

Dave: Welcome Profit Academy members. My name is Dave and I'm going to talking about some very important lessons tonight. In fact, this entire presentation is just going to be flowing from one lesson to the next covering all of the topics of module two in this single presentation. Let's just go ahead and jump right in. We're going to start off with finding affiliate programs. Before you got to this point, it was all about coming up with your niche, coming up with that single webpage that you need for your business called the opt-in page. That opt-in page is your tool. It's your gateway to building that asset known as an email list.

Once you get that email list well you have built-in traffic, right? That's the goal. You put a lot of hard work up front. Then as you start to build that asset, you can step back a little bit on the hard work because now you have built-in traffic. You don't have to work as hard to get it. You want to keep building that list because that builds your pool of visitors and prospects that you can build a relationship with, that you can build your brand with and communicate with and ultimately they're going to take advantage of things that you recommend to them to help them reach their goals.

Once you do that, well in order to make those profits, in order for them to buy something, you have to offer something, so that's what this is all about. It's all about finding profitable affiliate programs and affiliate offers. I want to give you several places to look and how to do that. In this class, just a quick preview where to find high-converting affiliate products in any niche. We'll talk about the type of product that pays the most, the highest commission rate and why. I'll tell you where to find these affiliate programs that pay you when your referral takes an action such as signing up for a free trial, how to use Google to find affiliate programs in your niche as well.

I say this many times in my presentations but Google is your friend for some many things, for so many answers to so many questions, but nonetheless. Let's get started. The first one we want to point you to is clickbank.com. Now on the screen you see clickbank.com/marketplace, but actually I think you already have to have your account to be able to access the marketplace in that fashion. If you don't have an account, what you really want to do is go to clickbank.com and then at the top of the page there is a link that says marketplace.

A little bit about ClickBank all the way back in 1998 they started with one of the largest affiliate marketplaces to date for digital downloadable products that why we're starting at ClickBank because we want you to start with the digital products because you make the most money with the digital products so that answers the initial question we had in the previous slide. Digital products are going to make the most money because it doesn't cost anything to make them for the most part for these vendors, for the product creators and at ClickBank you get paid up to seventy-five percent commissions.

I'm going to jump over there right quick and show you how to get to the marketplace and a couple of things as you see at the bottom of the slide there you want to search by niche and search by gravity. Most any site that you go to, these affiliate sites, directories, networks, you can search by using a search function or you can search by category, that's pretty much prevalent across the board. Let me jump over to ClickBank real quick though.

All right so here's that link I was telling you about, marketplace. Here's where you can search by keyword so if you want to look for products in weight loss or whatever it is type in weight loss and click the icon or just really the shortcut is to hit enter on your keyboard. Anytime you do a search anywhere, you don't have to actually have to go over and click on this. When you hit enter on your keyboard it does the same thing. Always love my shortcuts.

You can come over here and search by category. As you can see here, there's a long list of categories, but here's something cool. If you click on one, it opens up the many subcategories. Let me scroll back down. As you can see now we have subcategories within the health and fitness niche. This is also something you can do when you're doing niche research. You can find out what are some of the sub-niches and what kind of products are available within those sub-niches. In health and fitness, we've got men's health. We have mental health, spiritual, strength, diets and weight loss, exercise and fitness, things you would normally expect.

I can go into the sub-niche and follow the same steps, but I'm just going to keep it as is for now. Here's what I want to do. Right here where it says search results let's drop that down to gravity. What is gravity? Gravity is basically the number of affiliates who have referred at least one sell to this product over the past thirty days. Now as you can imagine one affiliate can send a lot of sales just him or herself, but that number is found right here. You see gravity. This one is four hundred and two. It's also the top seller. Since we sorted by gravity, we know that's the top seller because more people are making sales there than the number two product which is close behind at three hundred and forty-six.

How much are we going to make here? Well average sale forty-seven sixty-six. If we want to find out more about this product and I always suggest you do this click on the link, excuse me the title of the product that's going to take you to their sales page. Always do your due diligence, say that fast three times, to see what it is you're offering. You want to know as much about it as possible. If it seems like it's just some products might sell well despite themselves. Just look at it and make sure you feel confident in promoting some of the products.

Here's something to look for. You have the title. You have a description and many cases at the end of the description you have a link that takes you over to a

page where you can get affiliate tools, maybe ready made emails or banners that you can put on your pages so just keep that in mind. If you want to promote this product, let's click on the promote button. It's going to pop up this window here. When you sign up for your free account with ClickBank you come up with a nickname, your account nickname. Once you do that, you're going to type that in right here and then you're going to click on create.

Now I can take this top link, that's now my affiliate link. I'm going to copy and paste that and I want to save it to a notepad or a Word doc or something. I'll talk about getting organized in just a bit. It's really that easy to get going within the ClickBank marketplace. Let's go back to the slide. All right, so another affiliate network is cj.com. Now cj.com why am I having trouble speaking tonight, formally know as Commission Junction. You may have heard that name. Now they started about the same time as ClickBank I think.

When you jump over to their site when you sign up you are actually referred to as a publisher, not as an advertiser, but it's confusing because when I first went over there I thought well I'm advertising products, am I not an advertiser? No you're a publisher as an affiliate. At CJ, you have access to over five thousand top brand affiliate program and more than four hundred blue chip companies. These are some of the big guys that have their affiliate program through CJ. Now the offers are mostly physical products. You have some services too. The commissions are typically low. You might get two to three percent at cj.com.

Some of the categories they have range from transportation to technology, family, finance, education, clothing so just to give you a rough idea. Now one site I want to show you is called ShareASale. I like this the navigation through here. It's much more cleaner, I think user friendly than CJ or even one of the other networks I'm going to talk about in just a minute. At ShareASale, now they've got over thirty-nine hundred affiliate programs and covering just about any and every niche. Here's the cool part, you can get paid per sale which is what you do at ClickBank, but you can also get paid per lead and per click.

I want you to think about this, we talk about if you're going into a niche and you're building a business around it, you want to make sure there's an abundance of offers and products and services available, or your business is pretty much short lived. Sometimes the digital products are not as available as maybe if you're looking at a large pool, if you want to keep that pool large sometimes you have to combine both the digital and physical products or these per lead and per click. Just keep that in mind. We're giving you a well rounded pool of resources for these products. We always want you to start off with the digital because it pays the most. We want you to help off set your cost if you're doing any advertising, so shareasale.com.

