

Profit
ACADEMY

MODULE 2

SEGMENT 2



Dave: Balancing content email with promotional email. In this class, you are going to learn the rule of thumb ratio of content versus promotional email, or at least the guideline you can use. The importance of the first contact subscriber email. Make sure you get this right. I will tell you what an auto-responder email is versus a broadcast email. You know the difference. Very important. You will learn the best time and frequency to send your email. You will also get plenty of ideas for creating content email, best practices for promotional email and I will show you one very simple way to really increase your sales from affiliate promotions and pros and cons of using readymade promotional email.

Let's get started by talking about the welcome email. This is the first contact email that goes out to new subscribers. It is very important. Its purpose is to do these things. Deliver what you promise, first of all. You want to build trust so you want to actually do what you said you are going to do. In your opt-in page you are offering to give something for free, a report, a video – whatever it is, deliver that in this email and thank them for taking time to subscribe and then give them a link to download what you promised to get them. Also, this email is perfect for getting the subscriber to identify and recognize your name. They need to get used to seeing your name in the front field and seeing your emails coming to their inbox.

In fact, you want to remind them in that email to remember your name and email and make sure that you whitelist, which I will talk about in a second. Also it is a perfect time to tell them what to expect as a subscriber in the future. How often you could be sending some emails, what type of information are you going to be sending them, etc. I just talked about whitelisting; provide instructions for whitelisting, approving your email address. If you don't know what kind of instructions [00:02:00] to give them go to Google and type in 'how to whitelist an email'. Give them other ways to connect with you.

This is really important so if you have a Facebook page, it may be a non-personal page it's just for your subscribers or people who are connecting with you in a business sense, twitter account or maybe you've already got your blog setup, make sure you tell them how to connect with you. Give them a link. Your Facebook.com/whatever your page is. Same for Twitter, etc. and your blog.

You want them to connect with you as many ways as possible because here you have their undivided attention. You want to use it

wisely but this first opportunity to use this space wisely is going to have benefits tenfold down the road, because the more often you can get in front of them with you and your brand and your information the more trust they have with you, the more you are going to be in front of them, the better the relationship is going to be and that means ultimately they are going to help you build your business faster that way. Really consider these items.

In the beginning, when we were talking about balancing content promotion, if you want to offset advertising costs don't be afraid to promote a quality product following the opt-in. That includes a few follow-up emails. You've probably heard this before. When someone opts in, you redirect them to a sales page, an affiliate product that's very much related and targeted to that individual and to the information that you offered on the opt-in page. If you are paying 100 bucks for an ad, you certainly are hoping to get five sales at \$25 each. Your commission is \$25 for each sale, so you want five of those to at least break even. Don't be afraid to do that right off the bat, but then after that try to balance some of the content with the email promotion.

As a rule, [00:04:00] over the lifetime of the subscriber you want to give more than you take. Let me stress that word 'give'. You want to give more than you take. Quantity of content should outnumber the quantity of promotional emails, and kind of our guideline this may be four to one. You don't have to stick to that specifically. It is a guideline, not a hard rule, but try to give more and be conscious of that. One way to be conscious of how much you are sending in comparison between content promotion is to schedule calendar. Write it down in your calendar. Put a calendar out. Maybe go to Google Docs or whatever, what's convenient for you to track it.

Here is the day I want to send 'x'. on this day I'm going to send this. On this day I'm going to send that. You can have a whole month laid out in advance if you want, or at least a week at a time. Sit down, maybe on a Sunday, and say "here is what I'm going to do for this next week." Next Sunday you should do the same thing; pick a day to schedule these type of things so you are always going to know what you are going to send out. It is good to plan these things well in advance and then when it comes time, you can see, right there, physically there is a tangible thing right in front you.

You will be able to see what's content and what's promotion and you can tell with a glance if you are overdoing it with promotion compared to your content email. Keep that tip in mind. Here is a

hot tip for selling passively. This is really important if you get this right. You want to use a soft sell approach by combining content with passive promotion. Here's a few examples for you. Do a product review. Just remember when you are doing a review, you want some positive with some negative because most people aren't going to believe you if you think everything is the best product on earth or the best service. There's always got to be something. If you want to seem real and genuine make sure that you find something that's not quite up to par or that maybe you think could be better.

