

# **E-MAIL STRATEGIES EXPOSED!**

**How to Start, Maintain, and Profit From Your  
Business Using Email!**

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# **E-mail Strategies Exposed!**

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## Chapter 1:

# The Best-Kept Secret on the Internet

Responsible e-mail marketing is one of the best ways to help build your business quickly and increase profits dramatically, while keeping your costs very low. Yet only a handful of online marketers are using it to build their businesses.

Unsolicited E-mail Marketing, aka spam, is a very controversial subject. However, a lot of businesses don't realize that there is a **huge** difference between "spam" and responsible e-mail marketing. I do not teach nor endorse "spam" marketing. As you will find out in the next chapter, spamming will get you in a **lot** of trouble. It is just not worth practicing.

Very few people know how to use this powerful medium effectively to promote their businesses. Many people get in a lot of trouble by not using it the right way. Hence, without realizing it, they are spamming others. Many others never attempt to use it due of lack of knowledge on the subject or fear of getting into trouble.

As a result, e-mail marketing is still the best-kept marketing secret on the Internet.

## Why E-mail?

Why is e-mail marketing so amazing?

When you use responsible e-mail marketing as I will show you in this manual, you will discover that it is very safe, reliable, lightning fast, and will not get you in any kind of trouble at all.

Responsible e-mail marketing is a quick and low-cost way to build your business and increase profits. I know of no other method that can bring in profits as quickly and efficiently as e-mail marketing can.

E-mail marketing, when done right, is very powerful because:

- It costs you *nothing* (or just pennies) to execute yet the profit potential is huge.
- You can totally eliminate the additional costs of postage, printing and mailing when sending your offers to prospects and customers.
- If your offer doesn't do well, you can improve on it and mail it out again easily - it still doesn't cost you much.
- It delivers your hottest offers to prospects and customers instantly, sometimes within a few seconds.
- You can sometimes start receiving orders just minutes after sending your messages out.

- You can e-mail product information out or answer questions from prospects within minutes - they don't have to wait 2 to 4 weeks for something via postal mail.
- You can quickly build a strong relationship with your customers by keeping in touch with them regularly and thus, continue to sell your products to them for many years.
- It is virtually the quickest way to build your business and to start earning a profit immediately.

### **The Cost of Marketing**

The extremely low cost is probably the greatest benefit that businesses experience when using e-mail marketing. Whether you're sending out one or one thousand e-mail messages, your costs are about the same...just pennies when you compare it to the cost of sending out a 1000 promotional pieces by regular mail.

Using regular mail to send out new product offers, customer surveys, or information on specials & sales can become very expensive, very quickly.

Just trying to keep in touch with customers on a regular basis to establish good relations and build trust can be quite expensive if you use regular mail. Keeping in touch with customers is something all businesses should do on a regular basis. However, most businesses just can't afford it.

Businesses have to spend money on stationary, printing, mailing, and postage each time they send information out by regular mail. Additionally, when using regular mail, the bigger the mailing list, the more money (and time) is spent each time a mailing is done. This is not the case with e-mail.

Also, if your offer doesn't do as well as you expected it to, you don't make any profit - you actually lose money. All the time and money you spent on the mailing goes to waste. Then, you have to spend more time and money on getting another offer prepared, printed, stuffed, and mailed. Most businesses can't afford this type of test marketing. As a result, they either go out of business or lose a perfectly usable customer base.

With e-mail marketing, if your offer doesn't do well, you don't lose that much. You can improve on the offer quickly and test it again soon thereafter. You don't have to spend money on printing and postage or have to wait a few days (or weeks) for the printshop to get your job ready.

### **The "Old" Way of Doing Business**

Most businesses don't realize that they have some major flaws in their business plans. Here are the most common ones:

### 1. High Cost of Operation:

They use regular mail to send out product offers and to keep in touch with their customers. As we've established, this is a very expensive way of doing business and can wipe out your budget very quickly.

### 2. Low Conversion Rate

They advertise to, and attract, a lot of prospects but are able to turn only a handful of these prospects into "customers." They spend money on advertising to find prospects for their products. Then they spend time and money in converting some of these prospects into buyers - usually a very small percentage of the prospect pool. Those who buy their products become customers. Those who don't buy are lost forever. (Not the smartest way to do business.)

### 3. No Repeat Business

They "unknowingly" treat customers as disposable napkins. Out of the handful of prospects that get converted into customers and buy the products, most or all of them end up being "one-time" buyers. After that first sale, they are forgotten about and the business spends more money on more advertising to find new customers.

Wrong, wrong, very wrong! That is not the way to do business. That is a very efficient way of blowing your advertising budget and losing your shirt.

That is the old way of doing business. Unfortunately, most businesses don't know any better. Therefore, unknowingly, they are committing financial suicide.

It's no wonder every 4 out of every 5 new businesses go out of business within 2 - 3 years, if not sooner.

## **The "New" Way of Doing Business**

When you use e-mail marketing as I reveal to you in this manual, you can eliminate all 3 of these old ways of doing business. You can then replace them with techniques that are low cost, lightning-fast, and gives you more bang for your advertising buck.

With responsible e-mail marketing, you can:

- send out product offers, updates, and keep in touch with your customers very inexpensively.
- convert many more prospects into loyal customers, and easily keep in touch with those who haven't bought yet.

- sell to these customers again and again for years to come without spending any more money, instead of selling to them just once and then abandoning them. (A business has to spend time and money to acquire each new customer. This investment of time and money should not be wasted.)

Unfortunately, these new ways of doing business are still 'secrets' that most businesses don't know about.

When you learn the new way of doing business, you will learn how to milk every single penny out of your advertising dollars for all it's worth instead of wasting most of it like many businesses do.

I am not exaggerating one bit. This is real! I have done it and continue to do it right now. There are very few other "smart" marketers who are using this technique effectively and reaping the huge financial rewards! A few of the smarter big companies are doing it too. But most of the online business world, large and small, have not caught on yet. Fortunately, you won't be one of those who don't know.

You will learn, first hand, how a "select" group of online marketers, and some of the big names like Microsoft and Excite, are using the best marketing technique on the Internet to dramatically increase their profits!

Please note: I do 'not' guarantee that you will make "a certain amount" of money by using the techniques in this manual. There is no way I can guarantee that since I don't know who you are, what your skill level is, or what type of business you own. Every person, and business, is different. Your success with e-mail marketing will be dependent upon the efforts you put forth. Your success will also depend on how closely you follow the steps outlined in this manual.

I will also show you what not to do. This is just as important, actually more important, than learning what to do. You see, by doing it the wrong way, you will pay dearly. You will be instantly labeled as a "spammer." And trust me, you do not want that!

