



TIPS TO INSTANTLY IMPROVE YOUR

EMAIL MARKETING

Your Business Builder

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Introduction

If you're new to the world of marketing on the Internet and venturing into the world of email marketing, you may be wondering why you aren't achieving the riches you've been told over and over again are yours for the taking. What's going on?

Have all these marketers been lying to you?

No, they're not. Email marketing has been and probably will be for years to come, the single most effective way to grow your business, online or offline. Even with all the fancy technology and doohickeys, email marketing still reigns. Why? Because it doesn't matter when or where someone is... it doesn't matter what devices they use... they still open and read their email.

Does money flow into your PayPal account just by pressing a button? No, it's a bit more than that. It takes planning and work on your part before you hit that button. You first need to plan your email campaign, you need to create your email sequence, you need to strategically monetize your emails, then, if you've dotted all your i's and crossed your t's you'll start to see results.

In this report we'll discuss some of the things you should look at if your email marketing efforts aren't up to speed. Let's see if you can improve on what you've started.

So let's get to it...

It Starts With Your Lead Magnet

Take a look at the lead magnet you're currently using. The first thing you should do is really look at it and decide if it's still the best option for the type of subscribers you're trying to get on your list. Is the topic of interest to them? Is it up to date?

If it isn't as good as it could be, start by improving it, or if you need to, start from scratch. If you need something different, but don't have the time or desire to start over, you have options. You can take a series of blog posts you've already written and repurpose them into a new lead magnet. Or you could grab some quality PLR.

Once you have an opt-in freebie you're happy with, it's time to monetize it up. Yes, you heard that right. You can make money from something you're giving away freely. There's no need to wait until people subscribe to your list.

If you're not including one or more offers in your lead magnet, you're missing an opportunity. And if you're using paid methods to promote your lead magnet, then you will almost certainly lose money as it isn't geared to generate income that would otherwise off-set your costs.

So what do you do?

Find a product that's closely related to or complements the subject of your lead magnet. Make it easy for your readers to understand how the product offer relates to the topic and make it easy for them to take the next step.

For example, if your lead magnet is about setting up your first blog, you could recommend a hosting company. If you're talking about keyword research, recommend the software you know and use, and explain to your readers how they could benefit from the software as you do. If you're teaching your readers how to write their first Kindle book, recommend software that helps them format it for Amazon, or point them to software that creates covers for the finished book.

Once you have figured out what you want to promote, read through your report and determine where it makes sense to work in the offer. You want to include it more than once. At the very least, mention it once or twice within the content and then finish the lead magnet with a strong call to action to buy the product.

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If you can offer them an exclusive, time-sensitive deal... that's even better. If it's your own product, create a subscriber-only coupon. If you're promoting an affiliate product, contact the product creator and see if you can work out some sort of deal for your subscribers. It'll be well worth it since this is something every new subscriber will see.

The reason it's so profitable and important to promote a quality product in your lead magnet is because you have your subscribers' full attention. They just signed up. They are interested in what you have to say and actually take the time to download and read your report. This is an excellent opportunity to get in front of them with a good offer.

When you create your first lead magnet, you may be hesitant to make any product recommendations for fear of coming off as "pushy." Just get that thinking out of your head. Not making any recommendations about anything is just rude and not at all helpful to your new subscribers.

How many times have you scoured the Internet for hours looking for a solution to a problem? In what universe does it make any sense to subject your readers to that same ordeal? If you know a product will help them, tell them about it.

It's essentially a word-of-mouth recommendation, and we all know personal experience carries weight. And, for the record, contrary to popular belief, most people don't care if they're purchasing a product from an affiliate link. They just care about getting what they need to implement the course of action you're teaching in the lead magnet.

Just be sure you're recommending quality products or your reputation will go down the toilet before you even get started.

It Pays To Say “Thank You”

Now let’s talk about your most valuable web page... your “thank you” page. It’s the page **all your subscribers land on** after they sign up to your list. The big question is; are you taking advantage of that fact by monetizing this page?