People will [00:06:00] trust you and they'll come to believe you when you do this product review, so do be genuine. Listen, I think I touched on briefly was that I will tell you about what to do with readymade emails. Same. It's going to apply right here with readymade product review. Some affiliate vendors will provide you with readymade reviews. I will take that and edit it. Try to switch it up a little bit because most people won't take what is given and just paste it online as-is when people are searching for a product review, and they are going to use the product name plus the word review and their key words. And going to Google, they are going to be surprised to find that several of the pages that they find of these review all the same thing. You don't want to be that guy.

A product demonstration. If you've actually purchased a product and you have had some success with it or if it is a tool or software, these days there's a lot of things that's coming to mind. Video is big. There is a lot of software that makes creating videos easy. It could be a lot of tools out there that help to find keyword research; that do keyword research for you real easy so any time you can find a way to do a product demonstration, even if you can just go to the affiliate vendor and say "Hey I would like to do a product demonstration. I'd really like to promote your product very hard to my subscribers. I think it's going to be a quality product. Would you mind giving me a review copy? Let me look it over and I'm going to create a video and really go into it" but then giving away too much ...

The vendor may say, "Hey, I don't want you to say this or do that," whatever agreement that you can have but if you can get a review copy and pop up a video and do a really nice review, it is going to be to your benefit. You will find that you are going to make a lot more sales. Here is a hot tip: When you are doing that product demonstration, try to give one or two specific ways to benefit from the product that the sales page doesn't offer. That tip doesn't even

have to be in the product demonstration. [00:08:00] If you just want to, say, if you are recommending a product, say “Here is how to blah-blah-blah from the product” that you are recommending. Maybe you just write up a post on your blog and say “Here it is.” Here’s a couple of things that you can do with this product vendor or the product owner doesn’t even realize they are going to appreciate that you put some thought into it. That’s what I’m saying. It is going to be one of those ‘aha moments’ and those light bulbs are going to come on like, “Hey thanks for pointing that out. This sounds like something I can use.” Another thing you can do is put up an article that provides actionable info and then point them to the affiliate product to get more awesome info like that. Does that make sense? You create an article. This is kind of a how-to article, or maybe a few steps.

When you are looking at the affiliate product, first of all you’ve got to know what the affiliate product is about. You have to kind of do your diligence. Go in and see what it is all about. What it does. What the big benefit is for your visitors and subscribers who are trusting your information. Once you are familiar with it, then create what I call an ‘appetizer article’. You are not giving them the full entre because the product will do that. You just pick a couple of things out and then create an article around it, and it could be a checklist, it could be “Here is the one, two, three step way to.... (whatever)”. It is just giving first and then it is building trust.

When you build trust, people are going to buy. People buy from people they like and trust. This information I’ve just given you is really powerful if you put it to use. Most people don’t do these things. When you do, you will score points with your subscribers and increase sales. Supply forms for delivering content while boosting interaction and trust. [00:10:00] Touch on that when you send them that first welcome email. You want to have them connect with you, like Facebook, Twitter, on your blog, on YouTube if you have a YouTube channel. Make sure that lot of this content... you can send the articles out in an email, but make sure that lot of it is going to these places.

Key word here is boosting interaction. What happens when you go to Facebook? There are Facebook plugins for blogs that allow Facebook comments to show up on your blog or even comments just related to WordPress, so you can have that same type interaction because Facebook really has done something powerful. It is social proof. A lot of people come in. If you see a crowd

gathering somewhere, what you are going to be doing? You are going to walk up to that crowd and see what's going on. It is very powerful. It is human psychology. Of course, people do the likes. They are clicking 'like' and it gets passed on.

It is a viral marketing thing if people like the post and they like you and like things that are being said and done. It is just a whole interaction thing that can really blow up and really get you lots of traffic, and builds your brand very quickly. With tweets people are retweeting something and with the blog, you have opportunities for comments just like you do on Facebook. You also have opportunities for ads. If you go to Facebook – if you have a Facebook page, to get some affiliate ads, you have to pay for that with Facebook advertising but on your own blog, you can go out and you don't have to pay for the advertising. Go put some banners on with affiliate links. It doesn't cost anything to do that. That's passive advertising. The interaction, passive advertising, utilize the platforms to your advantage.