In the next chapter, you will find out why "spamming" and "responsible e-mail marketing" are so completely different from each other. It is important that you see the difference very clearly - so important that I have an entire chapter devoted to it. If you want to succeed in e-mail marketing, do not skip any chapter of this manual, especially the next chapter.

Now...let's find out why responsible e-mail marketing and spamming are so different - almost like night and day.

## **Chapter 2:**

## **Spam Verses 'Permission' E-mail**

There are two main types of commercial e-mail that you will encounter online:

- Unsolicited Commercial E-mail (also known as "spam" mail)
- Permission-Based E-mail (where people have requested that you send them emails)

The first one, "spam" mail, can get you in a lot of trouble. I do not teach nor encourage anyone to "spam" others. If you want to make any money using e-mail, you should stay as far away as possible from "spamming" anyone.

What I will show you is how to use responsible, permission email marketing to grow your business at an amazing rate. I will show you how to do this without getting in trouble.

Now, let's discuss the differences between spam mail and responsible commercial e-mail.

## **Spamming**

Spamming is sending unsolicited commercial email messages to a large group of people. The email addresses that make up a 'spam' mailing list are picked at random. They are not targeted at all. The person doing the spamming does not care if the people on the list are "not" interested in the offer. The spammer is sending unwelcomed messages to a large group of people in hopes that some of these recipients may be interested in what he has to sell. It's like trying to shoot arrows in the dark, at random, hoping that one will hit the target.

Spamming is:

- sending out unsolicited e-mail messages to as many people as possible.
- using a list containing e-mail addresses picked at random that are not "targeted" towards the product or service that is being offered. Also, some of these addresses are usually outdated and undeliverable so they clog up the mail servers causing delays and shutdowns.
- sending out millions of messages but getting only a handful of orders, or sometimes zero orders, since the mailing list is not "targeted."
- getting most of the recipients upset by sending untargeted e-mail sales messages.
- upsetting some people so much that they send mail bombs, nasty letters, or even physical threats to the spammer.

- getting in trouble with the ISP because people complain to the ISP about the "spam" mail they received. The ISP usually shuts the spammer down immediately, sometimes within minutes after sending the mail, usually without asking questions first.
- spending time on finding another ISP, setting up the website again - basically starting from scratch.

Now, I wouldn't want to be caught in any of the situations above. How about you?

Spammers, especially new ones, usually believe that "since e-mail is practically free to send out, why not send the sales message to the entire online world. After all, the more mail that gets sent out, the better the chances are of getting more sales." Well, it's not really that simple.

These spammers find out the hard way that it's really very costly, even dangerous, to send out "spam" mail.

While they "may" get a few people to order their product, and while they "may" make a few dollars using spam, the majority of the people receiving the unwanted email will usually become very annoyed at it. Some of these people can make the sender's life quite miserable.

The "nice" ones will make a complaint to the spammer's ISP about the spam mail they received.

The not-so-nice ones will send mail bombs, write nasty letters, and even threaten to cause physical harm to the sender.

Now, threatening to cause another person physical harm over an unsolicited email is not quite the way I would handle things. But, I can definitely understand why some people get annoyed so easily with "spam" mail. It's sometimes difficult to keep your cool when you get bombarded by unwanted messages trying to sell you a CD with "100 million e-mail addresses" so you can start doing what they're doing -- spamming others!

It's really a very childish way of doing business and doesn't take long before someone shuts the 'spammer' down, permanently.

Spamming isn't easy, quick, or safe because the spammer has to spend most of his time taking care of "remove" requests, deleting mail from angry recipients, getting mail bombed or threatened of physical abuse.

Then, the spammer realizes that spamming isn't low-cost either because he has to spend money on "bullet-proof" mail servers and ISPs, stealth bulk e-mail software, hidden e-mail boxes, and probably legal advice. Spamming is not low-cost. It can be very expensive.



## Permission-Based Commercial E-mail

What you will learn in this manual is how to send responsible, 'permission-based' commercial e-mail to a "targeted" mailing list. This list will contain e-mail addresses of people who have "willingly" joined your list ("opted-in") and have given you "permission" to send them e-mail.

You will learn to build your very own "targeted" list and effectively market to this list for many years. Since you'll be mailing to a highly "targeted" list of recipients who are open to receiving mail from you, your chances of success will be much, much higher, as you will soon find out. You will usually get a lot more orders and make a lot more profit when you send your offer to such a list.

Responsible, Permission-based E-mailing allows you to:

- send e-mail offers to a targeted group of people
- not upset anyone since they have given you "permission" to send them e-mail.
- receive a lot more orders even from a small mailing list since the list is targeted. Sometimes orders start pouring in just minutes after the offer is sent out when some of the recipients are online during that time.
- not get in trouble with the ISP since no one is complaining about your e-mail. Most ISPs will allow you to send commercial e-mail out if you're sending it to your "own" list of "opt-in" recipients.
- not waste time looking for a new ISP since your ISP has no complaints, and lets you conduct business as usual.
- not waste money on bullet-proof servers and fake email boxes since you're sending mail to a "friendly" mailing list.
- keep in touch with your customers on a regular basis, building rapport, trust, and a strong overall relationship while keeping your costs very low.

It really is amazing how quickly you can start seeing profits by using email marketing the "right way."

This really is the best-kept marketing secret on the Internet, and now, you are going to learn how to make full use of it and reap the rewards.

You will learn the same techniques that the large companies like Microsoft, Excite, and America Online are using to market effectively.

And by the way, these big companies use e-mail marketing because they know it works. They understand the power of e-mail marketing - the best online marketing technique bar none!

E-mail marketing can produce amazing results and increase your bottom line dramatically. You can build your "opt-in" list of prospects and then turn them into life-long customers by keeping in touch with them on a consistent basis. E-mail is the best way to do this quickly, without spending a fortune.

Everything that I will reveal to you here is what I have used, and still use to market my business effectively, at lightning-fast speed, and without getting in trouble with the law or with my ISP. I have tested these methods personally and fine tuned the system to where it works "flawlessly" each time. That is exactly what you will get from this course...a step-by-step recipe for using email marketing effectively to grow your business quickly and cost effectively.

And let me tell you again. This is by far the best way to market online. Most other marketing methods don't even compare to the success you can achieve with responsible e-mail marketing.

You can use these techniques no matter what your business is (or how big or small your business is.) Not only can you increase profits, you can also improve customer relations and customer support by using e-mail the right way.

Let's now find out what the single most important aspect of your e-mailing project is. Without it, all your efforts will go to waste.

### **Chapter 3:**

## **The List: Your Ticket to Huge Profits**

While every aspect of the email marketing process is important, the most important one is the quality of your mailing list.

Your list is your entire business. Your list is your livelihood. Your list is money in the bank! Remember this and you will do very well.

