



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 Spamy Words That Trigger Inbox Filters
- Getting Blacklisted. www.BlacklistAlert.org

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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