responsive to your offers within the first few visits to your website, or contact via newsletter. Sceptics are the main reason why follow up is crucial to getting that all important sale. If they finally buy your product and it over delivers, then they are a sceptic to your products no more.

Buyers:

Buyers are the people who are actively searching for what you have to offer and they already have their credit card in hand. This still doesn't mean they're going to buy from YOU. Again, you do not want to hard sell to these people. A simple nudge in the right direction should do the trick. Besides, a buyer is a buyer. They must be looked after. You must build a relationship just like we talked about, because at the end of the day, we want repeat sales. Without repeat sales, we have no business.

Your Brand:

Okay, you've put all the hard work in, spent a lot of cash, and built a stunning website that looks fancier than the Taj Mahal, but you still can't make any sales. This can be traced back to your branding, or lack of it for that matter.

Remember I told you that people don't buy from websites? They buy from people they know, like and trust? Well, it's absolutely correctomundo my friend. People need to know when they hand over

their hard earned cash that there's not some evil dude in a striped jumper and mask at the backend pocketing the money.

All the big companies are heavily branded. This is what distinguishes them from the rest of the competition. My kids always want to go to McDonalds even though there are thousands of other fast food joints around that have tastier food.

Do my kids care, nope. They want to go to place that they know, a place they have seen, a place that sticks out in their mind. You see, a branded company selling inferior products than their unbranded competitors will sell more. What you want is a brand that provides high quality...now that's a winning combination.

You don't need to go out and spend a fortune on branding either. YOU are your brand. Market YOU, sell YOU, build trust by being the person who provides more value than the rest. Use your name on your website, put a picture up of yourself and write a "my story" page that helps your visitors get to know you on a personal level.

If you don't want to brand yourself, then create a unique hook that grabs people's attention and makes them think about it. You get my point. Alright, so branding is very important for your long-term success, but what about your...

USP (Unique Selling Point):

When it comes to branding your business, you must identify what your USP is. Every successful business has this, and it's what sets them apart from the others. Why should your prospect buy from you and not from your competition?

Why should they stay on your website and not surf to the many others with just a few clicks of a mouse button? If you're using your branding effectively then this should be obvious to you.

Your USP could simply be that you provide incredible value for a ridiculously low price. Your unique selling point could be that you provide a service that solves people's problems in a different way than the rest.

The bottom line here is to find out what sets you apart from your competition and work that into your marketing strategy. I am currently working within a very tightly focused niche and not one website on the first few pages of Google are giving away a free gift to their visitors...guess what my USP is?

A SIMPLE BLUEPRINT YOU MAY FIND USEFUL TO FOLLOW:

Follow This Guide:

Making money online is only difficult when you get the wrong advice. Be very careful who you listen to. When I first started out I was introduced to a very well known marketer who thought me how to make money online. I bought his course, went through it with a fine tooth comb and implemented his strategies. I made about \$100 within the first 6 months and put a hell of a lot of work into it. Do you know what? The advice was bloody awful for creating a long term business.

If you are looking to set up a lot of sites, create lots of content and build lots of backlinks to rank that content...then best of luck, you will most definitely need it.

I used to read all the BS out there saying that most people fail online because they give up, that is a very bad assessment of why people REALLY fail to make money online. The main reason why people fail is

because 99% of the information floating around is garbage, and 99% of the people out there are still using it.

When they don't see results from implementing this garbage information they then tell you that internet marketing is hard...this, in my opinion is bulls**t!! pardon my French.

It took me about a year to wake up to all this nonsense. If you are serious about setting up a sustainable business then your focus should be solely based around learning marketing...attraction marketing to be exact. **Read, then re-read the above section on the science of marketing.**

The truth is, affiliate marketing is very difficult and time consuming when you are implementing the wrong strategies. The fastest way to making money online is this...

- 1) Set up an autoresponder**
- 2) Find a quality product to promote**
- 3) Set up a squeeze page to capture leads**
- 4) Drive traffic to that squeeze page through forum, social, article and solo advertising marketing**
- 5) When you capture email addresses, provide FREE incredible value to that list either through a 7 day video course, an eBook that is guaranteed to provide enormous value, or a quality newsletter that your confident will provide ongoing value**
- 6) Promote the quality product you found in step 2, but only after you have built trust by providing INCREDIBLE value for FREE**
- 7) If you want to build a relationship with your list that is sustainable, then make sure you provide value first before you try to sell them anything (you can try to sell early on if you like, but**

many tests have been done that prove you are far more likely to gain their trust if you provide valuable content first)

Ways To Drive Traffic To Your Landing Page:

Forum marketing: This method should only take 45 minutes each day.

