

# 21 IM Content Emails



**by Lee Murray**

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# Listen Up, Johnny!

I'm sure I really don't have to tell you this, but...

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Also, I simply cannot guarantee that these emails will bring about desired results for you. You may or may not make money using these emails. I cannot and will not be held liable for any time or money you may lose by using this content.

Your own work ethic, traffic sources, strength of offers, and perhaps even a touch of luck can, together or individually, play a part in your ultimate results.

I have done my best to provide you with only the finest, most engaging email content available on the market today. I have created this content for you with only the best of intentions in mind, and I hope it serves you incredibly well.

Please contact me at [lee@listbuildingwithlee.com](mailto:lee@listbuildingwithlee.com) if you have any questions.

Enjoy your emails! ;)

# Introduction

Hey, how are ya?

Thanks for taking me up on this great offer. I'm really excited to be sharing this fantastic email content with you.

Before we jump right into the content, I'd just like to help you get the most out of it by offering a few pointers, as well as some very basic instructions.

These emails were designed to be used as autoresponder follow-up messages, and NOT as broadcasts. You should load them up in your autoresponder to be sent out 1 day apart. These 21 emails should go out over a 3-week period.

All new people who enter your sales funnel should receive these messages.

I highly encourage you to invest in my “21 And Done” program, if you haven't already. That system and these emails are truly a match made in Heaven. If you'd like to take a look, go ahead and [click this link](#) now.

Then come back here and start putting this content to great use.

You don't have to invest in “21 And Done” to make these emails work for you. That said, it will greatly enhance your effectiveness and profitability, no question.

You will notice at the end of this pdf, I've included something called “niche to niche transitions.” In email #7 of each of our three niches (list building, product creation, and blogging), you'll find some red text toward the bottom.

Here, you will copy the appropriate transition and paste it over the red text. Obviously, you don't want for it to show up in red in your actual email, so please make sure to keep it black.

Hell, I'm keepin' it black right now. But that's beside the point. ;)

You can present these niches to your subscribers in whichever order you'd like, but please keep the order of the emails (1-7) in the order I've written them.

Alright then, let's go...

# 7 List Building Emails



## Email #1:

Subject: You Wanna Build a What Now?

Body:

Well howdy! I'm so glad you're here.

This is (Your Name) again.

Hey, I really do appreciate you taking the time to open this email and take a look at what I've got to share. It really means a lot to me.

Today I'm gonna get right to the point. No sense in wasting your valuable time.

I really want to talk to you about list building. This is a subject that really seems to confuse a lot of people, even though it's quite possibly the simplest business model on the entire Internet.

In its most basic, stripped-down form, list building is simply the act of enticing people to opt-in to your email list by providing something of value in exchange.

A free e-book, video, mini-course, or piece of software are generally what your fellow list builders will use to make this happen. I suggest you do the same.

### ***“But What If I Don't Have Anything to Give Away?”***

Quick fix, my friend. You can either take a few short hours to create your own giveaway report or video (provided you're actually knowledgeable on the niche you're working in) or acquire the giveaway rights to a product that already exists.

There are pros and cons to each of these approaches. And I'm sure that many of these pros and cons are obvious to you already.

I do personally believe that, on the whole, you should be creating your own unique product, as pre-existing stuff will have already been used by other marketers.

If you don't feel you've got the knack, desire, or patience for creating your own freebie, but you don't want to get something “second-hand,” then I recommend

looking into hiring a ghostwriter.

In any event, the most important thing is that you don't get stuck on this step. Do NOT fail to take action for the sake of over-thinking this stuff. It's quicker, easier, and cheaper to acquire a freebie than you may think.

We'll dig deeper into this tomorrow. In fact, tomorrow I'm going to walk you through the process of getting a high-converting freebie up and online, ready to start building an incredibly profitable email list from the ground up.

Be sure to stick around for this email. I'll leave nothing out.

Stay with me, and you'll get really good at this stuff.

And if you don't want to wait 'til tomorrow, you may be wise to get your hands on some top-notch list building training right here and now. I personally recommend [Product Name](#), which should give you a crystal clear understanding of everything we're trying to accomplish.

### **You're Gonna Do Great!**

I sincerely applaud you for taking the time to read this entire email. You're already proving that you're someone who takes action, as opposed to someone who only dreams. Dreams without action are tragedies. It's nice to see that you refuse to let your dreams die.

So I will see you tomorrow. Be sure to keep your eyes peeled. Tomorrow's email is going to put you straight into list building action. Missing it would be a very, very bad idea.

All the best to you,

Your Name

P.S. Again, if you want to speed up the process of getting your list built and making you money fast, I advise you to get your hands on (Product Name) right away. [Click Here](#) to get started now!

## Email #2:

Subject: Why Do Most People Suck So Badly At This?

Body:

Well hello again. Thanks for joining me today.

In yesterday's email, we discussed the basic concept of list building. Just to refresh your memory, it's nothing more than luring people onto your email list using a free "bait product" that they want.

Well, there's a bit more to it than that. We also need to make money off the list as we're growing it, but we'll get into that in a future lesson. For now, let's just focus on getting the sucker built! ;)

Yesterday, I stated the obvious by saying that a good giveaway product is the key to your list building success. I mean, if your site visitors don't want whatever it is you're offering, the why in the world would they even consider giving you their email address for it?

The more compelling your free offer is, the higher your opt-in conversions will be, period.

So please don't get this wrong. Unfortunately, a lot of people do. They mistakenly adopt the attitude that as long as the freebie is related to the niche they're working in, all is well.

This is just plain dumb.

You need to put a lot of focus on this. Freebie selection is not to be performed haphazardly, okay?

### **So How Do We Offer the Most Enticing Freebie Possible?**

Well, for starters, I would avoid acquiring a PLR or MRR product. These are usually outdated, non-compelling, and overused. You can do better than that.

Your best bet is to actually operate within a niche that you're knowledgeable and passionate about. This way, you can create your own freebie from a position of

authority and enthusiasm.

When you know the niche, you tend to know the marketplace. You know what your prospects want. And you can deliver it to them in such a way that a PLR product most likely can't.

Does this make sense?

Of course, if you're not that knowledgeable or passionate about your niche, but you still want to work within it because it's proven itself to be lucrative, there's certainly no shame in that.

If this is the case, what I recommend doing is hiring a high-quality ghostwriter. Because your report only needs to be a few pages, it shouldn't cost you much to do this. Try sites like Guru.com, Elance.com, Odesk.com, and the "Warriors for Hire" section of TheWarriorForum.com.

Likewise, if you can find some good plr articles online, and if you're pretty good at piecing things together, you may want to compile some of these articles into your own creation. Moreover, you can clean these articles up a bit and hire someone on Fiverr to turn them into videos.

Videos generally have a higher perceived value, which could work in your favor when optimizing your email opt-in rates.

### **Here's the Bottom Line...**

I personally believe that it's very important that you're able to give people an absolutely astounding freebie. The more your freebie can enlighten, educate, and even entertain your audience, the more likely they'll be to buy the products you recommend.

Yes, the quality of your freebie is directly related to the responsiveness of your list. So please, please, please... don't screw this up, okay?

At the same time, don't labor over this to the point where you never get it done. Having something to offer is generally much better than having nothing to offer.

But if you're gonna take the time to get a freebie put together, then it may as well be something that gives you the greatest possible chance of success. Don't you agree?

Alright, so tomorrow we'll be discussing branding, and the art of earning instant income.

You do want to get paid for all your list building efforts, right? Well, tomorrow's email will show you how to start putting real dollars in your bank account right out of the gate.

Miss that email, and you're screwing yourself.

Oh, and again... if you don't wanna wait to become a successful list building rockstar, then I recommend going to [http://product\\_url](http://product_url) and getting your hands on some quality training that can speed your results along quite nicely.

Start getting that freebie put together now!

Until tomorrow,

Your Name

P.S. For a limited time, you can get (Product Name) for under 5 bucks...

[Click Here](#) to take advantage!

## Email #3:

Subject: Talk About Freakin' Worthless!

Body:

Let me ask you a question.

What good is just giving something away if it's never gonna make you any money?

Exactly.

While we clearly want to provide a great deal of value to the marketplace, by no means are we running a charity here. This is your livelihood, right?

And even though once you've set up a proper sales funnel (and you continue to market to your email list over time), you can expect to enjoy an ongoing income, there's certainly something to be said for earning a quick buck along the way.

**Getting paid NOW is the name of the game here.**

As such, I'd really like to share a few key tips for bringing home the bacon right out of the gate. One way to do this is by presenting your brand spankin' new subscribers with a one-time offer (OTO) immediately upon them opting into your list. We'll discuss this in detail in a future email.