Now let's talk about autoresponder versus broadcast, what's the difference? If you knew, then this is going to be important information as far as terminology. An autoresponder email [00:12:00] is an email that's scheduled to be sent on autopilot. This type of email is scheduled to go out on a specific sequence, could be a day or time that you choose. No matter who enters your list, your database, everyone is going to see that email in the exact same sequence over and over again as far as time exists until you decide to take it out. That's an autopilot email that's programmed to go out within your autoresponder service.

Now as I said, every subscriber who enters your database is going to see that exact sequence that you schedule. Pretty much this is a great option for instantly delivering or getting access to a digital product right after purchase. Auto-responder is always used for this type of scenario, or maybe you are just sending an email course. You've got five or seven days back to back each at a different ... It is like a course that you take. There is a section one, section two, or module one, two, three, four. Everything has a sequence of events that take place to reach your goal, so you can deliver it in an autoresponder so it is done on autopilot. You don't have to worry about sending out one each and every day.

Everyone who enters, let's just say you set up an opt-in page and "Hey, I'm offering the free five or seven day course on (whatever the topic is)". Then as soon as they subscribe, just like clockwork –

without you ever having to touch anything except for the first time – these emails are going to go out on day one, day two, day three, day four, day five, day six, day seven – however long that you programmed it. But for sure it is common practice to always put an auto responder email as the first email that goes out when someone subscribes and also an email that goes out after someone purchases, assuming you set up a customer registration page, because we are talking about having your product at that point. It doesn't necessarily work with affiliate products [00:14:00] but just to give you an idea for autoresponder users.

You always want an email going out instantly after they purchase because people want access to it immediately. What's broadcast email? A broadcast email is sent on demand at any given minute or time of the day to the entire database, or to a segment of your list that you choose. This is just, hey let's say it is 1 o'clock and 3 o'clock this afternoon, you all of a sudden say "Hey I need to send out a quick email or something newsworthy that I want people to know about. I'm going to jump right on that" so you go in and create your email and select a broadcast -- not an autoresponder -- and send it out to everyone. Just as an info, many marketers use broadcast as their preferred method of communicating with their list, leaving the autoresponder emails for opt-in content and product bonus delivery. But the key, as I said earlier, is to plan your email schedule in advance.

Here's the question so many people ask: How often do you send email? As a rule of thumb, you want a minimum of two times per week. We should probably change that to three times a week but two is okay. The reason why you want at least two or three times a week – again, as I touched on earlier – you want your name and email to become familiar and recognized to your subscribers so you are not going to get people complaining in your spam complaints. Some people forget that they subscribed to you, or it just happens. Especially in the beginning of sending out emails, you have to send them out a little more often than usual for that very purpose.

Now you want to send out more often of course, not only just in the beginning but if you are promoting a product launch or an event that requires more frequent communication, whether it is a free event such as a webinar or just a pure content thing or whether you are doing a product launch [00:16:00] or sales event, whatever. Here is another key for you. You want to mail often enough, but not too often, which can result in your list just

ignoring you. Maybe they don't open your email because they feel overwhelmed with everything that you are sending them, even if it is good information. If they tend to have too much, it gets overwhelming. So you have to find that balance.

All right. Best time to send. Who better to provide tested and researched data than an auto responder service? I recommend getresponse.com. We recommend GetResponse. They have created a very interesting infographic with detailed information on the subject. What I've done is break this up into pieces and we are going to review that. This is based on research. Email open rates by time after delivery. We will see some hour by hour data here. It is very important. Take some notes on this. The first thing we will see is that 23% of all email opens occur within first hour of delivery. Read that again.

23% of all email opens occur within first hour after it hits their inbox. Within the second hour that drops by half. Within the third the results drop by another 30%. Five hours after delivery – that's a long time – those results drop more than 90%. There is the timing issue here that we have to keep in mind. In theory, based on that an email sent at 5 pm has a 23.63% chance of being opened in the first hour after delivery but, and this is a big but, in practice at 5 pm people are stuck in traffic. You have to think about these things. At 6 pm people are pretty much ordering pizza. At 7 pm they are bathing the children or doing things around the house, catching up.

