

# 14 Internet Marketing Emails 1

by Lee Murray

# Thanks for Grabbing These Emails!

I hope that you and your readers love them.

If you'd like a great freebie to offer your site visitors to turn them into subscribers, you're welcome to use my "Zero to Beero" e-book. It's a highly inspirational publication, and your new subscribers will love it.

If you decide to use it, I only ask that you don't alter it in any way.

Otherwise, simply [click here](#) to grab yourself a copy. It's free... no opt-in.

As for these emails, anything with the appearance of a hyperlink (blue and underlined) will be where you'll insert your affiliate links.

Anything in red is where you'll need to plug in some specific information, such as your name or a personal event... you'll see what I mean as you go through the materials.

Also, I've included 3 possible subject line variations with each email. Either pick the one you like best... or create a new subject line of your own.

And with that, I'll leave you to it.

Feel free to contact me at [lee@listbuildingwithlee.com](mailto:lee@listbuildingwithlee.com) if you have any questions, comments, or concerns.

Thanks again,

Lee

# Email #1 – Welcome

## Subject Line Choices:

1. Hi There! Welcome to (Freebie name)...
2. Thanks for Requesting (Freebie name)! Download Here...
3. Here It Is! Enjoy (Freebie name)...

## Body:

Well hello there, my new friend!

I just wanted to take a moment to sincerely thank you for picking up your complementary copy of (Freebie name). I know this is going to make a tremendous impact on your online business.

>> [Click Here to Download \(Freebie Name... set to open in new window\) Now!](#)

If you're new to internet marketing, then you're in luck. I'm about to share with you the absolute hottest strategies for sucking in life-enhancing income fast. Over the next (span of time... however long your autoresponder series will run), you're gonna develop a crystal clear understanding of what it takes to truly succeed in this business.

And hey, even if you're a seasoned IM veteran, I have no doubt that this powerful email series is going to furnish you with more than your fair share of “a-ha” moments! ;)

## Do Me A Favor...

Do NOT just use (Freebie name), or the powerful emails you'll be receiving from me, for purely entertainment or “informational” purposes. You really need to ACT upon the content you're receiving from me. This is truly a RESOURCE that I expect you to UTILIZE.

Again, please don't just read for the sake of reading, okay?

If you're willing to do that with me, then you're going to do just fine. I suspect you may even set yourself on a new path that will make you, and the people you love, extremely proud.

Keep your eyes peeled. You'll be receiving your next email (tomorrow, in 2 days, etc.).

It's been a pleasure chatting with you.

I'm really looking forward sharing your next email with you!

Until then,

(Your Name)

P.S. Were you able to download (freebie name) okay? Let me know if I can help.

## Email #2: List Building & Email Marketing (Content)

### Subject Line Options:

1. [CRITICAL] Control Your Own Destiny Like This...
2. Let's Start With the Best, Yeah?
3. [BEST OF THE BEST] Open This Email Or Lose Big...

### Body:

If you haven't yet heard the horribly overplayed phrase "The money is in the list," then you're probably brand new to internet marketing!

No worries. Let me very quickly enlighten you...

Having (and keeping in constant contact with) an email list in your chosen niche is absolutely vital. You try running any online business without building a list in the process, and you're doomed to fail, in my opinion.

That said, there actually are a variety of ways to do this. You can collect email addresses from your blog visitors if you have a blog. You can do traditional "list building" where you've got a squeeze page that collects email addresses in exchange for a free gift. Or you can create your own products and automatically capture the email addresses of your buyers.

All of these ways are 100% valid and proven to work extremely well.

And the truth is, there's really no reason why you can't implement all three of them simultaneously. You can absolutely get people on your list via your blog and a squeeze page, then turn your subscribers into customers and move them onto a buyers list.

You can also do paid subscriptions, wherein you actually charge your subscribers a monthly fee to access your monthly or weekly newsletter... or some other product or service that you deliver on a regular basis via email autoresponder.

### What's an Autoresponder?

Quite simply, an autoresponder is an automated software (usually provided by a third party) that captures, stores, manages, and allows you to market to your leads. This is literally the most important component of your entire business.