What I'd really like to bring to your attention at this point is your use of links right within your product itself. This is immensely powerful.

One reason why it is, in fact, so powerful is that these are in-content links. You're already providing a ton of value within your freebie, so you should have earned your audience's trust, making them far more likely to take you up on a well-positioned offer.

Now don't go overboard with this. If you're in the weight loss niche and you happen to mention a particular diet pill, for example, you can simply write "If you'd like to see it in action, you can click here to watch the free video presentation," or something similar.

Obviously, you'll want to keep it relevant to whatever happens to be on the sales page. If there's a video, use that to your advantage, as in the example above. If there's not a video, find an interesting tip or testimonial.

If you're leading them to a page on Amazon, or another site with real user reviews, a good thing to say would be “Please don't just buy \_\_\_\_\_ without reading the unbiased customer reviews first. Click here to see the reviews and save yourself a lot of potential heartache.”

Or something like that.

Again, don't overdo it. Just a small handful of well-placed links can help you to generate good affiliate commissions or product sales within the very first day of your prospect grabbing your freebie.

**Alright, I'll keep this relatively short for you today.**

Be sure to check tomorrow's email, where we'll start diving into your actual lead capture system. This is really where the rubber meets the road in the wild world of list building.

When I show you how simple it is to setup, you're not going to believe it can possibly be as powerful as it is. But I assure you, it really, really is!

And as always, if you'd like to get started on your own list building and email marketing empire sooner than later (how does right now sound?), then I definitely encourage you to grab yourself a copy of [Product Name](#) while it's still available at the current discount price.

You may never get another opportunity like this again.

I look forward to seeing you for tomorrow's email... do NOT miss it!

Talk soon,

Your Name

P.S. [Click Here](#) to build a wildly profitable email list starting now!

## Email #4:

Subject: Ready to Get Totally Naked?

Body:

Hey, it's you again! Awesome. Thanks so much for joining me for another exciting lesson. You're showing a whole lot of moxie, my friend. Congrats.

So in today's email, I'm gonna prepare you to expose yourself for all the world to see. Don't worry, you can keep your clothes on! ;)

But you definitely don't want to be modest about getting your freebie into as many hands as you can. Quick caveat: as many worthy hands as you can.

Some people will never spend a dime with you, no matter how hard you try. These folks are habitual tire kickers. But I'll show you how to avoid these people (or get a different type of usage out of them) in another email.

Today, we're just focusing on opening up your doors and presenting your freebie to the masses.

### **How Do You Get Your Freebie Out There?**

Easy, you build a squeeze page. I'm sure you know what a squeeze page is, right? Just in case you're not 100% on this, it's simply a single web page on which your freebie is offered in exchange for an email address. There's a little form, a product image, a list of benefits...

This is also known as a lead-capture page, and capturing leads truly is your squeeze page's **ONLY** purpose. You're not trying to sell anything, drop any links, or take your visitor's attention off of your main objective in any way, at any time.

### **It's "give me your email address or get the hell off the page!"**

In order to make your squeeze page as effective as possible, you're gonna need to first get an image of your freebie made up for you. You can obviously do this yourself, if you happen to be experienced and skilled at creating graphics.

Personally, I just head over to Fivver.com and pay a graphic artist \$5 for a great-

looking product image. This can be a software box, a DVD case, an e-book cover... whatever best represents what your actual freebie happens to be. Just go to Fiverr and type "e-cover" into the search box. You'll get tons of results.

The next element you'll need on your squeeze page is your opt-in form, which you will get from your autoresponder service provider. If you don't yet have an autoresponder, you should look into either Aweber or Getresponse. You can get your first month of Aweber for \$1... and GR is actually free for the first month!

You will simply follow their tutorials on how to generate an opt-in form.

Finally, you'll need some text on your squeeze page. A big, bold headline, along with a subheadline, a call-to-action, and a bulleted list of benefits that your prospects stand to gain by claiming your free gift today are all essential.

Now obviously, I'm not going to be able to walk you through the entire setup process in this one little email. But there is plenty of great training online. I recommend starting with (Product Name), which you can pick up right now for less than \$5.00 through [this link](#).

### **Split Test Everything...**

What's great is that you don't have to get your squeeze page perfect right out of the gate. As you send traffic to this page (covered in a future email), you can actually track your results with a piece of tracking software.

What's great about this software is that it can send equal amounts of traffic to one squeeze page (a control page) and another squeeze page (a test page). You will get to see which page outperforms the other. You can keep the winner, discard the loser, and then create a new test page and repeat the process.

I hope I didn't just talk over your head here.

It can be a bit tricky explaining detailed concepts like split testing in a single email, which is why I certainly recommend getting your hands on some proper [list building training](#).

In any case, the name of the game here is making it as easy and exciting as possible for your site visitors to opt in to your list and claim your free gift.

Tomorrow, we're discussing one of the most important aspects of your entire list building campaign, and that's a quality upsell (OTO) funnel. This can put you

into profit instantly, offsetting any paid ad costs and essentially allowing you to get paid to build your list!

You're definitely gonna want to tune in for that one!

See ya then,

(Your Name)

P.S. If the links above aren't working, go to <http://product-url> now.

## Email #5:

Subject: Have Your Cake, Eat It Too... And Then Charge?

Body:

I assure you, you'll soon be thanking yourself heartily for taking the time to open and read this email. Hi again, by the way. Welcome back!

If you would, I'd like you to take a second to re-read the subject line of this email. "Have Your Cake, Eat It Too... And Then Charge?"

For just a moment, contemplate this type of scenario taking place in a real-world situation. You go into a fine restaurant, order yourself and your date a couple steak and lobster dinners, a couple bottles of fine wine, and a fabulous dessert...

And at the end of your meal, just when it seems that nothing could make this experience any better, the waiter approaches your table and hands you two crisp \$100 bills, thanking you and wishing you an incredible night.

It's an absurd notion, isn't it?

Except that, in the wonderful world of list building, this can become your reality.

Certainly not in the literal case of steak, lobster and Benjamins... but most assuredly in the sense of building a wildly lucrative email list... not only for FREE... but actually for an immediate profit.

In other words, you can *get paid* to build your list!

How?

### **Welcome To The Magical Land of Upsell Funnels!**

The cool thing about building an email list is that you've literally just "captured" an audience that you can market to again and again. And there is absolutely no reason why you shouldn't take advantage of this fact straight away.

In essence, what you want to do immediately upon your new subscriber signing up to grab your freebie, is send them to a related paid offer. This can be an

affiliate offer or one of your own products.

It really doesn't matter what the offer is, provided it's a proven converter. I like to use affiliate products because they don't require any effort on my part. It's also smart to select an affiliate offer that comes complete with its own upsell funnel.

In other words, your new subscriber opts into your list and is taken to a thank-you page. This is simply a very basic page you set up telling your new subscriber thanks for signing up, letting them know that their download link will be emailed to them, and then giving them a link to click on.

This link will lead them to your upsell offer. This will be an affiliate offer that's highly related to your freebie's main topic. And the actual product vendor for whom you're promoting will actually have a few upsells in place that allow you to earn bigger and bigger commissions right out of the gate.

### **Here's An Example:**

Let's say that the product vendor is charging \$9.95 for their front-end product and paying 100% commissions to their affiliates (common practice in the IM niche), and then they're offering a \$27 first upsell... and a \$47 second upsell.

And let's say that they're paying their affiliates 50% commissions on these upsells. Again, this is an extremely common situation in IM.

To drive traffic to your squeeze page, we'll assume that you pay \$80 for a 250-click solo ad. And the solo ad seller over-delivers and sends you 300 clicks. This is incredibly common.

We'll assume that your squeeze page converts visitors into subscribers at a respectable 35% rate. Just for the sake of easy math, we'll say you get 100 new subscribers. So you paid 80 bucks for 100 new subscribers.

Now, of those 100 people, nearly all of them will be presented with the affiliate offer you're promoting. So 100 folks see the offer. And we'll assume a standard 5% sales conversion rate. In this very realistic scenario, you'll get 5 sales.

### **So you've earned a quick 50 bucks.**

Obviously, you spent 80 on your solo ad. With this \$50 profit, you're only out a measly \$30, right? Well, that's only if they didn't take the vendor up on their upsells. But it's very likely that at least one of these five buyers will buy again.

If just one buys the \$27 upsell, you put another \$13.50 in your pocket. That means you've only spent \$16.50 on your solo. And if they go on to buy that bigger upsell, you're actually in profit... you got paid to put 100 new people on your list!

Of course, this is just an example.

