

# 14 **More** Internet Marketing Emails

by Lee Murray

# Email #1: Email Marketing (Content)

## Subject Line Options:

1. So You're Building a List... Now What?
2. Ready to Turn Leads Into Dollars?
3. Can You Email Your Way Out of a Wet Paper Bag?
4. So What's Next?
5. The Single Most Important Skill You Can Master Online?

## Body:

The biggest frustration that marketers invariably come across when building their lists is that of conversions.

It can be absolutely agonizing to see hundreds of new subscribers being thrown onto your list, without a single one of them buying a damn thing from you.

I've identified two major challenges that bring this about...

### **1. Your audience is indifferent to you.**

This means that you didn't make an impression. Either the information you've presented to them was outdated, ineffective, or irrelevant... or you just presented it in a really boring, dull, cookie-cutter sort of a way.

If this is the case, you really need to step your game up. From your squeeze page to your freebie to your follow-up and promo emails, you must strive to inject real personality into your marketing. Open yourself up. Seek first to entertain... then to educate. In that order!

### **2. Your audience doesn't like you.**

Many factors can contribute to a marketer falling out of favor with his or her email list. For starters, being just blatantly promotional without injecting any personality, value, or empathy is just plain wrong. People who take this approach don't stay in business very long.

Another reason why some marketers develop rotten reputations is that they promote crap. If you don't believe in a product with every fiber of your being, then it's very likely that the people to whom you "sling" it won't believe in it either. Then, they'll wonder why you recommended it.

When it becomes clear to them that you're only in this for the money, and that you're just looking at them as a bunch of ATM's, you're gonna be in real trouble.

Sadly, this is how many marketers approach their lists right out of the gate, dooming themselves to fail before they ever really had a chance to get started.

### **So What's the Solution?**

Well, if you really want to engage your audience, make them fall in love with you, and have them buying every little thing you recommend, then I suggest that you take a look at people in your life who already love, trust, and respect you.

What is it that you do to make these people like you? Are you funny, playful, generous, gracious, humble, real? Whatever it is, this is what you need to bring to the table in your marketing. It's the only way to beat the "low-conversion blues."

Lee Murray has a really great course that goes into the specific details of this. It's called [Email Slick](#). He also gives you some extraordinary mix n' match content that you can use in your own marketing to boost your conversions. It's definitely worth a look.

Otherwise, just remember to be yourself. Your BEST self.

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

Until next time,

(Your Name)

## Email #2: Email Marketing (Promo)

### Subject Line Options:

1. Ready to Stick It to 'Em?
2. Who The Heck Are You?
3. When They Laugh, They Spend!
4. You're About to Get Paid... Just Watch!
5. Convert Your List... Finally!

### Body:

In our last email, I shared with you the true secret of converting your email subscribers into rabid buyers.

If you remember, I suggested that you consider the people who most enjoy, respect, and trust you... and what it is that you do to earn such a response from them.

Then, of course, I recommended that you apply this same “persona” to your marketing. Whether it's genuine kindness, humor and playfulness, a superior level of expertise or communication... or some combination of these things.

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

I seriously advise you to click that link and get your hands on Lee Murray's “Email Slick” program. There's really nothing else like it, and if you're truly committed to transforming your subscribers into valued customers, I can't recommend another program more highly.

It's the best of the best, and that's precisely what you and your business deserve. ;)

I'll keep this email short. Click that link and check out Lee's offer. Even if you decide not to buy it today, you're still going to get a TON of value just from visiting the page.

>> [Click Here to Do That Now!](#)

Talk again soon,

(Your Name)

## **Email #3: Kindle Publishing (Content)**

### **Subject Line Options:**

1. Author Your Way to Riches... Is This For Real?
2. Even a So-So Writer Can Publish a Book... Right?
3. Ever Wanted to Kindle?
4. It's Like Having Your Name In Lights!
5. King, Koontz, Rice, and You...

### **Body:**

The lifestyle that many authors enjoy are things of dreams. Riches, glory, respect, peace...

Some people aspire to be famous, influential writers. Then again, many don't... but they still find the idea and the lifestyle romantic. Or maybe they'd just like to get paid like an author! ;)

With Amazon Kindle, you can really avoid many of the pitfalls associated with traditional publishing. No middlemen, annoying editors, or red tape. You just put it up, write a description, and you're off to the races.