After 8 pm, they are checking their emails again but now at this point, four hours after delivery the chance of your newsletter being open [00:18:00] is less than 5%. Let's look at some time of day numbers. Very important. Most messages land in inboxes in the morning, right? If everyone is pretty much sending emails in the morning – what you want to do, you want to send it not in the morning. That's why those sent in the afternoon have more chances of being noticed, opened and clicked. If you look at the numbers starting on the left lower hand side, midnight to 6 am, 5.9% of email messages are being sent. Between 6 and noon, 38%; then we get to 12 noon and 6 pm that drops to 25% and really close between 6 and midnight, 29%.

This is a smart marketer message right here. If everybody else and their brothers tend to be doing X, you probably want to be doing Y. Just a quick look here with the engagement during the day. We are talking about top clicks and top opens. Let's look on the left hand

side. You see top click hours and top open hours and they are both the same: 8 and 9 am. If you look on the right hand side, particularly look in bottom part because that's what we want to focus on right now, top open hours is now between 3 and 4 o'clock in the afternoon. That's the early midafternoon. Important hours and timeframes to be familiar with.

The best time to send emails is when customers are reviewing their inboxes for maximum open and click rates, which is our goal, then choose morning and early afternoon. Just remember schedule email that'll land in the inbox no later than one hour before the top open times. One of the top open times is, say, 3 o'clock. So we want to make sure that we are sending out an email at 2 o'clock because the most effective [00:20:00] time that people read, as we just pointed out, is within one hour. You have that one hour window that people are generally checking their email. After that the percentages go down.

Something very important to keep in mind as well: Message timing by time zones. If we know that we want to send our email at 3 o'clock in the afternoon because that's one of the most effective times, then we want to make sure that the people in other time zones also get it at that same time. But try to do that manually. When you think about, in your case, 9 am, London is five hours ahead at 2, Honolulu is 3 am and various time zones and different times. You can't say "All right, at 9 am I'm going to send out this email and five hours later I'm going to send one for my London and UK subscribers, etc." You just can't do that.

That's why one of the reasons why we like GetResponse is a feature that they have that helps you overcome that. It is called time travel. You can go on, when you get ready to schedule an email, you can choose the time travel option, and what that does is make sure that that email goes out at the same time regardless of what the time zone is. Pretty cool, huh? One of the quick takeaways that's provided by Getresponse here is that Saturday and Sunday are considered family and leisure time. One of those things that you don't normally think about. Just like we don't think about people travelling at 5 and eating pizza at 6 and getting the kids in bed at 7 or 8 whatever, so just keep the stuff in mind so the weekend results are still a little bit lower.

They are telling us Tuesday is a busy day for senders, with top percentage of sent and favorable open rates. I've heard this for years. You have to test it for yourself and check your stats, your

clicks and open rates and that sort of thing, and your autoresponder to see if this holds true for you. [00:22:00] It says the top CTR – which is clickthrough – rate is reduced by messages sent on Fridays, probably because those messages get some engagement on the weekend days as well. You get some activity into the weekend when you send something on Friday, but ideally Saturdays and Sundays are considered family and leisure time.

Just a few highlights. Subscribers' top engagement times are 8 am to 10 am and 3 to 4 pm with up to 6.8% average open rates and clickthrough rates. Emails reach the best results within one hour after landing in the inbox. After 24 hours, an email's chance of being open drops below 1%. To optimize the engagement rates for your message you should schedule it to hit the inbox no later than one hour before the top open time, when the chances of getting those are highest. Also almost 40% of all messages are sent between 6 am and noon. That's a lot. This can result in inbox clutter (you've probably experienced it) and significantly decreased results for these emails.

If quite a lot of emails are hitting inboxes between 6 and noon, you probably don't want to be among that group, but test it for yourself. It is all about testing. You never know how your audiences will respond to the times and days that you send out, but these are guidelines that have been tested. Messages sent in the early afternoon following up on their previous note have a better chance of being noticed and consequently achieve better results. Up to 10% open ratio and up to 2.38% clickthrough rate. If you were me, I would certainly send out the emails in early afternoon as opposed to first thing in the morning. If you think about it, lot of people are checking emails from work and first thing in the morning is a horrible time to be checking emails, because they have got a stack of to-dos [00:24:00] that they have from yesterday, and maybe they've got meetings and you know how that goes. Keep these things in mind.