But it's an extremely realistic example. And if you can boost your opt-in conversions to 45% and your sales conversions to 7%... and order bigger solo ad packages at a discounted rate... the sky is truly the limit.

Anyway, I just wanted to get you excited about what's really possible when it comes to list building. I also wanted to present you with the idea that getting yourself set up with a highly profitable OTO isn't tough at all.

It's truly just a matter of grabbing an affiliate link and setting up a simple little thank-you page.

Yet it can set you up for a level of repeatable, scalable success that will truly make your jaw drop. This is really powerful stuff, my friend.

### **You Need to Educate Yourself!**

If you can't see how exciting this business model is, you either haven't been paying attention... or you're a fool. I hope neither of these is the case.

And I've gotta tell you, if there was ever something that deserved you expanding your knowledge about, this is it. That's why I recommend getting yourself set up with quality list building training right away.

Start small and cheap. Build a solid foundation. Put what you learn into action. Then, go ahead and begin to slowly expand your list building library. For now, I'd strongly urge you to get your hands on [Product Name](#), as it will give you a mighty solid foundation for dirt cheap!

Tomorrow, we dive into traffic.

Yeah, finally!

Missing tomorrow's email would be the equivalent of throwing on your best gym clothes, getting in your car, driving to the health club, ordering a smoothie,

stretching, warming up, and then not actually working out.

In other words, it would be freakin' dumb!

Don't be dumb, okay?

I really hope to see you tomorrow.

Excited for you,

(Your Name)

P.S. Remember to grab (Product Name) to get started with your list building training today. Go to <http://product-url> to get started now!

## **Email #6:**

Subject: [HEY YOU] Hungry for Eyeballs?

Body:

Alright, so today I'm gonna keep it short and sweet for you.

Off hand, I really can't think of any business in the world that doesn't need traffic in order to be successful. Your email marketing business is clearly no exception.

We all need to put as many eyeballs as possible in front of our offers.

In this extremely short email, I'm going to share the top 5 ways I know of to send targeted traffic straight to your squeeze page and into your life! ;)

### **1. Solo Ads**

This is simply the act of paying another email marketer an agreed upon amount of money to send out an email to their list on your behalf. Your email includes a link back to your squeeze page. You'll pay the solo ad seller based on how many clicks he or she is able to send from that email to your squeeze page.

### **2. Ad Swaps**

These are essentially the same things as solo ads, with one small difference. Instead of paying for your solo ad with money, you simply return the favor and send an email to your list on your swap partner's behalf. The email you send will link to their squeeze page. The email they send will link to yours. Easy!

### **3. Forum Posting**

This is a great way to get loads of people to your squeeze page for free. It will require a lot of time and participation on your part, however. Here, you'll simply create a static signature file, which appears at the bottom of ever forum post you make. Then, you simply participate, striving to add as much value as possible.

### **4. Content Marketing**

With this type of traffic generation, you will basically be writing and submitting

articles all over the web (directories, web 2.0 properties, blogs, etc.), as well as creating and uploading videos. This is a pretty grass-roots approach, but still works extremely well, provided your strategy is rock-solid.

## 5. E-Book Giveaways

This is a favorite of many online entrepreneurs. Here, you can enter giveaway events, submit your e-books to free e-book sites, and run free WSO's on the Warrior Forum (best for the IM niche), including the War Room. You can also sell dirt cheap giveaway rights to achieve a viral effect. The sky's the limit here!

### **I Know, The Devil Is In the Details:**

I told you this was gonna be a short email, and I meant it. There is no way for me to elaborate on each of these extraordinary traffic generation methods here in a single email, so I won't even try.

As I've told you before, you really need to educate yourself about this stuff. Seek out quality training and resources, both free and paid. Generally speaking, a library of paid list building training will be more direct, comprehensive, and an overall better use of your most precious resource of all... your time.

My personal recommendation for getting started is [Product Name](#), but please feel free to grab any educational tools you prefer. The point is, you need to get the training now. And you need to take action immediately!

Do NOT sit on this... or it will pass you right on by.

Tomorrow, we're gonna recap this great business model. I'm going to also drive an important point home for you. If I do my job correctly, it could really change your life. So don't even think about missing tomorrow's email, okay?

I'm really becoming a huge fan of yours here! ;)

See ya tomorrow,

(Your Name)

P.S. Don't forget to start your list building education today.

Go to <http://product-url> to get started right now!

## Email #7:

Subject: You Ready to Rock This Out Or What?

Body:

Alright, it's time to separate the winners from the losers.

This is the last email you will receive from me on the topic of list building. Tomorrow, we move on to something else. If you're serious about this model, the time to jump in and change your life with it is now.

Period.

>> [Click Here to Get Your Butt In Gear!](#)

Sorry if I'm coming across as overly-intense today. It just really irks me to see people who sit on the fence and don't actually do what needs to be done to bring about positive changes in their lives...

Especially when they've clearly been presented with a golden opportunity to do just that. It seems absolutely crazy and tragic to me, that's all.

**So let's recap, shall we?**

When it comes to building a wildly profitable email list in your chosen niche, there are 5 important steps/components for you to be aware of.

These include...

### **1. Your Giveaway (Freebie) Offer**

You need to have something of value to give away to your site visitors. It should be compelling enough of a product to inspire your visitors to give you their email addresses in order to acquire it. When they do this, you've received an "opt-in."

### **2. Your In-Product Monetization**

Including links in your product is certainly a good idea, as it enables you to make money right out of the gate, with no additional effort required on your part. A few

well-placed affiliate offers or upsells to your own products and/or services can serve to double or even triple your income right then and there.

### **3. Your Squeeze Page**

This is a simple, single web page that should include a compelling headline, a descriptive subheadline, a list of bulleted benefits, and an attractive product image and opt-in form. You should always strive to increase the effectiveness of this squeeze page (your opt-in rate) by constantly split testing.

### **4. Your Upsell (OTO) Funnel**

While you can certainly use your own products or PLR products, I've found that simply linking from your thank-you page to a high-converting affiliate offer is the quickest, easiest, and most profitable way to do this.

And when you choose an affiliate offer that already has a great upsell funnel (with generous affiliate payouts) in place, then you can actually put yourself in a position where you're GETTING PAID to build your list. A great place to be!

### **5. Your Traffic Generation**

No eyeballs = no business, plain and simple. To get these eyeballs in front of your squeeze page, there are five powerful traffic generation methods that can yield you some extremely exciting results. Solo ads, ad swaps, forum posting, content marketing, and e-book giveaways can set you up for long-term success.

### **So Where Do We Go From Here?**

Again, I've given you the very basics of this incredible business model. This very same model has created more online millionaires than any other. And the good news is that it's one of the simplest to master. It's just a matter of learning the fundamentals, and practicing them on a daily basis.

>> [Click Here to Get the Fundamentals Now!](#)

Clicking that link and getting your hands on some quality list building education truly is your next move. Again, this is the last email you'll be receiving on the subject of list building. So it's now up to you to continue your education.

I suggest you click that link and get started now.

(insert your “niche to niche transition” here... unless this is your final topic)

I hope you've gotten a whole lot of value from these list building emails. And I sincerely look forward to providing you with tons of high-quality information and resources in other great niches soon.

Please let me know if there's anything I can do to help.

All the best to you,

(Your Name)

P.S. This is absolutely your last chance to grab (Product Name)!

Go to <http://product-url> and begin building your exciting new email list right now.

# 7 Blogging Emails



## Email # 1:

Subject: Can I Read Your Diary?

Body:

Well hello, hello! (Your Name) again, just wanting to say thanks for continuing to take action and read my emails.

I know that, if you're anything like me, you've got a pretty damn loud inbox, full of all kinds of marketers trying to sink their claws into you.

So it really means a lot to me that you've put your trust in me, or that at least you can see some value in what I have to share with you.

Anyway, thanks for that.

Now let's keep the ball rolling here by discussing one of my personal favorite business models, which is good old-fashioned blogging.

Blogging, at least in the early days of the World Wide Web, was pretty much akin to keeping an online diary of sorts. People would journal about their personal thoughts, activities, maybe their favorite recipes... it certainly didn't have a lot of the commercial intent that it does today.

Don't get me wrong here...

People absolutely still use it for the type of journaling and even "scrapbooking" type of application. But with the rise of specialty social sharing sites like Facebook and Pinterest, blogs have, in large part, taken on the role of websites.

Easy to build websites, at that.

And many of these sites do have a commercial intent.

### **Using This to Your Advantage:**

Yes, you can most definitely make money with a blog. In fact, some people are making six and even seven figures a year from their blogs. And there's absolutely no reason why you can't do the same thing.

