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THE EMAIL MARKETING *Masterfiles*

How To Set Up Your Email
Marketing To Work Like An
Internet Vending Machine



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NICK JAMES

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Introduction

Think of your typical vending machine:

The vendor puts something into the machine, such as chips, soda, candy or even toys. Then each week the vendor goes to his machine and takes something out (money).

It's simple and profitable. A good mailing list works the same way:

You put something in – such as good content – and you'll get to take something out (like money).

However, the notion of "good content" is where a lot of beginning (or even veteran!) newsletter publishers stumble. They pump out newsletter after newsletter to their list, but they don't get any sales. Indeed, sometimes the only thing they get is a shrinking list as their prospects hit the "unsubscribe" button.

So what, exactly, is good content?

It's **useful content** that works to **build relationships** with your subscribers while also giving you the ability to **recommend paid products and services**.

And indeed, over the next few weeks you'll get step-by-step instructions for creating five types of "good content" mailings, including:

- The News-Centered Mailing, which rides the coattails of a current news story or event.
- The Greatest Hits Mailing, which is where you point your readers to some of your best content.
- The What I Use Mailing. This mailing allows you to educate your readers while promoting paid offers.
- The Contributor Mailing. This one works great to build solid relationships with your readers.
- The Welcome Mailing. Here's where you'll learn how to start building relationships with your newest subscribers.

Let's jump in...

The News-Centered Mailing

One of the difficulties in communicating with your prospects via email is the high “noise” level. Consider this...

- **Your prospects’ inboxes are full.** If your newsletter was the only email to hit your prospect’s inbox, it would be sure to get read. Instead, your email is competing with spam, emails from friends and family, work emails and other newsletters. Sometimes the sheer number of emails means your newsletter will simply get lost in the barrage and accidentally deleted. At other times, the reader makes a conscious decision to either delete your email outright or set it aside for later due to present time constraints.
- **Your prospects are constantly being exposed to ads and information.** Full inboxes aside, your prospects are being pounded with information 24/7. They see and hear a barrage of ads on TV, radio, newspapers, on the web, billboards, flyers and elsewhere. And they’re on information overload what with the constant web-surfing and similar means of getting information.

So what does all of this mean?

It means your emails need to break through the noise barrier. They need to get attention so that your prospects click on them.

And one way to do this is by **entering the conversation that’s already going on in your prospect’s head.**

Example: Consider this... Imagine that your prospect is at a party, talking with others about how she’s dreading the upcoming beach season because she needs to lose weight before she dares wear a bathing suit again.

Now imagine if you go up to her and say, “HEY! Does your dog jump all over people?”

She’s going to look confused. And she’s probably going to ignore you because you’re irritating her with completely irrelevant comments.

That’s kind of what traditional and/or poor advertising is like.

Now imagine instead if you went up to her and said something like, "Did you hear that lifting weights actually speeds up your metabolism and helps you burn fat?"

Ah ha - now you have her attention, because you smoothly entered the conversation. You've got her 100% attention.

Listen, you can use this same technique when you send a mailing to your subscribers. And one way is by sending what I call a *News-Centered Mailing*.

You're not a mind reader, so it's hard to know what your prospects are thinking right at this moment. But if there's a big news story happening in your niche right now, then there's a good chance that your prospects have heard of this story - and they're thinking about it.

So if you send out a mailing that's relevant to this story, then you'll get their attention. And while you have their attention, you can smoothly transition from the news story to a soft pitch for your products or services.

Sound good? Here's how to do it in three easy steps...

Step 1: Seek Out News Stories in Your Niche

The obvious first step is that you need to seek out news stories in your niche.

For best results, choose current stories - those that are just breaking or developing. If there isn't any "late breaking" news in your niche, then look for seasonal niche stories.

Examples:

- Wedding niches. Look for stories in the late winter or early spring, which is when a lot of brides are planning their weddings.
- Holidays. Obviously, if your niche is related to a holiday, then you should seek out stories in the weeks and months leading up to the holiday. But you can easily tie other niches to holidays. For example, if you're in a pet niche then you can talk about holiday dangers (such as holiday plants that are poisonous to pets).

Here are four tips for finding these news stories...

- **Browse reliable news sites.** Be sure that you're only pulling news stories from reliable sources, such as the AP, Reuters, CNN, BBC, ABC News, NBC News, CBS News and other major sources. If you find a news story on a niche blog or other site, be sure to independently confirm it on a reliable news site before using it.
- **Get alerts.** Some news sites will let you set up alerts that tell you when a particular type of news story is printed. If your favorite news site doesn't have this feature, then you can use a service like Google Alerts (<http://www.google.com/alerts>). This service sends you an email whenever something is posted online that contains your specified keywords.
- **Select stories that refer to a problem.** That way, you can offer your prospects a solution.

Example: If the article talks about how heart disease and being overweight are linked, it makes it easy for you to offer a weight-loss solution to your prospects.

- **Choose stories that hint at the solution.** You don't want the article itself to mention a specific product, otherwise your readers will buy that product. Instead, you want the news story to speak in general about the solution, which establishes credibility when you then recommend a specific product or other solution.