Yes, that’s correct. I’ve scoured the pages of “The Final Word on Internet Marketing Etiquette” and nowhere does it say you can’t begin to build a relationship with your subscribers right out of the gate, even before the “welcome” email.

Your “thank you” page could also act as a download page for your lead magnet. Either way, this is where it makes perfect sense to include an additional related offer you feel your new subscribers may be interested in or even need. Sadly, this is where many new marketers miss the boat.

Start with a simple transition like “before you go...”, or “you may also be interested in...” then talk about your offer. Keep it short and to the point. An offer that’s closely related to your lead magnet is always a good choice here. Your conversion rates will go up if you can make it an offer that’s too good to pass up.

Don’t be afraid to offer a lot of value for very little money. Your goal is not just to make some money, but to train your subscribers to buy from you. Getting that first sale, no matter how small, is the hardest part.

Remember that people who buy from you once are much more likely to do so again. Put together a great deal and **make the offer**. You’ll be well on your way to building a highly profitable list of **buyers** who are ready to take you up on other offers again and again.

The Profit Potential Of Your Welcome Email

Your first email to your new subscribers, your welcome email, is without a doubt the most read email in your series. Everyone who just signed up will most certainly read it either because they're still excited about the free incentive they just downloaded or they are curious about what else you have to say or offer.

Now you need to take advantage of the fact that you have their undivided attention. So what do you need to do to make the most of this important email?

While you should always include the download link to the lead magnet (that's a given), would it kill you to go a bit further? There's an old expression, "strike while the iron is hot" and it certainly applies here. Be friendly; be engaging... this is where you need to shine!

Take the time to read over your welcome email and put yourself in the place of your subscribers. Look at it from their perspective and think about it before you rewrite it. Is it dull and boring? Does it tell them anything new? Are you just pitching another product?

I'm not saying you need to write a novel. I'm saying you need to take the time to introduce yourself and perhaps tell them what they can expect from you. Give them a reason, or two, or three, to look forward to hearing from you.

Yes, you also want to profit from this email. After all, you have a captive audience and want to capitalize on that. But you also want to start building on the relationship between you and your subscribers, so you need to have a plan. As we'll discuss later in this report, planning is a key component to successful email marketing.

So, what product or products should you offer your subscribers after they opt-in to your list? One suggestion is to offer the same product mentioned in the lead magnet. If it was an appropriate offer then, it's still a good offer. Why wouldn't it be? Besides, people usually need to see an offer several times before they take action.

Or, if you didn't offer a product in your lead magnet, think about what your subscribers need to do next. What products or services will help them reach

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that next step? That's the offer you want to present to them and work it into your welcome email.

Keep in mind that everyone who signed up to your list did so for a reason. Sure, some just wanted the free offer, but more often than not, people want the information. That's a good indication the topic is something they're interested in. And that's what you build upon in the subsequent email messages they will receive.

Your welcome email has a lot of profit potential so, again, make it engaging and show off your personality. It's just as much about selling yourself to your readers as it is about selling products to your readers.

Putting Your Auto Responder To Use

An auto responder is a marketer's best friend. It allows you to collect names and email addresses of visitors to your website or those who take you up on a free offer. You are then able to contact your subscribers through email messages or newsletters *automatically* via your auto responder/email marketing service software.

That's the short answer to how an auto responder is used in your marketing efforts. Let's briefly review what you need to do to set up a successful email marketing campaign to grow your business.

Plan it Out

We've already discussed the importance of your welcome email introducing yourself and your business to your subscribers. Then what? Where do you go from there? The answer is simple. First and foremost, you need a plan.

You need to look ahead and determine the course of your email marketing strategy based on your business. For example, if you're an affiliate marketer promoting products for others, you would decide what products you want to promote and create a lead magnet and email series dedicated to each product. You would then create an auto responder for each of those products and upload your email messages for delivery.