Your Kindle book can be as long or short as you'd like for it to be, and there are an endless variety of topics for you to write about. In fact, you can write about almost anything on Earth!

That said, there are certain topics that tend to outperform the rest. These mostly fall within the broad categories of health, wealth, and love... for non-fiction. And if you're a fiction writer, romance seems to do best, followed by horror/thriller, sci-fi, and other offbeat genres.

The thing to remember here is that the world is your oyster. And you're really only limited by your own creativity, or lack thereof. Unless, of course, you're writing non-fiction, in which case you don't have to be particularly creative... but you do need to communicate your ideas clearly and in a well-organized fashion.

### **How to Publish and Promote Your Kindle Book**

To be honest, there are a number of technical steps involved with the entire process of getting a great-selling Kindle book up, online, and in the living rooms of people all over the planet.

It would simply be too difficult, time-consuming, and messy to try walking you through everything in an email. Besides, you'd be much better served if you can actually SEE the process in action.

For this reason, I'm gonna go ahead and recommend that you take a look at the official [\*\*Publish Your Book On Kindle\*\*](#) course on udemy. This is the definitive course for not only creating a masterpiece, but showcasing this masterpiece to as many other folks as possible.

My advice is to click that link, get enrolled in the course, and never look back.

We'll talk more about this next time.

For now, just [get over there](#) and see what all the buzz is about.

Until next time,

(Your Name)

## Email #4: Kindle Publishing (Promo)

### Subject Line Options:

1. Write, Publish, Cash In... It Really Is That Easy!
2. NOW Is the Time to Get Started With K\_\_\_\_\_!
3. If You Fail With This, I Just Don't Know...
4. Start Writing and Earning Today!
5. Your Bestseller Is Only Days Away...

### Body:

Hey! I'm going to be brief today.

This subject shouldn't require a whole lot of explanation. We talked about Kindle in our last email. And if you've haven't yet gotten onboard with this incredible business, then you're not doing yourself any favors.

>> [Click Here to Do Yourself a HUGE Favor!](#)

This is some of the best Kindle training you'll find anywhere. Seriously, it's an entire course.

Now I'm not about to go off the deep end and start telling you every little topic that this course covers. You can just click the link and see for yourself. I can, however, tell you that you're not going to be missing out on even the slightest little nuance of the Kindle biz.

So yeah, get over there and see what people have to say about this course. One thing I can tell you is that out of 46 reviews on udemy, it has received a perfect 5 out of 5 star rating.

>> [Click Here to See Why!](#)

And I'll be back with you soon to cover yet another online business model.

Until then,

(Your Name)

## **Email #5: Ghostwriting (Content)**

### **Subject Line Options:**

1. Need Money NOW?
2. The Fastest Way to Make Money Online...
3. Here's Something You Can Get Paid With NOW...
4. No Money? Do This and Change That TODAY...
5. Newbies Can Do This and Make Money Right Away!

### **Body:**

Want to know how a whole lot of newbies end up making their first dollars online?

They provide services. And while there are certainly no shortage of different types of service a person can offer, one of the simplest and most potentially lucrative is that of being a content provider. From e-books to articles, blog posts to emails.

The official word for a writer who creates content for another marketer is a ghostwriter.

Ghostwriting is an excellent way to get started online because jobs are everywhere. Think about it. Content makes the world go round. Anyone with a website, blog, or newsletter is gonna need content to keep their business afloat. And they're not going to stop needing it!

This not only provides you with incredible job security, but it can also allow you to set your own prices and charge a premium, as supply-and-demand is clearly on your side.

That having been said, you should be a pretty skilled writer to get into ghostwriting. Either that, or be really quite good with arbitrage. That is, hiring someone else to create the content for dirt cheap and then selling it to the end user at a higher rate.

### **Can This Be a Real, Sustainable Business?**

I don't know. Do you want it to be? If so, then yes. But one thing to consider is that most people who get into ghostwriting only do it as a stepping stone. It's fast, stable, guaranteed income. Many marketers use this income to fund other, more passive ventures.

That said, there are people who ghostwrite full-time, and have for years. And some of these people are earning upwards of \$25, \$50, and even as much as \$100 or more per ARTICLE! Full e-books can yield thousands to a quality writer who's willing to do adequate research and really create an excellent finished product for their clients.