All you need to do is pick a compelling (and profitable) topic, write great posts that showcase your passion and expertise, monetize your blog for fantastic profitability, and deliver interested prospects to your blog.

Easier said than done, right?

Yeah, it's true. There's a bit more to it than what I've just told you, but if you stick around and keep checking out my emails over the next week, I think you'll be pleasantly surprised by just how simple this business model really is.

As with anything, there's a wee bit of a learning curve. But once you really dive in and get going, it becomes pretty addictive. After all, you'll have your very own space on the web, that you can do essentially anything with that you like.

It's both wildly fun and potentially very profitable!

Anyway, if you don't want to wait a week to have this great info drip-fed to you, then I do have some recommended training to share. If I were you, I'd get my hands on [Product Name](#) right now, so that you can get started blogging tonight.

Otherwise, just stick around and I'll see you tomorrow, when we'll discuss the difference between various types of blogging platforms, and which ones you should absolutely avoid if you want to be taken seriously.

This email is simply NOT to be missed, okay?

See ya then,

(Your Name)

P.S. Go to <http://product-url> right now to speed this process up and get yourself blogging tonight!

## Email #2:

Subject: Laughed Off the Damn Freeway?

Body:

Wow, look at you! Taking action again, I see. Very impressive, my friend.

Today, we continue rapping about the ever-profitable world of business blogging. This is really, really important stuff I'm about to share... so please pay attention.

Cool?

Alright, so the first thing I'd like to discuss is the variety of blogging platforms you've got at your disposal. There are plenty of directions you can head off in.

But at the end of the day, what it really comes down to is free vs. paid. If you take another look at today's subject line, it should become obvious which one of these options I'd like to see you embrace.

Free blogging platforms (blogger, squidoo, wordpress.com, weebly, etc.) are cool, and I still believe in using them for certain purposes. But the bottom line is that if you don't control your own website, you won't be taken seriously.

### **Paid, Self-Hosted Blogging**

What you need to have is your own Wordpress blog installed on your own domain, and hosted through your own webhosting plan.

This gives you instant authority, not to mention total control of your business.

Few things are as frustrating as creating dozens of pages of fantastic, totally compelling content – especially content that actually makes you money – only to have it ripped out from under your feet... without warning.

This happens to “free bloggers” all the time.

For whatever reason, the owners of the free blogging platform may decide that your content no longer adheres to their terms of service. In fact, they're completely at liberty to change their TOS mid-stream, and remove your blog

accordingly. Talk about a complete and utter lack of stability.

Bottom line, do NOT rely on a free blogging platform to earn you your livelihood.

The good news is that setting up your own blog is incredibly easy, and quite cheap. All you need is an inexpensive domain name and a hosting account.

That's it. That's all.

What's really cool is that you can get both of these from the same place. I recommend going with either Hostgator or Bluehost for both your hosting and domain. Then, you'll simply use your hosting provider's "cPanel" to install a Wordpress blog and begin your new business. Easy.

### **You Should REALLY Learn This Stuff!**

I obviously can't walk you through all the setup details in this one email. You've gotta get yourself some quality training on how to get it all setup and making you money. I personally recommend [Product Name](#), as it's quality training for cheap.

We'll certainly be covering more tomorrow...

Mainly, we'll be talking about themes, plugins, and settings. All very important stuff and absolutely NOT to be missed! The product I just recommended is intended for people who want all the details now so they can start immediately.

In any case, I look forward to seeing you here again tomorrow.

Great stuff comin' at ya!

Until then,

(Your Name)

P.S. Why wait? Get your mitts on (Product Name) now and have your blog set up and ready to make you money by this time tomorrow. [Click Here](#) to speed up your success... starting tonight!

## Email #3:

Subject: Plugins and Widgets and Themes... Oh My!

Body:

Too much good stuff today, my friend.

Yesterday, we discussed the difference between free blogging platforms and your own, self-hosted blog on your own domain. If you remember, I basically spat all over the idea of going the free route. Way too risky... and unprofessional.

I also tried to drive home the fact that having your own blog-style website is cheaper and easier than ever. An inexpensive hosting account is really all you need... you can actually register your domain through your hosting company...

One-stop shopping, baby!

I also asked that you learn how to install Wordpress on your site. There are a couple different ways to do this. I actually just use the Fantastico DeLuxe app on my hosting account's cPanel. You can learn how to do this by watching free YouTube videos. It's a common thing, so there's tons of info on how to do it.

***“Alright, So Now What?”***

Cool, so once you've got your Wordpress blog installed on your site, you've got to do some basic configurations.

You'll first want to go into “Permalinks” and tick the “Post Name” box. This is good for SEO (search engine optimization) purposes, as well as for cleaner, more simplified linking.

You'll also want to delete the current post and pages.

We'll talk more about the difference between the two, as well as the types of pages you'll need to set up, in tomorrow's email.

But for now, just get rid of all posts and pages.

Now, you're gonna want to install some new plugins, configure your widgets,

and select a nice new theme. This is pretty easy to do. We'll briefly cover each one of these items in turn...

## **Plugins:**

You're definitely welcome to install any plugins that you see fit. Personally, I've got a few go-to options that I install on all my blogs. These are...

- \*Antivirus
- \*WP Firewall
- \*All-In-One SEO Pack
- \*Fast Secure Contact Form
- \*Google Analyticator
- \*Google XML Sitemaps

## **Themes:**

You can choose between free and paid themes. My suggestion is simply to explore themes right from within your Wordpress dashboard. There are thousands to choose from. Just have fun with this. You're bound to find something that fits your niche, as well as the look n' feel you're going for.

## **Widgets:**

Generally, I like to keep my blogs clean and simple. I like a right sidebar (or left and right... three column) with a search box up top, an opt-in form (use the html widget for this), and a categories widget under that. You can also use the html widget to add banners, images, and anything else of general interest.

## **Educate Yourself On the Details...**

As you can imagine, sharing every single nuance and step you'll need to take in order to craft the perfect blog for your business is just plain impossible to do in a single email. I'm giving you the jist here, but that's about the best I can do.

As such, I highly recommend that you pick up some great blogging training. Start small and cheap. Something like [Product Name](#) will be perfect for getting this going as quickly as possible, without breaking the bank whatsoever.

In tomorrow's email, I'm going to bring you up to speed on the types of pages you'll need to have on your blog, especially if you plan to make money with it.

Now I'm no lawyer and I'm not attempting to give you legal advice here... but I do use some of these pages to set my own mind at ease when it comes to the FTA and other legal entities. So you really don't want to miss tomorrow's email.

I promise, it won't just be boring legal stuff either.

We'll have some fun... no question!

I look forward to seeing you then.

(Your Name)

P.S. Wanna dive right in and start blogging tonight? Just go to <http://product-url> and get this stuff rockin' and rollin' right now!

## **Email #4:**

Subject: Static Cling vs Liquid Lightning

Body:

Hola! Como estas?

Today we get down to the brass tacks of actually getting some content up on your shiny new blog. We'll discuss what this content should be momentarily.

First, I'd like to simply address the topic of pages vs. posts.

In most blogging situations, you will be using posts for your ongoing blog content, and pages as more static legal, contact, and terms type content.

If you think about it in terms of a physical journal, your posts would be the actual pages in the book, and your blog's static pages would be the covers of the book, where you write in your name, address, and any other pertinent information.

I hope that's a decent analogy.

### **Pages You'll Want to Have On Your Blog:**

I recommend adding these pages to your blog, in this general order...

1. Home – This will come standard with most themes, so you don't really have to worry about doing much with this.
2. About – Tell your readers a little something about yourself, your blog, and your overall mission. Who is your blog for? How can it serve? Why are you doing it?
3. Contact – This should provide your site visitors with a form the visitor can fill out to reach you through. At the very minimum, the page should share your contact information, and in particular, your email address.
4. Privacy – A privacy policy is absolutely essential to keep yourself FTC compliant. Attaining one can be as simple as copying another blogger's privacy page and simply replacing their information with your own.

5. Terms – Same situation... just copy another blogger's.

6. Earnings Disclosure – Here, you'll simply want to let your visitors know how you get paid. If you earn affiliate commissions, profits, or advertising revenues, you need to make this information available, as per the rules of the FTC.

### **So What About Posts?**

Easy. You just write whatever's on your mind. Of course, there are some SEO considerations you may be wise to pay attention to. Fortunately, we'll discuss this a bit in tomorrow's email.

But the bottom line is that you need to post regularly... and you really need to be yourself in order to be as effective a blogger as possible. Remember, this is your website; your turf. Don't get intimidated by your audience.

They're in your house! ;)

So just be natural.

