

This Report Brought To You By:

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Em@il Marketing Secrets:

Build Relationships, Increase Traffic,
and Skyrocket Sales



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Unleash The Power of Email To Rake-In A Fortune!

It's free, quick, and easy to send. Just pop-in your email into your autoresponder account and you can broadcast to thousands.

Then, in a matter of minutes, your first sales begin flow-in.

You now have the power to make an offer and generate revenue whenever you want.

Of course, there's a problem you face with email marketing. Your subscribers' email boxes are packed to the max.

Spam, friends, family, colleagues, and other marketers are competing for their time.

But, there's good news. There are tactics to stand-out above and beyond the rest.

Even with a small list, you can use email to build iron-clad relationships for massive on-demand profits.

Instead of sending-out an email and getting a small response, you can send-out email that pours-in sales hand-over fist.

It all has to do with what goes inside.

The right words get your email opened, read, your links clicked, and ultimately sets your readers up to buy. It "Pre-sells" the offer you're promoting so they're eager to buy as soon as they hit the sales page.

What's more, email also builds trust and establishes relationships that generate future sales. It leaves them eager for more.

Inside this report, we're going to discuss how you can create emails that sell like crazy.

If you don't already have an email list or want to grow yours in record time,

check-out a resource called, “Quick Lists Formulas” over at:

→ [Quick List Formulas](#)

Types of Email Messages

Before you send an email, it's important to realize that each occasion requires a different message.

There are a number of different types you might use, depending on the situation. Let's discuss them:

- **The Testimonial/Case Study Email.** After you've generated a lead, it's important that you help prove your product or service works. Telling personal stories of your success or of others who have used your system help do this.

Remember, the reasons people don't buy from you are they can't afford it, can't get much use from it, and they just don't believe it.

The third reason can easily be remedied.

- **Good/news bad news.** Another type of email you can use is to announce good or bad news regarding your product or a change in your marketplace.

For instance, if you're selling a product on pay-per-click advertising and Google changes the rules, this is the perfect topic to create an email around. You can talk about how this is good or bad news for your reader.

Bad news is typically more attractive than good, unless it's really good news that your market desires. For instance, the subject "Bad news" likely out-pulls the subject line "Good news." Bad news indicates urgency. You need to find-out what happened. Good news can usually wait.

- **Limited time/quantity.** A great type of follow-up email to get fence sitters off, is to send email regarding scarcity of the product or service.

If there is only a limited time or quantity surrounding your offer, point it out to readers. Even if there is not a firm date or amount, there is usually a reason to act right away.

For instance, a reason to buy a course on dog training is that you may not have long before bad habits set-in. While the techniques may work at any age, they're far more effective when the dog is young. Thus, it's important to get the course right away before it gets more difficult.

- **Current event.** One of the most powerful types of emails are ones that tap into the conversation going on in your readers' heads. This might be a Super Bowl prediction during the week of the Super Bowl or any big news event your readers are thinking about or would want to know.
- **Odd news.** Similarly, another type of powerful email is to take an odd news event and then apply it to your market and product. For killer ideas, check-out Digg.com and Cracked.com.
- **Recent personal story.** You have events or stories people can relate to everyday. They're a great way to start-out an email and then sell your own product or service.

For instance, if you were selling a dog training product, you might begin by talking about a conversation you had the other day with someone who was struggling with training his or her dog. You can then tie-in your response or what you were thinking to how your product or service solves the dog training problem.

- **Promise of benefits.** Sometimes you will just want to send a short and to the point email that lays-out the benefits of taking action and owning your product or service.

An ideal time for this type of email might be if there aren't a lot of competing emails from other marketers. It's not ideal when there are a lot of others saying the same things.

- **New concept/idea.** If you want readers to click on your emails every time they see it, then you need to be a leader in your marketplace. One way to do this is to constantly introduce new ideas and concepts that benefit the lives of your prospects. These ideas come from interviewing others, experimenting, and reading, likely, from sources outside of your market.

An example from the internet marketing world is the idea that you should give a lot of killer free information in your emails or other content. The idea being that once you do this, readers think if he's offering this for free, the paid stuff must be good. Before this idea was put out there, the common response in the internet marketing community was that emails should give a “taste” of what you have to offer. They should not give too much away for free.

By introducing these new ideas, you gain a loyal following. Others in your marketplace see you as an innovator that they should be paying attention to.

For more advanced strategies to grow a loyal email list, check-out a guide called “List P.R.O.F.I.T. System” by Jimmy D. Brown at:

→ [List P.R.O.F.I.T. System](#)

The Subject Line

Before your email gets read, it needs to get opened.

Your subject line is what readers have to make a split decision if they want to click.

