



## MODULE 2: FINDING PROFITABLE AFFILIATE PROGRAMS

## NOTES

## SEGMENT 3

This segment revealed powerful secrets to write emails with high open rates and high click through rates.

Here is a checklist of important things to include in your emails to maximize those two stats.

## Basic Email Checklist

- ☐ Construct Your Emails in A Text Editor Such As Notepad
- ☐ Do NOT Attempt To Sell The Product With a Long Promotional Email. The Only Goal Is To Get The Click!
- ☐ If You've Prepared A Lengthy Content Email, Consider Cutting It Short With a Teaser Paragraph or Two, Then Add a "Read More..." Link To Your Blog

## Things To Avoid Checklist

- ☐ “Hype” Language That Makes Your Email Appear Desperate For The Sale.
- ☐ Don’t Use A Lot of Graphics, Images, Highlighting, or Multi-Colors (in HTML).
- ☐ Avoid Spammy Words That Trigger Inbox Filters
- ☐ Getting Blacklisted. [www.BlacklistAlert.org](http://www.BlacklistAlert.org)

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# MODULE 2: NAME HERE

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## Things To Do Checklist

- ☐ Be Personable; Show Your Personality.
- ☐ Address The Reader As If You're Writing To One Person (Use "You").
- ☐ Provide Value
- ☐ Use Your Natural Voice
- ☐ Break Up The Text in Short Paragraphs of 2-3 Sentences
- ☐ Use Links Sparingly

## Subject Line Checklist

- ☐ Subject Line's Goal Is To Sell the "Open"
- ☐ Use Short Subject Lines
- ☐ Evoke Curiosity