If you are in the business of training others, you would determine what courses you want to teach and in what order. You would also need to determine which products to promote that relate to the specific course. Again, you would set up an auto responder for each course and upload your messages for delivery.

This is a simplified description, but you should get the gist of what you need to do in this first step... plan it out.

Write the Emails

Now that you have a plan to work from, you need to get to work. You need to write your email messages. My suggestion would be to write a series of 5 to 7 messages, incorporating a promotional offer in 3 or 4 of them. Again, this is just a suggestion. How many messages in the series you want to create and how many of them you want to use for promotion is strictly up to you. It's your business... you decide.

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Some marketers prefer to write their auto responder messages in batches, carving out a block of time dedicated to writing enough emails to last for a few months while others prefer to write them once a week. In either case I recommend you do what you can to make sure you're always several weeks ahead of your subscribers.

Things happen, you get busy, and it's nice to have that cushion built in so your auto responder doesn't run dry when you don't have the time to add new emails.

Your email messages are the best way to be seen as an authority in your niche and to build trust with your subscribers. You build that trust by providing them with the tools and information they need to solve their problems. Give them what they want and give them what they need.

Did You Include Product Links?

The whole point of email marketing is to make money. If that sounds harsh or cold, it shouldn't. We're all in business to make money and we all need to adopt practices and strategies to help us achieve that objective.

In order for this to happen, you need to include links for offers in your email messages. Simply put... no links, no money.

Keep this in mind as you write your email sequences. Also keep in mind that not every promotional email needs to be a "hard sell" email. For example, if you're writing a series about a product you want to promote, just link to the product. Additionally, if you posted a review of that product on your blog, just include the link to that blog post. How easy is that?

You are in charge and you decide how "hard" or how "soft" you want your promotional email messages to be. Linking to a product or blog post is a "soft sell" as is including a "P.S." at the end of your emails. You could, however, be more aggressive by writing a solo email with a strong call to action.

The sole purpose of that type of message is to sell a product or service. As with all of these emails, your offer could be any of your own products or affiliate products. You don't want to use solo emails all the time. You could, for example, use them when you have a great offer you know your readers will love.

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Get your readers used to receiving offers so they get into the habit of buying from you. Mix it up when writing your marketing emails. Utilize a combination of content and offers and you should do well.

The bottom line is you need to include product links. I probably shouldn't admit this but I can't tell you how many times I've had to go back and include links to the products I write about/recommend. And don't get me started on my blog posts. It's embarrassing. I'm so focused on providing the "information", I forget about the "make money" aspect of my business. Oops... my bad!

Establish a Delivery Schedule

Once you have your email messages uploaded to your auto responder, you need to determine how to spread them out... how often do you want your readers to hear from you?

There is much debate on this subject. Some say every day, some say once a week, others say anything in between. Heck, there are many marketers who mail offers to their list several times a day. Guess what? All of these scenarios work. There is no "one size fits all" answer. Marketers send their offers based on what their subscribers want and what works for their business.

So it doesn't really matter what others say or do. It's up to you. You know what message you're trying to convey to your subscribers, you know what offers you're promoting so it's up to you to decide how to best serve them. When you're first starting you won't know how your subscribers will respond so you could start with sending an email every 2 days and go from there.

Plan for the Future

There it is again... the dreaded "p" word. But you really do need to have a plan for just about anything you do in your business, and keeping in touch with your subscribers and customers should be at the top of your list.

Stay on top of your email marketing. Keep planning, keep writing, and keep adding more and more emails to your auto responder. As your list continues to grow, so will your income from your emails.

Where's The Money?

If you have a list or are starting to build your list, you already have an auto responder sequence in place, or you should. Even if you just choose to use the Broadcast feature of your auto responder service to promote products, you still need to have follow-up messages in place to encourage those who don't take action on your first email.

Now let's assume you've done everything you're supposed to do. You've created a lead magnet to collect names and email addresses. You've written your terrific welcome message. You've uploaded emails with top notch information for your subscribers. You've included offers to promote.