Step 2: Figure Out How to Link These Stories to Your Offers

Once you've selected the news stories, your next step is to figure out how to link them to your offers.

If you choose stories that mention a problem and a general solution, then all you have to do is promote a specific solution.

Example: The news story about heart disease and obesity says people should lose weight in order to reduce their risk of heart problems. You can then offer a specific solution, such as "Fat Loss for Dummies."

Here are a few more examples:

- A news story talks about the importance of helping pets avoid frostbite. You link to this story and sell dog sweaters and jackets.

- A news story talks about the benefits of green tea. You sell green tea as well as green tea capsules.
- A news story talks about the growing popularity of a particular sport, such as roller derby. You sell skates and protective gear to your readers.

As you can see, sometimes it will be very clear how to link a news story to your offers. At other times you may need to get a little creative.

Step 3: Craft Your Mailing

You've selected your news story and figured out how to link it to your products or services. Your next step is to sit down and write your mailing.

In just a moment I'll give you an example mailing to show you exactly what a news-centered mailing looks like. But first, let me share with you these three tips:

- **Feel free to add your editorial comments.** In other words, what's your take on this news story? How does it impact your niche?

You see, if you just link to the story, then there's really no need for your prospects to read your email since your prospects are probably already familiar with the story. That's why you need to add something new, whether it's a new tip or just adding your opinion about how the event impacts your readers.

- **Be aware of copyright issues.** It's *not* okay to copy a news article into your email, as this will most likely create copyright issues. Instead, link to the news story. Not only does this save you legal hassles, it also adds credibility to your email when you link to a trusted news source.

However...

- **Summarize the story.** If you just link to the news story, it's unlikely people will click through. So instead, tell people all about the news story in your own words and then link to it so that those who want to can get the full details.

Now let me show you an example (keep in mind this is a somewhat fictional example)...

Subject Line Template #1: Did you hear about [news story]?

Example: Did you hear the latest about the health benefits of coffee?

Subject Line Template #2: The startling truth about [news story]...

Example: The startling truth about coffee.

Subject Line Template #3: Here's how [news story] affects you...

Example: Here's how coffee REALLY affects you...

Dear [First Name],

Coffee is good for you. No, wait, it's bad for you. Hang on, scratch that - it's good for you. The see-saw continues. And you're more confused than ever about whether you should enjoy your daily java or not.

If you're a woman, then the latest research coming out of the Swedish Karolinska Institute says drink up! That's because preliminary findings suggest that women who drink a lot of coffee may have a reduced risk for certain types of breast cancer.

You can read the full findings here [link to reliable news source].

While the research doesn't nail down a causative effect, there's most definitely a correlation between high coffee consumption (such as five cups or more per day) and reduced breast cancer.

This means, of course, that researchers can't say for sure that coffee actually reduces this risk. Instead, women who drink a lot of coffee may have other genetic or behavioral factors that naturally reduce their breast cancer risk.

Here's What This Means to You

If you're not already a coffee drinker, then don't start slamming a half of pot of coffee on a daily basis. However, if you're already drinking a large amount of coffee, you can take comfort in knowing that you may be reducing your breast cancer risk.

In honor of these exciting findings, I've put together a coffee package that I think you'll love. This package includes a Keurig coffee brewer as well as your choice of two dozen types of coffee.

Check it out here: [link to your offer]

Enjoy!

[Sign off]

P.S. I almost forgot! The Keurig offer comes with a nice 25% savings over the regular price, so you can save a bundle. However, this offer ends [date], so order now to avoid disappointment!

Quick Recap

And there you have it – the easy three-step process for:

1. Finding niche news stories.
2. Linking these news stories to your offers.
3. And crafting your mailing.

Next up, you'll learn about the Greatest Hits Mailing, so stay tuned!

The Greatest Hits Mailing

Do you ever watch those late-night infomercials? Then you've no doubt seen the compilation albums, such as "Greatest Hits of the 80s" or the greatest love songs ever. Companies like Time Life have been putting together these greatest hits albums for years, and there's no doubt they'll continue to put out similar products for years to come.

Here's why: People love them.

The good news is that people don't just love "greatest hits" compilations when it comes to music – they love it when it comes to information and solutions, too.

And that's because **compilations of useful information save people time and money since they don't have to search for the information themselves.**

Plus having a compilation of useful information from a reliable source (that's you!) also means readers don't have to worry about separating the wheat from the chaff.

So how can you use the "greatest hits" technique when it comes to your mailing list?

Simple: You can send out a mailing that includes links to five to seven of your best blog posts, articles, reports, software and other tools and resources.

You accomplish two things when you send out a Greatest Hits Mailing:

- **You provide a useful service to your readers.** Any time you provide useful information to your subscribers, their relationship with you grows. They trust you more. And this better relationship tends to lead to a more responsive list.
- **You get a chance to sell something.** Many of your blog posts, articles and other "greatest hits" probably include a link to a product or service, right? So when you send out these greatest hits mailings, you're bringing traffic to these posts again, which gives you a chance to make more sales.

