

Uncover The Hidden  
Strategies Of Email Marketing:  
A Goldmine Revealed



# EMAIL SECRETS EXPOSED

*Matt Callen*

**by Matt Callen**

## DISCLAIMER

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# Table Of Contents

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## Chapter 1

“Why Your Site Needs An Opt-In Email List”

## Chapter 2

“The Golden Rule Goes A Long Way – Even With Internet Marketing”

## Chapter 3

“Why Buying An Opt-In List Is The Worst Thing You Can Do For Your Business”

## Chapter 4

“Get The Most Out Of Your Opt-In Newsletter: How To Rake In The Financial Benefits From Your Loyal Subscribers”

## Chapter 5

“Top Ten Strategies To Fatten Your Opt-In List”

## Chapter 6

“How Using One Single Marketing Tool Can Skyrocket Your Email List By 500%!”

## Chapter 7

“How To Turn The Table On The Ever-Changing Internet World”

## Chapter 8

“Breakthrough New Software Instantly Skyrockets Your Opt-In Email List and Generate Sales”

## Chapter 9

“Do This And Your Lists Will Make You Money...And Lots Of It!”

## Chapter 10

“The Final Rundown”

# Chapter 1

## “Why Your Site Needs An Opt-In Email List”

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**Word of Caution:** If you're not totally committed to getting the most from your website and online business, don't read another word. Only read on if you plan to absorb everything that I'm going to teach you, and you plan to put it all into action. Developing goals and a plans-of-action are the first step to succeeding online; but taking action is the only way you're going to fulfill your wants and desires. Only read on if you are going to put into action everything I will be teaching you. It's best to print this eBook out, highlight areas and take notes as you learn the exact steps needed for uncovering the gold mine of profit through email marketing.

### All right, let's get started – on to Chapter 1.

If you're anything like me, you've probably heard it a thousand times before, stored it in the back of your memory bank, and haven't had the desire to go back there to get it. Well, now's the time to start acting on what I call “The Undiscovered Gold Mine.” What I'm talking about is the marketing power of an opt-in email list.

To most recognized Internet marketers, this is no “undiscovered secret” at all, but to most “newbies” and those of you who have not been practicing this powerful marketing campaign; you'll be astonished by the capabilities this tool will provide you. Trust me, you will discover a whole new realm of profit once you maximize your loyal opt-ins and present your offer properly.

You may be skeptical about asking your potential customers for their email addresses. It's very understandable. I was the same way. Like you, I didn't want my visitors to think that I was snooping into their privacy. And these days, people are becoming increasingly wary about handing over their email addresses to just anyone. But there's a gold mine of opportunity in those e-mail addresses, and many marketers don't take the time to look for it.

In this first chapter, I'll show you why opt-in email lists are so important to your business, and I'll hand over the most compelling opt-in offers that will have your visitors instantly signing up.

So many *unsuccessful* websites simply do not mess with creating email lists. And you know what? This is why tons and tons of websites fail. It's sad to hear about a business owner who spent a small fortune driving traffic to their websites but the sales just didn't come like expected.

Notice that I keep referring the plural – “Lists”. The more you have, the better your business will be. You'll develop relationships with each one, figure out what each list needs, likes, and wants.

**Remember: “The more lists, the better.”**

It's a fact that hardly anyone *ever* buys anything the first time they visit a web site. In fact, studies have determined that it takes a typical Internet customer about *seven* visits to a single website before they buy anything. If you're just depending on hits alone, you're in trouble.

The number one reason for collecting e-mail addresses — and using them — is for establishing an electronic, permission-based, relationship with loyal visitors and customers. It would seem that the practical benefit of collecting e-mail addresses is obvious. Yet conversations with novice marketers indicate that many not only do not collect them but also hardly use them even when they do. That's a shame.

Collecting e-mail addresses should be a no-brainer in an Internet-driven market. E-mail is so commonplace and universal that its existence and use are many times taken for granted.

#### **Did you know that...**

- “69 percent of U.S. e-mail users have made purchases online after receiving permission-based e-mail marketing, 59 percent have purchased in retail stores, 39 percent have purchased through catalogs, 34 percent through call centers and 20 percent through postal mail.”
- And, “78 percent of those surveyed say they want to receive e-mail from their favorite online merchants.” –

\*Source: Doubleclick

If you're not actively collecting opt-in e-mail addresses — and using them for marketing purposes — you are missing out on important relationship building, credibility enhancing, and advertisement-improving possibilities that could translate into more sales!

**This is your chance to turn one-time visitors into your best customers.**

If you're not providing a way for customers and visitors to express interest in hearing from you in the future, you've just lost a potential sale.

Remember, your opt-ins are *loyal* visitors to your site. They have willingly asked you to send them newsletters, ezines, eCourses, promotions, special offers, and other free information. They want what you have to offer them! So why not take advantage of this extremely powerful operation?

The first thing you need to do is sign up for an autoresponder service. There are online services and few software programs out there that can allow you to store and retrieve email addresses, and I'm sure that your webhost also provides this feature. However, I always recommend using the online services as opposed to using a software program or your webhost. You can find much better services through an online autoresponder, without all of the hassle that you'll get from the latter services above.

I'm not going to go into all of the details about each autoresponder service on the 'Net, but I would like to give you a list a few services that I find to be very user-friendly and exceptionally effective. In fact, I currently use one of them right now for all of my lists.

### Online Autoresponder Services

- [ListPing.com](http://ListPing.com) – This is by far the easiest and most effective autoresponder service on the 'Net. And the best part is that they have an unlimited follow up autoresponder service and offer an unlimited number of lists. Not all autoresponders can boast this.
- [GetResponse.com](http://GetResponse.com) – another great service. This one offers a free service as well as a “Pro Service”. The free service is very limited, but if you upgrade to “Pro Service”, I assure you that you'll be happy.
- [FreeAutoBot.com](http://FreeAutoBot.com) – this service is free to use, but remember, “most things are never free”. With this service, your emails will include small ads from freeautobot.com

The more people you have on your *lists*, the more potential customers you have. It's been reported that up to 10% of subscribers to a newsletter will be converted into a sale. And these people are truly interested in what you have to say. When done correctly email marketing can become your most powerful way to generate sales.

Your email lists should only contain addresses for which people have willingly given you their contact info (i.e. “opt-in subscribers”) – anything else is deemed SPAM.

Most email addresses are submitted to lists via a form on a web site. You can convince people to subscribe to your list in a variety ways, some more successful than others. In the next few chapters, I will supply you with the most powerful means of increasing your opt-in subscribers. But for now, I want to fill you in on the most persuasive and enticing incentives to offer your future opt-ins.

## **The Most Compelling Opt-In Offers**

**“Suck Your Readers Right Into Your Offer”**

- **Offer a FREE Newsletter.**

I know you’re probably thinking, “Free?” Yes...this has been proven to be *THE* best offer to collect opt-in email addresses. If you offer to provide potential subscribers with information they need (and don’t have to pay for) – information that they are actively looking for – they’ll be glad to subscribe to your newsletter. These people WANT to know more about what you have to say! These are the people who are most likely to be open to future offers from you – once you have established a credible relationship with them. It has been reported through rigorous research that up to 50% in sales can be generated from newsletter auto-responder follow-ups! It’s also been shown that offering free newsletters is the single, best thing to offer to increase your opt-in e-mail list. By giving away Free information early on, chances are you’ll be rewarded later with several backend sales.

- **Give Away a Free eBook.**

It’s a great way of getting more subscribers and growing your online business. You need to make sure that the eBook is of quality information or you will lose ALL credibility with your subscriber. Your customer will see right through you if you give them a free eBook full of unattractive information. You don’t want to lose these customers just because you were too lazy to write something of quality. Remember, these people are truly interested in what you have to offer them, so you don’t want to lose their interest right from the get-go. If you do this properly, you’ll see return visits from these loyal subscribers. And you know what that means...more sales for you!