When you have a good list, you can pull in a decent amount of sales with an "average" sales message. But, if you have a bad list, you won't pull in too many orders no matter how good your sales message is.

A bad list is not "targeted." If the list contains e-mail addresses that have been picked at random, the list is useless. If you don't know what the people in your list are interested in, you won't be able to sell them much. You can try to "guess" what they would want and send those offers out to them, but that won't get you too many orders.

A good list is a "targeted" list and people have joined the list "willingly." You still have to match your offer to your list. And you can only do this when you know what the people in your list are interested in. You can then sell them exactly what they want. There is no guesswork involved and you will not upset anyone by sending them offers they're not interested in. It is also important to note here that you can sell "related products" to the same list and still do very well.

Using a targeted list is very, very important.

For example, if you try selling golf balls to a million people who are interested in playing tennis, you will only waste your time. On the other hand, if you try selling tennis balls to only 500 of these same people, you will usually do very well.

Similarly, if you try selling golf balls to just a few "golf enthusiasts," you will usually do very well.

Trying to sell your product to a million people "picked at random" will not make you much money. That's spamming and it does not work. It only gets you in trouble...a lot of trouble. And it's a waste of time. On the other hand, selling that same product to just a handful of "targeted" prospects works like magic.

Remember, a good list is a "targeted" list.

When you have a "targeted" list, you can sell products to this same list again and again. As long as you can offer your list what they're interested in, you will be able to make money from that offer.

That really is the secret of e-mail marketing - selling to your list again and again for many years.

To be able to do this, you have to create and provide "quality" products to your customer base. You also have to be upfront and honest with your customers at all times. This is the key to consistent, profitable income. Do this and you will be able to make repeat sales using the same list for many years.

If you try to rip people off or trick them into buying inferior products, they will stop buying from you and will spend their money elsewhere - most likely with your competitors.

When you sell your own products, you may run into a few people who will try to somehow cheat you and get your product for free. Don't worry too much about them. It's not worth spending your time on them when you have over 90% of the people who are willing to do business with you. Spend your time and energy on these people - your customers. Keep them happy.

Besides, those who try to cheat you or others won't get very far in life anyway.

When you're honest with your prospects & customers, offer them good customer service, and quality products, you will be able to depend on them for providing you with a consistent income for years to come.

That's the magic of having a good list. It's like having a pool of money just waiting for you to dip into every time you need some. It really is that simple when you use the techniques correctly.

Most of these customers will buy from you within a few short days of your sending your sales message out, sometimes within minutes if they're sitting at the computer when your messages arrive at their email inbox. This is possible because they "trust" you. They know you will not rip them off or offer them inferior products. You have built this relationship by keeping in touch with them and offering them a quality product in the past. All this is only possible with e-mail marketing if you want to keep your operating costs low.

That is true power. It doesn't get any better than this. That is how online marketing is supposed to be - quick, precise, and profitable!

Now that you know how important your list is, you can learn to build your "own" list. Remember, the list you create "yourself" will always out-perform any other type of list.

Creating your very own "targeted" list is easy to do when you follow the techniques that I provide to you. In the next chapter, I will give the best list-building techniques that I personally use to build my "targeted" lists.

So, let's get to it...

#### **Chapter 4:**

### **How to Build Your "Targeted/Responsive" E-Mail Lists**

You know how important your list is to you and your business. And, since this chapter is on building lists, it is obviously a very important chapter for you to understand and put to full use. How you use the techniques in this chapter will determine the quality of your e-mail list. The quality of your list will determine the success or failure of your business.

Onwards...

With just a little bit of creativity, you will realize that there are literally hundreds of ways to building your e-mail lists.

Some ways are better than others in that they are more efficient, easy, and cost-effective than the others. This chapter will discuss the techniques that have produced the best results for me.

Some of the techniques may seem obvious, but they are sometimes overlooked by most businesses and online marketers.

My advice to you is to use them all, or as many as you can.

If there are other sources of building lists that you have either heard of or have used effectively in the past, feel free to use them if you choose to do so.

However, realize that what I've listed here are the best ways, in my experience, to building valuable "targeted" lists quickly. I use these techniques myself and they have produced the best results for me out of all the techniques that I've tried. That's what I'm offering you - a system that works! After all, that is why you bought this manual, isn't it?

Here then are the methods that work best for me, listed in order of importance:

### **Your Customer List**

Unless your business is very new, you probably have a list of people that have done business with you in the past - your customers. The names and addresses of these customers will create the best list you'll ever own.

As I explained earlier under the "old ways of doing business," most businesses forget about their customers after the customers have bought from them "once." These businesses are making a huge mistake. You should never abandon your "existing" customers.

Why is your customer list the best list? Think about it. You have to spend time and money to find new customers. You have to then build the trust needed for them to make that initial purchase from you. Each customer costs you time and money to find. You shouldn't let this investment of your time & money go to waste.

If you have made the purchase a good experience for these customers, they are willing to buy from you again and again. They are waiting to buy from you again. In fact, they are itching to buy from you again.

Let me illustrate this with a personal experience: A few years ago, I received a catalog in the mail from a company that specialized in selling CD-ROMs on "hard-to-find" subjects. They had some very interesting products - I bought 2 CDs right away. Then, assuming that I would now be on their "customer list," I threw the catalog away. I was expecting to receive their latest catalogs in the mail since I was a "buying" customer who bought their products just a few days after I received the initial catalog.

I patiently waited to hear from them again, anxious to see what new products they had to offer. To this day, I have not received another catalog from them. I was very disappointed with myself for throwing the catalog away so quickly.

This company made a huge mistake by not trying to sell to me again because I was itching to buy more of their products. They spent a lot of money to find me by sending out 1000's of catalogs by regular mail. After that, all they had to do was keep sending me new offers and I would probably have kept buying from them. A lot of companies make this mistake. They abandon their best list after investing a lot of money in it.

Listen...it's easy to sell to your existing customers again and again because you have their trust. They feel comfortable buying from since they have done it before and you didn't rip them off. They feel they can trust you.

It's also dirt cheap to sell to existing customers. All you have to do is keep providing them with quality products at fair prices and they will keep buying from you. As long as you're honest with them and provide good customer service, they will buy from you again and again.

If you are not allowing these customers to make repeat purchases from you, you are wasting your advertising dollars.

If you haven't been compiling a list of your customers so far, start back-tracking through your records. Find these names and e-mail addresses now! This is your best list! Don't throw your best list away.

If you do not have the e-mail addresses of your customers yet, you need to get it from them.

Here's the best way to do it: The next time you send them a mailer or a flyer, offer them something for free if they respond to you by e-mail. This "free" item can be a valuable report, a gift certificate, anything that will get them to send you an e-mail. Anything that will get them to give you their e-mail address!