Right now, you can get signed up with the best autoresponder in the business 100% free of charge for your first month, after which time it goes up to about \$20 per month.

And by the time your first payment is due - if you follow along with my next email - you'll be making enough money to pay that, no sweat. And if you're not, just cancel. No harm, no foul.

>> [Click Here to Get Started With GetResponse for FREE!](#)

Then, I want you to stay tuned for my next email, which will be hitting your inbox (tomorrow, in two days, etc). It's very important that you read that email, okay?

In the meantime, get yourself an autoresponder account, and rest assured that more online riches have been earned from list building than any other business model... and it just so happens to be the simplest, fastest business model too!

In other words, you're in very good company... you got this!

I just can't stress how important it is that you embrace this. Take it and run with it. You will never look back, I assure you. I'm very excited and honored to bring this info to you.

Click the link above. Get signed up for free. Then open my next email.

See ya then!

(Your Name)

P.S. Action is what's required at this time. Success is NOT just going to fall in your lap. Sign up for your free GetResponse account by [clicking here](#) now. That's your first step.

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\*Note: you can promote any autoresponder service you'd like to. Aweber is good too. Just change the language of the email to reflect that Aweber's trial is \$1 for the first month. Easy!

To promote GetResponse, go to <http://www.getresponse.com/partners> and choose "affiliates."

To promote Aweber, go to <http://www.aweber.com/affiliates.htm>

## Email #3: List Building & Email Marketing (Promo)

### Subject Line Options:

1. This Is Your Chance, Pal... Take It!
2. Here We Go, Amigo!
3. Time to Build, Baby!

### Body:

Alright, so if you're gonna become a list building superstar, you'll need a superstar-caliber education.

To me, the choice is beyond obvious...

>> [Click Here to Get the Best Education There Is!](#)

Before you go, I really hope that you followed my instructions from the last email.

If you didn't get that free autoresponder account, you're really only hurting yourself. It's the ONE thing you'll need no matter which path you choose.

Find my previous email, if you need to... follow my "free month trial" link and get it going.

Once you have your autoresponder service set up, you're good to go. Click the link above and put yourself on the right path to success starting right now.

You're gonna absolutely love this!

Talk soon,

(Your Name)

P.S. Again, [click this link](#) to cut your learning curve by 80%. This is pure power!

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\* Obviously, I'd like you to promote my list building and email marketing stuff.

To promote "Cab Grab," go to <https://www.warriorplus.com/aff-offer/o/p9rls8>

To promote "Email Slick," go to <https://www.warriorplus.com/aff-offer/o/b2q65b>

To promote "21 And Done," go to <https://www.warriorplus.com/aff-offer/l/rs4jm3>

## Email #4: Micro Niche Sites (Content)

### Subject Line Options:

1. Itty Bitty Sites That Can Make You Rich?
2. Big Fat Stacks of Cash Come In Small Packages!
3. Like Stealing Candy From a Search Engine...

### Body:

Hey, welcome back! I hope you're loving this email series so far. Did you take action on my previous emails?

Either way, I just know that this next topic is going to excite you like crazy.

The potential to make ongoing, totally passive income is what seduces many of us to internet marketing in the first place. And this is truly one of the best ways to make it happen.

I'm talking about something known as micro niche sites. These are tiny little websites which are tightly focused on a single niche, product type, or product line. Heck, some of these sites are focused just on one particular product!

With these sites, there are three key aspects you need to consider:

1. Keyword Research
2. Domain Name Selection
3. Search Engine Optimization (SEO)

Essentially, what you're going to do is find a keyword (Google search term) that gets high search volume, with low competition. Then, you'll try to register a domain name that has this keyword in it.

Finally, you'll write (or outsource) a few short articles to put on your website, and perform a few little tweaks to your site so that it ranks as high as possible in the search engines, including Google, Yahoo, and others.

Now I obviously can't walk you through the entire process in this short little email. There are a few key details you'll need to learn, even though it's pretty simple stuff, really.

But I can certainly point you in the right direction. In fact, the one micro niche site training program that has stood the test of time, even through all of the nasty Google updates, has been ([Google Sniper](#) or [Bring the Fresh](#) or [OMG Machines](#)), which you can learn more about by [clicking this link](#) now.