I'm going to jump over there right quick just to give you a brief tour, but basically the way you navigate and search through a site and the search options available to you are about the same wherever we go so I'm just going to show you ShareASale right now. I'm going to basically apply some of the same steps to the other sites and resources we'll talk about. All right, so I'm in my ShareASale account and two quick ways to search is search function. You can see that over here on the right hand side of the page or you can come down and search by or not come down, but go to merchants and then search for merchants.

I'm going to do it that way. Now you have a chance to search by keyword right here. You also notice that right here says popular programs, new programs in the last twenty days, the top one hundred power rank. Here's a Spring 2015 catalog. Here's the Beach Body Network advertising right here on this page to get you to join up there. If you're in the fitness, then probably ShareASale is the place to go. In fact, let's just click on that. That's a quick if you're like, "Hey yeah I want to promote the beach body, heck yeah." Click join program and then after you join you'll be able to come up to links and then get a link or banner and you'll be able to find them in your list of those that you've signed up with and you'll be able to access your affiliate link.

You clicked join program and of course we can see some of the stats right here. The sale commission is ten percent for this. Now I'm pretty sure this is probably either their DVD training like INSANITY or Focus T-25 that sort of thing. We've got some PPCs here which is earnings per clicks, some of the stats, average commissions. This gives you a real good idea. I'm not going to join the program here. Actually, let me go up to links and get links. At some point, I signed up for this pet supplies, so if I click on the pet supply it opens up some details and stats there, but right underneath that it says get links.

If I click on get links, I can scroll down and look at the various products that are available. Of course we can look at the tabs at the top, we want to go direct to data feed if you want to use that, special HTML or email banners but by default it's on the text link. If we go over to the right hand side to the product that we want to promote we click on get HTML code and there are ... Here's our actually link right here the [bare wall 00:12:16] link. This is an HTML hyperlink code. When someone clicks on this text right here, it will be hyperlink to go to there. Anyway that's just a quick overview of finding products, accessing them here at ShareASale.

Now on the screen you see jvzoo.com. Now JVZoo and the next one I'm going to show you are primarily for or targeted to internet marketing and online business type products. It could be anything from software to how to, to how to get paid

doing fill in the blank. This is also a pay per sale just like it is with ClickBank. Commissions at this site can be up to one hundred percent and paid via PayPal.

Just like the next one I'm going to show you some especially if you start generating a couple of sales to this network when you request to join a program the product creator will be able to see that you've made sells and you'll probably get approved instantly and may get approved to get paid instantly via PayPal, so jvzoo.com is a good one to check out for online business, make money online, internet marketing type stuff, just like WarriorPlus is, warriorplus.com. Now again targeted to internet marketing and online business. Pay per sale again also commissions up to one hundred percent paid via PayPal.

Now at any time some of the networks we're talking about here that you're unable to find a product or you just want to speed up the process a little bit or in addition to, just go to Google. Search for an affiliate program using keyword plus affiliate program. Keyword could be fitness and in the words or the phrase affiliate program, so fitness affiliate program. Once you type that in, you're going to instantly find some on the first page several examples you can go check out and see if it seems to be a match for you. Always use your friend Google.

Now one thing I don't have in the slide here is something called offervault.com. Here's a look at OfferVault. Right now just looking it says forty-one thousand four hundred and twenty-nine results. That's a lot of networks and products and offers. They've got this great big search box. You can search by the type of offer. They have the newest. They have featured which is what we saw at ShareASale. You can even narrow these down by the type of sales so right now we see there's a per sale. There's a per lead. There's another lead. This one is giving five dollars and fifty-six per lead, five dollars per lead. This is a flirting site.

By the way if you hover over this orange magnifying glass, you can see what their landing page is going to be about. There's fantasy sports plug-in for WordPress. I didn't know there's a plug-in for that. Yeah, so we can sort by category, by network, payouts, so this is also one you want to check out just to keep on your short list.

All right so a minute ago I said once you go through these sites find some products, you want to get organized. Once you find these products, that's our next step. You want to save all of the important details for quick reference. How do you do that? What I would suggest is create a folder in your documents called affiliate stuff or affiliate products, whatever makes the most sense for you. Within that, create a document for and name it for the network where you're collecting the information. I would create a document called ClickBank, one called ShareASale. In each of those documents, put all of the products and

credentials and the important information per product or per network as far as that goes in that document.

For example, save affiliate program log in credentials. If you sign up for ClickBank, save your user and pass, save your nickname for a quick reference. You're going to need that. It's good to commit that to memory anyway any time you want to get your affiliate link like I showed you earlier. Now you can do this manually in a text file or a Word doc or just use a password manager like RoboForm or LastPass.

I've used RoboForm for years, love it. Check it out. It's going to be ... I highly recommend that. Your log in credential, get your affiliate link, copy and paste that for the product you've chosen or the number of products. Grab any promotional materials, your swipe emails, ads or banners or HTML code that you need. Make note of any important details from the product vendor, maybe they'll send you an email if you sign up with them directly. For each network and for each product, you want to have all this information readily available to you.

All right, so as we continue we're going to talk about balancing promotional email with content email, when to send and more, so really good information in this next part. All right, balancing content with promotions. A few things we'll cover here in this part. Rule of thumb ratio of content versus promotional email, the importance of the first contact subscriber email. Now I'll give you a real life example there. Autoresponder email versus broadcast what's the difference what does that mean. Something you really going to pay attention to is the best time and frequency to send email based on some proven tests.

All right, we'll also talk about some ideas for creating content email, best practices for promotional email. One simple way to increase sales from affiliate promotions. I'll repeat that, one simple way to increase sales from your affiliate promotions, a lot of people don't do this. Make sure you do and I'll point that out in just a moment and also some pros and cons of using ready made promotional emails.

The welcome email. This is the first contact email. It's very important. Its purpose is to deliver what you promise so someone comes to your opt-in page. They subscribe. You might send them off to an affiliate offer, but they're going to get that email, what should it say? Well you want to tell them what to expect as a subscriber and you also want to deliver what you promised. That's the basic part. Those two things are most important. Now the welcome email needs to provide instructions for white listing or approving your email address or just ask them to do that, part of that email [we'd say 00:18:41], "Hey to make sure you get my future emails go ahead and white list or approve my email address."