The coolest thing about being a ghostwriter is that, while you are working for clients, you still don't have a boss, per se. This is YOUR business and you call the shots. Just make sure you're meeting your deadlines and delivering quality work... and all will be well.

I recommend reading Tiffany Lambert's (formerly Tiffany Dow)'s great [Ghostwriting Cash](#) book, where she walks you through the entire process of making a really good living – or just earning some nice startup capital – starting as early as 60 minutes from right now!

Yes, you can be making money within an hour from picking up Tiffany's book. And once you land a few repeat clients, you've got it made! It really is that simple, which makes this an extremely refreshing business for a great many onliners.

So go ahead and [grab Tiffany's book](#), give it a read, and just do what she tells you to do. I know you'll be making money immediately if you just get yourself out there, let people know that you're willing to create good content for a fair price, and get your booty to work!

Again, ridiculously easy.

Alright, I'm sure you're pretty excited about this, so I'll leave you to it.

See ya soon,

(Your Name)

## Email #6: Ghostwriting (Promo)

### Subject Line Options:

1. Want Cash In Your Paypal Account Within Minutes?
2. You Really CAN Make Money With This... Starting Now!
3. If You Can Write, You Can Get Paid... Period!
4. Failproof, Fast Cash In Your Bank Account TODAY!
5. Fastest Online Money... It's Not a Product, It's a S \_\_\_\_!

### Body:

I said it last time and I'll repeat it now...

Providing content to other online marketers – be it your own or content you outsourced – can earn you money right now. This is money that you can use to fund your other, more passive online business ventures. Or it can provide you with a lasting career that you love.

And believe me, this is a career in which you can earn well over \$25-50 an hour for your time and effort! It takes a bit of self-discipline, as you won't have a boss. But you can do it...

>> [Click Here to Get the Full Scoop!](#)

Once you get started, you'll only have a few simple questions to answer. How many clients do you want? How much money do you want to make? And what will you do with the money?

Otherwise, this is a pretty reliable, predictable, and controllable income stream. It can be a fun, rewarding, and obviously lucrative business that can feed you and your family.

If this sounds like something you'd like to start doing right away, then I definitely encourage you to follow a proven plan for getting set up and earning immediately.

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

Enjoy your new ghostwriting business,

(Your Name)

## **Email #7: Info Product Creation (Content)**

### **Subject Line Options:**

1. Perfect Control of Your Own Business... Read This Now!
2. [OPEN THIS] This Is the KING of Online Business!
3. It Starts With a P.
4. Are You a P\_\_\_\_\_ C\_\_\_\_\_?
5. Maybe You Don't Realize How Important This Is...

### **Body:**

Are you ready to step up to the plate like a big dog?

The truth is, the guys and gals who are making the most money online aren't necessarily those who are working the hardest... or even the smartest, for that matter.

They just happen to be willing to stick their necks out and actually provide some actual value to the marketplace. These, of course, are the product creators of the world.

Now please understand... I am by no means talking about creating the next iPad or air-powered automobile. I'm simply talking about writing a short little e-book, or recording a little 30-minute instructional video... anything that people are likely to spend money on.

And the cool thing is, there's a way to know in advance if anyone will buy your product, because as Tony Robbins says, "success leaves clues." You can very easily see if there are other, similar products already selling in the marketplace. Please don't reinvent the wheel.

All you need to do is find what's working, duplicate it, innovate with your own ideas and personality, repackage it, and put it up for sale on the Internet.

Obviously, there's a little bit more to it than that. Namely, you'll want to attract affiliates who will do all the hard, promotional legwork for you so that you can just sit back and collect money, as well as buyers' email addresses.

### **A Quick Word About Buyers Lists**

When you sell your own products, you'll be collecting the email addresses of all your customers. And boy, if you think that building a big list of freebie seekers is powerful, wait until you've got yourself a buyers list in tow.

Seriously, each buyer on your list is worth at least 10 freebie-seekers in terms of current and future value. I mean, they're buyers! And what do buyers do? They buy!

These are people you can market to again and again. Not only can you use your buyers list to promote your own future product releases, but you can promote other people's related products as an affiliate. This virtually guarantees an ongoing income for you.