Okay, so tomorrow I'm going to share the three crucial mistakes that most people make when building these little sites, and why you MUST avoid making them if you want to survive – and thrive like crazy – in this business.

Be sure to check that email. Otherwise, you don't even wanna know what could happen.

Go check out ([Google Sniper or Bring the Fresh or OMG Machines](#)) and I'll see you tomorrow.

Until then,

(Your Name)

P.S. I really hope you're taking action with this information. The only way your life is going to change is if you proactively change it. I'm sure you know that already. See ya tomorrow!

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\* Google Sniper, Bring the Fresh, and OMG Machines are all products that you can sell through the Clickbank Marketplace. The respective affiliate centers can be found here:

<http://gsniper2.com/affiliates/> = Google Sniper

<http://www.bringthefresh.com/affiliates.html> = Bring the Fresh

<http://omgmachines.com/affiliates/omg.php> = OMG Machines

You'll be linking to one of these three products in this email, as well as in the next email.

You're obviously welcome to select different products and different affiliate networks, if you so desire. I'm just trying to make things easy on you here! ;)

## Email #5: Micro Niche Sites (Promo)

### Subject Line Options:

1. [OPEN YOUR EYES] If It's REALLY This Easy...
2. About My Bad Attitude...
3. Didn't I Tell You This Would Happen?

### Body:

Sometimes I can be a little short with my subscribers, but it's only because I truly care about them, and I really wanna see them get off their butts and make a new life for themselves.

So hopefully you'll forgive me when I tell you to...

>> [Click This Link and Get Off Your Butt!](#)

Success is reserved for action takers in this business. I don't want us to still be having this same conversation next month, six months from now, or even a year from today.

Unfortunately, this happens over and over again. Success in this business really is easy. It takes focused, consistent action, yes. But the work itself is quite easy.

When it comes to building micro niche sites, for example, I already explained how stinkin' easy it is yesterday. Keyword, domain, SEO'd content... boom!

I also told you that there are three mistakes that most would-be marketers make that absolutely ruin their chances of success.

### The 3 Mistakes You MUST Avoid:

1. Don't expect overnight results. Slow and steady wins this race.
2. Don't do everything yourself. Hire some cheap help (backlinks, content, etc.)
3. Don't work on your next site until your first site is making you money!

And that's it. You stay focused, get the help you need, and compile your successes one site at a time, and you'll be just fine.

That's what the millionaires do, anyway...

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

Then, keep your eyes peeled. The next email I send you is going to blow your mind. Be there!

(Your Name)

## Email #6: Authority Blogging (Content)

### Subject Line Options:

1. Micro Niche Sites Don't Rank Anymore?
2. Go Big AND Stay Home!
3. "I'm In the Empire Business!"

### Body:

These days, many of us are opposed to the idea of micro niche sites. These, of course, are the little EMD (exact match domain) type sites we discussed in the last two emails.

And there's a good reason why such a high percentage of folks feel this way...

For starters, Google has become horribly unreliable. I mean, they always were, obviously. But we didn't know that until recent months and years. At least, most people didn't foresee the magnitude of the destruction Panda and Penguin would bring about.

It used to be that a mini site would rank tops in the search engines for a marketer's target keyword term just because said keyword was included in the domain name.

In fact, if you were fortunate enough to own the exact match keyword domain (keyword.com), you were pretty much guaranteed to enjoy the top spot in Google for your keyword.

Today, not so much.

You've got to put in work. If you've got a micro niche site, you'll need to employ some pretty stealthy backlinking strategies. You've got to vary your anchor texts. You need to pay close attention to your keyword density, internal link structure, LSI keywords, and other factors.

In short, it can still be done. I wouldn't have shared the past two emails with you if it couldn't. That said, it does take more effort today than it did a few years ago. A lot more effort.

### The Alternative...

Google loves good content, and lots of it. They reward site owners with great user engagement, low bounce rates, and top-notch content that informs, entertains, and otherwise captivates their search engine users.

So what's the best way to provide such a thing?