- **Offer Free Articles About a Subject Related To Your Product or Service.**

This is a very powerful list-building tactic. Subscribers gained from articles are more predisposed to what you have to offer because they practically opt-in pre-sold. Plus, your credibility as an expert in your field has already been established. By offering information, which your visitors will find useful for free, you can get them to sign-up to your list (i.e. "Enter your email address here to receive your Free Guide").

- **Give Away a Series of Free Reports.**

If you offer to teach your visitors about something they are interested in, at no charge to them, you will not only be able to build your list quickly, but you'll also boost your credibility as an expert in your subject. The best way to distribute free reports is via an auto-responder delivery system. You can set it up so your visitors will receive their reports on specified days of the week/month. You should also offer your visitors the entire series of reports in exchange for their email address (or some other fair trade).

- **Give Away a Free Download.**

You can't beat a free download of a "trial version" of software. If you're selling software, this is the ideal incentive for your future opt-in. Of course, since you collected their e-mail address when they downloaded the product, you'll be able to offer them any special discounts on the 'full version' of your software just before the trial version expires.

There are no hard and fast rules about how you should hold or store your email lists (though online auto-responder services are the best, in my opinion) but it must contain the ability for people to unsubscribe (i.e. people must be able to request not to receive any further emails from you). Providing this ability shows your subscribers that you operate a respectable list and you are far less likely to be accused of spamming.

Without a doubt, the hands-down best, and most compelling opt-in offer is a Free Newsletter. You will not only get a truck-load of opt-ins, but you will also be able to expose them to your company and your offer many times over the course of a few months!

When done correctly, email marketing can become your most powerful way to generate sales. Your opt-in incentive needs to entice potential subscribers with a benefit that is strong enough to overcome the common objections of not wanting to share their personal contact information. But once

you have their email address, you must design the proper strategy of promoting your product if you want to boost your sales from your opt-in list.

These devoted subscribers are sitting there waiting for your offer – so make sure you know how to present it in a way that will entice your ‘new best friend’.

All right...on to Chapter 2!

## Chapter 2

### “The Golden Rule Goes A Long Way – Even With Internet Marketing”

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While there are many marketing strategies that you can use and implement to make money, if I had to choose ONE strategy, it would be to build a list.

Some marketers will disagree and say that testing and tracking is the best strategy. In my opinion this is not a marketing strategy per se, but it's without a doubt a darn good business practice. You should put this practice to work, but be careful 'cause you can overdue it.

Building a list is one thing, how you build a relationship with that list is KEY, and there is an art *and* a science to it.

How often have I read posts on marketing forums where someone says, "I have a list of 10 or 20 thousand and I'm barely making anything"? That's an easy one...quite a bit!

Then there are people that know how to build very high quality lists and earn huge profits from relatively small lists. You'll be surprised that some marketers make gobs of cash from a list of less than 1,000 highly-targeted customers. And I know a few marketers who don't even care to build a list of 50,000 subscribers. You know why? Because they know how to treat the subscribers that they've already got.

**The Golden Rule goes a long way – even with Internet marketing. “Treat others the same way you would want to be treated.”**

I don't know about you, but I definitely don't like to be “sold to”. I want to read good, quality information. And if the author recommends something here and there, I'll usually check out their suggestion – but what's most important is that you treat your subscribers the way you would want to be treated.

One of the biggest mistakes people make is they don't treat their customer list as a LIST! Some studies indicate that roughly 30% of your customers will buy from you again and again, yet many people are afraid to market to their customer list.

There are some niches that have never ever seen this kind of multi-media and you can literally blow them away with your valuable content. Valuable doesn't necessarily mean a lot of content.

I've realized that taking a "customer-for-life" approach and making them "raving fans" will pay off HUGE dividends.

Now, you might be asking, "how in the heck do I build my list?"

Well, I've had great success using Pay Per Click Search Engines, writing articles, press releases, setting up joint ventures with eZine editors/owners, search engine optimization, and using viral tools such as giving away free reports, free eBooks, and free audios, and using the other strategies I've listed in Chapter 1. I wasn't lying to you in the earlier chapter when I gave you the top ways to build your list from scratch.

One of the keys here is to step outside of yourself and try and think like your potential customer.

Also survey your visitors. Ask them what their biggest problems and challenges are and what kind of solution they are looking for. Then GIVE it to them.

I know that sounds like an oversimplification, but you'll be amazed at how many people don't ask their visitors what they want. They assume they know better and tend to create a product before ever asking people what they want.

Build a list, **build a relationship** with that list by providing mind-blowing, over-the-top content, give them a free report or product and show them that you're a genuine human being that really cares about them, and you'll have them fighting at your virtual door wanting to buy your products or services.

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# Chapter 3

## “Why BUYING An Opt-In List Is The Worst Thing You Can Do For Your Business”

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The title is a strong statement, I know. But it needs to be addressed.

Some email marketers – the self-proclaimed “email marketers” – will tell you that the easiest and best way to build your list is to simply purchase one. Sure, it’s real easy to acquire a list for your email marketing by just buying one. They’re not too expensive, and they provide you with a long list of names and email addresses. Ok, I’ll buy that...it may be the easiest, but it’s certainly not the best. In fact, it’s the worst way to build your list.

It may be easy, and you may quickly gather a large list of email addresses – but all of those email addresses are nothing more but addresses. You don’t know the people on the receiving end of those addresses. Essentially, the people on the receiving end are uninterested people who will deem any information you send to them as SPAM.

If there is one major concept that I’ve learned from all of my mistakes (yes, I’ve made my fair share of mistakes...but learned from all of them) as an email and Internet marketer, is that *the easiest road is never the one that brings you the best results*.

The problem with buying an email list is that none of the people on that list know who you are. More than likely, since they didn’t directly sign-up for your free newsletter or eCourse, they will see your message in their inbox, look to see who sent it to them, realize that they have no idea who you are, and will hit the “delete button” before even reading what you have to say.

You aren’t given the opportunity to develop a relationship with your list.

**When your subscribers know who you are and respect your personality, they will buy from you time and time again.**

That’s exactly why it is so beneficial to build your own opt-in email list. Yes, creating a list from scratch is the more difficult and time-consuming solution, but at least it is a solution.

Purchased email lists rarely (if ever) bring the desired results, so the money you spend on them might as well be flushed down the toilet.

The most important thing to do when trying to build your list is to make sure that your subscriber really is interested and willing to read your messages to them. Because if they're not eager to read your first message, then they certainly won't read your 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, or 10<sup>th</sup> message.

Email marketing isn't about blasting a bunch of strangers with sales pitches and information they don't want and didn't ask for. If you really want to achieve results with your email list, you need to build your own.

Here is a list of questions you need to ask yourself when building your email list:

- ***Who is your target audience and what do you have to offer them?***
- ***What kind of relationship do you want with the recipients of your mailings?***

After deciding on your target audience, this is probably the most important question to ask yourself. Your emails should not be a salesletter. Let me repeat that, **"Your email messages should NOT be a salesletter."**

Your website is where you sell them on your offer. This is where you put into effect all of the "Salesletter Strategies". NOT IN YOUR EMAIL LETTER. Even if you're not blatantly throwing advertisements at your subscriber, but you're intentions are to "sell to them" in your letter, they will know. They always do, and this is what leads to your email (and future emails) being sent almost immediately to the Deleted Items folder.

Your newsletter and emails are a way to build TRUST and a lasting RELATIONSHIP with your potential customers. Email marketing isn't a "wham, bam, thank you mama" sort of approach. It takes a little time to really gain the trust of your future "marketing partners" (as Jimmy Brown calls them).

Respect your subscribers and they will return the favor – guaranteed.

Just simply share your research and knowledge with your list and only recommend top-notch goods and services that you've personally checked out and that you **honestly believe** will help your prospect.

- ***What method or methods will you use to collect email addresses?***

This is basically what I've been covering over the past few chapters. But if you haven't caught all of the ideas yet, keep your eyes and ears peeled because there are some dandies coming up!