For example, in Gmail hey if it shows up check your junk folder. If it shows up there, be sure to take the box and then click the button that says not spam. This is a suggestion. You can do it at this point or you can do it soon after, but these are things that really help with people finding and looking for your email. Give them other ways to connect with you in this email like your Facebook, Twitter, or if you have a YouTube account or blog or whatever it is here's the perfect chance to do that because the more chances you have to connect with them, the easier it is to build a relationship, the more opportunities that they're paying attention to you which means they're listening to your message. Some of those message might recommend some offers correct?

At this point remember, the welcome email is all about having their undivided attention. You want to make sure you use it wisely. Let me show you just a sample email. Here's a basic version you can steal and the subject line is important too. Here's the report you requested. They know when they see that subject line that it's possible even if they had a brief memory lapse okay I've requested yes that triggers, I did, yep got it. Let me open that up. It's a perfect subject line to reiterate something they just [did 00:20:13], a step they just took to get them to open the email. It just says, "Hey thanks for requesting five ways to lose weight in the next fifteen days. You can download the report by going to," have your link right there. "Look for my email tomorrow for a special surprise gift. I know you'll really like it."

Now I what I would want to do maybe come down here in a PS box, "By the way I'd love to connect with you, please join me and your other subscribers or whatever in my community on my Facebook." You're welcome do that and give them the link, something like that. I could also say, "Well I talked, hey make sure that you white list my address so that you always get my emails." I could add that, but this is just something basic you could start with. Additionally as I said you can tell them, "Here's what to expect in the coming days and weeks. "I'm a single dad from North Carolina and I enjoy what I do. I love sharing my passion for helping people lose weight. Over the coming weeks I'm going to send you some more tips and some resources and feel free to hit reply at any time and let me know how I can help you."

That's showing personality. It's showing that you're personally interested and you're setting yourself apart from a lot of emails that they get. Now something that I want to point out here where I said, "Look for my email tomorrow for a special surprise gift," why am I saying that? We've got a new subscriber here. We want to make sure they stay subscribed. We want to keep them looking for our emails so that's a tip for you. Look for my email tomorrow or you could say, "Hey look for my email two days from now if you want to pull them along a little longer," just to give you an idea of something you can do here to make sure

they're looking for email and they're not just grabbing at something and unsubscribing.

I've got a special surprise gift so try to come up with something additional that you can give them that's a pretty cool little gift, something that they'll appreciate it. It's going to go a long way with building a relationship with your subscribers. That's a first look at the first email.

In the beginning if you want to offset advertiser costs, don't be afraid to promote a quality product following the opt-in so I've talked about that. This includes a few follow up emails and that just makes sense. You just don't want to one chance that they're going to buy because when conversion rates are between one and three percent the majority of people who hit a page with an offer are going to leave. That's just the way it has been evergreen for years. Knowing that doesn't it makes sense to give yourself multiple chances to make that sale. You do that by follow up and that's through email.

Now as a rule over the lifetime of the subscriber you definitely want to give more than you take. The quantity of content should definitely outnumber the quantity of promotional emails, a suggested rule of thumb method ratio four to one so you might have four content to one promotional. Now this is a guideline again, not a hard rule. This is giving more than you take just like I said a second ago, giving more than you take. People are going to appreciate that. They're going to recognize that. If you start off with on regular basis, on average you're always sending more buy this type emails than content then obviously they're thinking, "Well I know what's a priority to them."

Now in your promotional emails as I'll probably touch on briefly is that you can combine content, good useful information with promotional and that really works as well. That's pretty much what this next slide is about here is a soft sell approach. This is a hot tip for selling what's called passively. You combine content with passive promotion. Some examples, maybe do a product review, a product demonstration. Let's just say for example you're a member of LeadPages or you bought a piece of software and it's helping you get something done quicker or easier or faster. Hey and that's proof positive first of all. If you've purchased it, "Hey I bought it. I loved it. Let me show you what it does." Instead of just saying, "I bought it," prove it to them and then show them actually a unique way they can use it.

Sometimes that's enough to make someone buy or get them to hit the buy button because they trust you as the person who recommends products to them if you treat that list right. If you do that little pre-sell information, they may go to the sales page and not even read much just hit the buy button. It happens

sometimes. Another way is give one or two specific ways to benefit from the product that the sales page doesn't offer, maybe an article that provides actionable information and then point them to the affiliate product to get more awesome info like that.

Your article is a give and at the end of the article you can have a take. Does that make sense? Here's a cool thing too. You can take an article and put it in a PDF. It has a higher perceived value, give it a nice bigger font on the first page, just your title page. It seems more valuable if you do it that way. You can call it a report and that's going to actually get more eyeballs on it and again a higher perceived value, so create an article or outsource it to something like iwriter.com it's only a few dollars per article, either way put it in a PDF, send it out that way and at the very end have a little recommended resource or even a little banner ad at the end.

Some platforms for delivering content while boosting interaction and trust. You can see, recognize some of these icons for Facebook, your own blog like WordPress, YouTube or Twitter. Those are great relationship builders right and why because the built in nature of these sites. This is where people go. I'll leave it at that. Where do most people go on a daily basis? They go to these social sites. That's how they connect. If you can tap into that, it's going to be a huge benefit in your business.

One question we get is what is the difference between an autoresponder and a broadcast? Well an autoresponder email is one that's scheduled to be sent out on autopilot like that first email that goes out as soon as they subscribe that happens whether you're asleep or awake, either way, it's going to go out within minutes on average as soon as someone subscribes. That's an autoresponder. It's something that you schedule to go out on a specific sequence or a day or even and/or a time that you choose. That's autopilot.

You can schedule an entire series of emails like say they sign up for a five day eCourse maybe you can break out that content into several days, so for the first five days let's just say it's a five day course you can break it up into five parts, schedule it one to go out after the other on autopilot no matter what time they subscribe twenty-four/seven. In other words, every subscriber enters your database will see that email in the exact same sequence that you've schedule it.

Now again, this is great for instantly delivering what you promised or giving access to, whether it's free information or after selling a product. I talked about sending email courses or just scheduling automated follow up emails for an affiliate promotion. On the other side, a broadcast email. This is sent on demand. This is you logging into your account and saying, "You know what I'm going to

send all of my entire database an email right now on the fly." Any given time or day or you can send it to a segment of your list. You can choose how you want to do that, who you want to send it to. That's a broadcast. That's a mass email on the fly.