Go to [forums](#) related to the niche you're in and put a link into your signature pointing back to whatever page you want your traffic to end up on. I recommend you join 3 forums and spend 15 minutes in each one providing value to the participants. Answer questions people need help with and always sound professional...make sure you come across as an expert in your field and if possible, try to create a buzz by being controversial...not too controversial, just enough to create interest.

Here's a list of forums in the make money niche I recommend you join.. at...

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

<http://www.wahm.com/forum/>

<http://www.betternetworker.com/forums/>

<http://www.work-at-home-forum.com/>

Social Marketing: This should only take you 45 minutes each day.

Pick a platform like Facebook and go onto other peoples fan pages and leave a link back to your site. Make sure to provide value to their posts and do not spam. This means that your comment must be congruent with what the topic is about on that page. If you can set up a fan page yourself, drive traffic back to that page from other fan pages and have links pointing back to your site.

TIP: If you do happen to have a fan-page, you can easily drive traffic back from other pages by “liking” peoples comments. We are curious creatures by nature and if you “like” another person’s comment, they often click on your name to see who the hell you are.

Just make sure that you are “liking” comments and posting on pages as your “fan-page” and not your personal profile. If you find a post with 100 comments for example, you can “like” all of those 100 posts in one minute. You can be assured at least 20 – 30 people will click through to see who you are. This is a little known strategy for building your fans in record time.

Article Marketing: THIS SHOULD ONLY TAKE YOU 45 MINUTES A DAY.

Writing quality articles is very important when it comes to online marketing. As they say, content is KING. Write (or outsource) an article and put it onto your own website. Wait for Google to index that article, then put it up on the top 5 article directories. If your article is really valuable, it will be picked up by other webmasters and placed on their own blogs...with a link back to your landing page within the content. This strategy is very powerful and can bring very targeted traffic to your offer and build your list.

Solo Advertising: This should only take A COUPLE OF MINUTES.

This is the most recommended strategy on the list and one you should be implementing on a regular basis. Go to Reed Floren’s solo ad directory and take a look at the ads on display. These ads are handpicked and work very well for driving traffic back to your squeeze page. Of course this is going to cost you a few bucks but the returns far outweigh what you put in. You will build your list in record time and the more people you have on your list, the better your success as an online business owner you become. It’s the quickest way...hands down!!!

Floren's Solo Ads

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

Update: I think it's only right to point out that I don't use Floren's Solo Ad Directory anymore. A lot of marketers still use this provider but I have found the providers lists to be low quality due to so much saturation. I decided to leave the recommendation in place in case you want to do a little research about this yourself.

There are 4 main list brokers I use to look for lists to send my offers to. These are a little bit more expensive but well worth it if you can get it right. It's all about testing different strategies and saving the ones that work. Here's a list of brokers where you can search for list providers.

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

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

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

<http://lists.nextmark.com/>

End of update.

If you have more time, then put more into these strategies, but do not spread yourself too thin by trying to implement a hundred different strategies all at once. Master "one" before you move on to others. Remember though, you MUST be consistent with your efforts and also be a bit patient at first. The results will definitely come if you set a time schedule and stick to it every day. I realize that the paid solo ads may be difficult at first due to financial restraints, but this is a real business you are setting up here and you will have to put something in to get it out.

How To Earn The Cash:

You can sell membership subscriptions to your prospective customers to build residual income. Can you find 200 people in 6 months on the WHOLE internet to sign up for a quality membership site that gets you \$20 commission every month from each person? You can definitely achieve this with the right mindset. The internet is a pretty big place, and people are signing up for membership sites every day.

You can sell high ticket items that get you \$1000 commissions for each sale. There's a myth going around that it's difficult to sell high ticket items. It's not true at all, in fact, selling high ticket items is not much more difficult than selling lower ticket items if you approach the right people. Remember, the internet is a very big place and many people pay high prices each day for quality services and products.

You can also be promoting \$20 dollar products along with the above to your list for extra income. If your list is well looked after and you consistently provide value, they will be responsive to your promotions...period!!

Focus on those three strategies and make it your goal to work hard at implementing them into your sales funnel.

Post Summary:

You will find it difficult to implement the above strategies without building a list, but I'm sure you can see the potential in this...yes? Get this right and you can be earning more than enough to keep you happy. With that income you can easily leverage your business and double, triple and eventually quadruple your online income. Unfortunately it is true that the more you have, the more you can earn. As I said, It's all about leverage by reinvesting your earnings back into your business.

Google changes its algorithm more often than I change my underpants, and believe me when I tell you, the last thing you want is to build your business on a foundation that relies on the big G... you may as well go out and find a regular paying job, because either way you are dependent on the big boss for your bread and butter.

Organic free traffic takes time to achieve and you pay for it with your time. This strategy should be your secondary focus behind using the methods I laid out here today. Over time, you do want to be ranking organically for certain keywords, but try to focus on direct traffic at first simply because it's a lot quicker to get results.

Thank you for reading this report.