You will want to WRITE DOWN your ideas. What are you going to offer? How are you going to entice your visitors to sign up? Be sure to write down these ideas, because trust me...if you don't write them down, you'll forget them!

- ***Will your emails come in the form of ads, newsletters, deals and specials, company announcements and press releases, or discussion lists?***

I think the best way to present material in the BODY of the email is to make it short and sweet. You want to lead the reader somewhere else other than the email.

Don't bog it down with tons and tons of info. Simply right something catchy that will show your reader where to click on "Check out Lesson #1" of the eCourse that they just signed up for. Then, in each email following, you can do the same. They will get used to your email style and won't delete them.

The link that you give them to click on should send them to a page containing the eCourse lesson, free eBook download, newsletter in HTML format, or any other sort of offer they opted-in for.

The BODY of your email SHOULD NOT contain gobs and gobs of text. Think about it - do you ever read all of that crap when you receive an email from someone other than your friends or trusted individuals? I know I don't.

Think about this...if you tried to send a message to a random list that you just bought, what would you say? The message can't be personal. You can't talk to them like you know their interests. It's impossible. And if you try to talk to your "purchased list" like you're their friend, they will see right through you. They'll know you're trying to sell to them every time

I can't think of one person who wants to be "sold to". So why waste your money on buying email lists when they don't work?

Once you build your own list of loyal subscribers, you'll start to realize that each one of them trusts you, the information you're giving them, and the recommendations you suggest.

You'll be able to talk to them like a friend or partner, instead of a random person you "bought".

**Like I said in our last chapter:**

**Remember:** “Respect the people on your lists, and they will respect you – guaranteed. A trusting relationship goes a long way, even with email marketing.”

## Chapter 4

### **“Get The Most Out Of Your Opt-In Newsletter”** How To Rake In The Financial Benefits From Your Loyal Subscribers

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In the last chapter, I showed you how important your opt-in email list is and why you should develop it yourself, instead of purchasing a group of email addresses.

We spoke briefly about the most compelling opt-in offers, but we never got the opportunity to talk about the most powerful marketing tool and opt-in offer – the Newsletter.

In this chapter, we'll dive deep into the importance of a well-written newsletter, its impressive money-making potential, and the art of writing a profitable newsletter that your subscribers will eat up like candy!

Email marketing is a blessing for small business owners. An effective, targeted email-marketing campaign can drive traffic to your site, get your name in front of qualified prospects and turn leads into sales — for much less than what you'd spend on a traditional direct-marketing campaign.

Once you have developed your email list, how do you turn those devoted subscribers into sales? No matter what strategies you used to get your subscribers to opt-in on your emailing list, many of them are already pre-sold to your product. Now, you just have to close the deal.

In this chapter, I'm going to show you why your site needs a newsletter and how to maximize your sales by using this powerful incentive. Offering a free newsletter is the best way to collect loyal subscribers who are actively looking for answers to their problems.

If you offer to provide potential subscribers with information they need, they'll be glad to subscribe to your newsletter. But obviously the secret is out, and most online businesses are taking full advantage of the powerful capabilities of this marketing tool.

And as a result, there has been a mass of newsletters on the Internet full of nonsense and spam – leaving Internet visitors with a wary concern about handing over their email addresses to just anyone.

This doesn't, however, mean that you shouldn't start your own newsletter. And it doesn't mean that you've missed the boat.

All it means is that you are going to have to work at providing your subscribers with quality information that they deem worthy enough to entrust their email address with you.

Not a problem! Just create a newsletter that people read faithfully, that is considered to be a reliable source of quality information, and that attracts a consistent number of opt-in subscribers. Readers love to meet a new personality, so give them what they want.

The best part about newsletters is that you can produce them with little to no cost at all! Of course you can hire a ghost writer to compose your newsletter, but the best way to truly acquire a lasting relationship with your customer is by simply "talking" to them.

Nowadays, it's easy to get away with informal conversations with someone you don't know all that well. In fact, many people actually feel more comfortable with the fact that you're talking to them like a friend. Don't underestimate the power of this kind of relationship!

If you are communicating on a regular basis with your subscribers, giving them valuable information, and allowing them to get to know and trust you, you shouldn't be too surprised about how many of them will actually become devoted customers. Email newsletters are one of the great bargains in marketing. They keep your company in front of your customers on a regular basis for very little cost.

Newsletters aren't right for every audience – I wouldn't recommend them if you're targeting the local B-I-N-G-O crowd – but if you're in the web hosting business, there's a good chance that 100% of your customers and prospects use email...which makes newsletters a great tool!

Email newsletters are proven to increase sales, if used properly. As I've noted earlier, it's been reported by research and testing that up to **50% in sales can be generated from newsletter auto-responder follow-ups!**

And I'm sure you'll also be glad to hear that if used properly, up to **10% of opt-in subscribers will purchase the product being sold.** In case you didn't get that – it's been reported that...

**10 people out of every 100 subscribers will buy!**

**That's enough to make me want to send out newsletters!**

But there are a few things that you have to be cautious of when preparing your newsletter. If you want to rake in the ALL of the financial benefits possible, you need to follow the tips below. Trust me, there's an art to creating a thriving, profitable newsletter.

There's no doubt about it – a free newsletter is your best source of generating a list of subscribers you can send promotions to in the future! But how should you go about delivering your message to your potential customers without coming off as a huge advertisement billboard?

Because so many of us are already overwhelmed by the daily flood of email, your newsletter will need to be much more than just ads for your products. Including informative articles, interviews, or other information may help entice your subscribers to actually open and read your newsletter.

Light “plugs” in the body of your newsletter aren't a bad idea, but remember that your subscribers are looking for quality information – not a salesletter...that's what your webpage is for.

To increase your sales and get the most out of your newsletter, we highly recommend following the tips listed below...

- **Registering New Subscribers**

When asking visitors to sign up, ask only for the information you need – perhaps just the email address. Remember, that every additional bit of info you collect is another deterrent to customer signup. People don't like to give away their private information, so don't ask for anything more than what is needed.

Make it easy for subscribers to share your newsletter with others. They can simply forward the message, of course, but if you include an explicit send-to-a-friend link you are giving your customers and subscribers a gentle “nudge” to recommend your material to their friends and colleagues.

- **Check out your competition**

Every business has competition. Find out what they are doing by researching their product or service. Sign up for their newsletters, and then make yours better than theirs. How are they generating opt-ins? Why is their offer appealing? What could you do better? Is there a gap in their service you can fill?

- **Content**

The first thing I want to tell you is that “Newsletters must be simple.” You do not want to be the next “delete” button in your subscribers email account.

People get a lot of email. They don't have time to read a lot of text. Newsletters must be designed to **facilitate scanning**, but then again you want to give them the opportunity to get a “full dose” of what you have to offer.

So the best recommendation is to provide links like “Click Here for the Full Report”, or “Discover the Answers To Your Problem by Clicking Here”.

Above all, **deliver content with real value**. We're all flooded by email, and if your users don't perceive your newsletter to be worthwhile, they'll just delete it and move to the next message in their inbox. That's why it's important to track your click-through rates: they're proof that your messages are being read – not just your message views. Also, if you have a newsletter that covers a ton of topics and starts to get too long, be sure break it into separate newsletters.

- **Write a Good Subject Line**

Writing good subject lines are especially important, both to encourage users to open the newsletter, and to distinguish the newsletter from spam. I recommend including some actual content from the individual newsletter in each subject line, even though it's a difficult job to write good content within the 50-60 character limit that is imposed by many email services.

- **HTML or plain text?**

It's really a matter of what you think will most appeal to your readers. There really hasn't been much difference as far as which one sells the best. It truly depends on your target audience. So if in doubt, offer two lists: one in plain text and the other in HTML. Then let your subscribers decide which one they want to receive.

Personally, I use plain text messages to my lists...but just because it works best for me, doesn't mean that it will work best for you. Test, test, test!