For example, if you're selling fishing rods, offer them a free report that will show them how to be better fishermen. I'm sure you can create some sort of free report that is unique to your business. It doesn't have to be anything fancy. A simple report containing a few helpful tips will do.

A report of this kind will be fairly easy for you to put together since you are "in the business." However, this report will still hold a high-perceived value for your customers since they're "not" in the business. They don't know as much about the business as you do.

There are more of your customers online than you'd believe. Those who are not online yet will be there soon. So get their e-mail addresses. Trust me, it will be the best move you'll ever make for your business, and for your profits!

Then, start making use of this list right away! If you don't have a new product, create one right away! If you're not able to do this quickly, find a product someone else owns and make a deal with the owner. Put your best list to use. You'll be amazed at how quickly and easily you can start making a profit!

If you are a brand new business and don't yet have any customers, you can use the rest of the techniques given below to start building your "prospect" list.

### **Other Peoples' Customers**

If you don't have customers of your own yet, this technique is the next best thing. Or even if you do have some customers, this is one of the quickest ways to find new targeted customers, make some money, and build your list in the process.

Here's how it works: You form a "joint venture" with another business that sells a product "related" to your product. i.e. you partner up with another business.

Let's say that you're selling fishing rods. An example of a business that sells products "related" to yours would be one that sells fishing lures, or a business that sells bait.

A business that sells exactly what you're selling, fishing rods, will not be a good choice since you'd be in direct competition with each other.

Do you think that the customers of the lure store or bait store would be interested in your fishing rods? There is a great chance that they would be.

What you need to do is approach the owner of the lure store and offer him a portion of the profits from every fishing rod that he can sell to "his" customer list. If the owner of the lure business has customers that trust him and like doing business with him, you will do very well with his customer list. All he has to do is send your e-mail sales message out to his customer list.

By doing so, there is a very good chance that his customers will buy your rods since the owner of the list is "endorsing" it for you. That's instant credibility that you can't buy anywhere. And that's what makes this method work so well.

As soon as the lure customers buy your rods, they now become your customers too. You can immediately add all these names and addresses of the new customers to your "new" customer list.

You would then go to a store that sells 'bait' and do the same thing. Then, go to the one that sells 'fishing lines' and do the same thing. Get the idea? Before you know it, you will have a decent-sized customer list of your own! Pretty cool, isn't it? As I said, this is one of the quickest ways to build a good customer list. And it doesn't cost you much.

Remember, don't go to another "fishing rod" business owner since you'd be in direct completion with that business and the joint venture will not be a very good idea. You want to work with businesses that are related to yours in some way, not exactly the same as yours.

This "joint venture" technique works very well and many online businesses are using it to easily and quickly acquire fresh new customers.

Share your profits generously with the businesses that you're doing joint ventures with. Don't be too concerned about giving more than 50% of your profits to them if you need to. Keep in mind that you only have to do this once with each business. In return, you get to sell to "their" trusted customer base that they have spent money to build.

The large portion of your profits that you give away on the first sale will be considered small potatoes compared to what you get in return - instant new customers! You can sell to these customers again and again and make a lot more profit. So, give generously to your "joint venture" partners.

### **"Opt-in" Visitors From Your Web Site**

If you have an existing website, this next technique is one that you **must** use on your website.

The technique is very simple: Place a "form" or a simple "e-mail link" on your website with a short message that tells visitors to subscribe to your mailing list. In return you offer them something for free. A free report will work just as well here.

Here's why it is very important that you do this right now. You are probably spending time and money to promote your site so people can visit your site. But, most of your new visitors will not buy from you on their first visit. Also, most of them will probably never visit your site again. (New websites are being added to the Internet at such an amazing rate that it's difficult for people to keep up with them, let alone visit the same site twice.)

Therefore, you lose most of these prospects forever. Most of your marketing efforts and dollars spent on classifieds, banner trades, search engines, etc. goes down the drain. (It's the "old" way of doing business.)

But, if you ask these visitors to join your mailing list by offering them something for free in return, you can now use this mailing list to keep in touch with these visitors. You don't lose touch with them completely.

If you are familiar with forms or know someone who is, you can easily put a simple form towards the end of you web page. Here's an example of what one would look like:



**Get a FREE Report entitled *How to Catch More Fish, Fast!*  
when you join our mailing list.**

**Your Name:**

**Your E-mail address:**

If you don't want to be bothered with forms just yet, you can place an 'e-mail link' with a similar message:

**Get a FREE Report: *How to Catch More Fish, Fast!*  
Just send an e-mail to: [morefish@mypond.com](mailto:morefish@mypond.com)**

You can further automate this process by using an autoresponder address here so people can get your free report sent to them automatically, just minutes after they request it.

If you're not familiar with autoresponders, you need to learn about them! They are excellent marketing tools and great time savers.

Once you collect the e-mail addresses of prospects from your autoresponder or your inbox, add them to your "prospect" list immediately. Then, you can send them updates, news, and of course, product offers.

Very simple...very easy...and VERY effective!

### **Offline Advertising**

If you're only using "offline advertising" so far and don't do much online advertising yet, you can still get e-mail addresses from prospects and customers. Use whichever offline advertising that is working well for you (direct mail, classified ads, radio, tv, etc.,) and start including your "free e-mail report" offer in these advertisements. Get those e-mail addresses from your prospects!

You can also place your e-mail and website address on business cards, letterheads, voicemail, as well as any form of advertising or promotion medium that you are using.

Encourage prospects to contact you via e-mail. Offer them a "free" item when they do. You have to give them a good reason to contact you via e-mail. And nothing works better than the word "free." Everyone loves free stuff.

Keep in mind that you're getting all these e-mail addresses with the prospects' permission. Therefore, you can send them e-mail updates, news and offers without getting in trouble or being accused of spamming.

Since you're paying for offline advertising anyway, using this technique gives you more bang for your buck. You get the valuable email addresses from prospects without any additional work since your free report is automatically sent to them via an e-mail autoresponder.

### **Press Releases**

This is a great marketing technique (and highly underused) that you can use to pull in a lot of inquiries and sales without spending a single penny. Press release marketing is an absolutely free way to build your business very quickly.

You can use the same technique as before to get the e-mail addresses. At the end of your press release, offer your readers something for "free" if they respond to you via e-mail.

### **Word of Mouth**

When those people who have requested your "free report" receive it, offer to send the report to their friends or family members who they think may find the report of interest.

When a friend or family member gets referred to you, send them a note letting them know that the requester (include the name) has asked you to send a free report to them that they may find of interest.