But its job is not just to get your email opened. Its job is to attract those on your list who are likely customers for your offer and then transform their mood into a buying one.

How do you create killer subject lines?

First you need to take into consideration what others are emailing. If you're in a specific market, you can set-up a gmail.com account, sign-up to all big email list in your market, and then monitor what they're sending-out before you send-out your important emails.

Then, you have an idea of what your readers are receiving, because, chances are, you're not the only list they're on.

Here's a sample of some of the subject lines in my email inbox:

Hey, this could be a future way of promoting your music

One Big Fat Ugly Rat.....

The "Blood" of your business? find out at 9:00 pm EST tonight

Roving Reporter: Wrapping Up the Big Event

avoid social functions?

I slapped Google back (you can too Hans)

Nitro Webcast Registration

Mastering Search Advertising: Expert Series Access

T.W.R.T. (the teensy weensy response tripler.)

Extra! Extra! Read all about it...

You gotta read this...

Will you comment on this, please?

how teensy tweaks bring massive results

re: (within hours) #1 Business EXPLODING Right Now in the so-called Recession!!!!>>>

Blame Canada!

Some of these subject lines are more effective than others. Ones such as “Webcast registration” may not be especially effective, unless your readers are expecting it.

Whereas, “Blame Canada!” which was sent by a marketer that likes to use controversy is likely effective for his list. It gets his readers to stop and check-out what the latest controversy is.

The best headlines are ones that begin the telling of the story contained in your email. You may even write your email first and then take-out an intriguing line from it and put it in the subject line.

A common subject line mistake is to not pay attention to who it's attracting. You don't necessarily want everybody to open it. You want those who are likely to buy your offer first and foremost.

For instance, a subject that says, “Business Owners, Boost Your Profits!” is not as effective as “Small Biz Owners, Boost Your Profits!” if you're selling a product just for small business owners.

Another example is if you have a list with internet marketers and you're selling an AdWords product, then you might put the word “AdWords” in the subject. You only want those that know what AdWords is and actively advertise with them to open-up your email. If they're not using it, then they're not likely going to buy an AdWords product that helps them boost their profits.

In other words, look for ways you can be specific and let your ideal prospects know you have something for them.

A powerful resource to get you creating profitable email subject lines starting in mere minutes from now has been created. It's called, “Instant Email Subject Lines.” It contains 427 different subject lines you can copy and paste for every different occasion.

Check-it out at:

→ [Instant Email Subject Lines](#)

Next, once you've got the right people to open your email, it's time to achieve an objective with your body copy. Let's move on to talk about some strategies to do this.

Your Email Body Copy.

There are several different approaches you can take here.

You can have longer emails, which help “pre-sell” your products. Pre-selling is simply getting your prospects in a buying mood before they hit the sales page. Or, you can create a short, curiosity triggering email that tries to get the click-thru as its chief objective.

The best approach depends on what your prospects already know and what you tell them on the landing page.

If you're sending them to a landing page with killer copy, then you may create a short email with nothing, but a couple of sentences and a promotional link.

If you're sending your readers to a page that they won't be able to completely relate to, then you need a lot more copy in your email.

A technique to make longer emails more readable is to create subheads throughout it...

You Can Do This By Putting Your Text In Between Dashed Borders Like This

All in all, your email should say what needs to be said and nothing more.

Here are some more tips to create effective emails:

- Keep your sentences short. This is more important in email than on a web page to increase readability. Lots of commas is not a good sign you're on track.
- Use rhyme to create a rhythm. A site to help you is at: <http://www.rhymezone.com/>

- Pay attention to what your links says. The link <http://www.TrackingUrl.com=?80934234234>, is not the same as, "www.YourDomain.com/JoinNow.html" Every word in your emails has meaning. Pay attention to what it's telling your readers.
- Make sure your email spells-out the unique benefits of clicking through. Your readers have a lot of email. They should understand why reading and then clicking-thru is worth their time.
- Add and amplify scarcity. If there is a limited amount or time to act, be sure you emphasize this in your emails. This explains why clicking on your link right away is worth your readers' time. Realize that there is a constant barrage of new emails. If your email does not get read, there is a VERY low probability that reader will return back to it. Imagine your reader is busy and what could you say to make him or her stop what she is doing and take action.

For more advanced email copywriting secrets, an email copywriting course has been published over at:

→ [Advanced Email Marketing](#)

Recommended Resources:

- [List P.R.O.F.I.T. System](#) – Secrets to growing and building a profitable email marketing list.
- [Advanced Email Marketing](#) – Complete email marketing course.
- [Email Stats](#) – Email tracking solution
- [Quick List Formulas](#) – Generate massive lists fast.
- [Instant Email Subject Lines](#) – Generate profitable subject lines quickly and easily.