Now many marketers will actually use broadcasts as their preferred method of communicating with their list. They'll leave the autoresponder emails for opt-in content, product delivery, delivering whatever they promised in the opt-in, bonuses, things like that. The key is to plan your email schedule in advance. Once I got established and started building lists of some higher numbers, several thousand most of your work other than just keeping, replenishing the list, those new fresh prospects and subscribers is planning what you're going to say and when you're going to send it.

This is tangible. Put it on a calendar, just buy a calendar just for that so Monday I'm going to send out this article. Wednesday I'm going to send out a survey. Friday, I'm going to do a little pre-sell for a product that's coming up. Two days later I'm going to send additional pre-sell for that product just to build the interest for that product. Then on the next day I'm actually going to send them a promotional email telling them all about it. Maybe I'll offer a bonus and I'll tell you more about the bonus in just a minute.

How often to send email? Well a minimum of two times per week for sure. Now [Aunick 00:29:15] will tell you he will email five times a week, but when you're first getting started that's probably a little intimidating for you. You want to get used to everything. Get acclimated to the water so to speak, so try to at least do two times per week. More often when you're promoting a product launch as you get established or maybe an event that requires more frequent communication. However, here's the key, when you first and this where you use the autoresponder part, when people first get on your list you want to email once a day is find for the first five or seven days. Let's just say five days.

Why would you want to do that? Because you want them getting used to seeing your name in their inbox so that they don't forget who you are and then want to call it spam, make sense? That important first period is crucial to having more emails going out initially. Then you can ease back three or four times a week or three times a week let's say the next week and two times the next. That's just a minimal. Just keep those tips in mind.

You just want to remember this key. You want to mail often enough that your subscribers remember you but not too often which can result in your list ignoring you and therefore not opening your email due to overwhelm. You can

offset that by choosing carefully what you send to them and breaking up the content versus promotional balance.

Best time to send. Well who better to provide tested research data than an autoresponder service and I have recently found that GetResponse did a lot of testing and put together a very interesting info graphic in which detailed some of what they found. Let's take a look at that. They've done some hour after hour, time after delivery, stats et cetera. Now I'm not going to go through every step in here, but I'll just give you the takeaway. What they're really saying here is emails reach their best results in the first hour after delivery. If you send out an email, most people are going to open up within an hour. If you've got several hours go by like for instance twenty-three percent within one hour, four hours later only four percent are opening.

In theory, an email sent at 5:00pm has twenty-three point six percent of being opened in the first hour after delivery, but in practice here's what you need to know and it's probably something you haven't really thought about when it comes to sending emails and the timing of it. Think about this, what do you do in your normal life? Well at 5:00pm people are stuck in traffic sometimes between 5:00 and 6:00, 4:00 and 5:00. It just depends on where you live and the amount of traffic. At 6:00pm people are ordering pizza. At 7:00 they're bathing children. You've got to think about this stuff. What are they doing? At 8:00pm they're checking emails again.

Well guess what they do first thing in the morning at 8:00, twelve hours earlier they're also checking emails. Let's look at that. Time of day, so five point nine percent of messages, [inaudible 00:32:22] what they're saying here most messages land in inboxes in the morning that's why those sent in the afternoon have more chances of being opened and clicked. If most people are sending emails in the morning, that's when they're going to have the most emails sitting there so you might get overlooked but the other side of that is if you get good at writing subject lines, what most people don't take time to craft to do you could still get away with getting in in that morning.

What we're seeing here is that between 6:00 and noon thirty-eight point seven percent of the emails are arriving, between 12:00 and 6:00 twenty-five percent and 6:00pm to midnight twenty-nine point six. Number of messages sent by time of day, that's what those percentages are. A quick reference to engagement during the day so we can see top click hours and top open hours. You'll see that on the left hand side between either of those categories it's exactly the same the top click and open hours are between 8:00 and 9:00 in the morning. Why not test it and start sending emails between 8:00 and 9:00 even if that is when most people are sending emails according to the stats.

However you'll see the open hours differ, so the click in the afternoon to evening is 3:00 to 8:00 the top clicks. We get the top opens are between 3:00 and 4:00. Well think about that because at 4:00 people are wrapping up from work. They're closing stuff down. They're getting ready to leave. Then they hit the traffic for an hour. That makes sense. They might get the email and say, "I'll open it when I get home." Just remember most people open it within the first hour and as time progresses less and less people open it, so you want to time that a little bit but that's good information there.

Take away from this one, the best time to send emails is when customers are reviewing their inboxes. When do you review your inbox? For maximum open and click rates, choose morning and early afternoon. That coincides with what we've just seen, so it could be between around 8:00 in the morning, 7:00 in the morning, 6:30ish, that's probably too early. People just getting up, getting a shower, grabbing some breakfast, but you know how it is even if you really don't want to do it you check your email first thing just to see what you missed and then early afternoon usually around 3:00.

Here's something important if you want to nail those time zones. If we know that some idea times are at X time in the morning, X time in the afternoon you want to be able to have people open it at that exact same time no matter where they live. It only makes sense so a cool feature that GetResponse has does that for you. They'll match the local times around the world so that it arrives no matter whether it's New York, London or Paris whatever. It's called Time Travel.

Through the miracle of video I've pulled up GetResponse and after you type in an email and you go to the next step you have a little summary of everything and then pay attention down here at the bottom where it says schedule. Click on schedule. Then we'll scroll down and then you can turn Time Travel on right here. Now it's on. Now we can choose the time that we want it to go out using their Time Travel option.

Let's just say I'm going to send this, I'm going to go schedule this email for two days from now. I'm going to choose on the 19th. I'm going to come down let's say i want this go out at 3:00 in the afternoon. I'm would click and drag you see [as it change 00:35:55] time as I change the slider, the minute and the hour. Once it's done I'm going to click on done and then we'll go to the next step and save it. When we save it or actually click send is what it says, that's actually going to save it to the scheduler and it's going to go out at that time that we said right here. That's called Time Travel in GetResponse.

Another takeaway is that Saturday and Sunday are pretty much considered family and leisure time. Weekend results are always going to be lower. A quick

overview, subscribers top engagement times 8:00am to 10:00am and the between 3:00 and 4:00pm in the afternoon with up to six point eight percent average open rates and click through rates which is again it's average not bad. Emails reach the best results within one hour after landing in the inbox. After twenty-four hours, an email's chance of being opened drops below one percent so it's important to try to hit those proper days and times.