Here's exactly how to compile and create your own Greatest Hits Mailing...

Step 1: Choose a Topic

You'll get the best results if you create a greatest hits compilation of blog posts, article or other resources that are all centered on the same tightly focused topic.

Examples:

- Five blog posts that detail the steps in optimizing a web page for the search engines.
- Six articles that offer instructions and tips for breaking a puppy of bad habits.
- Seven bodybuilding videos that show prospects the correct way to do the most popular weight-lifting exercises, such as the bench press and squats.

The above examples talk about 5-7 blog posts, articles or videos. However, you can certainly mix and match these resources.

Example: You can create a compilation that includes a report, a few articles, a video and a few blog posts. Just be sure all resources are centered on the same tightly focused topic.

Here are two other tips to keep in mind as you choose your topic.

Tip 1: Pick a topic that's popular now.

Maybe you wrote a bunch of blog posts on a topic that was really popular a year ago. They may have been your greatest hits at the time, but folks just aren't all that interested any more. If so, skip that topic and instead choose a topic that's popular now.

How do you know what's popular now?

- **Keep a close eye on the biggest forums and blogs in your niche.** Look for forum topics that get a lot of views and discussion. Look for blog posts that get a lot of comments.
- **Find out what's currently selling in your niche.** Check out the www.ClickBank.com marketplace and find out what products are bestsellers in your category (these are the products that appear at the top of your search results and at the top of the categories when you browse). If you see a lot of bestselling products all on the same topic, then it's a good bet that this is a popular topic – and thus a good topic for your mailing.

Bonus Tip: Ride the coattails of the big product launches in your niche! If you know a well-known marketer is in the process of launching a product, then gather the resources and information you have on that topic and send out a mailing. You can even use this greatest hits mailing to promote the other marketer's affiliate link, if you'd like. Or you can promote your own offers.

Point is, choose something of great interest to your readers – otherwise they won't even bother reading your email.

Tip 2: Pick a topic that's directly related to offers you can promote.

While you need to primarily focus on picking a topic that's of great interest to your readers, the second factor you need to take into consideration is what you can promote in this mailing. And that's why

you also need to choose a topic that makes it easy for you to promote specific products or services.

Chances are, your greatest hits already contain promotions. That is, when you originally created these resources you probably included links to various products and services. If so, then this step is easy.

If, however, some of these resources were merely “relationship building” resources that didn’t include promotions, then you’ll want to consider how they tie into a product or service. In 99.9% of cases, it will probably be blindingly obvious what you can promote on the backend.

Example: Let’s say you’re gathering together a list of puppy housetraining resources. You can promote one or more of the following:

- A “how to” housetraining product (book, video, etc).
- Enzymatic sprays to clean up puppy messes.
- Potty training pads.
- Kennels, collar and leashes.

Step 2: Gather Your Resources

You know your topic and you know what you want to promote. Your next step is to gather your resources, which means you pull together the links for five to seven reports, blog posts, articles, videos or other resources that you’d like to include in your Greatest Hits Mailing.

Here are three tips to keep in mind as you complete this step.

- **Choose your most popular resources.** In the last step you chose a popular topic. Now in this step you need to choose popular resources centered on that topic.

Example: If you have a dozen blog posts talking about organic pest control, choose the five to seven posts with the most discussion, links from outside sources, trackbacks or other indications that there’s a lot of interest in that particular post.

- **Choose results-oriented resources.** The second factor to take into consideration is whether these resources produced good results for you. That is, did people click on your links and buy the offers you

presented? Whenever possible, choose those resources with the best conversion rates.

- **Add or edit backend offers to these posts before sharing them (if needed).** Finally, you may need to add backend offers if the original resources didn't include any. This doesn't mean you need to include offers in every resource, but be sure that you present at least one or two offers within the mailing.

Note: If the resources did include links, be sure to review the offers to make sure they're still relevant and, if needed, update the offers.

Now that you've gathered your links, you can move on to the last step...

Step 3: Create Your Mailing

Your final step is to create your mailing. Below you'll find a sample. But first, here are three tips:

- **Consider a serial mailing.** The main method I'm referring to is where you compile five to seven resources into one mailing and then send this mailing out to your subscribers.

Note: You can instead create five to seven separate mailings that you send out a couple days apart. The benefit here is that you can give your readers something to look forward to, plus you get multiple opportunities to contact them.

- **Arouse curiosity.** The job of your mailing is to get people to click on your links, which means you need to "whet their appetite" for the resources you're linking to. See the sample mailing below for examples of how to do this.
- **Offer additional information.** Finally, whenever possible, add twists, tips, techniques, templates, examples and other content to make the original content even more useful. You can mention the twists within the mailing itself. Or you can point out that you've added an update to the original content.

Now here's a sample mailing...

Subject Line Template #1: Top [#] Greatest [Topic] Resources

Example: Top 7 Greatest Organic Gardening Resources

Subject Line Template #2: Everything You Need to Know About [Topic]

Example: Everything You Need to Know About Training Your Cocker Spaniel

Subject Line Template #3: [#] [Topic] Secrets You'll Be Glad to Know

Example: Five Weight-Loss Secrets You'll Be Glad to Know

Dear [First Name],

Every day I get at least one email from a frustrated dog owner asking me how to housetrain a stubborn dog.