After a while you're wondering why you aren't making as much as you should be. So what's the problem?

Let's take another look and see what you can do to make your marketing efforts more profitable.

Are your links working?

Check your links. Go through each email to make sure the links are working and, more importantly, to make sure the product is still on the market. It doesn't look good if your subscribers are sent to an error page instead of the product page. If it's your product, fix it.

There are plugins on the market that will redirect your readers to another product of your choice in the event of a bad link. But that still doesn't look good. You need to stay on top of your promotions, especially those of products you promote as an affiliate.

Is your content still relevant?

Things change all the time. Read through your messages to make sure the information is still relevant and helpful. And while you're at it, if you feel you can improve your messages, then do so. Tweak them or rewrite them altogether if necessary. Your email messages are that important.

Is the product offer still the best choice?

Now that some time has passed take a look at your messages and offers with fresh eyes. Are the offers still the best ones to promote to your list? If not, look for others in the same category to replace them.

Are your subject lines attention grabbers?

The one skill you should focus on to improve your marketing efforts is copywriting. Any marketer worth his or her salt will tell you the headline will make or break your email campaign when you're starting out and building a list. Your subscribers haven't gotten to know you yet so you want to grab their attention ***all the time***.

Let's face it... chances are people on your list have also subscribed to lists of other marketers all vying for their attention. You need to stand out from the crowd. You need to make your subscribers want to open your emails... you need to put in the effort to earn that open.

So, in order for you to start making money, the first thing you need to do is to get your readers to open your emails. And the way you do that is by writing good subject lines.

Are your CTAs calling to your readers?

Once you get your subscribers to open your email and start reading it, you have to get them to click on your offers in order to make a sale. So not only do you need a good offer and write a terrific headline, you need to craft a strong "Call to Action."

A call to action is specific. It tells your readers exactly what you want them to do. Don't make them ask "what's next?" Look at the emails that made you click through to the offer. What made them compelling? The better the CTA, the better it will convert, and that means more sales and more income.

There are still more things you should consider to improve your marketing efforts. Let's briefly look at them.

Are You Split-Testing Your Opt-In Forms and Pages?

It's important to know how well your opt-in forms and pages convert visitors and testing will help you make the necessary adjustments. This is why split-testing is important; you learn what your website visitors really want.

Let's say you want to know if your audience is more interested in "Topic A" or "Topic B." You create a short lead magnet for both and set up a split-test.

Half of your blog readers see the opt-in form that offers "Topic A" and the other half sees the offer for "Topic B." After a period of time you'll know which lead magnet generates more subscribers. From that you'll know what topic your audience is more interested in.

And you don't have to stop there. You could use the same method to determine what else your visitors are interested in. This information will help you make decisions that will improve your opt-in rates.

Is Your Auto Responder Service Up to the Task?

The auto responder service you use wants you to succeed. They want you to grow a large, profitable list. Why? Because the bigger your list, the more they can charge you. If you're growing your list and making a profit, you're more likely to continue to use their service.

No matter what auto responder service you use, chances are they have testing and tracking features built into the service they provide. Since it's in their best interest, they provide these features to make it easy for their customers to do so.

Look through the documentation and help files your auto responder service provides for more information on how to split-test and start tracking, or give Customer Service a call. I'm sure they'll be happy to help you get started.

In the interest of full disclosure I feel I should mention that I think auto responders are the work of the devil created for the sole purpose of making my life miserable.

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I lost count of the number of services I've gone through over the years, mainly because I didn't understand them and the instructions were useless... they might as well have been written in ancient Greek. None of it made any sense and there was no help to be found. Of course, things have changed.

Now there are tons of tutorials and videos to help you get up and running. Just do a search in Bing or Google and you'll find what you need. My life would have been a lot easier if these resources were available when I was trying to figure it all out.

Are You Looking At Your Stats?

