



# MODULE 2

## SEGMENT 4



# Writing Killer Emails: **Review**



# #1.Finding Profitable Affiliate Programs

## **Various Niches:**

- [Clickbank.com](https://www.clickbank.com) (Digital Product with High Commissions)
- [CJ.com](https://www.cj.com) (Leading Brands)
- [ShareASale.com](https://www.sharesale.com) (Great Overall Choice for Ad Options and Commissions)
- [Google.com](https://www.google.com) (Search Using [Keyword + Affiliate Program])

# 1. Finding Profitable Affiliate Programs

## **Internet Marketing / Online Business Niche:**

(Digital Products with High Commissions)

- [Clickbank.com](https://www.clickbank.com) (Up To 75% Commissions – Check or Direct Deposit)
- [JVZoo.com](https://www.jvzoo.com) (Up To 100% Commissions Paid To PayPal)
- [WarriorPlus.com](https://www.warriorplus.com) (Up To 100% Commissions Paid To PayPal. Better Quality Affiliates For This Niche)

## #2.Content and Promotional Emails

### **A. Importance Of The First Email**

- ✓ Deliver Promised Content From Landing Page
- ✓ Ask for The White List
- ✓ Tell Them What To Expect In The Future As A Subscriber
- ✓ Ask Them To Connect on Social Media

## 2.Content and Promotional Emails

### **B. Giving Value By Sending More Content**

- ✓ Ratio 4:1
- ✓ Platforms For Delivering Content (for Better Engagement and Sharing)
  - Facebook, Blog, Twitter, etc

## 2.Content and Promotional Emails

### C. **Soft-Sell vs. Hard Sell Promotional Emails**

- ✓ Soft-Sell Method Gives Useful Info Such as An Article With Actionable "Steps", or A Product Review, Or Case Study with Proven Results From Using A Product, or A Product Demonstration
- ✓ Hard Sell is Pure Promotion Designed to Get People To Take Action Now.
- ✓ Best Way To Generate Affiliate Sales Is To Combine Both Methods

## 2.Content and Promotional Emails

### **D. A Simple Way To Boost Affiliate Sales...**

- ✓ Offer Them An Exclusive Bonus Gift If They Purchase Through You.
  - Use Suggested Content Ideas To Create This Bonus



## 2.Content and Promotional Emails

### **D. A Simple Way To Boost Affiliate Sales...**

- ✓ Offer Them An Exclusive Bonus Gift If They Purchase Through You.

## 2.Content and Promotional Emails

### **E. Difference Between an Autoresponder and Broadcast Email**

- ✓ An Autoresponder is a Scheduled Email That Is Delivered On Autopilot On A Specific Day/Time.
- ✓ A Broadcast Email is Any Email Sent To Your Entire Database On-Demand.

## 2.Content and Promotional Emails

### **F. When To Send Email & How Often?**

- ✓ How Often: Min of 2-3 Times Per Week. More When Promoting a Product Launch or Limited Offers.
- ✓ When? We Looked At An Infographic Provided By GetResponse That Shows Best Time To Send Is Early Afternoon with Tuesday's and Friday's Being Favorable For Open Rates.

## 2.Content and Promotional Emails

### **G. Types of Content**

- ✓ Listed 14 Types Including Articles, Videos, Audios, Podcasts, PDF Reports, Checklist, etc.

## 2.Content and Promotional Emails

### **H. Pros and Cons Of Using Ready-Made Affiliate Emails**

- ✓ Pro: 'Done For You' = Saves Time. Option To Use As-Is or As A Template For Creating Your Own.
- ✓ Con: May Contain Too Much Hype That Will Prevent It From Going To Your Subscriber's Inbox.

### #3. Tips & Tricks For Writing Emails

Preparing Emails in A Text File (like Notepad) Prior To Putting In Your Autoresponder or Sending A Broadcast.

- ✓ Using [Weather.com](https://www.weather.com) News Page For Headlines That Can Be Used As Templates For Subject Lines.
- ✓ Subject Lines Sell The OPEN.
- ✓ Email Content Should Sell The CLICK, Not The Product!

### 3. Tips & Tricks For Writing Emails

Keep It Short

- ✓ Write Emails As If You're Sending To One Person (Not A Group)
- ✓ Don't Be Afraid To Be "You" And Use Your Personality

### 3. Tips & Tricks For Writing Emails

Use Links Sparingly (2 Max)

- ✓ Avoid Spam Words and Characters
- ✓ Check Spam Rating with Your Autoresponder's Built-In Checker or External Site ([EmailSpamTest.com](https://EmailSpamTest.com))