In a word, blogging.

This means that you buy a domain in your niche, and blog to your heart's content. Often, you'll try to optimize your page for a keyword or set of keywords. Perhaps you won't do that other times. The point is, you just need to write naturally, without trying to game the system.

Blogging can be an incredibly rewarding way to earn your living online. It's authentic, fun, and can really give you a pride of ownership that few other business models can match.

What's really great about having a blog is that you don't really need to do nearly the amount of promotion as you would with a micro niche site. Many extremely successful bloggers don't even know what the heck a backlink is!

**They just keep cranking out great posts. The rest is history.**

If you think this is a business model you might like to explore, then I highly recommend going over to ([affiliate link](#), preferably cloaked) and making sure your facts are straight in advance.

This can cut your learning curve down by 75% or more! Not to mention, all the small little secrets you'll discover that I can almost guarantee your competition doesn't know about.

So click the link above and get started now. Remember, success come to those who do, not those who just read about. I'm not telling you anything you don't already know. ;)

Okay, I'll see you again (tomorrow, in a couple days, etc)... be sure to definitely open my next email. The worst thing you can do right now is lose momentum. So be sure to tune in, okay?

Until then,

(Your Name)

P.S. Be sure to go to ([affiliate link](#)) to get yourself dialed in. Becoming a professional blogger is one of the most rewarding things you can do online. Good luck to you, my friend!

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\*Go to <http://www.problogger.net/affiliates/> and sign up to promote the ProBlogger line.

Another great option is Yaro Starek's affiliate program. Go to <http://www.ejinsider.com/affiliates/> to check it out.

Otherwise, use any blog training program you believe in, grab your affiliate link, and plug your link into these blogging emails. Have fun!

## Email #7: Authority Blogging (Promo)

### Subject Line Options:

1. Ready to Put Your Big-Kid Pants On?
2. Backlinks Are Lame!
3. Let's Stop Thinking Small!

### Body:

Blogging rocks. We established this in our last email.

But do you really understand the scope of how big you can go with it? You can create an absolutely massive business for yourself as a blogger. And one blog is all you really need.

>> [Click Here to Transform Your Reality Starting Now!](#)

I know a few highly successful bloggers, and blogging is really ALL they do. They don't do any backlinking, all their social media stuff is almost completely automated, and best of all...

Their income continues to rise each and every month. Hey, more content means more search engine exposure, which equals more eyeballs in front of your offers and ads. Good stuff!

Listen, top bloggers are earning an easy 6-figures per month. And a very respectable number are currently enjoying healthy 5-figure incomes from their blogs.

To join them, all you need to do is choose a niche you LOVE, develop an effective game plan, set up your monetization, and then just blog to your heart's content.

Naturally, there are little steps you'll need to take along the way to maximize your effectiveness, reach, and profitability. For this reason, I can't urge you strongly enough to get your hands on some truly top-shelf education. I personally recommend (Product Name).

>> [Click Here to Get the Education You Need Now!](#)

In our next email, we'll change gears. For now, however, I'd really like to see you prove to yourself that you're willing to do what it takes to experience true success in this business.

If the idea of creating an asset that produces income for you now, and an even better income well into the future appeals to you, then blogging may be your golden ticket. I challenge you to click that link above and see what your new life can look like starting today. Sound good?

Awesome, my friend. I really look forward to hearing about your blogging success.

Until next time,

(Your Name)

## Email #8: Video Marketing (Content)

### Subject Line Options:

1. Wanna Make a Movie?
2. Lights, Camera, Transactions!
3. Ready For Your Close-up? Read This...

### Body:

I've got a news flash for you, my friend. Videos make people money!

For starters, they're engaging. People love to see motion, hear sounds, and basically have their senses engaged. This creates an absolutely phenomenal opportunity for us marketers.

If we're able to captivate an audience, either with our own natural charisma and expertise... or utilizing somebody else's production skills, then we can make ourselves an absolute fortune online. And it gets even better...

If you don't feel like being on camera, or hiring someone else to do it... there are still plenty of powerful options for you. You can create Powerpoint-style presentations, over-the-shoulder screen capture videos, or even awesome animated videos.