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 times, so if you want it to hit their inbox at 3:00 schedule it at 2:00 so its chances of getting noticed are the highest. Almost forty percent of all messages are sent between 6:00am and noon. This can result in some inbox clutter and significantly decrease results for these emails, all information that GetResponse is sharing with us. Messages sent early in the afternoon have a better chance at being noticed and consequently achieve better results, up to ten point six percent open rate and two point three percent CTR.

Really if we go back to the takeaway between 8:00 and 10:00, 3:00 and 4:00 good times to test. Probably don't want to send Friday and Saturday, maybe not Sunday as well. Here's something to think about too, Mondays are probably pretty busy for people again think about what your normal routine is or those you know. If Mondays were settling back into work and it can get hairy and you catch on the week before and people pulling their hair out, so probably not in the mood to take part in whatever it is you're talking about even if it's positive stuff. When I say positive, non-pitchy stuff.

All right, so the purpose of sending content, naturally this builds trust. You can use content to teach or refer to other resources that provide useful info they can use right away to help them reach their goals. For example send people to your blog or your Facebook page to digest content. You might just give them a little snippet in your email and then jump over there. This is going to encourage social interaction and sharing. People will hit the like button, maybe post some comments which is good for all who come. People love to see activity. Feel like they're part of the group. Of course when you put it on your social sites, that's also good for free search engine traffic as well.

You might be thinking all right what types of content would I send? It's the question now that I have an email now what, excuse me now that I have a list now what? What do I do? What do I send? Types of content can be an article. It could be a video. You could even send them to a YouTube video, podcast yours or someone else's, report, like I talked about instead of an article turn it into a PDF. Something newsworthy is always good especially if it's maybe controversial

like, quick tip, a quick email, "Hey I just heard about this new thing. Check it out. It's supposed to work. Here's what I found out."

An audio interview. You can do a webinar, a checklist, info graphic like we just saw, some FAQs on a specific topic of interest, FAQs of course being frequently asked questions, maybe a quick how to tutorial, screenshot or a video, a product review of course and share a success story so maybe if you've heard from a fellow subscriber share it with everybody. That just pulls them so it makes them feel like a community, again building relationship and trust.

Now let's talk about affiliate promotions. Two types of promotional email, there's a hard sell which is just pure promotion. Then there's a soft sell passive marketing which we talked about or I talked about. There's only one of me I think here tonight before. Which sells best? Well ideally a combination of both, so start with passive marketing. This was product demonstration or personal results. Those work really well. Another option is to pre-sell them on the primary benefits of the product before sending them to the offer sales page.

What are the primary benefits? Go look at the sales page and you'll see bullet points. That's what the primary benefits are. Of course you look at the headline of the sales page and that tells you what the big benefit, what it's going to do for people. Talk about those things. For example teach people how to use an autoresponder, ways to use it that either make them money or save them time and money, pick some benefit to using an autoresponder and you'll sell them on that. How can they use it that really helps them in their business ASAP?

Then you can make a recommendation of course with your affiliate link to the autoresponder that you prefer and then tell them why, not just you're referring them to this one, why are you referring to them? Maybe it's because "Hey I like this feature and this feature and I know you'll like it too." You sell them on what it's going to do for them and then you send them to it. This is going to create a warm prospect as opposed to a cold prospect, so that means you've had a chance to warm them up to the product. It's just not sending them direct, someone you haven't communicated with direct to an offer.

Initially, you're going to do that but you'll help warm them up. Some people are going to take you on that offer right away, but then those follow up emails turn them into warm and some people it takes to get warm first if that makes sense through the follow up process. Basically warm prospects have already been primed to buy before hitting the sales page and that means more sales, so an excellent approach to try to hone.

Hard sell emails well these are benefit driven act now type emails that are designed to get people emotionally engaged. You can use these after soft sell emails when necessary to get those who maybe on the fence or procrastinating to take action. A lot of these emails work best when scarcity is involved such as a limited offer, time sensitive discount, the price is going up or they're taking away a bonus if you're unable to grab this in the next seventy two hours or before time expires.

Just a second ago, I talked about people being on the fence and how to get them to take action. Bribe them with an incentive. This is one way to boost sales. Offer them an exclusive bonus gift. I talked about this earlier in your emails like the first email where you're going to give them a gift. Here's a way to do it to get them to purchase a product through you, refer to the content ideas in the presentation to create something unique. I gave you a whole long list of types of content you can send to your list, use any of those to create a cool little bonus gift. Now you can offer a report, a simple checklist, a spreadsheet.

You can offer an exclusive interview or webinar maybe you've done with someone or maybe they've done for you if you're already an expert in your field. You can arrange with the actual product creator you're sending people to. This really is going to help if you already have your list established at this point. If you have maybe a couple of thousand and you're able to generate clicks and make sells then a product creator is going to take time with you to do because they understand it could boost sales. That option is a little more advanced. It won't work for people who are just starting out.

Sometimes you can contact the product creator and ask for a special discount just for your subscribers. Again, they'll do that if you already have proven that you can generate traffic and make some sells. Some pros and cons of using ready made affiliate emails. Let's talk about that. The pros is that it provides done for you copy. It saves time compared to writing from scratch, but I like to use them as templates because the sales pitch, the cons here the sales pitch will most likely to match your voice or personality. They'll know if you're using any personality at all when communicating with your list whether or not that really sounds like you or not.

Most of these ready made emails contain a lot of hype, over use of exclamation marks and all caps and stuff like that. You've seen those type emails. Let's look at an example. This is over at the three week diet, so I'm at their resources page. Right here at the very first says, "We need to talk. Important." Maybe that doesn't fit your tone of voice or something you would actually say if you were writing to someone.

Here's another one, let's get real. That's not something I would say to anybody so immediately I would take that out. Now I might include this [rest 00:44:56], it says, "If you're struggling to lose weight then I have a solution for you," or I might make that a little more personal say, "Hey if you're still struggling to lose weight I've got something I think will help." I'm just thinking out loud. Usually this process is in progress. It might take thirty minutes to hone one, to craft it or rewrite it so that it fits my voice and doesn't sound like someone else is talking.