Also, ask them to reply to your message letting you know that they have received and accepted the message. When they inform you of receiving and accepting your message, they are fairly open to receiving messages from you in the future. You can add these people to your list. If they don't reply to your initial message, do not add them to your list. They are probably not interested in receiving further messages from you.

I use a similar technique with my free newsletter and it works very well for me.

Word of mouth works well with any business. Plus, it doesn't cost you anything.

All the techniques given above will help you create your very own targeted list very quickly and cost-effectively.

Guard your list with your life since it is the most valuable asset of your entire business. As long as you have your mailing list, you can find a product and build your business very quickly. With this list, you will be able to pull in order after order in just a matter of days. You can make a lot of money with a good list if you use it effectively.

You should save copies of all the e-mail requests that you receive when people join your list. If by rare chance someone forgets that he has willingly joined your list and demands to see proof of this, you can very easily show him a copy of his initial e-mail request. This will probably never happen to you but it doesn't hurt to be prepared for any such incidents.

## **What to Stay Away From**

### **List Rentals**

If picked "very" carefully, rented lists can work for you. However, there is always a possibility that you will get a "bad" list. The e-mail list rental business is still very unpredictable. There is no way of knowing where the list broker is getting the e-mail addresses from. While there may be some honest list brokers who will build their own targeted lists, there are many others who will simply "grab" e-mail addresses off the Internet at "random." There is no way of knowing which list broker is honest and which one is not. There is no way of knowing whether the list you rented is targeted or simply picked at random.

If you end up with a 'random' list, the recipients of this list will not be happy when they receive your e-mail. You should also know that they will not complain to the list broker's ISP; They have no clue who the list broker is. They will complain to "your" ISP since you're the person sending the "spam" mail. This will get you in a lot of trouble.

Personally, I am not comfortable with renting lists of any kind from others. If you decide to rent an e-mail list from a broker, you should be aware of the "potential" consequences. You have no way of knowing how this list was built.

### **Capturing E-mail Addresses of Web Visitors**

There are some web site owners who use special techniques and software programs to capture the e-mail addresses of everyone that visits their site, without their permission. They use these e-mail addresses to build their mailing lists and then mail their advertisements to these lists. They believe that since visitors to their site are somewhat targeted, it is okay to capture their e-mail addresses and send commercial mail to them.

I don't agree with that analogy. Yes, it's true that e-mail addresses captured in this fashion can be somewhat 'targeted' since the visitors were interested in what that site had to offer.

However, since these visitors are not "aware" that their addresses are being captured, and since they have not given the website owner "permission" to capture their addresses, this is "not" a very safe list to mail to.

If you use this technique to capture e-mail addresses, be aware that the recipients of this list will not know who you are and could very easily complain to your ISP about your unsolicited mail. Some of the recipients will also consider the capturing of their e-mail addresses as an invasion of their privacy. This can get you in more trouble.

### **Using E-mail Harvesting Software**

E-mail harvesting software programs are designed to "capture" e-mail addresses off the Internet. They can pull addresses from websites, classifieds ads, search engine listings, and even newsgroup postings.

If you're using such a software to build your mailing list, you are definitely dancing on a mine field. This type of list is "not" targeted since the e-mail addresses are picked at random, and is very dangerous to mail to.

### **E-mail Addresses Sold on CD-ROMs**

You have probably seen ads, or received e-mail solicitations for CDs that contain millions of e-mail addresses. Stay away from them! These e-mail addresses are usually picked at random. They are just as bad, if not worse, as the addresses that are pulled using e-mail harvesting software.

### **Newsgroups**

Newsgroups are like private online communities. The people that frequent them are there for specific reasons and don't necessarily enjoy receiving commercial e-mail from strangers. Mailing to these people are about as dangerous as mailing to those CD-ROM lists. Don't grab email addresses from newsgroups and don't mail to these addresses.

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Here's the basic rule: If a person has not given you *permission* to send e-mail to him, is not aware that he is on your mailing list, or has not willingly joined your mailing list, you should not mail to him.

Again, the best list is the list that you build yourself. Yes, it takes a little more time & effort to build your own list. But the trouble it will save you and the repeated profits it will bring in for you is definitely worth it.

In the next chapter, I will reveal how to send messages out to your list so you don't get in any trouble and don't make anyone angry. You will learn what to do and, more importantly, what not to do.

These are the lessons that most people learn the hard way, sometimes at the cost of losing their entire business before it ever makes any profit.

You are very fortunate that you are learning how to not make those lethal mistakes that others have made, and not pay the price they have paid.

So, let's take a quick break if you need to, get a refill of your favorite beverage and let's get to it . . .

## **Chapter 5:**

# **How to Send Commercial E-mail Responsibly**

Here's a great saying that I sometimes like to refer to:

*"A wise man learns from his mistakes. But the wiser man learns from the mistakes of others."*

What that basically means to me is "don't repeat the mistakes that someone has already made." You'll only waste your time and cause unnecessary frustration...

I'm a great believer in saving time and avoiding headaches whenever possible. If there is a way to minimize frustration or "trial & error," I'm all for it. It's probably why I love e-mail marketing so much. Once you learn the system, it's very easy to use.

Yes, you can learn a lot from your own mistakes. But, if you can learn from the mistakes of others, you really do save a lot of time and a lot of pain - especially in business.

Remember, in business, time really is money . For example, if you're selling a \$50 product that takes you a whole day to create, you're in trouble. Because, no matter how great the product is or how much the customers love it, you are only earning \$50 per day! That's before expenses and taxes!

This chapter is will help you save a lot of time, trial & error, headaches, and maybe even money.

I will show you what to do and what not to do. In a nutshell, you are learning from the mistakes I made and the testing I did, as well as from the mistakes many other people made. Believe me, that is priceless.

That is really the best benefit you will get out of this product. You really can't put a price to that. I just wish someone had a manual like this when I started marketing online.

If I had had a thorough instruction manual on e-mail marketing when I started online, it would have saved me a lot of time and a lot of money! I would definitely have earned more profits by now because I would have started building my list early on - years worth of names!

Onwards . . .

You already know that there is a huge difference between spam and responsible commercial e-mail. What really makes one so different from the other is the actual process by which it is executed, every step of the way.

If you don't follow the steps as outline in this manual, you will probably be accused of spamming. You'll have to spend a lot of time and energy in getting a lot of mail out, dealing with legal battles, and *maybe* if you're lucky, you'll make a few dollars in profit.

To review:

- You will have to send out thousands and thousands of mail hoping to get a few orders. It's like shooting in the dark hoping to hit the mark. This can be very time consuming and labor intensive.
- You will upset most of the people on the list.
- They will complain to your ISP.
- Some will go as far as to send you hate mail, mail bombs, even threats of physical harm.
- Your ISP will shut you down immediately (without prior warning) and usually without willing to hear your side of the story.
- You may even have to seek legal advice to defend yourself which is a losing battle to begin with.
- You will lose time and money by having to start all over.
- And worst of all, you won't make much money at all.