Sometimes these folks have dogs that are several years old and still having "accidents" in the house. Some of these owners are literally at the end of their rope - they're ready to give their beloved pet away because they assume the problem can't be cured.

Fortunately, they're wrong.

And if you have an older puppy or dog that's still not housetrained, you'll be glad you opened this email. That's because you're about to discover my top five blog posts that will transform your dog into a perfect houseguest in less than a week from now - even if she's been urinating in the house for years!

Read on...

* Post 1: Understanding the Dog Pack, Part 1 [link]. In order to train your dog, you need to get inside her head to understand why she does what she does. This is where it starts - you'll be fascinated by what you discover!

* Post 2: Understanding the Dog Pack, Part 2 [link]. Here's the second part of understanding dog psychology and pack behavior. Be sure to check the update at the end of the post, where I've added comments on a startling new research study that just came out of Harvard!

* Post 3: Gathering Your Housetraining Supplies [link]. Inside this post you'll find seven supplies you need to have on hand

before you even think of housetraining your dog. Which ones have you overlooked?

* Post 4: Setting Your Dog on a Schedule [link]. Housetraining is easier if the dog has a predictable schedule. Inside this post you'll discover the exact schedule I've used to successfully housetrain dozens of older, stubborn dogs!

* Post 5: Advanced Tips and Tricks [link]. This post pulls it all together and makes sure you enjoy success in one week or less. Be sure to check the comments section, where a surprise guest replied to the post. You'll be shocked when you find out who it is!

Enjoy!

[Signature]

P.S. Of course you can skip all these posts and go straight to the best stuff by buying my housetraining video training guide at [link]. You can even grab yourself a 30% discount if you use coupon code GOODSTUFF in the next 72 hours!

Quick Recap

Greatest hits compilations don't just work for music – they'll work for your newsletter, too.

All you have to do is choose a popular topic, gather five to seven of your best resources on that topic and send a mailing to your subscribers.

Go ahead and start crafting your own Greatest Hits Mailing today. Meanwhile, stay tuned, because next time you'll learn all about the "What I Use" mailing!

The What I Use Mailing

Do you know why people enjoy your newsletter? Because they think you're a reliable, trustworthy source of information. When you recommend something, you save them time because they don't have to find the best products or resources through trial or error.

Here's something else: Some of your readers even consider you a role model, so these readers want to follow in your footsteps to enjoy your success. And that's why a "What I Use" mailing works so well.

It's just what it sounds like: **You compile the top niche-relevant resources (both free and paid) that you use regularly to get great results.**

Examples:

- The top 10 resources you use to run your own business.
- The top five products you used to improve your golf swing.
- Your seven favorite bodybuilding supplements.

Here's the step-by-step process for creating your own "What I Use" mailing...

Step 1: Choose a Popular Topic

This is a key no matter what kind of mailing you're creating: Choose a popular topic as the main theme of your mailing. Again, this is because if the topic doesn't interest your readers, they simple won't open your email. You won't make any sales and you'll just be wasting your time.

Here are three tips for choosing popular topics...

- **Check consumer trends.** Again, go to marketplaces like www.ClickBank.com or Amazon.com to discover what information products are popular in your niche right now. Then craft your mailing around one of these popular topics.
- **Browse social media, forums, blogs and other communities.** In other words, keep your finger on the pulse of your niche by regularly taking note of what people are talking about. What's getting them excited?
- **Survey your readers.** Finally, you can also survey your readers simply by emailing them to ask what topics they'd like to read more about. If a big majority of your readers express interest in one topic, that's a good place to start.

Step 2: Compile Your Resources

Your next step is to compile your list of products and other resources, being sure to include your affiliate link where applicable.

Note: How many resources you choose for your list is up to you – and obviously it depends on your niche and topic. For example, if you're sharing online marketing tools, you could easily make a list of your top 20 tools. But if you're sharing a list of dog housetraining supplies, perhaps there are only five that you regularly use and recommend.

Here are two tips to keep in mind when you're making this list:

- **Offer both free and paid resources.** Your list won't be credible if you only include those resources with affiliate programs. As such, be sure to create an unbiased list of all the free and paid resources you regularly use... and then list them all, regardless of whether you get to use an affiliate link or not.

- **Be sure to recommend only good resources.** This should be your “best of the best” list – those tools and resources you regularly use. And that means you shouldn’t toss second-rate tools on the list (perhaps just to include an affiliate link). In other words, be honest in your assessments.

Step 3: Craft Your Mailing

Now that you have your topic and your resources, you can write your email. You’ll find a sample email below. But first, here are four tips for crafting this mailing:

- **Give tips for using the resources.** Don’t just list the resources – tell your readers how you use these resources (whenever applicable). This is especially true if you use the tool or resource in an unconventional way, or if you have a good tip for using it.
- **Offer cautions/warnings about the resources.** Not every tool or resource is perfect, which is why you should let prospects know about any flaws, weaknesses or warnings associated with the resource.