Now this one, you'll see this quite a lot. Brian is the creator of the product. They'll typically throw this in. My friend Brian, you have to keep an on that kind of stuff because obviously you're not friends with him. I mean I can see what they're trying to do here. It sounds like if you're saying this is your friend it gives trust by association. You have to keep an eye on that because a lot of the emails in different products all try to do that. If you're always saying, "Hey my friend so and so, my friend so and so, my friend so and so has," they're not going to believe you.

One thing to keep an eye on here is that some of these can be pretty long and for instance this right here much too long, combining too many sentences in one. I'd break that up into three because if you're like me you see a long paragraph you're in a hurry. We're all in a hurry. It's just the society we're living in these days so if you break that up. I mean this fine if you had sentences that long only that's great.

These are things you have to look out for when you're getting ready made emails. I use them as templates. I love them for that because it gives me ideas to work off and I can take just the best part of them, the things that really make the most different and I usually shed about fifty percent or more of them most of the time because some of these people try to sell too much in the email and that's not what the email is designed for.

Speaking of what it's not designed for as we continue I'm going to talk about tips and tricks for writing the emails, creating open rate boosting subject lines, what to avoid, dos and don'ts and more, so let's just dive right into that. In this section dos and don'ts, how to create open rate boosting subject lines, the sole purpose of any promotional email, this alone could be worth your time paying attention here, the sole purpose of any promotional email. We'll talk about that. HTML versus text, that's a question that comes up. You'll get an answer there. We'll touch a little bit on spam rating, sample promotion emails, that sort of stuff.

Here's something I'm going to recommend to you. Just about every computer has a notepad included free. It's a text editor. Don't pull up GetResponse or SendLane or AWeber, whoever you're using to start typing directly in there. I

mean you can, but to me I always found it more productive if I just spent because sometimes like I say you might take thirty minutes or maybe an hour especially if you're new to come up with an email that's just right so why sit there logged into your system. It may even log you out in the meantime and then you've got after you've spent a lot of time it may have just closed you out without you saving it. That's no good if you do that. As a good rule of thumb, just pull up a notepad. Save all of your emails there. Save it often as you work on them so you don't waste your time.

All right so you may have many changes and edits and I think I've probably already touched on this before I moved on to the other paragraph, but it's definitely going to cost you time trying to write it from scratch in your autoresponder editor. Another thing I want to mention sometimes if you're new and you save this email as a draft sometimes it's not readily obviously where to go to find that draft, so it's easier from this point of view as well just to save it in your notepad so you automatically know where this is and when it's ready to go you just copy and paste it once you get into your autoresponder.

Here's an important tip too. Don't design your HTML, newsletter, or email in Microsoft Word and then paste that into your template, because Microsoft Word they have some code that transfers over sometimes if you copy and paste it, unnecessary formatting code so I'd probably try it with just text first and then take it into the HTML and then format it from there. When I say format, it's just like typing in Word, the formatting you get the right font. You want to use bold, you do that. Underline anything like that that's formatting when I say that so you can make it look nice.

This slide alone this information right here is code. When writing promotional emails in fact you should probably put this up, write it down and put it up next to you when you're writing an email, your only goal in an email is to get a click. Do not attempt to sell the product with a long email. Sell the click and let the sales letter do its job. Sell the click. Sell the click. Let's get some cheerleaders in here with the poms poms. Sell the click. That's the goal. I think too many people who try to write emails make the huge mistake of really trying to just be too aggressive and just make it obvious that you're really trying to make the sell.

All you want to do is give them enough mystery and enough information just to wet their appetite. They'll click to go get the entrée. Got it. When it comes to promotional emails short is better. Again, you don't need a long sales pitch in there unless you're sending them useful content then it can be a little bit longer, right, otherwise your viewer is going to be turned off if you just go on and on and on with a sales pitch so again let the sales letter do its job.

If you've prepared a lengthy content email, consider cutting it short. I touched on this earlier. You can put a little teaser paragraph or two and then add a read more link and invite them to read more and provide the URL. Typically, that's going to take them to your blog for the balance of the article. Sometimes on the blog you can have some passive advertising. You may have a banner there at the bottom of that article or on the side bar that's related to the product that you're promoting and you'll affiliate link attached to it so that's passive, passing down the road billboard type advertising.

Things to avoid. Hype language that makes your email appear desperate for the sell. Don't use a lot of graphics, images, highlighting multi-colors in your HTML just keep it simple. Just make it look nice and clean. Just think about what type of email and how it would look or how you would want it to look if it came in your inbox. Avoid spammy words that trigger the inbox filters. You may have received words where someone tried to put a dot between an F or a slash between the F and the R. That's people who don't know any better. I mean it's better to put the word free as is instead of trying to skirt the filters because that will actually trigger the filters.

Sometimes the word opportunity, sometimes get paid, the word buy, lots of exclamation marks throughout. That's a big problem with ready made emails they're always throwing in those exclamation marks after every sentence, every sentence, over using all caps. The words click here you've probably heard [Aunick 00:52:05] talk about that in the past. Instead you want to switch that up. Don't say click here. If click is something that's triggering the filters what are some alternatives to click here. Go check it out, visit, of course adult words not rated for this presentation you can think of things, obvious stuff that would be totally spammy coming in your inbox. Act now, as seen on, earn, money back just to give to a few. Just be careful.

Now when it comes to gauging that someone like GetResponse has a filter, a feature built in that checks your spam score. Before you send it out, you'll hit this little button that says test message and then click on the words that says spam score and you'll get to see if there are any alerts that you need to be aware of happening in your email.

You can check Google for spam test services. Here's one I found called Email Spam Test. It helps you to determine if your email might be flagged as spam. You'll get results based on your subject title, HTML source, links analysis that sort of thing. Email Spam Test might be worth checking out. BlacklistAlert. There might be a better resource than this since I have posted this.

If you're having trouble getting email delivered, sometimes a link that you're using for instance some of these link [shorteners 00:53:37] like maybe [Bitly 00:53:41] is overused so much if everybody and their brother, hundreds of thousands of people are using that in their emails going into inboxes well that triggers a flag with the people who oversee this kind of stuff that that's probably spam. Be careful but you can go to blacklistalert.org and maybe use Google again for Blacklist email checker. You type in either an IP or domain. In this case, you're probably not going to go [with 00:54:04] IP, but type in the domain name, make sure that you're not having anything that might prevent that email from getting into somebody's inbox.