On the other hand, when you do it right, you will probably never receive any complaints at all.

Of course, you have to understand that there are some people who are whiners. They are not happy no matter what you do. If it rains, they will complain. If it shines, they will still

complain. These people are never happy. They live to complain and whine about "something."

Fortunately, these people are easy to spot. Since they complain so much about every little thing, it's hard not to notice them. They won't do you much damage if you follow my guidelines. I run into them very rarely. And, since I started using the system that I'm sharing with you in this manual, I have not received any complaints. None at all.

If you do happen to add one of these whiners to your list and they complain about receiving mail from you to your ISP, you can defend yourself easily since you have proof that this person "opted-in" to your list. Just explain to the ISP what you're doing and show them proof of the "opt-in" request you received from the complainer. Also, promise your ISP that you will remove that person's address from your list. Then, immediately remove that person from your list.

Since you have informed your ISP beforehand of what you are doing (opt-in mailing,) you're both better prepared for this type of a situation.

Listen, there are no guarantees in life. Similarly, there is no way I can guarantee you that you will never get any complaints at all.

Here's what I can guarantee you. If you use my techniques just like I show you, you will do very well and keep complaints to almost zero. In those rare cases when some whiner complains about your sending mail "after" willingly opting-in to your list, you have proof of the "opt-in" mail that you received as your defense, and you can settle the matter quickly and painlessly.

The best thing for you to do is to know ahead of time that you may get one or two whiners added to your list. Now that you know this, you can do your very best to use the techniques given in this manual to minimize any complaints.

You also have to realize that the success and profits that you can generate by using responsible e-mail marketing will heavily outweigh the couple of phony complaints you "may" have to deal with.

In a nutshell, if you follow the system given here just as I reveal to you, you will probably "never" get any complaints at all.

As I mentioned earlier, I have never received any complaints at all from using responsible e-mail marketing.

Also, keep in mind that if you miss any of the steps given here, you will be heading for trouble and I will not be responsible for the consequences.

Stick to my plan, step by step, just as I've provided you here and you will do just fine.

One last tip: When people join your "opt-in" list, send them an acknowledgement immediately. This acknowledgement can be in the form of a "thank you" note or a "welcome" note, etc. It lets the prospects know who you are, reminds them of the list they just joined, and prepares them to accept messages from you in the future. You can use an autoresponder to automatically send everyone this initial 'welcome' note.

Now, here's how it's done . . .

To eliminate complaints to almost zero when using responsible, commercial e-mail:

- Don't send mail to anyone that is not on your list. That's spamming. And that's a no-brainer.
- Only send mail to people who have willingly opted in to your list - again, a no-brainer.
- Personalize your email messages, whenever possible, even though you are mailing to a friendly "opt-in" list. When people see their own names at the beginning of an e-mail message, they know that it's probably not "spam." They also feel special and singled out, and consequently more open to receiving your message.
- Briefly remind the recipients of who you are. Some people tend to forget that they opted in to your list. Remind them of who you are or how they joined your list. This confirms for them that your mail is "not" spam. Moreover, when they realize that they have opted-in to your list, it is unlikely that they will complain about receiving your mail. If after receiving your mail they decide that they are not interested, they will simply ask to be removed.
- If someone from your list requests not to receive your messages anymore, remove that person's address from your list immediately.
- Match the product to the list. As I've explained before, sell to people what they "want" to buy. For example, if you've got a mailing list containing e-mail addresses of baseball players, don't send them e-mail about fishing supplies. Send them offers about baseball stuff.
- Create your e-mail sales message appropriately to increase your chances of getting more orders. (You will learn how to do this in the next chapter.)
- Know your list! Your own list is always the best list. However, if you decide to use someone else's list, you have to make your own judgment as to how risky it would be to use that list. Pick your lists very carefully.



That's all there is to it.

Follow all of the steps given above and you will virtually eliminate complaints. Plus, you will build the kind of relationship with your customers that most companies only "dream" of. I am not joking. This is very real and very, very effective.

Now, let's learn how to create a "killer" sales message so people will "want" to buy your product.

## **Chapter 6:**

# **Create an E-mail Message That Gets Orders**

The success of your e-mail marketing project depends on these three aspects of the sales process:

- 1. Who you are selling to;**
- 2. What you are selling; and**
- 3. How you are selling it.**

## **1. Who are you selling to?**

You are aware by now that if you want to make money selling anything, you have to know who you are selling to. In short, you need to know your list. You need to know what kind of people belong to your list and what their wants are. This is where targeting comes in. This is where you realize that everything depends on the list.

Of course, a better way to start is to *consciously choose* your target market and/or niche, before you start building your list. It's just common sense. Do that and there's no guesswork as to who are in your list.

## **2. What are you selling?**

When you take the time out to analyze your mailing list, you will have a good idea of what to sell to this list. Obviously, you want to sell them what that they "want."

If you have built your list by giving away a free report on fishing tips, common sense will tell you that most of the people on your list will be very interested in fishing, fishing tips, and fishing-related products. Some good products to sell to this list would be fishing rods, bait, hooks, lures, better-fishing guides/reports, and other *related* products. (Maybe even *cellular phones!* ;-)

### **3. How effectively are you selling it?**

Okay, let's say that you have a "targeted" prospect list and a product that would interest the members of this list. To be able to sell your product to this list, you would need to create an effective sales message in order to convince the buyers that they "need" your product, that they "can't do without it." If you don't do this, your competitors will! And they will get the sale.

The remainder of this chapter will show you how to create a sales message that gets the order.

Just like the rest of the steps that we have discussed so far, creating a successful sales message requires a series of simple steps to be followed in the right order. There is no magic involved. Creating an effective sales message is as easy as following the steps that I outline in this chapter.

Creating an e-mail sales message is very similar to creating any other type of sales message (such as a sales letter or an order-pulling web site.)

Here are the steps needed to create an effective e-mail sales message:

- Use an attention-grabbing subject line.
- Personalize the e-mail message to each individual.
- Quickly remind them of who you are.
- Use a benefit-packed first line and/or paragraph.
- Keep the message short and to the point.
- Tell the reader how to respond!

#### **1. Use an attention-grabbing subject line**

When you're writing a sales letter, the headline (or title) of the message is the most important part of the letter. Your headline acts as an "ad" for the rest of your sales letter. If your headline doesn't grab your reader, he will never get to the rest of the letter. Therefore, your headline has to grab their attention or arouse their curiosity!