The purpose of sending content builds trust, builds your brand. People see you as an expert and they also see you as someone who is not after their pocketbook. Although, your goal is to make a profit but you are going about it the right way. Use content to teach or you can just refer to other resources that provide useful info that they can use ASAP to help them reach their goals. Here is quick tip for you. Send people to your blog or Facebook page to digest the content. Just want to remind you about that again. This encourages

that social interaction I talked about, and the sharing and also free search engine traffic when you take the content to these platforms.

Make some notes here. Content ideas. Here's some types of content you can send. Of course we talked about an article. A video is great. Now the video doesn't have to be yours. It could be something on YouTube, for that matter. Just make sure it is relative and it is useful. It could be for entertainment purposes as well. Why not? People love watching funny videos or entertaining videos so mix it up. Maybe one is good useful content information – something to take away and apply to the business; maybe another one is just for fun one day. A podcast. If you haven't got into podcasts, you should really look into it. Maybe just sending them a report, something you created. Again, this could be something as easy maybe little checklist.

Something they will appreciate and something that they can use – and doesn't take a lot of time to digest. Because if you send them a report that has a lot of content – more than a few pages – they are probably going to think it is great, they will appreciate it and not actually digest it. Something newsworthy. You can never go wrong there. Just quick tips. “By the way guys, I just found out this quick tip – thought I'd pass it along to you.” A couple of paragraphs and you are done. An audio interview. Of course you [00:26:00] are going to build your brand and even if you are not the expert, you will be an expert by association if you are connecting yourself with others. It is kind of like being the reporter of your niche so you can go out and find somebody to interview and ask a few questions. Or here is what you can do; here is an idea.

Do a survey to your list and then ask them questions. What's your top three questions about whatever the topic of your niche is, or specific segment of your list? Get those results. Take it to somebody who is an recognized expert in your field and contact them and ask them if you could interview them. Of course you want to tell them what's in it for them and that would be, “Hey I want to expand your brand.” Get some people coming to you and you can feel free to talk about your website. And maybe you can arrange to have an affiliate link going to their website.

Maybe you can arrange a special deal. At the end of the interview you can say:

“Hey, for everyone – specifically for subscribers of....”

“If your name is John Brown, specifically for...” exclusively is the word I’m looking for. “For subscribers of John Brown, I’ve got a special page set up for you guys and here it is.”

You can provide a link, maybe underneath the interview. You can put the interview online if you like. Put it in the podcast, wherever you are placing it. Make sure below that you have a link, and that link can be your affiliate link that can really boost some sales for you. You are giving first and then people will appreciate that and will reciprocate by buying from you. Awesome idea for content. Do a webinar. Same type thing. You can interview someone there or it could just be you passing along some great information. I’ve talked about checklists. People love checklists to do. “Here is what you need to do, in order. Just take this, print it off.” People appreciate that kind of stuff because they are overwhelmed.

If you find a cool infographic, people love this kind of stuff. You see this kind of stuff spread and liked on Facebook quite often. Maybe put together an FAQ –frequently asked questions – [00:28:00] on a specific topic of interest in your niche. Maybe there is a hot fad or something that’s going on out there; maybe you can do a little research in 30 minutes, finding out what’s up with all that. And maybe look at some comments others are making in blogs and then compile a list of some of the frequently asked questions – and answers – and send it to them. They will appreciate that.

Or a how-to tutorial. You see these all the time. This could be a screenshot or maybe something that you know that people need to do and maybe they are procrastinating about doing, or you maybe know what’s kind of [inaudible 00:28:29] maybe you can make that easy for them.

Go up and take a few screen shots and put them in the PDF, and sent it to them in order.

“Here is what you do.”

“Here is where you go.”

I find it easier to do a video. You can use Jing, it is free. J-I-N-G, it is Techsmith. Same people that produced Camtasia. Go to techsmith.com. I believe it is free to get Jing and you can create short, five minute videos for free. A product review – we talked about that earlier. Share a success story. “This could be you.” Could be one of your customers or subscribers, but I’m assuming you don’t have your product right now so we can stick with your

subscribers. Maybe there is a great success story for a buyer who purchased the product and had some great results. You can share that. Just an easy way to soft sell instead of hard sell.