Example: Maybe a tool is for advanced users and not suitable for beginners.

- **Consider offering case study type info about how you use it.** Do you have any specific data about how you’ve used the tool? Then feel free to share it!

Example: If you tracked your weight loss for six weeks while using a specific piece of exercise equipment (such as a rebounder), then share your results.

- **Tell readers why the resource made your list.** Sometimes the assumed “top tool” in your niche doesn’t make your list and you use an alternative tool or resource. If this is the case, be sure to tell your readers why you’ve chosen an alternative resource.

Now here's a sample mailing...

Subject Line Template #1: Here's What I Use to [Get Benefit]

Example: Here's What I Use to Make Money Online

Subject Line Template #2: [#] [Topic] Resources Every [Person] Ought to Know About

Example: Seven Training Resources Every Dog Owner Ought to Know About

Subject Line Template #3: Which of These [Topic] Resources Have You Overlooked?

Example: Which of These Weight Loss Resources Have You Overlooked?

Dear [First Name],

People are always asking me how I can get profitable websites and products up so quickly and easily. My secret? I use eight products and resources consistently, which allows me to create websites and products without hassles.

Maybe you've seen my success and you'd like to follow in my footsteps. If so, then here are the eight tools and resources that ought to become staples in your business, too:

- www.namecheap.com. You don't want to register a domain and then lose it later when the company goes bankrupt. That's why I use NameCheap - a reliable company with a long-established history.
- www.hostgator.com. Nothing is worse than launching a product and watching your website go down for an indefinite period. That's why HostGator is my first choice, because I know my website will be up when I need it.

WARNING: HostGator will sell you a domain name, but don't buy it from them. That's because you won't want your domain registrar and host to be the same company. Separating them just gives you a little extra protection.

- www.aweber.com. Lots of people use www.getresponse.com or www.CampaignRefinery.com (In fact I use all of them), but mostly Campaign Refinery for my email marketing needs. Why? Because this company pours a lot of resources into improving deliverability. And that means your emails will get to their intended recipients!
- www.wordpress.org. Need to set up a blog quickly and easily? Simply log into your HostGator control panel, click on Fantastico De Luxe and install your own WordPress blog with just a few clicks. Oh, and did I mention it's 100% free?

WARNING: Be sure to install WordPress.org on your own domain, as opposed to getting a third-party blog at WordPress.com. That's because you don't fully control a third-party blog, which means it can disappear at any time!

- www.openoffice.org. Creating PDF ebooks and reports for your prospects and customers is a snap when you use Open Office. Best of all, it's free!
- www.clickbank.com. Your business won't get off the ground if you don't have a good way to accept payments. Processors like PayPal work great. But if you want to have an affiliate program, then you should use Clickbank like I do.
- www.SeriousAboutSixFigures.com All the tools in the world won't help if you don't know how to deploy these tools. That's why I highly recommend you become a member of the Internet Marketing Training Club, which teaches you how to make a good living online.

TIP: Check out the List Vend membership - this site has helped me grow my list and extract more profits than anything else!

- www.UpWork.com Do you ever wish you had more than 24 hours in a day? Me too. And what's why I outsource a lot of my business projects by finding reliable freelancers on UpWork.com.

Enjoy!

[Signature]

P.S. What resources do you use in your business? Join the discussion on my blog by going to [link] – I hope to see you there!

Quick Recap

Pretty simple, right? All you have to do is create a list of the resources you regularly use and share these resources with your list.

Doing so provides good, useful content to your information-hungry subscribers. But it's also a great way to make a few backend sales!

Go ahead and start creating your own "What I Use" Mailing. Meanwhile, stay tuned for next time, where you'll discover how to use and profit from the Contributor Mailing!

The Contributor Mailing

Have you ever noticed that newsletter marketing can become a bit of a monologue?

You create and send articles, lessons and other newsletter content and then go about your day. Next week, same thing. And while you may be enjoying sales from your efforts, these sorts of monologues don't truly engage your audience.

Why is engaging your audience so important?

Simple: **Because engaged audiences are paying attention. Their relationship with you is actively growing.** And that means they're more likely to buy the services and products that you recommend.

Now, there are numerous ways to engage your subscribers, such as by sending them surveys or asking them to join the discussion on your blog or Facebook page.

While these are useful techniques (and should be regularly implemented), one of the best ways to engage your audience is to get them to partner with you on a project.

Doing so makes your subscribers feel important.

They'll feel like a part of your team (as opposed to just feeling like some unknown, nameless, faceless subscriber). And when they feel special, they're more likely to be loyal, responsive subscribers in the future.

Here's an easy three-step process for getting your subscribers to partner with you in a win-win joint venture using the Contributor Mailing...