In an e-mail message, your "subject line" is your headline. Therefore, to get people to open your e-mail message, your subject line has to grab their attention and arouse their curiosity. If you fail to do this, your e-mail message will never get read.

Use a subject line that is benefit-packed, that informs the reader of a great benefit waiting for him in the message, or reveals to him how to solve a problem.

You can also use the method of arousing curiosity by using a subject line that is a little vague, that tempts the reader to find out more about the subject if he opens the e-mail and reads the message.

Whether you use the 'benefit' method or the 'curiosity' method, the main idea here is to get the reader to open the e-mail. That's all.

I'll repeat: Your main goal right now is to get the reader to open the e-mail. Period!

Be honest. Don't exaggerate on your statements, and never lie. E-mail marketing is based on trust and building a long-lasting relationship with your customers. If you begin by making false statements, you will not go very far before you lose your customers.

Sometimes, even when your statement is honest and real, you may have to water it down a little if it sounds too good to be true. For example, just because you caught 100 fish the first day out with your new "magic lure" does not necessarily mean you should state that in your subject line. It doesn't sound "believable" despite the fact that it actually happened.

Do not to use "symbols" on any part of your email message, especially your subject line. The symbols I'm referring to are asterisks (\*), exclamation points (!), pound signs or dollar signs (#, \$) and other such marks. Messages that use these characters are usually the first ones to get deleted since they are seen as "spam."

## **2. Personalize the e-mail message to each individual**

I have mentioned this one before. Whenever possible, use the recipient's full name so he will feel singled out, important, and thus more open to receiving the rest of your sales message. Emailing programs now allow you to insert the recipient's name in the subject line as well. Try that to see if it works for your group.

## **3. Quickly remind the reader of who you are**

You are also familiar with this one but let me quickly add one important point here:

If you're sending an e-mail "sales" message to your "prospect" list for the very first time, you absolutely must remind them of who you are and how they got on your list.

If you are sending a sales message to your "customer" list, you can very quickly remind them of your most recent transaction.

You can use something along the lines of:

*Thank you for your recent order for the Magnum Fishing Rod.*

Then continue on with the next step.

#### **4. Use a benefit-packed first line and/or paragraph**

Your subject line should be supported, and elaborated on with, by a benefit-packed first sentence / paragraph. Remember, once you've gotten the reader to open your email message, you want to keep that momentum going. The best way to do this is to tell him what he will get out of this message. Therefore, the first line, and first paragraph of your e-mail sales message (after the reminder) has to be benefit-packed!

People don't want to go through "half a page of text" in order to find out what the note is about. All they want to know is "*What's in it for me?*" And they want to know this "now." That's it. Once they find that out, they will decide whether they want to continue reading the message or delete it.

You only have a few seconds to get their attention. If you fail to do this, you will probably lose them. That is why you need to use an attention-grabbing subject line and a benefit-packed first sentence & paragraph.

After writing that first paragraph, put it to the test on yourself. Pretend that someone else has sent this e-mail message to you. If you got this message, would you read it past the first line? If the answer is no, then you need to come up with a better, more enticing first line.

As with the subject line, don't make any false statements. The only way to succeed with e-mail marketing is to build trust and rapport with the people in your mailing list.

You want to be able to sell to this list again and again. The only way you can do that is to be upfront and honest to these customers. That is the only way you will make money with your mailing list.

If you lie, you will get caught very quickly and you will render a good mailing list useless. All your efforts to creating the list will go to waste.

#### **5. Keep the message short and to the point**

This is self-explanatory. Don't go on and on for a few pages. A few short paragraphs, sometimes even one, will do the trick.

Keep your note short, to the point, and pack it with benefits. Just let the reader know "what's in it for him."

Again, people don't want to read a long e-mail message. If they find it of interest, they will seek more information.

You only have a few seconds to get the reader interested, so keep the note short and pick your words very carefully. Avoid using words and sentences that are just "filler."

It is also important to note that when you have a short e-mail message, you can send more messages out in a shorter period of time since shorter messages get sent out quicker. This can be very helpful when you have a list containing several thousand names. Remember, time is money.

## **6. Tell the reader how to respond**

This is a very important part of the message yet most people either forget to or simply choose not to use it.

Whether you're creating a classified ad, a sales letter, a web page, or an e-mail sales message, you "have" to tell the reader to "take action!" You have to take the reader by the hand and guide him through the entire process. Don't assume that he will know what to do. Whatever it is you want the reader to do to get him to buy your product, tell him to do it! Tell him to take the next step.

Never ask them for money in an e-mail. That should not be part of your e-mail message. It doesn't work. Just get them to take the next step. Show them how to get more information about your product.

You know that the sole purpose of your "subject" line is to get the reader to open your e-mail. Similarly, your e-mail "message" is designed to get them to find out more about your product. Tell them what they should do to get more information.

There are a few ways to provide more information to the reader.

### **A Web Site**

The best way to do this is to direct them to your web site where you can better inform them about your product and offer.

Here's why:

- A website is open 24 hours a day. The person interested in your product can visit the site whenever he wants.
- A web page can be as long or as short as you need it to be. If you need a few pages of information to sell your product more effectively, you can do just that very easily.
- You can use colors, different font sizes, formatting and even graphics to make a web page more presentable, appealing to the eye, and easier to follow. You can't do this with an e-mail.
- You can easily add a link at the end of the web page and lead the readers to the order page. If you're set up to accept credit cards, you can process orders 24 hours a day from your website.

If you're selling an informational product, you can automate most of the tasks and save a lot of time. My web page was able to give you more information about the product, ask you to order it, process the order online, and show you how to get the product within a few minutes. The system is simple...and it works! You know that it works. You've experienced it first hand.

This is why I love selling informational products in electronic form. It makes life a whole lot easier since I'm able to automate most of the tasks.

## **E-Mail**

If you don't have a web site yet, you can ask the reader to reply to your e-mail for more information. You can then send more information to him via e-mail and ask for his order at this point. You are simply sending him the information that he would have found on your website, had you set one up. Or you can offer him your autoresponder address. When he emails to that address, the entire sales message gets sent back to him, as requested.

## **Telephone**

Depending on the type of business you have and the type of products you sell, you can also have the readers call you on the phone. This will take up more of your time, but with some products, especially high-ticket items, it is necessary to close the sale over the phone. It all depends on what you have available and what business you're in. For example, if you sell cars, you may not be able to sell the prospect effectively using a web site and may have to do it over the phone.

Whatever method you use to close the sale, be sure to "clearly explain" to the readers what they need to do. Tell them to take action, to click on your weblink, reply to the e-mail, or pick up the phone and call you.

Note: The easier you make it for people to order your product, the more orders you will get.

You can entice them further by offering them something for free if they respond, if they take action. For example, you can tell them that the first 100 inquiries will receive a free report, or discount coupon, etc. This will always increase your response rate.