You can learn more about the fine art of effective blogging by picking up your own copy of [Product Name](#). I recommend it to anyone who wants to earn a full-time income from their blog. It'll put you on the fast track to success.

But the basic essence of what you want to be doing is sharing your thoughts, feelings, expertise, fears, and vulnerabilities with your blog visitors. Entertain them... inspire them... give them something to relate to.

Again, tomorrow we'll begin diving into the science of effective blogging, including good on-page SEO practices, as well as the types of blog posts you should really be focusing on to make more money in less time!

Sound like something you might be interested in?

I thought so. ;)

Until tomorrow,

(Your Name)

P.S. Go to <http://product-url> right now to claim your own copy of (Product Name) while it's still available for under 5 bucks!

## **Email #5:**

Subject: The Art of Googling Without Googling?

Body:

Did you ever see the movie “Enter the Dragon,” starring Bruce Lee?

If so, you'll likely recall a scene in which Mr. Lee was asked what his fighting style was, to which he replied “You can call it the art of fighting without fighting.”

That is an absolutely perfect parallel to what we're trying to accomplish with your blog. But instead of “Jeet Kune Do,” we're talking about “SEO.”

**Ah, good old search engine optimization.**

This is actually one of the least understood, yet most heavily abused principles of Internet marketing. Quite simply, it's the art of getting your content (blog posts, in our case) to rank highly in Google, as well as other search engines.

The problem with this particular principle is that it's a never-ending “cat and mouse” game. Just when some IM genius discovers a loophole in Google's algorithm that makes for quick and dirty top rankings...

An even bigger genius working for Google counters this, rendering the new “trick” completely and utterly worthless. This dance has been going on for years.

It used to be that people would do everything they could to game the system. They would repeat the keywords they wanted to rank for over and over again. They'd hyperlink their keyword, bold it, italicize it, use it in header 1 and header 2 tags, use it at the beginning of their article... and at the end.

It got to the point where they were trying to calculate their keyword density and LSI keywords (you don't need to understand this) down to precise percentages.

**Stop the Damn Madness Already!**

At the end of the day, all that really matters is that you put out content that your readers like. You do that, and your blog will become well-liked, popular, and earn the favor of the search engines. Earn. You've gotta respect that word.

This is where Bruce Lee's philosophy can really help us out.

It's the art of optimizing without optimizing... or as our subject line suggests, Googling without Googling. Just keep it natural, enjoyable, and useful. Good things will happen automatically. You don't need to impose your will.

With that said, you should definitely strive to learn a little bit about on-page SEO. I mean, if you don't even know how to do keyword research, then you're not really giving yourself a chance to rank for anything, right?

You wouldn't expect a page about different frozen yogurt flavors to rank for the keyword term "lose weight eating frozen yogurt" if said page has absolutely nothing to do with weight loss, right?

So you've at least gotta let the search engines know what the heck it is you want them to rank you for. This is just good common sense.

All I'm suggesting is that you use your keyword in your blog post's title, and a few times throughout your content, ideally without even really thinking about it.

Then, just leave a good thing alone and trust the strength of your content.

In fact, don't even think about the search engines. There are plenty of other incredible ways to get traffic to your blog. We'll be discussing these tomorrow. For now, just understand that SEO isn't the only game in town.

### **Don't Try to Manipulate Google!**

They're much bigger than you, my friend. And I'm not one to question your intelligence... but collectively, as an entity full of "top people," they may just be a bit more clever when it comes to maintaining the integrity of their operation.

We'll just leave it at that. ;)

What I would suggest you do to give yourself the best fighting chance is to learn a little bit more about blogging, SEO, and the whole art of setting yourself up for success. I recommend grabbing [Product Name](#) and giving it a good look.

In any event, you want to be mindful of SEO, but never obsessed.

Does this make sense?

Alright, so tomorrow we're going to talk about the two most important things of all when it comes to killing it with your blog... monetization and traffic.

I don't need to tell you how stupid it would be to miss that email.

(But please don't... it would be really damn stupid. ;)

Until tomorrow,

(Your Name)

P.S. If you still haven't gotten your hands on (Product Name), I really have to wonder why. It's currently under 5 bucks, and it has the potential to get you up, running, and profiting immediately... starting tonight!

[Click Here](#) to grab your copy now.

## Email #6:

Subject: Your Blog Shall Set You Free... Ready?

Body:

Ah, I thought this day would never come, my friend.

Today, we finally get down to the brass tacks. Using your blog to make money... potentially a whole lot of money. For some, this income is enough to quit their jobs and live life on their own terms.

Sounds nice, doesn't it? But is it actually realistic?

Absolutely.

In this short, but powerful email, I'm gonna share with you the two key factors to determine if it's realistic for you to expect your blog to become your main source of income. These factors are monetization and traffic. Let's look at each...

### **Blog Monetization**

How well you monetize your blog can mean the difference between earning \$100 per month and \$10,000 per month online. This is for real.

There are various ways to monetize your blog. I actually recommend implementing several of them all at once. Here are just a few of your options:

- \* Adsense
- \* Affiliate links
- \* Affiliate banners
- \* Your own services
- \* Your own product offers
- \* Business to business advertising
- \* CPA offers
- \* List building

There are countless ways in which you can integrate these into your blog. From contextual advertising to pop-ups to side bar utilization... the sky's the limit!

One thing you want to be careful of when monetizing your blog, however, is overdoing it. If your blog looks like a giant sales pitch, then nobody's gonna want to stick around and enjoy your content. You must be subtle, but thorough.

Make sense?

Much of this stuff will be common sense to you. Heck, you can just ask yourself the question "If this were someone else's blog and I were visiting it, would I feel I was being benefitted... or pitched to?" Always put yourself in your visitors' shoes.

## **Blog Traffic**

As we discussed in the previous email, you never want to depend on SEO as your primary traffic generation strategy. In fact, it should really be incidental.

Now as I'm sure you already know, there are two main categories of traffic; free and paid. Both come fully equipped with their own sets of pros and cons.

It should go without saying that if you've got more time than money, and you happen to be on a rather tight budget (or you're just plain adverse to risk), then free traffic generation will be your best friend.

A few of the most popular free traffic generation strategies include:

- \* Article marketing
- \* Web 2.0 marketing
- \* Video marketing
- \* Forum posting
- \* Blog commenting
- \* Guest blogging (aka "content syndication")
- \* Free e-book submissions

These are all great options, honestly. You can do one, a few, or all of them. It's completely up to you. And as you engage in many of these, you'll also be inadvertently building links back to your blog posts. This will increase your search engine rankings, really offering you the best of both worlds.

## **Please Educate Yourself!**

As much as I'd like to believe that the emails you've been receiving from me are all you will ever need to become a successful blogger, they're really only just scratching the surface.

For this reason, I recommend investing in some low-cost, high-value blogging education for yourself. I say start off with [Product Name](#), which can get you up and running immediately... like right now!

And then, as you reach new milestones in your business, you can invest in additional education that can help you grow this sucker to the moon.

Sound good?

Alright, so in tomorrow's email, we're going to recap everything we've covered in these blogging emails, which is actually quite a bit. I'll put it all together and hopefully simplify it for you.

Please do NOT skip it. It'll be well-worth you checking it out, believe me.

I'm really looking forward to it.

Until tomorrow,

(Your Name)

P.S. Pick up (Product Name) and get started blogging right away. No point in putting your success and happiness off until "someday." Go to <http://product-url> right now and get started on your profitable new blog immediately.

## Email #7:

Subject: [WARNING] Are You Really Gonna Miss Out... Again?

Body:

Short and sweet today, okay?

We're gonna do a quick recap, and then I'm gonna lay the urgency on you really thick-like. You think you can handle it? I know you can...

>> [Click Here Before It's Too Damn Late!](#)

How was that? ;)

Alright so let's go ahead and give you a little bit of a refresher. I know I've given you a lot to think about throughout the week. Now I'd like to consolidate it, make it fresh in your mind, and help you to see just how achievable this really is.

### **Blogging Recap:**

When it comes to becoming a wildly successful professional blogger, there are really 5 important steps/components for you to be aware of. These are...

#### **1. Your Platform**

Free blogging platforms have their place, but you should never rely upon them for hosting your primary blog. Please, only go with a self-hosted Wordpress blog to ensure that you're in full control, and that nobody can shut your business down. Besides, it'll just make you look a whole heck of a lot more professional.

#### **2. Plugins, Widgets, and Themes**

Choosing a free theme that you personally enjoy is all you really need to do. As far as widgets go, keep it simple. A search box, an opt-in form, categories, and a few html widgets for images are really all you need. But feel free to experiment.