Animated videos are actually an excellent way to go with video marketing because they're quick and easy to make (with the right software in tow), they're incredibly fun and engaging, and you can knock out loads of these visually-stunning videos in short order.

If you'd like to look into some really extraordinary animated video creation software, check out either [Sparkol Videoscribe](#) or [Easy Sketch Pro](#). ESP is newer than Videoscribe, has essentially the same functionality, and only requires a low one-time payment, rather than an ongoing monthly cost like with VS.

### Another HUGE Benefit of Marketing With Videos:

There's actually a lot of opportunity for additional monetization when you become a video marketer. You can earn advertising revenues for your YouTube videos, in addition to any list building, affiliate marketing, or direct product selling you happen to be going for.

The more videos you can put online, the more views you will get and the more money you will make, regardless if anyone buys anything from you or not. That's gravy, baby!

Just imagine putting up something like 100 quick n' easy animated videos on your YouTube channel and earning 50 cents to a dollar a day in ad revenues from each video. Imagine doing that with 200-300 videos. One effort... years of income. Boo-ya!

And this leads us to perhaps the BIGGEST benefit of video marketing...

Videos rank extremely well in the search engines! I mean think about it... let's take the last 10 Google searches you did. I'm sure you can't remember them specifically, but just visualize the results. Lots of videos in those top spots, right?

I'd say that over half (so 5 or more of those 10 searches) likely displayed a video result or two in the top few overall search results... and very often, the #1 spot will be a video! Am I wrong?

So this is something that you should very seriously consider getting into. No question.

The good news is that it's easier today than it's ever been. Software programs have made it easier than ever. YouTube has made it easier than ever. And there is some great training out there that makes it even easier still.

In fact, I highly recommend taking a look at [Product Name](#) to get your hands on quite possibly the very best video training you'll find anywhere... especially at this low of a price point.

Enjoy it, but more importantly... take action on it. That's when real, lasting change happens.

Okay, so be sure to keep a lookout for our next email. I've got a really cool video marketing tip for you that's gonna blow you away. Fail to get this right, and you're bound to have an incredibly difficult time with video marketing.

Don't let that happen, okay?

Talk to you soon,

(Your Name)

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\* To grab your VideoScribe affiliate link, go to <http://www.sparkol.com/affiliates/>

\* To grab your Easy Sketch Pro affiliate link, go to <http://easysketchpro.com/jv/>

\* For a video marketing course to promote, you may want to go with Video Traffic Academy...  
Go to <http://www.videotrafficacademy.com/affiliates/>

## Email #9: Video Marketing (Promo)

### Subject Line Options:

1. Riding Off Into the Sunset...
2. Wanna Be Famous?
3. Get Paid All Over the Stinkin' Place!

### Body:

Alright, so here's the problem...

Most people get stuck very early in their would-be video marketing careers because they either don't get instant results... or they perceive the process as being too complex.

This is truly a shame, as just a little bit of patience and an absolutely miniscule learning curve are all that they'd need to endure in order to achieve truly fantastic success with this.

>> [Click Here Now to Avoid This Fate!](#)

What you'll discover when you click that link is exactly how to set up your video marketing correctly the first time around... and how to scale it to the moon very quickly. This will minimize your learning curve and put you on the fast track to YouTube success.

There's no reason why you should try going it alone. Even though it's not the toughest thing to grasp and succeed with online, the odds are certainly not in your favor. 95% of folks who try to succeed with this – good, intelligent people – fail.

They were either overwhelmed, unconvinced, or lazy. But I'm telling you, a little education goes a mighty long way when it comes to effective video marketing.

As such, I urge you to get your hands on Product Name right now. Kill the guesswork and start putting white hot videos – videos that convert and make you money - on YouTube today.

>> [Click Here to Get Started – Do NOT Ignore This!](#)

You're gonna do great as a video marketer. I really believe that. But you need to get started right now. “Tomorrow” is not gonna come... you must act now, okay? No procrastinating!

Grab it, do it, and take it to the top. I'm excited to here about your success. ;)

Alright, we're gonna change gears in our next email. Be there!