As with the rest of the chapters, each step outlined in this chapter has to be followed in the "right order."

The "list" comes first. Then, the product. And then comes the sales letter. If you don't match the right product to the right list, your sales message will not do very well.

It's "people" first, then the "product," and then the "offer." Find the right group of people, create products that they want, and then sell it to them.

All throughout this course, you will have to remember to follow each step in the right sequence. This is true for each chapter and for the manual as a whole.

You have to execute each step in the right order. Don't make the same mistakes that have been made before. You're smart. Simply follow the steps in the right order, as presented to you here.

If you fail to do this, you will waste a lot of time on trial and error. Follow the steps given to you in the correct order and you will be successful. You will spend less time on trial & error and more time on making a profit.

The next chapter will show you how to integrate each piece of the e-mailing process into a synergistic marketing system. It will save you a lot of time and guesswork, and maybe even some money.

So...let's see how this entire system works like a finely-tuned machine when executed the right way.

## **Chapter 7:** **Putting it All Together**

While this chapter is mainly a summary of the entire manual, it includes some crucial information that is not included anywhere else in this manual. This chapter can also act as a quick reference and troubleshooting guide.

**The entire system in a nutshell:**

1. Build your list of targeted prospects and customers.
2. Create or find a product that would solve a common problem that the people on this list may have.
3. Sell the product by creating an effective sales message and ordering process.
4. Keep building your list cost-effectively.
5. Go back to Step 2 and start over with "new" product.

You will need:

- A targeted mailing list
- A quality product to start with
- A PC with e-mail software\* (w/ personalized mailing capability)
- An effective e-mail sales message
- A web site with a powerful sales letter
- A convenient order processing system (online preferred)
- Other quality products to follow up with

\*It is very important that you use an e-mail software that allows you to "personalize" messages. The software you pick is your choice. My advice is to choose one that is simple and easy to use.

There are many to choose from. Just go to the web sites below and do a search for "email merge."

<http://www.download.com>

<http://www.tucows.com>



Most of the software you'll find at these sites will either be shareware or demo versions - you will also find some that are free. Before you commit to one, try a few out, experiment with them. Then pick one that you are the most comfortable with.

## **Where to Start**

### **Pick A Target Market**

The first thing you should do is decide which target market you want to focus on. You can then start building your list. The best ones to market to in my experience are people who want to:

- make more money, or save more money
- become healthier, slimmer, more energetic
- become more attractive, more popular among the opposite sex
- learn better dating, mating, and relationship skills
- feel happier, safer, financially secure, etc.

But...don't let this list limit you. If you are really good at something and if that skill is in demand, you can probably sell your advice to others. If you're not sure whether your skill is in demand, just go to a search engine and try to find products on that subject. The results will give you some idea of how popular that subject is.

Remember, you can sell anything as long as it's a good product and there are buyers who want it. Any product that offers a solution to a problem that people may have can be a winner if marketed right.

If you'd like to learn more about the product development business, I will have a "product development" manual available through my website soon.

If you have an existing product that is in demand, you can start building your list targeted towards people interested in that product. However, if you don't have a product, don't start creating one just yet.

Build your list first! The size and quality of the list can also quickly tell you whether your product is in demand or not. If it's not, you can drop that idea and quickly switch on to the next one. Remember, find a market first. Then create or find products for that market.

## **Practice**

While you're building your list and creating/finding products, start learning to use your e-mailing software. Become familiar with sending personalized messages to a "group" of recipients.

Create a small list to play with. Select a few friends and family members to test on. Of course, let them know ahead of time what you're doing. You don't want them calling you a spammer, do you?

Within a few minutes, you'll have the mechanics down. It doesn't take long. Send some jokes out to your friends, personalizing each note. Practice with the software and the mass-mailing process.

Do not send any mail out to your "real" list until you're completely comfortable with the mailing process and with the software. Get comfortable sending mail to a handful of people at a time. Once you can do this without a problem, you can try it out on a bigger list. Once you have it down, the process is exactly the same whether you're sending mail to 10 people or to 1000 people.

## **Roll Out**

At this point, you can start by sending thank you notes or updates to your prospect/customer list. Or, send them notices when your website gets updated with new information.

If you have an existing customer list, you can start sending your sales messages out to them. Just follow the advice given in this manual for each step and you will be amazed at how quickly you can start seeing profits.

Send mailings out on a regular basis so you get a lot of practice doing it. The more you do it, the more at home you'll feel with the process, the more you'll become familiar with the software you're using, and the more comfortable you will become with the entire process of sending personalized messages.

If you're building a new mailing list from scratch, be patient. You have to start somewhere. Before you know it, you will have hundreds of names to mail to.

If you run out of product ideas, find a product that someone else owns and make a deal with the owner. Or you can join affiliate groups and market those programs using your list. You will be surprised at how quickly you can start making money with this amazing marketing technique.

## **Manage Your List**

After customers have ordered a product from you, remove their names from the "prospect" list and put them in the "customer" list for that particular product. This will ensure that you don't keep sending the same product offers to customers who have already bought that product from you. It doesn't look professional.

(If you're good with database programs, you can create a database of all your addresses and flag them with unique tags so you're able to sort and filter them as needed for each offer.)

If anyone asks to be removed from your mailing list, remove them immediately.

Remember, everything depends on your list. Keep it updated and current. Build it all the time, guard it with your life, and give your customers the best service you can. They are the ones who keep you in business. Keep them happy and they will keep buying from you again and again for many years.

### **E-Mailing Tips – Practical**

Before you mail to your list, add your e-mail address to the beginning and end of the list. This is called "seeding" your list. Since your list now contains your address at the beginning and towards the end of it, you will know that all of your mail has been sent out properly when you receive two copies of your e-mail message in your inbox.

This will also give you a chance to see, first hand, how your e-mail message appears on other people's email inboxes.

If any of your recipients have changed their addresses, the e-mail addressed to them will probably bounce back to your mailbox as "undeliverable." If this happens, remove those names from your list.

The best start-up advice I can give you is to get started now. Start building your list. Practice sending messages out and once you're comfortable with it, start sending product offers out to your list.

Throughout this entire process, be sure to fully understand and then follow all of the steps given in this manual. Do not miss any of them. They are all very important to your success in this business.

Well, there you have it. That's how it's done. I have tried to cover every aspect of the system as I know it. I am confident that you won't have any problems getting started on your own.

I wish you the best of luck with your business. I am confident that you will make full use of the techniques I have provided to you in this manual. And when you do, you will be amazed at how quickly you can start making a profit!

Best Regards,

A handwritten signature in blue ink that reads "Raamakant S." with a stylized flourish above the name.

Raamakant S.

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