For plugins, I recommend "wp firewall," "antivirus," "all-in-one seo pack," "google analyticator," "google xml sitemaps," and "fast, secure contact form." You are obviously welcome and encouraged to add to this list as you see fit.

### **3. Pages vs. Posts**

You'll need home, about, contact, privacy, terms, and earnings disclosure pages on your blog. These will be static pages that don't shift around as new content is added. Your posts, however, will generally show up as a series of pieces, with your freshest post on top and your older posts underneath.

### **4. On-Page SEO**

This is the art of Googling without Googling. We do a few key things correctly. We use our main keyword in the title, and use it naturally throughout our content. Otherwise, we're not overly concerned with manipulation the search engines. We'll let our great content and user engagement get us by.

### **5. Monetization and Traffic**

We can monetize our blog with affiliate links, contextual advertising, business-to-business advertising, CPA offers, list building, and a variety of other ways.

Great sources of traffic include article marketing, video marketing, forum posting, guest blogging, blog commenting, and e-book giveaways. There are also paid sources of traffic to consider, such as PPC and media buys.

### **You Need Training!**

While it's been an absolute pleasure sharing some of this great business model with you, there's simply no way that a short series of emails will provide you with all the juicy details you need to make this work for yourself.

This will be our last email on the topic of blogging. I cannot recommend strongly enough that you get the training you need. You simply will not succeed without a solid, well-detailed course of action to follow along with.

**>> [Click Here to Get That Course of Action Now!](#)**

Listen, this course is less than 5 dollars. You can't afford not to grab the bull by the horns and run with this. Trying to do it on your own is a recipe for disaster.

I suggest you click the link above and get started now.

**(insert your "niche to niche transition" here... unless this is your final topic)**

I hope you've enjoyed these blogging emails.

Please, if you've decided to embrace this business model, give it everything you've got. Be your best, do your best, and give your best. This is how you're going to become a super success online!

I'll see you again soon with more great content regarding other great business models. As always, I'm really looking forward to it.

Thanks for being here,

(Your Name)

P.S. This is your absolute last chance to get your hands on (Product Name). Don't miss this great opportunity. Go to <http://product-url> to get started now!

# 7 Product Creation Emails



## **Email #1:**

Subject: Big Question: Wanna Be The Boss?

Body:

Well, how the heck are you today, my fellow action taker?

(Your Name) here, and I've got probably the single greatest business model on the entire Internet to share with you today. It really is.

Listen, when you take the plunge and actually become an information product creator and distributor, you put yourself in a power position that no other online business model can match. Not only that, but you give yourself leverage galore.

What do I mean?

Well, let's take a look at each of these undeniable benefits in more detail. I think you'll soon agree with me (if you don't already) that this business is king...

### **Plenty O' Power:**

When you have your own products to offer the world, you're immediately perceived as an authority. You generally garner a sense of trust, respect, and "guru status" right out of the gate... simply for having your name on the product!

But this isn't necessarily the "power" I'm referring to.

Perhaps more importantly, you are in total control of your own business. You can change the price, the sales process, the links inside the product... you're never at the mercy of someone else's whims. This is all you, dog! ;)

### **Lots O' Leverage:**

This really goes hand in hand with power, but the jist is that you can have other people promoting your product(s) for you. This is absolutely HUGE in that you can utilize the marketing talents of dozens, hundreds, or even thousands of affiliates to drive an absolutely obscene amount of traffic to your offers.

Obviously, this will equate to far more traffic than you could ever dream of

generating yourself... and you don't have to work nearly as hard to do it. This is working smarter at its most fundamental. It's what successful business owners of all kinds have been doing for millennia.

As if this weren't cool enough on its own, you also get to enjoy another type of leverage as a product creator. And that's having your very own "bribe," of sorts.

You can offer your product as a bonus during a big affiliate launch. You can form partnerships with other product creators that allow for ongoing traffic to both of ya. This is commonly known as "integration marketing," and we'll discuss it in a future email. It would be borderline criminal not to! ;)

### **But For Now...**

If you have any aspirations of becoming a product creator, the best time to get started is right now. There's a very simple way to do this. Get your hands on [Product Name](#) to see just how quick, easy, and non-intimidating this can be.

You may be surprised.

I have no doubt that if you give product creation an honest try, not only will you make yourself a lot of stinkin' money, but you'll actually get hooked on just how much fun it is to have hordes of other people checking out YOUR stuff.

You can become an "Internet rock star" very quickly in this way!

Alright, so tomorrow we're gonna dive in head-first. I'll be showing you how to get the perfect idea for your new product. A winning idea can seriously set you apart from the pack. And coming up with one is dirt simple... you'll see.

I'm very excited to be sharing this stuff with you.

Eagerly awaiting tomorrow,

(Your Name)

P.S. Why wait for greatness? Get started with product creation right now. Go to <http://product-url> and begin creating your product as early as tonight!

## Email #2:

Subject: Your Portal Into a More Profitable World...

Body:

Hey, I've got an idea.

Are you jealous?

After all, having a winning product idea can make you rich. It's like creating a kickass portal into a world of instant online fame and fortune.

But mostly fortune. ;)

Listen, I'm gonna keep this email short and sweet for you today. I know you're anxious to get started sooner than later. And remember, if you want to get started in the quickest and simplest way possible, grab [Product Name](#) right now.

### **But I digress...**

Coming up with a great idea for your info product can really be as simple as cracking open a well-respected book and exploring the table of contents.

Seriously, all you need to do is go to Amazon.com and go through the book section. If you already have an idea of what niche you'd like to be in, then find books in that niche. Otherwise, look through their bestsellers.

Once you find a book that gets rave reviews, you can check its table of contents. Amazon allows you to do this right there on the website. Pretty handy, right?

Then, all you really need to do is check out subtopics that you can create your product about. Let me give you an example...

Let's say you find a good book about outdoor cooking.

In the table of contents, you see that the book is broken into three main sections. There's a grilling section, a smoking section, and a pit-cooking section.

You decide to go with grilling.

From there, you can start looking into the individual chapters and sections. You see vegetarian grilling, seafood grilling, steak and chicken grilling, and “tailgate” grilling (hamburgers, hot dogs, sausage, etc), and decide to go with seafood.

Now from this point, you can become resolved to create your very own seafood grilling guide... or you can take it a step further.

Perhaps you'd like to create a cookbook called “101 Grilled Shrimp Recipes,” or “The Exquisite Art of Grilling Shellfish.” The world is your oyster, my friend! ;)

### **Creating Your Outline:**

Now once you've gotten your winning idea, you can immediately go to work creating your outline. This is actually not even remotely difficult to do. It really can be as simple as... as...

As simple as checking tomorrow's email, where I'll give you all the juicy details!

Let me tell you right here and now, creating a compelling outline is perhaps the single most important thing you can do when creating your own info product.

I don't think I need to tell you how vital it is that you open tomorrow's email.

At this point, I've gotta let you know how impressed I am with you for taking action. Most people fail to succeed online because they fail to do what you're doing right now, which is educating yourself and being consistent.

So kudos to you, my friend!

Until tomorrow,

(Your Name)

P.S. Don't lose momentum, okay? Keep the ball rolling. Get the education and training you need. Go to <http://product-url> right now to make this work for you.

## Email #3:

Subject: Are You Afraid of Skeletons?

Body:

Welcome back. I'm both impressed and excited by your decision to open this email and see what the heck I have to say today.

This is a big deal, so please pay attention...

If you've been following along with me up to this point, then you should have already gotten yourself an exciting info product idea. If you haven't yet done that, you need to. And if you have come up with an idea, but you're not excited...

Then your idea is wrong and you need a different one!

But if you do have an exciting product idea and you're ready to move forward, then you're gonna need to form a skeleton. Spooky, right? ;)

We'll actually go ahead and call it an outline. Same concept, less creepy. The bottom line is that you should really know exactly what's going to be included in your product before you actually start trying to create it. Makes sense, yes?

### **Quick and Easy Outline Creation:**

Sticking with our example from yesterday, let's say you've decided to go with a "Grilled Shrimp Recipes" cookbook. One direction you can take here that immediately pops into my mind is that of cultural options.

You could put together an outline (we can also call this our table of contents, really) that covers Mexican, Caribbean, Japanese, Indian, and other cultural dishes featuring grilled shrimp. Make sense?

Obviously, you can use your own brain to come up with such an outline.

Additional resources you can use include cooking sites, YouTube, cookbooks, the Food Network, among others. Focus on these resources like a hawk!

This is obviously just for the grilled shrimp example. I'm sure you're smart

enough to find your own resources depending upon your chosen niche and product idea. You can even check other product creators' tables of contents.