Talk soon,

(Your Name)

## Email #10: Teespring (Content)

### Subject Line Options:

1. Is That Chick Wearing Your Success?
2. Design Your Future... On Someone's Chest?
3. Could This Be The EASIEST Business Online?

### Body:

Have you ever wanted to get into the t-shirt business? I think lots of us have.

Maybe you've got a great slogan in mind... or a butt-kickin' design. Perhaps you're an avid sports fan or movie buff. Or maybe you just like making money on the Internet.

Whatever the situation may be, there are plenty of folks out there who are cashing in hand over fist with t-shirts... primarily using a resource known as Teespring.

With Teespring, the advantages are plentiful. In fact, I'd go so far as to say that, in many ways, it almost seems too good to be true... yet it's TOTALLY true! ;)

### 5 Advantages of Using Teespring:

1. You handle no inventory.
2. You create your own product without being a "product creator" (I'll explain).
3. There's no manual labor required on your part.
4. The marketing is very straightforward.
5. There's no hard selling or convincing required.

Let's take a closer look at each of these important advantages...

**Advantage #1** – Just like marketing physical products as an affiliate, you never have to actually touch a t-shirt with this great business model. Teespring handles all that for you.

**Advantage #2** – Unlike affiliate marketing, however, the shirts that your customers receive were actually designed by you! So you have complete artistic control over the process.

That said, there are certain rules (especially pertaining to copyright infringement) that you must adhere to. Otherwise, anything you'd like to say or design... can be worn by others!

This gives you a particular pride of ownership and makes you feel like you've really got your own business. It's like being an actual product creator, only you don't have to handle any customer service issues, refunds, or order fulfillment. The best of both worlds!

**Advantage #3** – Aside from coming up with a few ideas and maybe outsourcing a wee bit of design, a few clicks of your mouse are all that'll be required of you. No printing, packaging, shipping... no manual labor whatsoever. You're the idea person... that's it!

**Advantage #4** – Most highly successful t-shirt sellers use super cheap Facebook advertising to get their message out there. No articles, backlinks, list building, or anything else is required. When I say very little labor is involved, I mean it.

Marketing your shirts is as simple as targeting your demographic, creating a tiny little ad, and paying a ridiculously small advertising fee to Facebook. It's advertising in pure form. No waiting, no guesswork.

**Advantage #5** – Shirts sell themselves. You don't have to convince anybody of anything. This is not a marketing course or a skin cream. There's absolutely no need to convince anyone that your shirt is gonna work. It's just a damn shirt! What you see is what you get. ;)

### **It's Easy to Kill It With Teespring, But...**

There are little details and nuances that you'll need to learn in order to maximize your profitability. Picking up a great Teespring course from someone who has already made a fortune selling shirts is of the utmost importance.

The course I personally recommend is [Product Name](#). Its creator, [\(Product Creator's Name\)](#), has made over [\(Dollar Amount – Teespring Guys Always Tell You How Much They've Made\)](#) by just sitting on [his/her](#) butt selling shirts on Teespring! Great person to learn this from.

So that's what I'd do to get started the right way.

Listen, people are making job-quitting incomes with this business model. Some are making enough to retire completely! This is big business, so please don't let the simplicity scare you away. You can change your entire reality selling these stupid little shirts.

Anyway, get on it. Remember your commitment to take action, yes?

I look forward to seeing you again very soon.

Keep me in the loop about your success with Teespring, okay?

Until next time,

[\(Your Name\)](#)

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Promote [Travis Petelle's Tee Profit Punch](#) through JVZoo.

Or...

[Austin Anthony's Tee Cash Kit](#)

## Email #11: Teespring (Promo)

### Subject Line Options:

1. [OPEN UP] This Is Stupid...
2. Even a Total Weirdo Could Do This!
3. You'll Kick Yourself HARD If You Miss This...

### Body:

So in our last email, we discussed the 5 powerful advantages of being a Teespring t-shirt designer. And I just really want to make sure that the message got through to you.

>> [Click Here to Get the Message Loud and Clear!](#)

The thing you really need to remember here is this...