All right switching it up a little bit HTML versus text. HTML gives you the ability to track clicks. You can use images, but I would limit it to one or two max. Typically one is good. Use when you want to cloak affiliate links. Use HTML when you want to cloak affiliate links because you can put, so you can take one of those long really weird looking ClickBank affiliate links that I showed you earlier, you wouldn't want to put that raw link and make it visible in your page because that is hard to trust those sometimes. You want to make that in the background.

How do you do that? When you create an HTML email it allows you to hyperlink words. The link isn't evident it's just attached to that link so really they're seeing words instead of the link. When they click on that, then they go over. That's cloaking. It's hidden behind the words. That's a hyperlink sometimes called an anchor text on webpages. Text is easily, quickest most common. It takes less time to put it in there.

Again, if you're typing it out in a notepad anyway it's going to be text. Once you get it looking just the way you want it and formatted and all and you just copy and paste it and put it in there and go. Where with HTML you spend an extra minute working with it, but with HTML again that's the first thing I say there is ability to track clicks and GetResponse. I know others do this too I'm just using GetResponse as an example. Before you send out an email or after you've created it, it gives you an option to turn on track clicking so that just let's you know you can come back and look at your stats and your dashboard and see how many people actually clicked on a link that you sent out in an email. It's really important to know this kind of stuff to get to know it and that's how you do that. There's the picture of it right there. The clicked through turned on. It's right next there to Google Analytics.

Things to do. Be personable. Don't be afraid to show your personality. Don't always be and sometimes I tend to be a little more professional or business so I have to work on that myself sometimes. You want to address the reader as if you're writing to one person. I have seen emails, people who are beginners who

want to say, "Hey everyone," or "Hey y'all," or whatever. You never do that because you're not standing in front of a crowd even though you're sending this out to maybe several hundred or a thousand people, hundreds of thousands. You always address it as an individual. In your head, you write it as if you're sending out to one person, that's what I'm really trying to say there.

Always care about your reader and demonstrate that providing value and that shows up in your balance of content to promotion. Again, just touched on this earlier. Use your natural voice, not canned email from someone else. If you wouldn't phrase something the way a pre-written email is worded edit it, but I showed you some examples previously by looking at some affiliate emails. Also talked about this, break up the sentences, short paragraphs. I'm saying two to three sentences but ideally one to two max. I should have corrected that so one to two max is really a good rule of thumb

Links. Again, we really don't have a need to type, to send out long emails so there's really no need to. I mean if you have long emails, then actually you want to put two or three of the links depending on how long the email is but we want to avoid that altogether. If you're sending out promotional emails they need to be short anyway because your selling the click, not to act as the sales letter. In most scenarios, one click, excuse me one link is going to suffice.

I like this. I like this section. Real important so take some notes here. How to create open rate boosting subject lines. Use short subject lines. Don't try to say everything. Don't be eager to try to get it all out in the subject line. Your only job here is to get the open just like the email is to get the click. Try to say what you want in fewer words. Now this may take a few tries and you'll get use to it. You want to evoke curiosity here, enough to make them want to open. One thing that [Aunick 00:58:20] shared with us, probably shared with you many times is the modeled after headlines as seen on weather.com news.

If you jump over to weather.com and news and look at some of [their own 00:58:32] little square boxes. It doesn't have to be new. Anyway if you go over there and you browse around you'll see these little headlines above the images. If you see those, you're going to have some aha moments, like eight foods that you shouldn't eat. There's actually stuff about maybe nutrition or a tad there on weather.com, but if you'll jump over there and take a look you'll get a real good example of how to write good headlines that make you want to click on those boxes to see more.

Really what's happening there with weather.com is they have these enticing headlines that you can steal as swipe files. Just replace the words with something that makes sense for whatever it is that you're talking about. Once

people click on those little video images or in the boxes to go to that actual page, people generally have to watch an ad before they see the video. I'm sure weather.com is doing pretty well with that feature, but that's how it works. Weather.com, browse around, look at the new section, start there and you'll see what I'm talking about.

Remember the body of your email is designed to sell the click and your subject line's goal is to sell what? The open. Some examples, so here is part of an email that I wrote for a product that I created. Example of good emails designed to sell opens and clicks. A couple of subject lines, a couple of versions. Are you making this mistake? Is your squeeze page outdated? First of all no one likes to make mistakes. If you're asking a question, it entices people to open more email than if you didn't because they want to know the answer especially if it's directed to them. Hey are you making a mistake here? Well I don't know. What's the mistake.

Is your squeeze page outdated? Well that specifically targets the people I want opening, where the other is curiosity, so two different ways to get the email open so I'm not giving them a lot of information but I'm just teasing them with it. The body of the email very short to the point if you're still using outdated old school squeeze pages it's important that you consider converting them to two step landing pages. To learn what they are, why you should convert and how simple it is to make this tweak hey just go over here and check this out. Notice I don't have click here. Short to the point, sells the open, sells the click.

Here's another one and this would be an HTML type email because you can see the do this is hyperlinked. That's where the affiliate link would be attached to. A couple of different subject lines. This attracts this evoking curiosity and mystery attracts thirty percent more subscribers. My list would obviously be geared to marketing and building a list. It's very specific. I didn't say, "Hey this will get you more subscribers." I could. Attracts is a better word than gets. I give specifics in there, thirty percent, not just more but thirty percent more.

Then one that I see that has really generated a high click through rate in ads. You've probably seen the weird secret or weird trick. Weird is the key word here in a lot of ads. I used weird landing page trick in the body of the email. If your current landing page is converting at twenty percent, hey that's twenty out of one hundred visitors but with one simple tweak you can start getting fifty people subscribing from the exact same one hundred visitors. You want to know what that trick is so I gave them some real information, so a real scenario and it's a big benefit.

Remember early I talked about tell them benefits, that pre-sell them on a product, that's a benefit but it's very specific. I just don't say, "Hey this will get you more. Here's exact, I broke it down to make it real." Then I say, "Want to know the trick just do this." Again I'm really selling that. I don't say just go here. It's do this. That's more powerful than go here. [It's like do 01:02:42] what, so it only takes a few minutes to make the simple tweak in the email. Some good examples. All right so we're just about done. We're just going to do a click, a click. I've got click on the brain as I should after this presentation. We're just going to do a quick review and we'll wrap this up.