- **Let's Make a Profit! Selling to Your Audience**

Many people try and sell their product or service directly from their emails. Do Not Make This Mistake. This is the job of your web site, not your newsletter. The purpose of your email campaigns should be purely to get people to click to your web site. Two of the most successful ways to do this are

- a) A “Single-Topic” Article in Your Newsletter

Create a single article that describes a common problem that your product solves. BUT, don't necessarily mention your product in the article but do point out some of the things to be considered when choosing a solution. Close your article by simply saying something like "To read more about this problem and discover our Tried-and-True solution – Click Here".

This link should then direct your opt-in subscribers to your product sales page at which point the user is already thinking about the problem and what to look for in a solution. Then, they discover your product, which just happens to solve their problem. Viola!

b) A Series of Articles in Your Newsletter

In each issue of your newsletter, focus on one particular problem that your product solves. But again, don't necessarily mention your product – simply talk about some of the things to be considered when choosing a solution.

Dedicate the whole issue to describing this problem and what to look for in a solution. At the end of each issue point them in the direction of your product's sales pages. Again by the time they hit your web pages they will be primed and ready to learn how your product solves their problem.

Then, in your next newsletter series, you can incorporate a "new" problem that your product also solves. Get the picture? It's a great strategy once you get the hang of it.

As noted in earlier chapters, never send your newsletter to anyone who hasn't specifically requested to receive it. Remember, new anti-spam regulations require every marketing email to include an opt-out condition and a valid physical address.

Email newsletters are a blessing to small businesses. They are a great way to generate a credible relationship with your customer, drive subscribers to your site, create demand for your product, and thus skyrocket your sales!

Establishing your credibility is the key to making your product or service attractive to potential customers. And once you've done that, your loyal subscribers will WANT to know more about what you have to say. They'll be extremely receptive to your offers.

**Remember:** "The most valuable customer is the one you already have – right there in your email list."

## Chapter 5

### “Top Ten Strategies To Fatten Your Opt-In List”

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Is building your opt-in email list hard? No, not really. As I've shown you over the course of the past few chapters, it simply breaks down to just spending a few hours to write compelling opt-in offers and knowing the strategies to increase your click-through rates on those promotions.

There's no doubt about it, there are good ways to entice visitors to “sign-up” and there are worthless marketing strategies that simply do not work.

I've given you a list of very effective and compelling opt-in offers, but there are still many additional strategies to help **boost** your list. The opt-in offers I spoke of earlier (i.e. free newsletter, free reports, download, etc...) are simply proposals. Giving them what they want, works.

But what are the best ways to go about promoting your newsletter and special offers? How can you make these offers more visible to your potential subscribers? Of course, you need to provide alluring offers, but there are other marketing tools that will make your promotion more visible and appealing to your potential subscribers – thus increasing the odds that they will opt-in on your offer.

There's a large array of strategies that well-known Internet marketers have proven to be successful. I have compiled together a “Top Ten” list of the best ways to fatten your opt-in list, and actually get your visitors to “sign-up”. These tactics have been researched by the most recognized marketers on the Internet and have been proven very successful at skyrocketing lists of loyal opt-in subscribers.

#### 1. Use Pop-up Ads with opt-in forms to collect email addresses and promote your compelling offer.

There's a reason that I listed this strategy as #1. If you ask any good Internet marketer, they will tell you that **THE** single biggest way to increase your opt-in subscriber list is to use pop-ups. Many times visitors find these ads annoying, but it has been proven that pop-up ads are 13 times MORE effective at generating clicks and opt-in subscribers than standard banners and forms found imbedded in a webpage.

This is a very powerful way to present your newsletter or other free incentives. It ensures that your visitors will see your offer right upfront. Without a doubt, this is the most recommended means of creating a compelling and visible offer to your customers.

2. **Increase the value of your offer.**

People aren't stupid; so don't treat them like they are. You need to prove to them that you're serious about helping and catering to their needs. You need to show them that you truly want to create a relationship with them that's worth their while to give you their email address. Make sure you give away something valuable. This will stack the odds of you getting their address in your favor.

3. **Everytime you sell a product, capture your customer's email address.**

Your customers will already be entering their details on your payment pages and as such you should be adding their email addresses to your list.

4. **Have a "Members Only" area on your site.**

You can fill this section of your site with whatever your target market might find most interesting and valuable. You can offer downloadable articles that can only be accessed by "members". To increase your odds of getting opt-in subscribers, you should make it FREE to become a member.

5. **Sprinkle more opt-in boxes in your sales letter.**

If you have a sales page with a single salesletter, you should ideally have one opt-in box on top, one in the middle, one three-quarters of the way down, and one right at the bottom. This way, you have four chances of getting the opt-in. A good thing to do is to exchange the first, top opt-in box with a pop-up ad, and then keep the placement of the other three boxes as described above.

6. **Include an E-mail Signature.**

Every time you send an e-mail, you can use your electronic signature as a way to advertise your opt-in offer. Although many times your emails will be sent to people *not* in your target market, you'll be surprised at how many people actually visit the links in your signature. You won't generate hundreds of new opt-ins a day by doing this, but every little bit helps.

7. **Use Co-Registrations.**

Yes, if you're really lazy, you can actually buy subscribers. Basically, it involves having your subscription offer listed alongside other publications' offers, so that when someone signs up to the other offers, they are given the option of signing up for yours as well. We don't usually recommend this option, but if you have extra money to spend, it's not a bad tactic. But like I said before, there are better 'free' ways to increase your email list than this one.

#### 8. **Include "Send to a Friend" Options**

Generate new subscribers with minimal effort if you include this in each and every newsletter, promotion, or special offer that you send out. I encourage you to make it easy for already-subscribed visitors to share your newsletter with others. They can simply forward the message, of course, but if you include an explicit send-to-a-friend link you are giving your customers and subscribers a gentle "nudge" to recommend your material to their friends and colleagues. This is a very powerful viral marketing technique that you need to take advantage of.

#### 9. **Promote Your Newsletter in Articles, Ezines, or Industry Directories**

Any articles that you write and send into online article databases should include a reference and link to your newsletter or subscription offer. When you write an article for an online database, make sure you state that your article can be used on other webpages as long as everything written is held in its entirety (i.e. Be certain that if someone uses your article for their website, they keep your reference and *active link* in the article).

There are several article submission services out there. And most of them are pretty good - really, it comes down to "how much you're willing to pay" for the service or software. I don't want to get into the details about each article submission product, but the ones I've had the most success with are:

-- [ArticleMarketer.com](http://ArticleMarketer.com) - They have a wonderful free service and it only takes about 5 minutes to submit each article. They also have a paid service that submits your article to more databases.

-- [ArticleAnnouncer.com](http://ArticleAnnouncer.com) -- this is a software product that allows you to send your article to tons of different databases and ezine directories. It's definitely more expensive than ArticleMarketer, but it's still good software.

-- [ArticleSubmitterPro.com](http://ArticleSubmitterPro.com) -- this software has a very quick and easy download, is slightly cheaper than ArticleAnnouncer, and still does about as much.

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**10. Run contests on your website (or include surveys and polls) to entice opt-ins**

A contest at your web site works on the same principle as signing up for a contest to win a free dinner at a local restaurant. Both parties get something of value (you get their contact information and they win a prize). Make sure that the registration for this contest is SIMPLE. Your visitor should not have to spend more than a minute or two to complete the task – otherwise, they'll frequently opt-out and leave your site before you've had a chance to get their email address. A great way to inform your visitors of the contest is by way of pop-up ads or a "Special Offers" page on your website.

Another thing you could do is to have people subscribe to your newsletter as a requirement of entry into the contest. If you've worked hard on your newsletter and included the tips from our last chapter, they will probably decide to continue to receive it even after the contest or poll is over.

Even if you've only been marketing on the Internet for a short time, I'm sure you've heard the saying, "the money is in the list". A good email opt-in list – one that you build yourself – is worth its weight in gold. It is the difference between being wildly successful and falling into the midst of the no-name businesses on the web.