So please don't overlook the power of creating your own products. You'll be perceived as an expert in your field. People will respect you and listen to you, including your recommendations of other products and/or services. This is truly the holy grail of IM.

If you take me up on none of my other email recommendations, take me up on this one...

You need to get your hands on Matthew Olson's [Product Creation System](#) and learn what types of products you can be creating (even if you have zero experience or expertise). Learn how to get them up and online within HOURS.

Grab that training right now, then bury your nose in it and go through it twice!

More on product creation will be covered in our next email. But don't let that stop you from taking action NOW, okay? Now is the only time you have, so use it to benefit yourself.

Until next time,

(Your Name)

## **Email #8: Info Product Creation (Promo)**

### **Subject Line Options:**

1. Just Do This... Start Now!
2. Wanna Be a Guru?
3. This Is So Much Fun!
4. Open This Email... It Can Change Your Business and Life!
5. Now THIS Is Stepping Up to the Plate...

### **Body:**

If you really want to have fun online, I highly recommend giving product creation a serious try.

For starters, you get to be creative. You get to choose all the graphics and pretty little structural elements of your product. You get to name it... and put YOUR name on it.

The pride of ownership you feel from having your own info product is incredible. It's something that I wish everyone could feel at least once...

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

And when your product begins selling, the high you get from it is beyond words. Just knowing that a perfect stranger just gave you his or her money and is now reading or watching something that came straight from your brain... man, it's awesome.

You can also inject affiliate links, upsells, downsells, cross-sells, and all sorts of other things into your product, and nobody can tell you not to. This is YOUR baby. You do what you want.

And you can get paid EXTREMELY well to do so!

So I just wanted to paint that picture for you. Not trying to take up too much of your valuable time with this email. But I think you'll get the most value out of your time if you...

>> [Click This Link and Become a Product Creator NOW!](#)

Alright, that's all from me, my friend.

I really hope you decide to take this seriously and go for it 100%.

We'll rap again soon.

Until then,

(Your Name)

## **Email #9: PLR Content Creation (Content)**

### **Subject Line Options:**

1. The Best of Both Worlds...
2. When a Product Meets a Service, You Get \_\_\_\_!
3. The Most Unique Business Online...
4. Here's a Business You Maybe Didn't Think Of!
5. [THIS IS GREAT] And You CAN Do It...

### **Body:**

Here's a business model that not many people are aware of...

Private Label Rights.

Commonly referred to simply as PLR, this is essentially content that you write (or have written) and then sell to the masses so that they can use it on their blogs, sites, emails, or whatever. In reality, PLR is the perfect combination of a service and a product.

More specifically, it's a cross between ghostwriting and info product creation. And it comes with all the benefits of both...

- It's easy to sell. People still need content... and PLR is cheap, in-demand content.
- You can build a buyers list with it.
- It's automated. Once it's been written, you don't need to write it again.
- You'll find it easy to earn repeat buyers.
- You can run upsells, specials, or whatever you want... without extra writing effort.
- Much more.

It really is the best of both worlds, and is a business model that is very much worthy of your consideration.

### **What Type of Content Will You Be Creating?**

In truth, you can write (or outsource the writing of) any subject under the sun. You can have a PLR website where you sell everything you've got under one roof, and categorize your content accordingly.

The types of products you can create are also plentiful. You can sell articles (standard packs include 5- and 10-packs), opt-in (freebie) reports, full e-books, email autoresponder series, videos, blog posts, product reviews... all sorts of fun stuff!

Generally speaking, good PLR sells for a dollar per page. And if you're outsourcing the actual creation of the content for a few bucks a page, then it will only take a few sales to break even. Then, you're in pure profit. And when you've got dozens or even hundreds of products for sale on your site, these little profits can add up very quickly.

In fact, Tiffany Lambert (Dow), who I told you about a few emails back when we discussed ghostwriting, makes a VERY comfortable full-time income from her PLR business. And she's helped many others do the same through her [PLR ATM](#) training.

It's a business that you can really have total control over. And it's not too difficult. Again, a little bit of topic research (or a few bucks paid to a freelancer) and you're off to the races.

If ever there was an extremely easy, high-converting, low-competition, and extraordinarily lucrative opportunity online, this would be the one.