### **There is no shortage of research material out there.**

The important thing is that you don't put this off. If you can pull an entire outline right out of your brain, then do so. Otherwise, use other people's hard work to your advantage. I assure you, putting your outline together is NOT difficult.

For more detailed instruction on product creation, I recommend building up an educational library. I'd start with [Product Name](#), which you can pick up for under 5 dollars. This will help you get started with a bang... as early as tonight.

Just remember that success comes to those who learn the skills, develop the skills, and put the skills to use on a consistent basis.

For today, I want you to craft yourself a cool outline. It doesn't matter how big it is. Just cover what you need to cover. Go for at least 5-7 chapters (or outline components) just so your product won't be too thin. Otherwise, it's all good.

Click the link above, grab that great training, and get your outline going now!

### **About Tomorrow's Email:**

Once you've got a skeleton in place, you'll need to start putting some meat on the bones. That's what we'll be covering tomorrow. Please don't let this intimidate you. We're not talking about writing an award-winning novel here.

This stuff is easy!

I know I'm sounding like a broken record here, but you really, truly do NOT want to miss tomorrow's email. It's huge, as it will give you the momentum you need to actually create a successful business for yourself. Why stop now, right?

Until then,

(Your Name)

P.S. Go to <http://product-url> right now and start building your empire tonight!

## **Email #4:**

Subject: Put Some Damn Meat On Your Bones!

Body:

Nice work up to this point, my friend!

Thanks for joining me again today. We're about to start beefing your product up.

Simple enough process. Getting started is the toughest part, so that's where we'll put our initial focus, obviously...

### **Getting Started:**

So your outline is laid out just the way you want it. Now what? Where do you start in terms of actually creating the heart and soul of your product?

The answer is one of the most annoyingly overused answers ever, unfortunately. And here it is... it depends.

The way you approach your content creation will depend very largely upon your knowledge, expertise, and passion regarding your chosen topic.

It will also depend on how clear your communication is... as well as your grasp on the English language. Your job is to deliver a message to your customers. The more clearly you can do this, the more they're gonna like you! ;)

If you have these things going for you, then you can obviously just tap into the knowledge that's already swimming around in your brain. Perhaps a book or two, along with some Google searches and YouTube videos will benefit you in terms of additional niche research.

If you're missing expertise or passion, you may want to choose another niche, as it will certainly be a bit more difficult to create a compelling product without these things in your corner.

Otherwise, you can hire a ghostwriter, re-write a plr product, or compile a series of articles (plr or ghostwritten) to put some meat on your skeleton.

## How Big Should My Product Be?

Again, my answer is annoying. But it depends. Really it does.

How much technical information is required? How many topics are you covering in your product? How much are you looking to charge? What is your desired outcome with this product?

Lots of stuff to consider.

Let's just take a quick look at each of these 4 questions...

1. How much technical information is required?
2. How many topics are you covering?
3. How much are you looking to charge?
4. What is your desired outcome?

Make This a Study...

I've said it before, and I'll say it again.

If you want to get great at info product creation, then you need to study info product creation. Start a library of training. I'd start with [Product Name](#), take action on it, generate an income for yourself, and then move on to more advanced training as you go.

Tomorrow we're going to discuss the format you should use for your product. There are more options than you may realize. Do NOT miss that email.

It truly is where the rubber meets the road. When you know what your product will actually LOOK like, it makes it more real in your mind. Crazy important.

I'll see you there,

(Your Name)

P.S. Go to <http://product-url> to learn an exciting, lightning-fast approach.

## **Email #5:**

Subject: What It Is, What It Look Like?

Body:

So tell me, what's your product gonna look like?

You've got options, you know?

Yesterday, we covered the basic concept of filling in your outline with real-life content. We discussed the fact that the amount of content your product will contain depends upon a number of factors, such as price point and topic.

For example, if you're creating a cookbook, simple recipes will suffice. If you're creating a product on setting up Wordpress blogs via cPanel, you'll need a bunch of step-by-step tutorials and visual representations.

Make sense?

So today, we're actually discussing the subject of product type. I mean, what the heck kind of product are you even gonna put out for the world to enjoy?

### **Here Are Some of Your Options...**

- \* An e-book
- \* A video course
- \* A piece of software
- \* A membership site
- \* A paid newsletter
- \* A service (content, design, SEO, tech, etc.)
- \* An audio course
- \* Coaching
- \* PLR
- \* An interview or interview series
- \* A resource guide

I told you your options were plentiful!

Now the option that you choose will largely depend upon your own personality

and skill set. For example, if you prefer talking to writing, then an interview series, video series, or mp3 audio series may be just what the doctor ordered.

Conversely, maybe the thought of putting your voice or face out there for all the world to see is absolutely petrifying. Maybe authoring a book is your cup of tea.

If you want to be completely behind the scenes, then you can come up with cool software ideas, have a developer create your software, and market it quietly.

There are tons of ways to skin the product creation cat, as it were. And this is going to be a personal choice.

### **Here's a Cool Way to Do It...**

Perhaps the approach covered in [Product Name](#) will be of some interest to you. It's fast, hassle-free, and actually a heck of a lot of fun. I definitely encourage you to pick it up now, while it's still under 5 bucks. A great addition to your library.

Alright, tomorrow's a big one. I know, I always say that.

But for realzies this time. ;)

I'm going to show you how to... errmmm... whattaya call it?

Oh yeah, MAKE MONEY from your product!

Could be of interest to you... if you're into the green stuff, anyway.

I'm really looking forward to tomorrow. Be there, okay?

Talk soon,

(Your Name)

P.S. Go to <http://product-url> to get in on a fast, fun, and easy strategy now!

## **Email #6:**

Subject: Do NOT Open This Email If You Hate Money!

Body:

You'll soon see that creating your own information products is quite rewarding.

Pride of ownership, a sense of accomplishment, and all those little intangibles that make your effort seem so well-worth it... they'll all show up.

But damn...

If those benefits were enough, then I very seriously doubt you'd be reading this right now. You wanna get paid, don't you? Hey, I don't blame you for a second.

And that's what this email is all about. It's about actually packaging your new creation... and then sending it out into the world.

### **How To Package Your Info Product:**

The truth is, once you've actually created your product, your work is about 75% of the way done. You'll still need to get it ready for human consumption.

Now the actual method for doing this will vary depending upon the medium through which your content is being delivered. In other words, the process will be different for a membership site than it will be for an e-book... or video series.

As such, I'm gonna have to leave you to your own devices when it comes to learning this stuff. But I will tell you how to package an e-book specifically...

1. Create your e-book.
2. Put this e-book in a "product" folder on your computer.
3. Add any bonuses to that folder.
4. Right click the folder and select "send to archive."
5. This creates a .zip file.
6. Upload this .zip file to your server using "File Manager."
7. Your product is now available in url format!

Now this may have just confused the heck out of you. Maybe not. If it did, just

follow through the steps, using YouTube videos for any help you need as you go. Whatever you do, don't just convince yourself it's too hard and do nothing.

### **How to Sell Your Product:**

Once you've gotten your product packaged up and ready to go to market, the first thing you'll need to do is create a sales page.

You can either write out a sales letter, create a sales video, or hire someone else to do either of these things for you.

You can either put this sales page up on your own website, or (if you're in the IM niche) you can run it as a Warrior Special Offer (WSO) on the Warrior Forum.

The first thing you'll want to do is learn how to write effective sales copy. There are great teachers of this online. Look to masters like Gary Halbert and Jay Abraham for guidance. You can find lots of great free stuff online.

Once you've crafted your sales page, you'll need to set up your payment gateway. You can use Paypal for this, or if you intend to have affiliates promoting your product for you (recommended), then go through Clickbank or another affiliate platform. JVZoo is another good choice.

You can use basic marketing practices to promote your product. Attracting affiliates may be a better use of your time, however, as it creates a lot more leverage. I mean think about it...

You can either spend a day earning 5 new sales of a \$10 product and make 50 bucks... or you can spend a day earning 5 new affiliates who each bring you 5 sales. Now you make \$250, pay your affiliates half, and still end up with \$125.

Which was a better use of your time and resources?

When you consider the fact that these 5 affiliates may very well continue to generate you 25 new sales a day for several years to come, the answer becomes incredibly obvious, doesn't it?

Just imagine what your life could look like if instead of trying to get five new customers every day, you instead tried to get five new affiliates every day!

It's fun to dream, isn't it?

But the truth is, this is an incredibly valid point. And while not all affiliates will perform well, some will perform incredibly well. You just never know. As such, the more affiliates you can attract, the better.