How you go about building this email list is completely up to you. But I guarantee if you put a little bit of time and effort into your marketing campaign, and use my recommendations, you'll see firsthand how opt-in lists will skyrocket your sales

If you've never implemented an intense "opt-in campaign", you will be shocked and no doubt excited when you find this undiscovered gold mine of possibilities! It works, and it works extremely well.

In the next chapter, we'll discuss the most well-researched and proven marketing strategy to fatten your opt-in list...and the size of your billfold!

Ok then, on to Chapter 6...

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# Chapter 6

## “How Using One Single Marketing Tool Can Skyrocket Your Email List By 500%!”

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Exciting title, isn't it? I know you're wondering what that powerful marketing tactic is, so we'll just get straight to the point. No matter how you feel about pop-up ads now, you will hopefully realize by the end of this chapter that they are the single most effective way of increasing your opt-in email list – Hands Down!

Before we start, I'd like to first do a little bit of “myth busting”. Myth: ‘Pop-up Ads Are A Nuisance and Do NOT Work’. Of course, we have all encountered an annoying pop-up advertisement over the past few years of surfing the web. You're bound to run into a website that delivers you an incredibly absurd pop-up advertisement – one that has absolutely *nothing* to do with the content on their site. Obviously, these pop-ups will never be effective at increasing click-throughs. All they will do is push away the visitors. Typical examples I'm talking about might include golfing sites, guitar tab sites, and vacation sites.

These website owners are using their pop-ups irresponsibly. Think about it...who in their right mind that is looking for fishing equipment would opt-in on a pop-up ad dealing with lawn mowers? I know you want to laugh about this – but you would be surprised with what some website owners are doing with their pop-ups.

Some of these website owners have been given an opportunity to advertise for a another company (possibly another business that the same individual owns) and they decide to waste their precious pop-ups with these absurd ads - in this case, a fishing site is advertising for lawn equipment.

It's all fine and dandy to advertise for another website, but there is absolutely no reason for the fishing website owner to waste his pop-up advertisements on lawn equipment – and in turn, annoy any visitor looking for fishing gear. Not only will this do no good in terms of “click-throughs” and sales, but the fishing website will certainly push away its visitors who truly want to purchase fishing stuff.

These website owners are the **exact** same ones who are giving the rest of us who properly use pop-ups a bad wrap. Internet marketers are experienced and intelligent, so they would never do that. It's those irresponsible website owners that have turned the ‘once well-liked pop-up’ into a nuisance for many people. These businesses are simply not using pop-ups properly and maturely.

And quite honestly, I don't like all of the negative hype about pop-ups when **I know for a fact that they work** – if used properly.

If visitors seem to be irritated by **all** pop-ups, why are so many well-known and recognized Internet marketers still using them? According to Nielson-Netratings (a premiere online statistics resource), in the last 2 years, the number of pop-ups delivered to web users has more than tripled.

The truth is...the concept of pop-ups works - why else would you see a dramatic 2-year, three-fold increase in their usage? Any good marketer will tell you they are an extremely powerful tool for instantly increasing your sales and dramatically skyrocketing the number of new subscribers to your newsletter, creating loyal buyers of your product.

I was recently reading an article on Entrepreneur.com, written by the late Corey Rudl. If you don't know who Corey was, he was once one of the biggest Internet marketing gurus on the planet until his untimely passing. Anyway, in his article about techniques for increasing opt-ins, he provides the reader with several success stories of fellow Internet marketers who implemented pop-up ads into their marketing plan. If you're like me, I think you'll be astonished with the results.

Paul Colligan of FrontPageWorld.com, increased his opt-in rate by 10 times, by simply adding an entry pop-up ad onto his website.

- Richard Grady of TheUTrader.com uses an entry pop-up to help **add 1,500 to 2,500 subscribers to his opt-in list **each month!****
- Jim Tarabocchia of Just-Binoculars.com generates several hundred "extra" visitors per day using pop-under ads.
- Eric Aafedt of InvestmentHouse.com converts 30 to 40 percent of his **daily** visitors to subscribers with the help of pop-ups.
- Jermaine Griggs of HearandPlay.com has dramatically increased his opt-in email list by 900%! That's right...pop-up ads have radically increased his subscriber rate by **10 times!**

\*Source: Entrepreneur.com & Corey Rudl research

These are real people. Ordinary people just like you and me. These success stories aren't the geniuses of the Internet world. They're simply hard-working people who put into practice the *exact same* strategies that I'm teaching you. This is great news for you! ANYONE can be successful on the Internet! You just have to work a little at it.

I don't want to say that the other techniques for driving subscribers to your list that I showed you earlier are worthless, because that is certainly *NOT* the case. Each and every strategy in Chapter 5 is **very effective** at list building too – and I *strongly* urge you to implement as many of those tactics as you can in your marketing plan. But, I want you to realize that the most powerful, and most well-researched technique to boosting your opt-in subscribers is to employ pop-up ads on your website.

## The Art Of... "Pop-Up Marketing"

Just like anything else in Internet marketing, there is an art to using these ads on your site. You don't want them to be "popping up" all over the place – obviously that'd be very disturbing and annoying to your visitor, and you would lose your chance of collecting their address right from the get-go.

The problem doesn't lie in the principle and validity of the power of pop-ups. As marketers, we love the capabilities of them! Research shows that they work. Pop-ups are **13 times MORE** effective at generating clicks and opt-in subscribers than standard banners.

The problem that Internet users face is not the pop-ups themselves, but simply *how they are used*. As I'm sure you're familiar, email spamming is another nuisance on the Internet. So just as spammers have made email marketing more difficult for the rest of us, the wrongful misuse of pop-ups have given them a 'bad wrap'. The solid truth is, when used properly, pop-up ads can dramatically increase your opt-in list, help effectively promote your products, and boost sales at the same time.

There is a strategy of using pop ups that will not irritate your website guests and will without a doubt benefit you in a variety of ways in the long run. Impossible, you say? No! If you implement a pop up correctly, your guests will not be annoyed at all.

Let's face it: the majority of people who put pop ups on their sites go about it all the wrong way. Below I've compiled a list of proven pop-up techniques for any marketer's site. Many of these are tips and strategies are used by very recognized Internet marketers, like Internet millionaires Corey Rudl, Marlon Sanders, and Stephen Pierce.

- **Opt-In Offer Pop-ups**

Honestly, you should include some sort of "sign-up" offer with any pop-up ad you decide to use. This is the most powerful when you employ an offer for a free newsletter. Your visitor is most likely

interested in your website info, so don't miss out on the opportunity to capture their email address with a Free Newsletter Opt-In Pop-up.

- **“Special Offer” Pop-ups**

If you're running a special discount on a product, this is a very effective means of grabbing the customers' attention. Remember; if at all possible, try to grab your visitors' email address with this “special offer”.

- **Free Information Pop-ups**

Who doesn't want free information? This is a perfect way to promote your Free download, e-Book, e-Course, special report, and so on. Include a 'sign-up' form within your pop-up ad to ensure an increased opt-in list.

- **Contest Pop-ups**

This one is rather tricky to use with pop-up ads, although it can be very effective. Many times though, visitors will find a 'contest pop-up ad' somewhat annoying. If you decide to use this tactic, be careful not to turn your visitors away because it takes them longer than a minute to register for your contest. All I can say with this idea is...Be Careful.

- **Survey/Polls Pop-ups**

If you're running a survey on your site, a pop-up can be a handy way to ask visitors to take part, and then lead them through your questions. When they're finished, the original window they started on will still be open and they won't have lost their place. At the end of the survey, be sure to ask them if they would like the results of your survey/poll to be sent to them via email. Once again, another great way to capture your visitors' email addresses.

Remember, you never want to have more than one pop up window. Nothing makes a surfer madder than having two or three windows open up and possibly crash their browser in the process. You can even set it up so that only first time visitors see the pop up window. By using a script that sets a cookie you can ensure that your popup never appears to the same user more than once.