Grab [Tiffany's course](#) right now... then, start your own PLR business tonight!

I'm looking forward to hearing about your success with this.

All the best,

(Your Name)

## Email #10: PLR Content Creation (Promo)

### Subject Line Options:

1. Face It, You Can't Make This Work. Unless...
2. Listen Up, Private!
3. [FINALLY] I Think This Could Be the One For You!
4. Your PLR Site Making Money Before Breakfast Tomorrow?
5. You Don't Have to Do It!

### Body:

If you joined me for our last email message, you'll remember that we discussed the power of operating a PLR (private label rights) business.

I simply cannot overemphasize how easy, yet untapped this market is.

>> [Click Here to See What One of the Masters Says About It!](#)

It's truly impossible for you to fail, in my opinion, if you just follow a few basic steps.

1. Create or source content.
2. Make that content available on your website.
3. Run WSO's to announce and sell new content.

Think about it. You can have SOMEBODY ELSE create all the content for you. You can even pay someone a few bucks to put up a short, basic, to the point WSO thread for you. And then you can just sell the heck out of your content.

Not only that, but you put another person on your email buyers list with each sale you make. Eventually, you can have thousands of buyers on your list, and announce your new releases and special offers to all of them.

Can you see how big this can grow? I certainly hope so. [Click here](#) to get started now.

(Your Name)

## **Email #11: Coaching (Content)**

### **Subject Line Options:**

1. Do You Like Helping People?
2. Help Someone for Thousands... Is It Possible?
3. Make a Real Difference... and a TON of Money.
4. Coaching... Why You May Wanna Get Involved!
5. It Starts With a C!

### **Body:**

If you like helping folks, you don't mind talking with people and helping them achieve a desired result in their life, and you want to make HEFTY sums of cash...

Then you really may want to consider becoming an online coach.

Coaching, also referred to as consulting, is the type of business that can take you from little or no online income to thousands of dollars per client... per month, in many cases!

Products, videos, blogs, and membership programs are great. But in no way are they an adequate substitute for actual 1-on-1 help. Real, live interaction with another human being who has the skills or is getting the results that YOU want.

**It's extremely powerful, and it demands a premium rate of pay.**

In the world of Internet marketing, quality coaches can earn upwards of \$2000-5000 per client for just one month of coaching. Imagine having 20 of these clients at any given time! People like Alex Jeffreys, Sean Mize, and Lee McIntyre are doing just that.

And in many cases, these types of high-end coaches are earning healthy 7-figure annual incomes. How would an extra \$150,000 per month enhance your life? ;)

What's really great is that some of these elite IM coaches have courses (not coaching programs that cost thousands... but products that cost just a few bucks) that can help you get your feet wet as an online coach.

From there, once you're earning a respectable 5-10k per month, you can scale up and begin performing some special consolidation and automation techniques to explode your income.

But for now, I really encourage you to learn the basics of starting up a highly lucrative online coaching program. Believe me, it's not as complicated as you may imagine. And there is certainly no shortage of people who are willing to pay top dollar in hiring a good coach.

I recommend taking a look at [Sean Mize's training](#), as it'll give you the most complete overview of the coaching business model, while remaining extremely gentle on your wallet.

I hope this has helped to plant a seed in your mind.

Now let's make that seed grow into a mighty Douglas Fir tree... and then... into a grand forest. That's truly how explosive and dynamic this business model can become for you, if you're just willing to follow some basic instructions and put in a little bit of work.

We'll talk more on this a little later.

For now, just go ahead and do yourself the favor of checking out [Sean's training](#), and giving it some honest thought. It may not be the right fit for you. But then again, it may be the one single thing that transforms your life on every level.

With the types of dollar amounts we're talking here, it clearly has the potential to do just that.

Until next time,

(Your Name)

## Email #12: Coaching (Promo)

### Subject Line Options:

1. Who's the Boss?
2. Tell 'Em What to Do... They WANT to Pay You!
3. All You've Gotta Do Is COMMAND It...
4. [DON'T OPEN] Not Everyone Can Handle This...
5. A True Lose/Lose Situation

### Body:

Failing to take action when it comes to becoming an online coach can really be looked upon as a lose/lose situation.