Step 1: Choose the Project

Before you even think about what type of project you'd like to partner on with your subscribers, you need to think about what you'd like to get out of the deal. For example:

- **You want content.** Maybe you'd just like to create a blog post or even a newsletter mailing full of tips that you send to your readers in a few weeks. Or perhaps you'd like to create a product. Either way, you do something like compile tips and advice from your readers, such as your reader's best weight-loss tips.
- **You'd like to promote something.** Obviously, if you compile tips then you'll have a product to promote. But if you'd like to promote an existing product, then you can use a contest to raise awareness about the product.
- **You'd like to build subscriber loyalty.** The more your subscribers feel like valuable members of a team, the more loyalty they'll feel. As such, any projects where multiple subscribers work together (and with you) to create something will build loyalty.

Example: You can create an "apprentice" program where a group of people work with you for a couple weeks to build a website and launch a product.

- **You'd like to get new subscribers.** Here you should look for projects like contests or similar projects with viral built-in or incentivized components.

And so on.

Point is, pick your goals first and then it will be a lot easier for you to choose a suitable project that will help you achieve your goals.

Here are seven additional tips to help you at this step...

- **Think outside the box.** Simply asking your readers for their best tips so that you can compile them in a report is fairly effective, yet conventional. People will probably be happy to participate, but you won't get a lot of flaming passion and excitement. That's why you should brainstorm ways to do something a little bit different than others in your niche are doing.

Example: Let's say you're asking guitar players for their best tips. You could have them sing their tips while they play their guitar. Then you could compile these mini-songs into one video.

- **Give something in return.** You can't just build this project around your goals – you also need to make sure your participants get something, too. This could be contest prizes, products, links on your site, revenue sharing or even just recognition.
- **Offer appropriate rewards.** This is particular important if you're holding a contest. Specifically, in some instances you don't want to incentivize with money, because that will bring out freebie seekers and those who aren't even part of your niche. For best results, use incentives that are only truly valuable to members of your niche, such as niche-relevant products.
- **Make it viral.** Whenever possible, think about ways to make your project viral so that your subscribers will help you spread the word. Simply having an outlandish contest will often go viral naturally. But you might encourage the viral effect by incentivizing people for spreading the word.

Example: Let's say you're having a contest where the winner is determined by how many points a person earns. Perhaps you could offer points for referring others.

- **Let participants persuade themselves.** If your goal is to promote a product, then let participants persuade themselves on the value of this product.

Example: You can hold a contest where people make 30 second commercials for your product.

- **Link it to a promotion.** Your entire project may be crafted around the goal of promoting a product. Even if that's not the main goal, you can certainly link just about any type of project to a promotion. And to encourage sales, you can offer a short-term deep discount to all subscribers once the project comes to an end.

Example: You hold a contest and dole out prizes to the winners. But then you offer EVERYONE else a 50% to 75% discount for 48 hours. You can even call it an “honorable mention” prize!

- **Use social proof.** This is where you encourage other people to participate by showing who else is already participating (with their permission, of course).

Example: You can create a “wall” on your website where you list the names of all contributing members, along with their web links (where applicable).

Step 2: Craft Your Invitation

You have your project. Now you need to craft your invitation email to your subscribers.

Below you’ll find a sample mailing requesting tips for an upcoming product...

Subject Line Template #1: Would you like to see your name in lights, [First Name]?

Subject Line Template #2: I’d like to feature you in my upcoming book, [First Name]...

Subject Line Template #3: Imagine your name in my next book, [First Name]...

Dear [First Name],

Picture it...

Your name in my next book. And not just your name, but your very best copywriting tip. The one that's driving your conversion rates through the roof. The one that makes everyone call you a genius. The one that's going to make your name famous in the elite online marketing circles.

Maybe you've shared this tip before, but it just didn't receive enough exposure. A few people read it. They probably forgot about it. And yet you know this tip could help a lot of people if more marketers and copywriters knew about it.

Good news: Now they can. And that's because I'd like to feature your tip in my upcoming book.

Here's what you get if I choose to include your tip:

- Your name in lights. Your name will appear alongside some of the most well-known copywriters today, including [insert two or three names]. Your name will be linked with these legends, which gives you instantly credibility!
- A free copy of the book. That's a \$97 value!
- The opportunity to make backend sales. You get to include a link in the book and two lines of text where you can promote anything you want.
- A special commission rate. Tell your friends and family about the book and you'll earn \$75 every time one of your referrals makes a purchase. That's going to add up really quickly!

The book is called "Amazing Secrets of Underground Copywriters" and it's full of some of my best copywriting tips and advice. But I never claimed to know everything about copywriting. And that's where you come in.

All you have to do is send me your best copywriting tip using anywhere from 200 to 700 words. Be sure to tell me how you'd like your byline to appear.

Email it to me right now at: [email]

I look forward to hearing from you!

[Signature]

P.S. I forgot to mention - the first 50 people to send me a tip will get a free copy of [name of bonus report], so email me right now!

Step 3: Send Reminders and Encouragement

Depending on what type of project you're doing, it may stretch out for several weeks. And that's why you need to send out reminders, encouragement or other follow-up mailings to your subscribers.

Obviously, the type of project you're doing will determine what type of follow-up emailing you send. But let me give you a short example...

Subject Line Template #1: How to get [benefit]

Example: How to get your name in lights and my next book for free...

Subject Line Template #2: Did you get my last email, [first name]?