Now that you know the strategies many Internet gurus use, it's time to show you how to apply your pop-up ads responsibly.

- **Entry Pop-ups**

These pop-up ads appear as visitors open your website or webpage. By using an ad as soon as the surfer arrives at your website, you will surely grab their attention right from the get-go. If you decide to use entry pop-ups, I recommend using a script that sets a cookie, ensuring that your pop-up doesn't appear to the same user multiple times (you can usually set the amount of times the pop-up will appear to each user).

- **Exit Pop-ups**

The name practically explains what they do. They appear as a visitor exits your site. These are a great way to say to your visitors "Before you go, here's another offer to opt-in..."

- **Delayed Timer Pop-ups**

These are pretty fascinating little marketing tools. You can design a pop-up ad to appear a certain length of time after a surfer comes to your site. This allows your visitor to check out your site first, without being slightly interrupted by an entry pop-up ad. It will give them time to "browse" before you make an offer to them.

As you can see, there are several places where you can make a mistake and turn a future opt-in into an annoyed visitor. But provided you employ the techniques and strategies that I've suggested, and take advantage of the technology available to **customize** these ads for your visitors, I can personally testify, along with many other successful business owners, that pop-ups continue to be an excellent way to increase your opt-in e-mail list as well as your sales. It's been researched and proven – Pop-up advertisements will help to increase your opt-in subscriber list...guaranteed!

## Chapter 7

### “How To Turn The Table On The Ever-Changing Internet World”

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I don't know about you, but I get excited when I try a new idea and it works. To be quite honest, it's a rather addicting feeling to see the incredible results after trying a new marketing strategy. No matter if it's a simple idea that I came up with myself, or a tip that I read in a marketing forum, I get *extremely* excited when I see positive outcomes.

Of course this doesn't always happen though. More often than not, I undergo what I like to call a “learning experience”. While running your business on the Internet, you're bound to have these “learning experiences”. But don't think of them as mistakes or ‘negative results’ – because they are far from it! Every great Internet marketer has gone through learning phases; so don't expect *everything* to go perfect because it won't. However, when a novel idea works, the benefits are usually enormous! I don't know why it's like this, but that's just how the Internet world seems to work. And I'm not going to complain...

Earlier I mentioned one of the most recent, devastating blows to Internet marketers. The unfortunate introduction of...

#### **“Pop-Up Blocking Software”**

Like I said in the last chapter, in any kind of marketing endeavor you either adapt and move on, or you die sitting there. Don't let technology stop you from using the most powerful marketing tool for increasing your “oh so precious” email list.

The purpose here is not to feel sorry for ourselves and bad-mouth Google, Yahoo, and Microsoft for making pop-up blockers. Instead, our goal is to consistently search for new ways to improve our marketing plan. And you'll find that most of the time, all we have to do is adjust our marketing approach by incorporating new technology.

I sat down in front of my computer one day and stumbled across a list of statistics regarding pop-up blocking software. In the last chapter, I showed you this data, but I want this information really sink in with you.

- 81.9 million unique users visit Google *each month* - giving all of them access to their Free Pop-Up Blocking Software!
- AOL now provides its 23.4 million subscribers with the software needed to block pop-up ads
- 95 percent of all internet users surf with Microsoft's Internet Explorer browser - Now with a free built-in pop-up blocker
- 5.4 million internet users subscribe to Earthlink – the first service to offer pop-up blocking software
- 2,129,964 people have downloaded Yahoo's pop-up blocking toolbar from Download.com - This doesn't include the massive auto-installations of the toolbar every time a user installs Yahoo Messenger!
- "Pop up blocker" was searched for 480,304 times on Overture last month alone

These stats are here to 'scare' you. They're here to inform you that the pop-up ads of old are no longer as effective like they used to be (if they're effective at all).

There's been an ongoing battle for the last few years between legitimate marketers (like you and me) and pop-up blockers...and the pop-up blockers are winning. But I thought to myself, why let them take away from our sales, conversions, and additional loyal opt-in subscribers?

It's obvious that the problem is not in the concept of whether or not a popup will work effectively for your site. Rather, the problem lies in the evolution of Internet technology. So let's evolve with it.

Remember, I told you that the best way to get opt-in subscribers to your newsletter (which will in turn give you massive advantages with your email marketing) is to place your offer right at the beginning of your homepage. Your newsletter subscription box should be immediately visible on the first screen. You don't want hide it!

This is where you'll get the best response--and the most subscribers. Your goal should be to make sure that everyone who visits your site is offered the opportunity to subscribe to your newsletter at least once, if not twice.

Hopefully, you've been making your newsletter offer most visible with pop-ups – and if so, I highly predict that you've been seeing the benefits (at least before pop-up blockers came along). Since pop-up blocking software is now blinding our customers from our subscription offer, what are we supposed to do?

Of course there are other ways to build your email list and promote your newsletter. We've talked about several...

- Every time you sell a product, capture your customer's email address
- Have a "Members Only" area on your site
- Sprinkle more opt-in boxes in your sales letter
- Include an E-mail Signature
- Include "Send to a Friend" Options
- Use Co-Registrations
- Promote Your Newsletter in Articles, Ezines, or Industry Directories
- Run contests on your website

These are all good strategies, and you should definitely use as many as you can – but all of these tips combined have nowhere near the opt-in capabilities as pop-ups!

After the development of pop-up blockers, many Internet marketers started to highly promote their newsletters and opt-in subscriptions by using these exact techniques I've listed above. Since their pop-ups were basically nonexistent anymore, they were working harder than ever to get their opt-in subscription rate back to where it was prior to the creation of pop-up blocking software.

The realization, however, is that the concept of pop-ups work. Using pop-ups is a proven strategy for increasing opt-ins (many times, up to 10 times). So why should we go away from using the proven "concept"? The marketing principle is not the problem; rather it's the development of pop-up blockers that's slowing us down.

I don't know about you, but I'd much rather incorporate new technology into the same pop-up marketing strategy instead of developing a completely new approach. This way, we can still see the same incredible benefits from pop-ups.

All we need to do is evolve with the rest of Internet technology. Use the same marketing principles, but incorporate a new twist.

You're probably thinking, "Yeah, I agree that we should adapt to the changing Internet technology – but just how do you expect me to do that?" Well, I've got just the answer for you.

Let me quickly introduce you to a novel secret that, until recently, has been almost unseen by many marketers. A short time ago, the secret started to reach a few of us – and boy were we glad that we stumbled across this new development.

While pop-up blockers have designed a way to defeat the conventional pop-ups, there's a new defense that I think you should be aware of. It's a software program called [Instant PopOVER](#), and well-known Internet marketers are using it to make their pop-ups invisible and **100% unblockable** to pop-up blocking software.

I don't know about you, but I'd much rather use a proven marketing strategy – with an added twist of new technology – than trying to create an entirely new concept from scratch. To me, it just makes sense to use all of the innovative resources available to combat any problems I encounter with my Internet business.

I won't go into detail about all of the features of [Instant PopOVER](#) in this chapter, but what I will do is show you how you can easily begin to maximize your opt-in subscriber list by using [Instant PopOVER](#).

Like I said Chapter 6, there is an art to using pop-up ads on your site, and when done properly you will see very effective results.

Here's a review of the most effective ways to use pop-up ads:

- Opt-In Offer Pop-ups
- "Special Offer" Pop-ups
- Free Information Pop-ups
- 'Run a contest' Pop-ups
- Survey/Polls Pop-ups
- Entry Pop-ups
- Exit Pop-ups
- Delayed-timer pop-ups

To get the most out of your pop-up you *must* use them responsibly. Well...the same principle applies to PopOvers.

But instead of using traditional, boring pop-up ads [that most likely will not be seen by your visitors], imagine having a pop-up that suddenly “*drops in*” from the top of your browser window and ‘bounces’ before coming to a stop in the middle of your screen.