Somebody who really needs your help is going to continue to struggle. This is a person who was willing to pay a lot of money to solve one of their most pressing problems... and you may have been their only chance to find – and more importantly, implement - a true solution.

>> [Click Here to Avoid Screwing Them Over!](#)

And you're losing out big because this person would have likely been willing to pay you 500, 1000, 2000, or even 5000 dollars or more for your time, expertise, and passion.

And you could have had 10 of these clients. When you really play this out in your head, you'll see that nobody wins by you not acting upon this important knowledge.

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

Of course, coaching isn't for everyone. People with low self-esteems, those with maybe social or even neurological disorders, and lazy-asses need not apply.

But I'd like to think that you can handle this. Especially when you click the link above and get started the right way. You'll see. ;)

Talk again soon,

(Your Name)

## Email #13: Outsourcing (Content)

### Subject Line Options:

1. Working Too Hard? Open This Email...
2. Stop Working Alone!
3. Doing It All Yourself Is Exhausting... But Check This Out!
4. Real Entrepreneurs Create Jobs... Do You?
5. Relax. Let Other People Do It All For You!

### Body:

You know, some of us are just natural-born “do it yourselfers.”

We may be extremely good at what we do, don't believe that anyone else can possibly do the job as well as we can, and maybe have a little too much pride for our own good.

Just remember, if you absolutely love what you're doing for a living, then by all means... never stop. Keep plugging away until the end of time.

The thing is, there are a great many micro tasks involved with online business. Depending upon your particular niche and marketing method, there can be a whole plethora of things that need to get handled, including:

- \*Niche research
- \*Market research
- \*Content creation
- \*List building
- \*Email marketing
- \*Affiliate attraction
- \*Customer support
- \*Product creation
- \*Funnel creation
- \*Split testing
- \*Product reviews
- \*Blogging
- \*Social media
- \*Graphics
- \*Copywriting
- \*Video Production

And truth be told, I'm really only scratching the surface here.

Are you really outstanding at ALL of those things? Do you really LOVE doing them all on a regular basis? My suspicion is that you probably don't.

But please breathe easy. It's not the end of the world. There are plenty of people out there who would be happy to help you out for a very small wage. And the help you receive can earn you SO much more than you ever could have earned going it alone.

Your productivity will soar when you start outsourcing. And this will free up your time so that you can spend your time doing things that you truly love in life, both in your business and outside of it.

Obviously, this isn't a new or foreign concept... but are you actually DOING it?

And if you are, are you actually doing it RIGHT?

Do us both a favor. Go check out Lyfe Lyte's "[Outsource Everyday](#)" book. It's one of my absolute favorites on the subject... and it's certainly the cheapest. You'll learn how to treat your staff, how to pay them, how much to pay them, and how to build a fully functional team that will require so little intervention on your part, you'll think you're retired! ;)

So check that out and we'll chat more in a bit.

Cheers to you,

(Your Name)

## Email #14: Outsourcing (Promo)

### Subject Line Options:

1. NOW Is the BEST Time to O\_\_\_\_\_!
2. Now Hiring. Start Immediately. Easy Work.
3. Easy Work. Good Pay. Start Today.
4. Would You Do THIS for 100 Bucks?
5. Work ON Your Business... Not IN Your Business!

### Body:

It's crazy how many people put off outsourcing until they've "made it big."

But the truth is, with the right team under your disposal, you finally CAN make it big. In fact, all you need to do is find a system that you KNOW works... but maybe you were too lazy to put it into action 100%. Have your worker do it for you. Make money. Boom!

>> [Click Here to Make It Big!](#)

Of course, if you're flat broke, it may not be worth the risk initially. But even then, you can do a bit of arbitrage. You can simply go on the Warrior Forum or any other marketing or freelancing site (guru.com, freelancer.com, elance.com, odesk.com, etc) and advertise a service.

This service can be writing articles, creating products, building websites or Wordpress blogs, or any other number of things that interest you and that people are paying for. Then...

>> [Click This Link to Pick Up Outsource Everyday!](#)

Then, follow what you learn in that book to outsource your service to your worker for much cheaper. You're guaranteed to get paid. Then, you can just pay your worker and pocket the difference. Keep growing your income and hire more workers to do other things for you! ;)

It really is that easy.

Okay, gotta run. Talk soon!

(Your Name)