



MODULE 2: FINDING PROFITABLE AFFILIATE PROGRAMS

NOTES

SEGMENT 2

This segment covered email-sending strategies, especially the proper balance between content and promotional emails.

Keys to a good “first contact” email

- ❑ Deliver What You Promised.
- ❑ Get The Subscriber To Identify and Recognize Your Name
- ❑ Tell Them What To Expect As A Subscriber
- ❑ Provide Instructions For “White Listing/ Approving” Your Email Address
- ❑ Give Them Other Ways To Connect With You (such as Facebook, Twitter, or Your Blog)

Email Checklist

- ❑ 4 to 1 ratio of content to promotions
- ❑ Use a “Soft Sell” Approach by Combining Content with Passive Promotion
- ❑ Use Facebook, Twitter, Youtube Or A Blog To Deliver Content While Boosting Interaction With Your Subscribers
- ❑ Minimum of 2 Emails Per Week.
- ❑ You Want To Mail Often Enough That Your Subscribers Remember You, But NOT Too Often Which Can Result In Your List Ignoring You
- ❑ Send Emails From 7a.m. – 9a.m. OR 2p.m.- 3p.m.

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- ☐ Hard Sell; Pure Promotion
- ☐ Soft Sell; Passive Marketing
- ☐ Bribe Them With An Incentive