Pay attention to your auto responder statistics. While some may think these statistics are boring and useless, I assure you they are not. As in the split-test example above, they tell an interesting story.

❖ They tell you what's working and what isn't.

Look at the conversion rates of your various opt-in forms/pages. That will tell you a lot about what's working and what isn't.

You could set up a similar scenario as mentioned above. Let's say you want to determine which traffic sources generate more opt-ins. You would send traffic from "Source A" and traffic from "Source B" to one of your opt-in pages to determine which traffic source works best.

You may find that one source greatly outperforms the other or you may find they both convert equally well. You could then make simple changes to see if your conversion rate increases.

How cool would it be if with some tweaks here and there, you could convert twice as many visitors into subscribers thereby increasing your profits?

By looking at the stats, you'll be able to tell which is more effective, which will then help you decide where to direct your time and efforts.

❖ Pay attention to the open rate and click through rate.

The stats provided for individual emails are very important, starting with the open rate. Pay attention to the subject lines that convert well for you. You also

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want to pay attention if your open rate is in the tank. That's a problem you need to address in a quick hurry as previously mentioned.

If you notice a lot of clicks for a particular product or blog post in one of your emails, that's a pretty strong indicator that this is something your readers are very interested in.

❖ **Worry not about your unsubscribes.**

Say what? Did you just tell me not to worry about my unsubscribe rate? I sure did. First of all, they're gone... nothing you can do about it. Second, you probably don't even want them on your list. Think quality, not quantity. Unless you have a mass exodus, which to me would indicate a technical issue that you would need to investigate, just wish them well.

When someone unsubscribes from your list it doesn't necessarily mean your message is wrong or that your offer is wrong. It could simply mean the subscriber is moving on.

Read what a well-respected software developer and marketer has to say in this short report, "[***Email Quality, Email Often.***](#)" He's a smart guy so pay attention to what he says about taking care of your list.

Start testing and pay attention to the stats your auto responder service provides you with. You can learn a lot about your subscribers and your target audience. Do what you need to do to improve your conversions.

Understanding your statistics will not only make you a better marketer, it will have a big impact on how quickly you grow your list and grow your business.



Wrapping It Up

We're finally done here. I hope you found it useful. Before I sign off, let's recap:

- Is your lead magnet up to speed?
- Are you taking advantage of your thank you page and welcome email?
- Make sure your content is still relevant and the products you offer are up-to-date. How about those links in your emails?
- Split-test your opt-in forms and pages for maximum profits.
- Stay on top of your email stats.

Parting Thoughts

Now, for my opinion based on my own experience and informal research... once the people on your list get to know you and like you, "the world is your oyster." It won't matter one bit what your headline reads... they will open your emails. You could send out an email with no headline and they'll still open it. And, if you offer something even remotely related to their niche, they will buy from your link. Indeed, they'll want to buy from your link.

If your peeps like you they will buy from you. If your peeps trust you they will buy from you. If your peeps respect you they will buy from you. You don't need a PhD in Internet Marketing to come to that conclusion; it's human nature.

Look at your own inbox and consider the emails you open. Also, consider the purchases you make and whose links you click on. Then let me know if I'm wrong on this.

So whether you have a small list or a humongous list, you need to remain constant... don't disappoint your subscribers and customers by becoming lazy. It's now incumbent upon you to live up to their expectations or you may erode that trust you earned, permanently. And that's not good for business.

Wishing you all the best!

Poppie

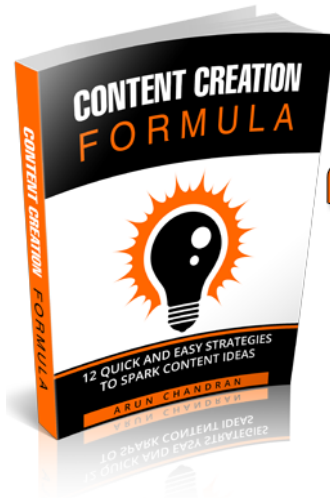
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