Wouldn't that grab your attention? When I first saw popovers, I was hooked. Their ability to capture my attention right off the bat was incredible.

Another interesting popover that [Instant PopOVER](#) creates is one of my favorites – the XP-style Window PopOver. It acts just like the classic window but has the style of an XP Window - it's very effective since most of today's Internet users have Microsoft™ Windows XP. It allows me to present my visitors with a window that they're already very familiar with.

Like I've been saying over and over again “People don't like change” - and this is the perfect way to combat it. This popover was certainly very attractive and attention-grabbing.

Not only do popovers have more features and capabilities than pop-ups, they also have the exact same influence on increasing subscribers and promoting special offers.

This technology actually lets you use ads that *look* like pop-ups and *behave* like pop-ups, but that are NOT pop-ups -- so they don't get blocked. To me, even if Instant PopOvers were functionally the same as pop-ups (without all of the “extra features”), I would be a very happy man for the simple fact that Google, Yahoo, Earthlink, and all of the other pop-up blockers can't block them.

These are just a few of the benefits that we can quickly see by using [Instant PopOVERs](#). I hope you can see just how powerful of a tool this can be for you.

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# Chapter 8

## “Breakthrough New Software *Instantly Skyrockets* Your Opt-In Email Lists & Generates Sales”

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*Is starting a newsletter hard? Does it take a lot of time and money to start an email marketing campaign? No, not at all – as I’ve shown you over the course of the past week, it’s practically dirt cheap to start making money online with email marketing. You simply have to have a few of the right resources and the drive to get started. And trust me, once you begin, everything gets easier.*

Managing your **email marketing** campaign should always be as automated as possible. There are many auto-responder programs and online services available on the ‘net. The most difficult part is not writing the newsletter information, creating special offers, or maintaining your email list. The hardest part is actually building that list of *targeted subscribers!*

And hopefully by now – after studying the many email-marketing strategies I’ve given you - you have written out several plans as to how you’re going to capture your visitors’ email addresses. If you haven’t actually written down your plan, you need to do that before you continue reading.

Ok, ok...so you’ve got your plan. Let’s say that you’re going to offer a free newsletter along with a “bonus eBook” of your choice. Sounds like a great idea to me.

You’ve written *quality* information (remember, your newsletter must be of high-quality, or your visitors will see right through you), developed a great marketing statement to grab the attention of your visitor, and you’re now ready to *present* this offer to your future subscriber.

What next? How are you going to maximize your *opt-in* subscribers?

If you've read and actually comprehended anything of what I wrote in the previous chapters, your first plan of action should be to use pop-up ads. You’ve learned about the raw power of Pop-ups, and their ability to increase opt-in subscribers by up to 10 times and to convert 30-40% of website visitors into subscribers.

This is certainly the best, most well-researched and proven concept for maximizing your opt-ins. But don't forget about those darned pop-up blockers.

Not a problem. While pop-up blockers have designed a way to defeat the conventional pop-ups, there's a new defense. We talked about it briefly in our last chapter, but I'd like to show you EXACTLY how it works and the features that we Internet marketers practically cannot do without – the reasons that we absolutely LOVE the new technology of Instant PopOVER™.

## Real Life Case-Study From an Ordinary Internet Marketer

Check this out - I had my brother (owner of SEOelite.com, Brad Callen) do a little test on his website. Originally, he had been using a traditional, classic-style opt-in form on his website to generate opt-ins for his SEO course (example shown below):



While this approach was generating a decent amount of opt-ins to his free SEO course, I wanted him to try Instant PopOvers on his site. I knew these popovers worked, but I wanted to see just how well.

So I asked him to change his ordinary pop-up to a Float-In Instant PopOver to see if his opt-in rates would increase. You can see this new example here: [www.SEOelite.com/](http://www.SEOelite.com/)

Ok...**nothing else was changed** on his sales letter; he did not do any special promotion to his webpage, no other advertisements, or any other alterations whatsoever. *I made sure of this because I wanted to test the power of Instant PopOvers on his highly visited site.* I wanted the boundaries of change to be very controlled, so I could get a 100% accurate test on these popovers alone.

Now - check out these eye-opening results!

Date	Unverified	Unsubscribed	Subscribed & Unverified	Subscribed & Verified	Total Leads
<a href="#">Sep 29</a>	5	11	135	17	168
<a href="#">Sep 28</a>	3	13	116	19	151
<a href="#">Sep 27</a>	2	10	161	16	189
<a href="#">Sep 26</a>	4	18	214	28	264
<a href="#">Sep 25</a>		7	40	4	51
<a href="#">Sep 24</a>	1	3	41	8	53
<a href="#">Sep 23</a>		4	42	8	54
<a href="#">Sep 22</a>		4	47	6	57
- ..	.	.	..	.	--

He went from around 50-65 opt-ins a day, to what looks to be about a 230 opt-in rate average. All opt-ins to this specific list were coming **directly** from his homepage that I noted earlier and *not from any other outside advertising*.

### Amazing 400% Increase in Opt-In Rate

That's an incredible 400% increase in his opt-in rate!

And he did this by changing only ONE simple thing on his website. He added Instant PopOvers.

After speaking with him recently about his dramatic increase in opt-ins, he said that his opt-in rate remains to hover right around 150-180 subscribers per day! That's incredible. His rate jumped from 50 subscribers per day to upwards to 180 opt-ins.

While the innovation of unblockable popovers is a great thing in itself, Instant PopOVER also creates ads with professional and attention-grabbing styles. And now you can take advantage of the "Post-it-Note"-style design.

Check out a few of the popover example-templates below:



This exciting new technology lets you create pop-up style ads on your homepage that grab your visitors' attention even more than a conventional pop-up. This is because, while standard pop-ups all act the same, you can actually program Instant PopOvers to behave in ways that really draw your visitors' attention.

Imagine having an Instant PopOver that suddenly drops down from the top of your browser window and floats in before coming to a stop in the middle of your screen. That's just one of five different eye-catching styles you can use to make your opt-in offer literally leap off the screen.

And because Instant PopOvers are actually part of your homepage, they aren't considered to be an *actual* pop-up, so they're completely ignored by the growing number of pop-up blockers out there.

[Instant PopOVER](#) walks you through each step with its user-friendly "wizard-like" guide. All you have to know is how to do is click "Next", decide on your customized features, and copy/paste the finalized HTML code into your website.



Even if you're not real familiar with HTML, you'll have no problem with creating popovers. Instant PopOVER explains everything to you in an easy to understand, step-by-step manner.

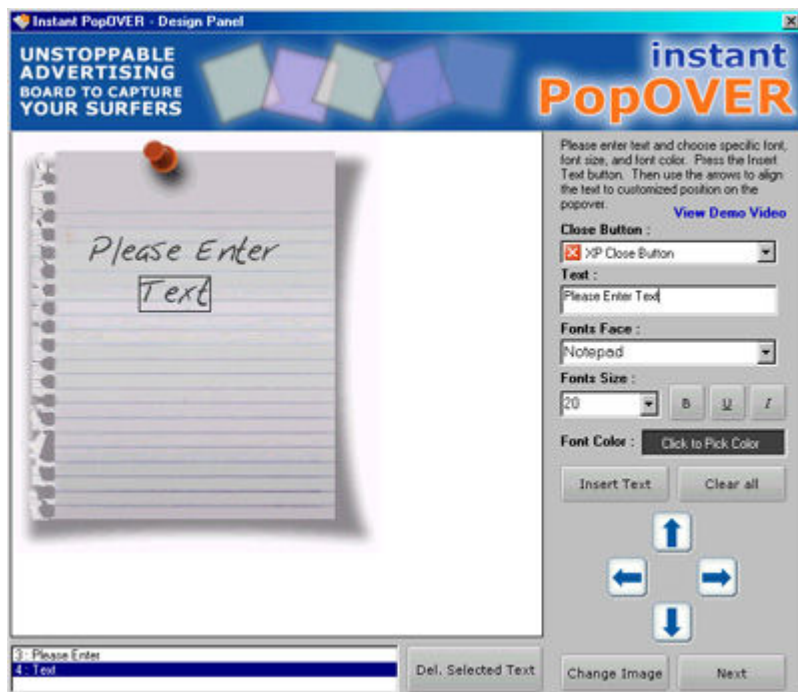
With Instant PopOVER's user-friendly, five-step creation process, you don't have to know a single thing about programming. It will take you by the hand and show you exactly where to 'point-and-click' your mouse.

