

Profit
ACADEMY

MODULE 2

SEGMENT 4



Dave Lovelace: In this video a wrap up, a final review and summary of the Writing Killer Emails module. First we talked about finding profitable affiliate programs. Lots of sources to go to to find out, or to find programs, available in your niche regardless of what that niche is and we can start with Clickbank.com. Plenty of digital products with high commissions. CJ.com, where some of the top leading brands in the nation are found. ShareASale, great overall choice of ad options and commissions, and of course you can go to Google.com and search just using the keyword, your niche keyword, plus the words affiliate program.

If you're into internet marketing and online business niche then we talked about these resources, which also include Clickbank. Up to 75% commissions, you get paid by check or direct deposit. JVZoo.com, up to 100% commission, paid by PayPal. That also applies to Warriorplus.com. They have better quality affiliates for this niche. Either of these resources are great for promoting high commission digital products.

Next we talk about balancing content and promotional emails. Some takeaways: First, the importance of the first email. Remember what we do? We deliver the promised content from the landing page, we ask for the white list, we tell them what to expect in the future as a subscriber, and then we ask them to connect with us in other ways, such as on social media.

In addition, balancing that content. As a guideline I gave you a ratio of 4 to 1, so 4 content emails to 1 promotional. Of course, you want to do some follow up with those promotional emails, more than just 1 email. You just want to make sure that you're keeping track – a tangible track. Or even a calendar of your promotions, so you can physically see the ratio that you are putting together for your subscribers.

Now, platforms for [00:02:00] delivering content. Some suggestions for better engagement and sharing of that content would be FaceBook, blog, Twitter.

Soft sell versus hard sell, promotional email. Soft sell method gives useful info such as an article with actionable steps or a product review or even a case study with proven results from using a product, or even a product demonstration. A hard sell is basically a pure promotion designed to get people to take action now. Then I mentioned to you the best way for sales is to generate affiliate sales. Generating those sales is to combine both methods – the soft sell and the hard sell.

We talked about a simple way to boost affiliate sales anybody can do. Basically, you offer them an exclusive bonus gift if they purchase through you and then use the suggested content ideas to create that bonus.

Next I gave you the difference between an autoresponder and a broadcast email. And autoresponder is a scheduled email that's delivered on autopilot on a specific day and time, whereas a broadcast email is on demand. It's any email sent to your entire database at any given time.

I gave you thorough, based on proven tests data about when to send email and how often. Just a quick highlight: How often? A minimum of 2 to 3 times per week, more when promoting a product launch or some limited offers. When? Well, we looked at an infographic provided by GetResponse that shows the best time to send is early afternoon, with Tuesdays and Fridays being favorable for open rates.

Types of content: Gave you lots of ideas. In fact we had a list of 14 types, including things like articles, videos, audios, podcasts, pdf reports, even checklists.

Pros and cons of using ready-made affiliate emails: Well the pro, of course, is that it's done for you. It saves time. It also has an option to use as-is or as a template for creating your own. [00:04:00] Now, remember that some of these done for you, ready-made emails may be good as-is, but the point is keep an eye on it. If it doesn't really match your voice, if it's over-hyped (which is a con), it has too much hype, then it's going to prevent it from going into your subscriber's inbox. Pro: saves you time, gives you a template to work from if you need to rewrite it. Con is that many times these ready-made emails do not reflect your voice and personality as if you

would be writing an email to your subscribers, and they'll pick up on that.

Some tips and tricks for writing emails. Here are a few highlights: Preparing emails in a text file prior to putting it in your autoresponder or sending out a broadcast. Do all your work and brainstorming in a separate file offline. Using Weather.com, the news page and those news page headlines for your templates as subject lines. Also make sure you know that subject lines sell the open. The purpose of the subject line is to sell the open while the email content should sell the click, not the product.

Additionally, I remind you to keep your emails short. If they're designed to sell the click and the sales page is going to do all the selling, that's where all the long copy needs to be – not in your email. Also, write your emails as if you're sending to one person, not a group. Always keep in mind or pretend that you're sending this out to someone you know, one single person. You want to address them as you, okay?

Don't be afraid to be you and use your personality. Use links sparingly. Typically 1 is going to be fine, 2 max. Make sure you avoid spam words and characters that can trigger those filters and prevent your email from getting into someone's inbox. Also check your spam rating before you send out that email. Some of these autoresponders are going to have a built in checker such as [00:06:00] GetResponse, or you can search Google for sources that provide spam checking tools such as EmailSpamCheck.com. You can try that one out.

That wraps up this module all about creating and using email in your business. Just remember to take all of these tips and tricks, suggestions and advice and start applying it to your business. The sooner you do, the sooner you'll start enjoying the benefits as a result.