

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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NOTES	Types Of Content To Send
	☐ Article
	□ Video
	☐ Podcast
	☐ Report (PDF)
	☐ Something Newsworthy
	☐ Quick Tip
	☐ Audio Interview
	☐ Webinar
	☐ Checklist
	☐ Infographic
	☐ FAQ's On A Specific Topic of Interest
	☐ How-To Tutorial (Screenshot or Video)
	☐ Product Review
	☐ Share A "Success" Story
	Promotional Emails
	☐ Hard Sell; Pure Promotion
	☐ Soft Sell; Passive Marketing
	☐ Bribe Them With An Incentive