We started out with finding profitable affiliate programs for various niches. You might have to do a combination of digital and physical products to do that in the term of your business, so you just want to spread those out so clickbank.com for digital products with high commissions. We talked about cj.com with leading Fortune 500 brands. ShareASale a great place for per lead. I think they also had the per sell, even per click I think. Overall choice for ad options and commissions. Great choice for that. Google.com of course for just using a keyword plus affiliate program. ClickBank, CJ, ShareASale, Google for finding affiliate programs in various niches.

If you're in the internet marketing online business niche, digital products with high commissions can be found at ClickBank of course up to the seventy-five percent commissions. Now at ClickBank you can get paid by check or direct deposit. They pay like clockwork every two weeks. I just chose direct deposit, that was my preference so I think it actually hits my bank the next day within twenty-four hours. Both jvzoo.com and warriorplus.com great choices. They pay up to one hundred percent and pay to PayPal. Talked about the importance of the first email. I gave you an example.

You do want to deliver what you promised from the landing page or your opt-in page. Ask for the white list. Tell them what to expect in the future as a subscriber and ask them to connect on social media. Get them looking for your future emails. If you have to give bonus in the next day or two tell them that. That's cool. You want to give more value but sending more content. Rule of thumb about four to one. When I say four to one by the way that doesn't mean four content and then one email. It could mean four times more content than promotional. When you send a promotion, I recommend sending out three emails for that promotion as a good rule of thumb so I'm glad I'm touching back on that.

Any time you send out a recommendation just don't send one, you want to send two or three because again three chances to making the sell is better than one or just more than one is better one. You just want to make sure that the number

of those emails, the ratio is greater. Send more content as a rule of thumb, even two recommendations for offers per month is probably a good rule of thumb. Platforms for delivering content of course you're sending out your email, but you can also create better engagement and sharing by tapping into Facebook and blog and Twitter.

Soft sell versus hard sell promotional emails. The soft sell method is preferred is preferred. It gives useful info such as an article with actionable steps something they can usually take away right away. That's value or maybe a product review or a case study with proven results from using a product. Nothing is more powerful than if you've actually tried it and had results or had a friend or somebody that you know or even a product demonstration. We talked about the hard sell just being a pure motion designed to get people to take action now. The best way to generate affiliate sales combine both methods.

Talked about a simple way to boost affiliate sales remember that little trick offer them an exclusive bonus gift that they purchase through you. You can use some of the suggested idea that I showed you that list earlier when we started out to create this bonus. How do you deliver it? Just tell them this say, "Hey if you'll get this through me I'd like to reward you or as my way of saying thanks I'll give you this gift, just forward your receipt to me, to my support desk or support email and I'll make sure you get that." That's how you do it.

We also talked about the different between an autoresponder and a broadcast email. An autoresponder is the scheduled email that's delivered on autopilot on a specific day or time so around the clock even if you're sleeping that goes out. Everybody who comes through your funnel as long as that's scheduled in that daytime and sequence they all see the same thing in the same order. A broadcast email is on the fly. You want to send out emails to your list at any given time of the day that's a broadcast.

When to send email and how often? A minimum of two to three times per week more when you first get started so the first time they start getting emails four or five times is fine within that first week. It could be more every couple of months or something if you're doing a product launch or every few months then you don't be shy about sending more emails because that generates a buzz and it gets people interested and you're going to get more sells that way. It's just proven.

As to the question when, well we looked at that info graphic provided by Get Response that shows the best time to send is early afternoon and then early morning. We talked about between 8:00 and 10:00, 3:00 to 4:00 is the idea time. Tuesdays would probably be better than Mondays because again when you send

out emails think about this stuff as far as when, think about what we do in our daily schedules and our daily life.

Types of content. I listed fourteen different types that included articles, videos, audios, podcasts, PDF reports, checklists. Then we talked about pros and cons of using ready made affiliate emails. The pro is that it's done for you. It saves you time. Option to use as is if it's well written or as a template for creating your own. I love using these for templates because it just speeds things up for me. I take the best, the most useful information out of those emails and put it in my own voice and shorten it. Remove the hype and all of that kind of stuff. Of course speaking of hype, that's part of the con. Some people just really mess it up with a lot of exclamation marks and words and things that prevent it from going to your subscribers inbox that we talked about.

A few tips and tricks. Prepare those emails in a text file. Remember we talked about using notepad prior to putting in your autoresponder or sending a broadcast. Coming up with those subject lines that sell the open go to weather.com look at their news page and around the site for some of those headlines that appeal to you that make you want to click that little box or image to go see what's going on. Then see how you can apply it what it is that you're using. You can copy and paste them and put them in a notepad or a doc and save them for future reference, so that's what I would recommend.

Subject lines do what? They sell the open. That's the purpose. Email content should do what? Sell the click not the product. Talked about keeping emails short. Writing emails as if you're sending to one person not a group. Don't be afraid to be you and use your personality. When I say don't be afraid to be you, show your picture, maybe show your face. That's the beauty about going to some of the social media sites. They get to see you as a person, as a human being. The internet is a faceless world. If you can overcome that, you're going to be miles ahead of those that are doing the same thing in this business and you're going to have better results. That means going outside your comfort zone, but that's something that you can aim for.

Talked about links. We want to use those sparingly. No more than two max in an email. In most cases one is going to be fine. Avoid those spam words and characters. You can use the built-in spam checker at autoresponder before you send an email out just to see what's going on there, see if there's anything that needs your attention. You can use external sites as well. I found one called emailspamtest.com, but you can check Google for other sources.

That is the end of the presentation. A lot to learn there. I hope you took a lot of notes but this is just to help you. It's the force feed you I guess is probably a

good way to think about it so you're forced to digest information just to get right in and speed things up because I know when you go through the videos you procrastinate to get to the next one. I hope this helped. That's our goal was just to come in here and do a one fail swoop and cover all this information to help you move to the next step.

Take those notes. Apply them more importantly. In fact, I would review the notes. Hopefully you took those notes and take some of these things and maybe post them up beside you. I have a little cork board next to me so some of the things that I need to see on a regular basis I have next to me. If you just take these things and apply them, you're going to learn more by doing than just listening. Even if you screw up or you make mistakes, you'll learn faster that way so don't be afraid to dive in, get your feet wet and we'll talk to you soon.

How did Angela do?



If you rate this transcript 3 or below, Angela B will not see your future orders