Listen, I really wish I could go into this stuff in a whole lot more detail for you, but you simply need more information than I'm able to give you in an email. So please do yourself a favor and pick up [Product Name](#), as it will help you a ton.

### **Tomorrow Is a Big Day...**

In our next email, we're gonna wrap up our product creation email series.

We'll recap everything we've covered, and I'll present you with a clever idea that can get you up and running with this stuff as quickly and painlessly as possible.

I've definitely saved the best product creation email for last!

I can't wait to see you there.

Until tomorrow,

(Your Name)

P.S. Could (Product Name) hold the key to your most profitable year ever? Go to <http://product-url> to find out now!

## Email #7:

Subject: This Is Your Final Warning...

Body:

Well hello again. I'm excited and grateful to have you here with me again. This is our very last email on the subject of info product creation.

It is very important that, if you really intend to make your mark with this exciting, high-leverage business model, that you get started now...

>> [Click Here to Avoid Disappointing Yourself!](#)

I know it's easy to put things off... and to tell yourself that you'll get to them later. But in this case, I really want you to avoid that temptation.

In fact, if you're not absolutely eager to get started rocking out your own products and changing your life forever, then something is seriously wrong.

Let's take a look at what we've covered in this series...

### **Power and Leverage:**

When you own, control, and have intimate knowledge of your products, you win. You're never at anyone else's mercy. You set the prices. You call the shots. And perhaps most importantly, you can recruit other people to promote for you.

### **The Might of a Good Idea:**

A powerful thing occurs when you become crystal clear about the topic of your product. You can come up with a good product idea on your own... or you can use various resources. TV, books, Google, Clickbank, and Amazon are all great places to look for inspiration.

### **Effective Outlining:**

Putting together a quality outline will give you the foundation upon which you'll construct your product. You can find subtopics for your main idea by simply using your own brain. Check other books' table of contents, as well.

## **Filling In the Blanks:**

Once your outline is created, it's time to actually move onto the product creation phase. This should be simple enough, provided you've already got some expertise on your topic. Otherwise, look to YouTube videos and/or other info to help you along with your content.

## **Choosing Your Product Format:**

There's no shortage of options here. E-books, videos, membership sites, mp3 audios, interviews, software programs, and resource guides are just a few of the choices you have at your disposal. Let your own personality and skills lead you.

## **Packaging Your Product:**

There are a multitude of different strategies, and the one you choose will depend heavily upon the product format you've chosen. You can watch video tutorials on YouTube that can walk you through the method that's appropriate for you.

## **Creating Your Sales Page:**

Setting up an effective sales page is perhaps the most important step you can take as a product creator. Learn good copy from masters like Jay Abraham and Gary Halbert. Choose text or video based on your own expertise and interests.

## **Selling Your Product:**

After you have a high-converting sales page in place, you'll need to actually get the word out about your product. While there are plenty of ways to drive your own traffic to the offer, attracting affiliates may be a far better use of your time.

## **The Next Step...**

As much as I'd like to believe that my emails are all you'll ever need to become an immensely successful info product creator and vendor, the truth is that I've only just scratched the surface.

My job has been to simply make you aware of these things. Gathering all the necessary details is your job. But I can make your job easier by pointing you in the direction of Product Name. This is all the training you will need to get your product created, online, and selling fast. You need this kind of training.

>> [Click Here to Get It Now!](#)

You really don't want to cheat yourself out of this great opportunity. You want to become a shining example of what's possible when you forge your own path in this world? Well here's your shot.

Click that link above and get started now. You can actually be creating your very own information product in as little as 12-24 hours from this very moment!

Do NOT cheat yourself at this point. You've come so damn far.

Get that training and run with it.

(insert your “niche to niche transition” here... unless this is your final topic)

It's been an absolute pleasure, and I look forward to serving you in future emails. Please, please, please keep your momentum going, okay?

Talk soon,

(Your Name)

P.S. This is your absolute last chance to get your hands on (Product Name). You need to go to <http://product-url> right now so you can get started tonight!

# Niche to Niche Transitions:

## **From List Building to Blogging:**

Alright, so tomorrow begins our series on blogging. This is a powerful-as-heck business model and should absolutely NOT be ignored. The best part about blogging is that you can do it in conjunction with list building. The two complement each other beautifully. I know you're going to enjoy the series.

## **From List Building to Product Creation:**

So we're done talking about list building for now. Tomorrow, we're jumping ship and diving head-first into the magical (and rather freeing) world of product creation. This isn't just a great standalone business model. It also goes hand-in-hand with list building. So you certainly don't have to choose between the two.

## **From Blogging to List Building:**

If you're not a total idiot, you will join me tomorrow. We're moving on from blogging and moving on to the mighty world of list building. These two businesses are so synergistic that it's actually quite silly to try doing one without the other. Be here tomorrow for some mighty fine list building goodness.

## **From Blogging to Product Creation:**

While having a blog and making money as an affiliate are both great, there is simply no substitute for creating your own information products. Tomorrow, we dive right into the incredibly lucrative world of product creation. Be there!

## **From Product Creation to List Building:**

Having your own products is amazing, but actually compiling a customer list, as well as a list of folks who may someday become your customers, is absolutely essential. Tomorrow, we switch gears, and begin discussing list building. There's no better way to sell products and keep in touch with affiliates.

## **From Product Creation to Blogging:**

In tomorrow's email, we're going to move from owning your own products to actually owning your own web space. Blogging is coming at you. Don't miss it!

# Weekly IM Promo Emails by Lee Murray?

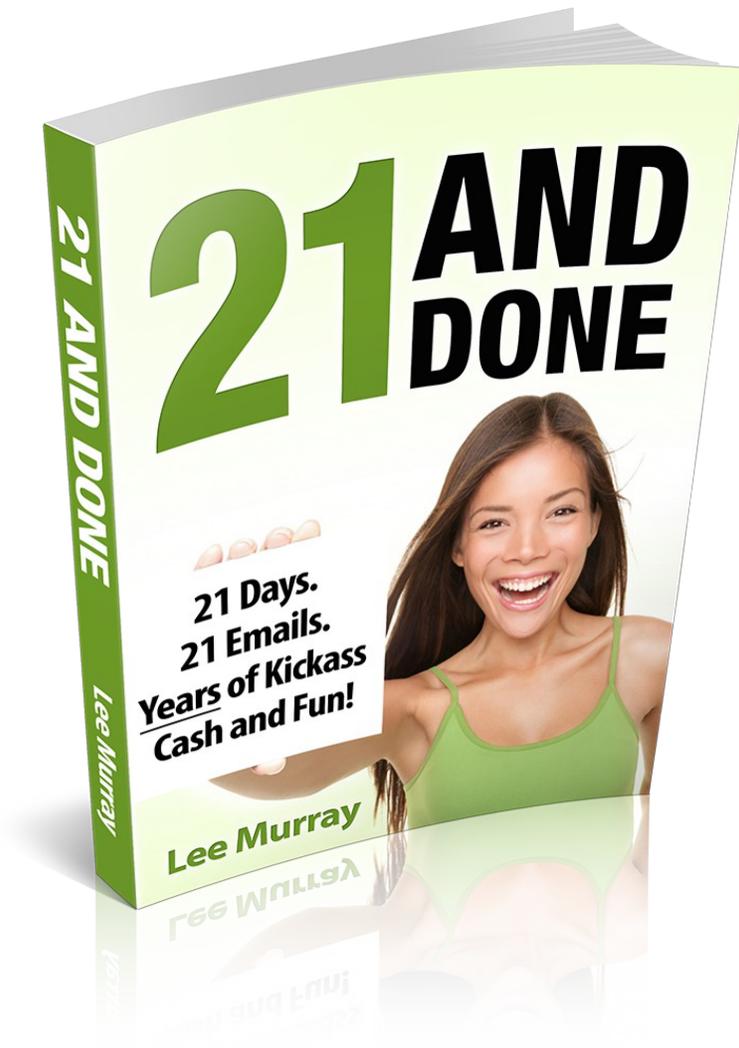
If you haven't yet enrolled in my weekly promo email service, then I'd like to invite you to do so at this time. Here's what you get...

- 5 promo emails per week (over 20 per month)
- Delivered each week via email
- I buy all the products you promote
- I write custom reviews... products are promoted intelligently!
- I show you where to get your affiliate links
- You just plug in and profit!
- These emails are designed to make you money!
- Pay one low monthly fee
- No obligation; cancel anytime

>> [Click Here to Promote Like a Pro!](#) <<

# 21 And Done:

If you want to get the most out of these 21 emails, I strongly urge you to grab a copy of my “21 And Done” system. It will put you on the fast track to success!



>> [Click Here to Discover the Power of 21!](#) <<