Two types of affiliate promotions, and I touched on them already. 'Hard sell' which is pure promotion, or 'soft sell' which is passive promotion. Which sell is best? Truthfully a combination of both, which is a little bit of what I've just talked about. You start with passive marketing, maybe plotting demonstration or personal results work really well. And the other option is to presell them on the primary benefits of the product before sending them to the offer sales page. Because what happens? People go to sales pages, they kind of scan through that, and maybe they are in a hurry and they are scrolling, scrolling, scrolling, and they are overlooking some very important information – a lot of [00:30:00] the benefit sections that tell them what's really in it for them for this product. And they'll skip over that.

What if you take a few of those and make sure they see that in an email before they get there? Here is an example. Teach people how to use an autoresponder, specifically ways to use it that either make the money or save them time and money. This goes back to that thought I had earlier where you point out a few things that this product or service will do for them that maybe they haven't thought about or maybe the sales guy didn't tell them about. This is a great opportunity here. So people probably heard you need an autorepsonder, but maybe they haven't thought of ways to make money with it. But if you point that out to them they are going to have some aha moments and they are going to appreciate you telling them.

Then, once they realize this is great information and it really hits home and drives them to really take an action to go ahead and get that autoresponder thanks to your great information, what are they going to need? They are going to need an autoresponder! They are going to appreciate you giving them a link and maybe a recommendation for the one that you prefer. Make that your affiliate lead. This process creates a warm prospect as opposed to a cold prospect. Warm prospects have already been primed to buy before hitting the sales page, and that means more sales for you.

All right, some hard-sell emails. These are benefit-driven 'act now' emails designed to get people emotionally engaged. Usually after some soft-sell approaches, some soft-sell emails are necessary – to get those maybe on the fence or procrastinating to take action.

These emails work best when scarcity is involved such as limited offers, time sensitive discounts.

Speaking of which, here is that simple way to boost affiliate sales anyone can do. It is how to separate yourself from everyone else who is doing affiliate marketing. Offer them an exclusive bonus gift. [00:32:00] Something unique to you, just for your subscribers if they purchase through you. Refer back to the content on this. We talked about, in this presentation, to create something unique. Just a quick overview: offer a report; a checklist; a spreadsheet. Maybe you've got rights to a plugin or you had one created, or maybe usually sell it. Here's the best bonus: Something you already sell, and you tell them you are going to give it free if they purchase this product through you. That's going to benefit you tremendously. It's really going to boost the sales.

Maybe offer that exclusive interview webinar with the products creator, but only for people who buy, not for the entire list. It is just for your people who buy from you. And maybe you can put a special timeline on it. "If you buy in the next 72 hours...." Or arrange a special discount just for your subscribers. Do something unique for them and they will appreciate that and they will continue to come back to you instead of opening up other emails from other people for promoting the same thing and buying from them. Did it make sense?

As we get closer to wrapping up here, just some pros and cons of using readymade affiliate emails. Obviously it is going to be done for your copy. It's going to save time compared to writing from scratch. You are going to have, instantly, some usable information within those emails that you can also use to save time when writing your own. Instead of writing it from scratch now, you've kind of got a template that you can use. Problem is, the sales pitch will most likely not match your voice or personality because you didn't write it. Someone else did. Typically (I've said this before) is that people who create products aren't always the best copywriters.

It doesn't mean they really understand the formula of copywriting or what it really takes. Sometimes hype works, sometimes it doesn't, but again with the cons. Sales pitch most likely doesn't match your voice or personality.

The other is that it may contain [00:34:00] too much hype, with the overuse of exclamation marks and caps and lot of bold stuff if you are using HTML emails, so you have to keep an eye on that. It is always important to rewrite these as much as possible. Edit out

some of the [high ringing 00:34:17] caps or the exclamation mark after each sentence. Things like that. Just do your diligence. Read through them and ultimately you want the final version to be something that your subscribers will believe came from you – from your personality, from your voice. That's it.

Lot of great information. Hope you took a lot of notes. In the next class we will talk about tips and tricks for writing emails, creating open rate boosting subject lines (you don't want to miss that), what to avoid, do's and don'ts and more. I will see you in the next video.