No matter how easy a system is to implement, and even succeed with, there will always be more people who don't succeed than people who will.

Believe me when I tell you that I'm giving you the keys to the kingdom here. Please don't think that because this is such an incredibly simple way to make great money online, that it's somehow "too good to be true."

It's totally good, yes. And it's also totally true.

Again, there are more than just a handful of marketers out there who are earning crazy incomes online – right now, as you're reading this very email – just by designing simple little shirts and setting up tiny little Facebook campaigns.

Very little time invested.

Extremely low risk.

For anyone reading these words right now who happens to think that this will never happen for you, let me tell you something... You're absolutely right!

And nobody's gonna prove you wrong. Only you can do that.

>> [Click Here to Prove Something to Yourself!](#)

I can't wait to hear about your success with Teespring.

Go get 'em!

(Your Name)

## Email #12: Offline Marketing (Content)

### Subject Line Options:

1. Wanna Take It Outside?
2. Knock, Knock...
3. Grab Them By the Cajones!

### Body:

You don't have to do "regular" Internet marketing, you know?

In fact, if you wanna feel like someone who really knows their stuff, then you may wanna take whatever skills you do have outside of traditional IM and focus your talents offline.

The reason I say this is that online, people are a lot more savvy. An Internet entrepreneur knows very well that he can go to Elance or the Warrior Forum to shop for a great web designer, SEO specialist, or content provider.

Heck, oftentimes they'll just hit up Fiverr! Easy peasy.

Someone like you or me can find it very difficult to compete online. Offering services tends to put you in a position where you've got to offer way-too-low prices just to stay viable.

But not offline. Not at all!

You think your local mountain bike shop owner knows about this Internet marketing stuff? You think he or she knows about Fiverr, Elance, Guru.com, Odesk, or the Warrior Forum? Hell no!

And this puts you in a position of true power and authority.

The simple tasks that most onliners take as common knowledge is complete and utter Greek to 99.9% of the population at large.

Imagine putting together simple 5-page Wordpress sites for your local pizzeria, video rental store (they do still have those, right?), used car dealer, or natural healer.

Imagine charging each local business you encounter a modest \$250, \$500, or even \$1000 per month to get (and keep) their business at the top of the Google search engine listings.

And imagine having 10 of these businesses each paying you this type of money on a monthly basis. Cheap, high-quality advertising for them... a great, recurring income for you.

### And Here's the Best Part of All...

You don't even have to provide the service yourself. Because you know about Fiverr. You know about the Warrior Forum. You know about Guru.com! All you need to do is become an

effective middleman.

Yep, our good friend arbitrage works amazingly well with offline marketing!

Listen, if you've been struggling in any capacity to make the kind of money you want to make online, then this may be just what the doctor ordered... think about it.

It's actually a lot less intimidating because even the tiniest bit of IM know-how will make you look like an absolute rock star in the eyes of most offline business owners.

### **Candy from a baby, my friend.**

Anyway, I just wanted to enlighten you a bit about this, and hopefully give you something new and super exciting to ponder. If you'd like to really get your feet wet (and possibly land your first paid client as soon as tomorrow), then there's only one place I recommend you go...

In [Product Name](#), you're going to learn how to set up your offline empire quickly and painlessly. In fact, your actual workload is gonna be so small, it may feel strange that this can produce the kind of insane recurring income for you that it can.

But it can. It really can.

Feel free to click the link above. I'm sure you'll see the power in this right away.

So you check that out and I'm gonna get back to (an activity you were doing, real or fabricated... lend a bit of a personal touch here).

I'll see you in our next email... it's gonna be a great one!

Until then,

(Your Name)

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Auto Offline Clients is a great product. See if you can find the affiliate program. I was unable to as of this writing, but that may have changed since.

(I personally don't do offline marketing, but I know it's really hot.)

As such, I never really buy offline courses, so aside from "Auto Offline Clients," I'm not going to pretend to be able to point you in the best direction here. I'll leave finding a good offline marketing course up to you on this one. Hope ya don't mind!

## Email #13: Offline Marketing (Promo)

### Subject Line Options:

1. Make No Mistake... This Can NOT Be Done!
2. Do Ya Like Getting Paid Over and Over and Over Again?
3. And You Didn't Even Have to Beg...