Subject Line Template #3: Heads up! Just 48 hours left...

Dear [First Name],

You have just 48 hours left to submit your tip for your chance to get your name and tip featured in my new book as well as win a copy of "Amazing Secrets of Underground Writers."

If you didn't get the original email, just scroll down to read it in full.

Remember, if your tip is selected to appear in the book you'll get:

- The opportunity to make money on the backend.
- Your name associated with the biggest names in copywriting.

- A free copy of my book.

And more.

All you have to do is send me your tip now for your chance to win. But hurry, this offer ends in 48 hours, so email your tip to me right now at [email]!

[Sign off]

P.S. Here's the original email...

[Insert original email.]

Quick Recap

The beauty of this type of mailing is that you engage your audience and grow your relationship with them. Plus, most of these mailings allow you to follow-up multiple times with your subscribers. And finally, this type of mailing usually gives you additional benefits, such as free content, increased sales, a better bond with your subscribers and/or a bigger subscriber base.

Your next step is to take action and start crafting your own Contributor Mailing.

The Welcome Mailing

Here's the secret to building a responsive list: **Work on your relationship with your subscribers from the moment they join your list.**

You see, a lot of marketers are focused on what they can get out of the relationship. And so they think about what kinds of promotions they can send to their list to squeeze money out of their subscribers.

But you know what?

Your subscribers do NOT care about your financial situation. They do NOT care if they're in your sales funnel.

All they want to do is solve their problems. Period.

As such, that needs to be your main focus too. If you focus on solving your subscriber's problems, you'll naturally get what you want, too. And you need to start developing this relationship from the very first email you send, also known as "*The Welcome Mailing*".

Here's how to start building that relationship immediately...

Step 1: Let New Subscribers Know What to Expect

Truth is, I didn't offer completely accurate information when I said that the relationship-building starts with the first email that you send to your subscribers.

Actually, it starts even before your prospective subscriber joins your list. And that's because your squeeze page or other newsletter information should lay out what your subscriber can expect.

Here are the types of issues you'll want to cover on your squeeze page:

- What kind of content can the subscriber expect?
- How often will they receive this content?
- Will you share the subscriber's information with others?

Here are three tips to keep in mind as you start building your list:

- **Do not repurpose your list.** You've told your subscribers what to expect. So if you now change the rules and repurpose your list – such as by sending 100% pitches when you told them they'd get a "content filled" newsletter every week – then you're breaking trust with subscribers. And when trust breaks, sales go down and prospects hit the "unsubscribe" button.
- **Tell subscribers multiple times what to expect.** Truth is, your eager prospects don't read everything you write. It's true. So in order to get the message across, you should tell subscribers what to expect on your website (squeeze page), within your terms of service documents and within the first couple emails you send.
- **Whet their appetite for what's coming.** You build a relationship by getting subscribers to open and read your emails. And one way to get a higher open rate is to whet your subscriber's appetite for what's coming in the next email.

Example: "Stay tuned, because in three days you'll discover my favorite surefire weight-loss tip!"

Step 2: Create an Unannounced Special Bonus

You probably offered some kind of an incentive to encourage subscribers to join your list. Just taking this simple step helps you build your relationship with your list.

However, you can take it even a step further by offering an unannounced EXTRA bonus for all new subscribers.

Tip: Depending on what type of list you're building, you may even offer a special discount on a popular product. This works particularly well if your subscribers are expecting to receive advertisements from you.

Example: If the basis of your newsletter is to offer product reviews and comparisons, then your subscribers will likely welcome an exclusive discount on a popular product. On the other hand, if the focus of your newsletter is primarily centered on providing information, then it's better to provide one of the bonuses below as opposed to a discount.

What type of bonus should you offer?

Basically, the goal is to provide something that's in-demand among your subscriber base. Once again, you can peruse marketplaces like www.Amazon.com or www.ClickBank.com to discover best-selling products and then create something similar (on the same topic).

Your bonus can take the form of:

- An ebook or report.
- A video.
- An audio.
- Access to a membership site.
- Access to a live teleseminar or webinar (and/or the recordings).
- Software, tools or other resources.
- A multi-part ecourse.

Here's the bottom line: **Create something that your subscribers are already paying for elsewhere** and they'll be blown away by your generosity and the high amount of value your newsletter provides.

Here are three more tips for creating your bonus:

- **Create a unique bonus.** Don't just bundle resell rights or private label rights content and call it a bonus. Instead, create something truly unique – something your subscribers can't find anywhere else.
- **Make it valuable.** Just because you're giving it away doesn't mean it should be worthless. On the contrary, your bonus should be so valuable that your average prospect would be willing to pay for it (perhaps as much as \$50 to \$100 or more).
- **Give away your best content.** Some newsletter publishers give away second-rate content while saving their best stuff for their paid products. Don't be afraid to give away some of your very best content.

Now let me give you a few examples of different types of niches and what types of bonuses you might offer subscribers:

Examples:

- **Dog training newsletter:** Offer a free video that shows owners exactly how to teach their dogs the most common obedience commands.