I won't go into the details of each step, but what I will do is give you a picturesque idea about the customizable settings you can add to your personalized popover.

Decide on your Instant PopOver settings from a large list of creative, customizable options. With [Instant PopOVER](#) you get the opportunity to choose your popover size, where your popover will "appear" on the webpage, its title, window color settings, header settings, and more.



With the new style of popovers, there is now an extremely handy Sticky Note editor that lets you quickly change and customize your post-it-note style popover to your liking.



[Instant PopOVER](#) also allows you to add a delay-timer on your popover. As described in Chapter 6, this strategy makes it almost impossible for your visitors to NOT opt-in on your offer! This feature is a very fascinating little marketing tool. You can design a popover ad to appear a certain

length of time after a surfer comes to your site. This allows your visitor to check out your site first, without being slightly interrupted by an entry popover ad. It will give them time to “browse” before you make an offer to them.

The timer-delay option is an incredible way to maximize the reaction from every PopOver by setting them to appear at the exact moment your surfer is ready to buy. Have your popovers appear on page load, after 2 secs, 10 secs, 30, 45, 60, 120...you name it.

**With all these features it's GUARANTEED to boost your opt-in list and sales.**

I find it almost impossible to employ an effective *email marketing* campaign without my trusty popovers. To be completely honest, I can't afford not to have them, simply because the old-school pop-ups I used to use aren't reaching my visitors anymore.

Incorporating the traditional pop-up ads into your marketing plan simply *does not* work anymore. But the proven concept of pop-ups remains to be very powerful at generating more opt-in subscribers to your email list.

If you **properly** and **responsibly** use popovers on your website, over the course of a few weeks, I can guarantee you'll boost your opt-in list and in effect should increase your sales.

It works, and it works extremely well.

## Chapter 9

### **“Do This And Your Lists Will Make You Money...And Lots Of It!”**

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So assuming you have built your list of targeted prospects - all interested in investing their time into reading your free information and possibly checking out what other services you have to offer – how are you supposed to actually profit from your list? That’s basically what we all want to know how to do, right?

**“The money’s in the list.”** I think I’ve heard that quote about a gazillion times! Not that I’m tired of hearing it, because it’s short and sweet, and really gets to the point. And what’s so powerful about that quote is that IT’S TRUE.

If the money’s in the list, how do I manage to squeeze it out and get a little bit of it myself? You want to know what to do next - like send free content... then the next message, mix in an ad, etc. basically how to profit from the list, right?

It’s really quite simple. **Help them profit.**

Sounds cliché but it’s true. Research your market, and spend some time learning everything you can about the 'passion' of your list. Then share that info w/ them. Don't ram it down their throats, but simply 'share' it with them.

That's how to profit from it.

Some people get it all wrong by sending some free content, and then the next email is a slimy pitch... that's not going to work. Honestly get involved w/ the topic and send them interesting stuff about it. Review some of the other products in your market, cite the pros and cons of buying into it... give your thoughts and then either recommend it or say stay away from it.

What makes me cringe is when I get some email offers from newbies or others that just don't get it... they send these email pitches that reveal the fact that they don't care at all about the well being or success of the person receiving it.

People can tell when they're being sold and when you're sending them an offer simply because it will make you money. They can smell it from a mile away and it immediately makes them put their guard up and not trust a word in your email.

Just treat them like a friend and share different bits of info and make recommendations as you come across them. Send your list valuable, quality information. Slip in an ad on occasion and track the results. You'll always get the "un-subscribers", but don't fret it. Those worried about losing subscribers shouldn't. Keep building relationships with the subscribers that you still have.

There's lots of ways to approach it, I'm just trying to help you with the mindset portion of it, because there really isn't a formula to follow. Some people are looking for the formula, like... send 3 content messages, then 1 pitch... wait 2 days then send another pitch followed by 3 all content messages, blah blah blah... And you'll never have success like that.

One of the points I want to make is that there are many e-books and other sources that talk about how to build the list and the importance of the list but very few that continue give you a proven formula that works every time.

The closest I've gotten to finding that formula is by simply following this concept...

**"Help your subscribers profit, and they will help you profit."**

Respect your subscribers and they will return the favor – guaranteed.

Just simply share your research and knowledge with your list and only recommend top-notch goods and services that you've personally checked out and that you honestly believe will help your prospect.

**Do that and your lists will make you money...and Lots of It!**

# Chapter 10

## *“The Final Rundown”*

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Ok, so let's summarize everything I've taught you over the past 9 chapters...

To summarize everything, **I want to make sure you know just how important email marketing and increasing your opt-in subscriber list is.**

- It takes a typical Internet customer about **seven** visits to a single website before they buy anything. If you're just depending on hits alone, you're in trouble.
- Opt-in subscribers are your most loyal customers. Treat them accordingly. Building a trusting relationship with your lists is the #1 thing that will help you profit from them. Remember: "Help them, and they will help you."
- You must have an attractive opt-in offer
  - Free Newsletter \*\*
  - Free eBook or eCourse
  - Free article
  - Free series of reports
  - Free Download
  - Run a Contest
  - Have a "Member's only site"
  - Run a Survey/Poll
- Creating a Free Newsletter is the best offer and easiest way to increase your sales with opt-ins

- Determine how to attractively and most effectively present your offer to your visitor – thus maximizing your opt-ins
  - Pop-up Ads \*\*\*
  - Increase the value of your offer
  - Sprinkle more opt-in boxes throughout your salesletter
  - Include an email signature
  - Include a “Send To a Friend” option
  - Promote your newsletter in articles, ezines, or industry directories
  - Every time you sell your product, capture your visitors’ email address
- **Write down your plan for increasing your opt-in subscribers.** What strategies will you use? How will you use them?
- **Take action!** Writing down your goals and plan are great, but it means absolutely nothing if you don’t put those ideas into action. Take responsibility...take action.
- **Pop-up Ads are the most powerful marketing tool for boosting opt-in subscribers.** Although the other methods work, they should NOT be your primary means of capturing visitor email addresses. Pop-up ads are researched and proven to be the most effective means of grabbing opt-ins.

### The Most Effective Ways To Use Pop-Ups

- Entry Pop-ups
- Exit Pop-ups
- Delayed-timer pop-ups
- Opt-In Offer Pop-ups
- “Special Offer” Pop-ups with creative post-it-note design styles
- Free Information Pop-ups
- ‘Run a contest’ Pop-ups

- Survey/Polls Pop-ups
- The concept of pop-up ads works incredibly well. It is capable of increasing opt-ins by up to 10 times!
- Pop-up blocking software is available (free) to all Internet users. It's now capable of stealing most all of your future opt-ins by blocking your pop-up offers...unless you're ready to adapt.
- Be ready to adapt to the changing Internet world. Consistently look for innovative ways to market your opt-in offer. Rely on proven concepts, but be adaptable to increased technology.

That's the basics that you MUST do to maximize your profits through email marketing and opt-ins. Remember, write your goals down, plan action steps to achieving those goals, and then Take Action. Only then will you truly be able to accomplish what you've set out to do. Don't wait for someone else to tell you to get started – be the leader of your business. If you put into action everything that you've absorbed from this eBook, you will see an enormous increase in your opt-ins and in turn, your sales – I guarantee you!

It's as simple as that! And if at any time you have questions, please don't hesitate to contact me. Best of luck!

To Your Success,



Matt Callen  
Email Marketing Consultant & Internet Marketer  
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