### Body:

Alright, I'm not gonna drag this thing out. Straight to the point...

Success with offline marketing simply cannot happen. It can't be done. There is no way in hell that a local business owner who knows absolutely nothing about Internet marketing would pay a few hundred bucks a month to establish a great web presence.

Right? Oh, wait.

I think what I meant to say is that you'd have to be an absolute idiot to think that this is a difficult business. Believe me, there's no begging involved. They'll come to you!

>> [Click Here Or You're Just Being Ridiculous! ;\)](#)

You really can get paid over and over again... and from multiple sources who are thrilled to pay. Think about it, most of them are already buying advertising.

Perhaps they've purchased TV and radio exposure, billboard exposure, classified ads, Yellow Page ads, etc. And these forms of advertising are expensive!

So you're gonna look like a knight in shining armor when you come by and offer them top search engine rankings, a great-looking website, an email marketing campaign, or whatever... for just a few hundred bucks a month.

This is high quality exposure, my friend, especially if you throw a little lead capture action into the mix. And this stuff is super easy.

You just need to learn the business. And get yourself organized.

>> [Click Here to Get Everything You Need!](#)

I suspect you're going to thank me for this one. I truly hope this is the case. In fact, promise that you'll tell me of your offline success, okay?

Until next time,

(Your Name)

## Email #14: Build Your Library

### Subject Line Options:

1. Keep Your Momentum Burning Strong!
2. So Far So Good, But...
3. Don't Screw This Up, Okay?

### Body:

Hey, I just wanted to drop you a quick line today to offer you a bit of inspiration and, hopefully, a touch of motivation as well.

But my main purpose for writing this email is simply to clear up a common misconception that I hear and read on literally a daily basis. And you see it most often in people's product offers...

This sort of dependency we seem to have on IM "products." And what I'm about to assert may be the polar opposite of what you're thinking. What do I mean?

Well, it seems that we've developed a distain for the act of purchasing multiple products. We've even given it a cute little name: shiny object syndrome.

But is it really a *syndrome*?

I say it's not.

If you're an Internet marketer and you buy a lot of Internet marketing books, videos, and memberships – provided you're using the tools and strategies to move your own business forward – then you're simply building a library.

And you show me one person who takes their profession seriously who doesn't have a library of literature and other materials related to their craft, and I'll show you a total faker!

Think about it. What kinds of books and videos will you find in an MMA fighter's home? How about a professional rodeo rider? A doctor? A lawyer? A physicist? See what I'm saying?

If you're a professional IMer, or even if you just aspire to be, then you should be building up your library, actively consuming the material, and incorporating the best ideas and practices into your own business.

Do you agree?

Of course, the strategies will ideally be effective... but that's not within your control. All you can do is apply what makes sense, scrap what doesn't, and monitor your results.

If you honestly try something and it doesn't work for you, then you just got an incredibly valuable education. Failure is the greatest path to success on Earth!

So get out there and freakin' fail... a lot!

That's where your greatest successes will be born... guaranteed.

So when I referred to having an IM product *dependency* earlier, what I was really referring to was this idea that one single product or WSO should be powerful enough to change a person's life. Totally unrealistic, in my opinion.

There are some truly great IM courses and products out there. But to say that one course had the power to earn you a living would be like saying you went to college to get your Master's degree in chemistry...

But after taking just one chemistry class for one semester, you complain that you're not earning \$87,000 a year as a chemist. It's ridiculous. To earn a sustainable, respectable full-time income online, you need to get a lot of education.

So go get it. Don't be ashamed of investing in your IM education. It's NOT a damn syndrome!

As long as you're constantly moving forward, it's game on.

Anyway, thanks for letting me rant a bit today. I really had to get that off my chest. I hope it has served you... though I don't expect it to have changed your entire life! ;)

Have an awesome day, and I'll see you again soon with some more great business models, strategies, product recommendations, and hopefully some healthy doses of inspiration.

Until next time,

(Your Name)

P.S. Thank you for reading. I really appreciate it.