- **Marathon-training newsletter:** Offer free software that helps runners track their progress as they train for a marathon.
- **Homeschooling newsletter:** Offer a free set of weekly lesson plans in each of the major subjects (Math, English, Science, etc).
- **Online marketing newsletter:** Offer a free guide that shows people how to use Google AdWords.

I'm sure you can come up with a great bonus for your niche.

Once you've created it, then move on to the next step...

Step 3: Write the Email

You've created your new-subscriber bonus. Now it's time to actually create your Welcome Mailing.

In just a moment I'll give you an example of what your welcome email might look like. But first, let me share with you these four tips...

- **Don't think of your subscribers as cash cows or ATMs.** Your subscribers didn't join your list for YOUR pleasure and profits – they joined it because they need their problems solved. As such, you need to focus on solving their problems. Otherwise, you risk alienating your new subscribers – and you can't very well make money from a list with no subscribers.
- **Get personal.** You don't have to share your life story with your subscribers – and you certainly don't want to bore them with irrelevant details. But don't be afraid to share relevant stories and personal facts.

Example: Let's say you have a newsletter about dog training. You can share personal stories about your own dogs (and then encourage your subscribers to share their stories, too, perhaps on your blog).

- **Create an initial autoresponder series.** While I'm referring to your initial "Welcome Mailing" in this lesson, ideally you should create an initial autoresponder series of at least seven emails. That's because this initial series allows you to further build your relationship with your new subscribers.

Example: You can create a multi-part ecourse, such as "10 Ways to Lose 10 Pounds" or "7 Car Buying Secrets Your Car Dealer Doesn't Want You to Know."

- **Offer evergreen content.** Finally, remember that even though you may be creating your Welcome Mailing and bonus this week, some of your subscribers may not see the content for many months, perhaps even a year or two from now. That means that you need to create evergreen content, which is content that stays "fresh."

Ask yourself, will the content be just as fresh and relevant six months from now as it is today? If not, tweak it to remove any references that eventually cause the content to expire or grow stale.

Example: Let's say you have a bodybuilding newsletter. You can certainly talk about the staples of bodybuilding, such as the most popular lifts and how to eat to grow muscles. You should not, however, talk about new supplements that are just coming on the market, as these new items may fall out of favor in a few months or so.

Now let me give you an example of a Welcome Mailing...

Subject Line Template #1: Welcome to [Name of Newsletter]

Example: Welcome to Marketing Made Easy!

Subject Line Template #2: I've got a surprise for you, [First Name]

Subject Line Template #3: Free download: How to [get benefit]

Example: Free download: How to lose 10 pounds before beach season!

Dear [First Name],

Welcome to Marketing Made Easy!

I'm really excited about your decision to subscribe to this special ecourse. And that's because over the next three weeks you'll discover a surprisingly simple way to get your first website up and running - no technical experience required! You'll be amazed at just how easy it is!

But before we get to our first lesson, I have a surprise for you.

In order to welcome you to the list, I'd like to give you an extra unannounced bonus gift.

Specifically, you can download and enjoy my brand new report, "The Beginner's Guide to Building a Six Figure Business!" That's a \$97 value that's yours free just for subscribing to this list.

You can download your free copy right here: [link]

Inside this exciting report you'll discover:

- How to choose a hungry niche - this step virtually guarantees your success!
- How to quickly and easily create a product - no experience required!
- The secrets of attracting targeted traffic to your site.

Please download and read it today - it's worth your time!

And now on to your first Marketing Made Easy Lesson...

In this lesson you'll find out how to choose a domain name, get hosting and get your very first blog set up. Start now and you could have your blog almost ready to go by the time you head to bed tonight!

You can view your first lesson right here [insert blog link or download link - alternatively, you can include the lesson right within the actual email.]

Enjoy!

[Sign off]

P.S. Next time you'll discover a quick and easy way to customize your new blog – it really is easier than you think!

Quick Recap

There you go – now you know how to create a Welcome Mailing that helps you start building a relationship with your new subscribers... right from the moment they join your list.

Now your next step is easy – take action and start creating your unannounced bonus to welcome your new subscribers!

Let's wrap things up...

Conclusion

Congratulations – you now know five ways to create mailings which help you build relationships with your subscribers and produce more sales

And that means you now understand the List Vend principle of giving something... and getting something back in return!

Let's recap these five mailings:

- 1. The News-Centered Mailing.** Here you latch onto a current news story and then tie this story into your
- 2. The Greatest Hits Mailing.** This is where you pull together five to seven of your best blog posts, articles or other resources for your readers.
- 3. The What I Use Mailing.** This email shows your subscribers which resources you regularly use to get results.
- 4. The Contributor Mailing.** This one works great to build solid relationships with your subscribers while also giving you additional benefits, like free content or even an increased subscriber base.

5. The Welcome Mailing. This is where you learn how to start building a good relationship from the very first email you send to new subscribers.

Have you started creating your mailings yet?

If not, today is an excellent day to start. If you do just one per day, you'll have them all done in less than a week – and you can start sending them out immediately.

So get to it... and enjoy the profits and rewards you'll get in return!