Hello,

Below you will find your customizable messages.

To edit the messages quickly and easily just copy the code phrases below into the "find/replace" feature in your text editor. This is usually found under the "edit, replace or search" menu at the top of the page.

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Instructions

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Here is a link to a quick video that will show you how to

customize all of the messages in this set at one time:

http://www.lisamcope.com/customizing-messages

- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the “replace all” button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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Copy and paste phrases

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"your name here"

"your email address"

"your URL here"

Best of luck with your ventures,

Lisa M Cope,

If you need help or have questions, please visit the help desk:

http://www.lisamcope.com/help

http://www.plrnewsletters.com

http://www.plrjunkies.com

http://www.contentcollectorsdream.com

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in receiving our emails

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first tip as soon as we receive

your conformation.

Remember we value your privacy. We will never rent,

share or sell your email address.

"your name here"

----------------------------------------------------------------

Message # 1

Subject line: Your First Email Marketing Made Easy Issue

Hello "autoresponder code here",

Welcome to your first issue of Email Marketing Made Easy.

In each issue of this newsletter, you will learn valuable information on how you can use email marketing to help grow your business and promote products and services online.

There is no doubt that email marketing has become one of the best and fastest ways to make money online. There is nothing more exciting than checking your email to find that you have made a sale or several sales. But before you can experience the thrill of getting money in your inbox, you have to build a mailing list. Some may tell you that building huge list of people all jumping at the chance to buy your products is easy!

Unfortunately, when it comes to building a responsive mailing list with thousands of subscribers, things aren't always that simple. However, there a several list building strategies that work successfully and I am going to share some of them with you in this article.

But first I want you to keep in mind that a responsive mailing list is your ideal target market, people that are asking you to send them information and offers by email. Many internet marketers make virtually all of their income just by sending email's to their lists. Imagine how great it must feel to send out an email and in an hour or two have your inbox full of orders. It is very possible, especially when you take the time to employ basic and effective list building strategies.

When it comes to building your own list the first thing you should do if you want people to give you their email address is to make it very easy for them. If you have a website or blog add a subscription form to all of the main pages. Make it highly visible and offer your visitors something of real value in exchange for joining your list.

If you don't have a website or blog you may want to consider setting one up just for your list building campaign, especially if you want to build a big list. If setting up a site isn't for you there are other methods that you can use, you will just have to get more creative when it comes to collecting email address.

Above all else, keep it simple! Keep in mind that people are busy and easily sidetracked, which means you don’t want to make them giving you their email address something that they have to think too much about or work too hard to do. The general rule is, the easier you make it the more email addresses you will collect!

If you have an existing customer base make it a top priority to get an email address from everyone that makes a purchase from you. Whether it's during the sales process or after the purchase of one of your products make sure that you ask your customers for their email address. The optimum time to do this is before the purchase is completed because they will think it is part of the process.

It is very important to always remember that your customer must give you permission to send them promotional emails. Asking them for an email address as part of the sales process does not give you permission to add them to any other mailing list or bombard them with promotional emails. That can lead to spam complaints and you don't want that. What it does do is give you the opportunity to follow up with them, ask how they liked the product or service and then entice them to join your regular mailing list.

There are many ways that you can entice people to join your mailing list. Here are a few quick ideas that you can use;

- Give them a bonus product, free gift or a discount on their next purchase when they subscribe.

- Send them to a webpage where they can download a free ebook, report or software related to the product they purchased.

- Offer them free access to member's only website where they can get access to additional information, customer rewards and special offers.

- Give them a chance to win a prize, by holding a free contest or sweepstakes for subscribers only

- Offer them free customer support and email consulting.

- Have them fill out a survey and give them a free gift as an incentive to complete the form.

There are many ways that you can entice people to join your mailing list and by focusing on these core strategies you will be well on your way to building a responsive list for your business. The simple fact is that email marketing is essential for any business.

Once you have a list, and begin building a relationship with your subscribers they will have more confidence in you and your business. Just make sure that you provide them with information that they will find helpful and beneficial.

Make sure you look for your next issue soon. We will be talking about the difference between opt-in email marketing and unsolicited bulk email.

Thank you again for joining,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 2

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about some basic email marketing strategies to help get you started. In this issue, we are going to talk about the difference between opt-in email marketing and unsolicited bulk email.

Have you ever wondered what “opt-in email marketing” is and how it compares to bulk email marketing? When it comes to getting started with email marketing it is very important that you understand the difference between bulk email and optin email.

First, let's look at the process of sending unsolicited bulk email:

Unsolicited Bulk Email is the practice of sending out huge quantities of email to a massive list of email addresses that remain unverified or qualified. This practice is considered incredibly controversial and in many cases may be against the law. If you're considering this marketing tactic for your business; you must be incredibly cautious. Using unverified bulk emailing practices to promote your company could put your business and your reputation at risk; not to mention the possibility of huge financial fines and jail.

The appeal of unsolicited email marketing, for many aggressive entrepreneurs, is very dramatic, and it has become incredibly popular because it's extremely inexpensive. Bulk emailing costs much less than standard mailing and is less labor intensive. Postage costs alone can cut into the profits of a growing company quite dramatically. To offset the costs, many companies will resort to the less expensive route, even though the risk is very high.

Unfortunately, massive bulk email to unsolicited clients is considered in poor taste. In most cases, potential customers will simply ignore your incoming email block your website or have you forwarded to a junk mail folder. The worst-case scenario would include your company's website being reported to an Internet service provider resulting in your website being permanently banned from the World Wide Web. The bottom line is this; bulk emailing to unsolicited customers simply doesn't work. It doesn't get you leads and the risk is far too great.

Now let's review the practice of direct optin email marketing:

Optin direct email is the practice of sending out company email to recipients that have requested contact with your company. It is possible to hire a company that will specialize in direct email in order to promote your company legally, and without the hassles of bulk email to unsolicited customers. Optin email marketing services offer you a legitimate way to reach customers who are actually seeking your services.

When it comes down to your bottom line, optin email marketing is always the way to go. This process may be a bit more time consuming and can be a bit more costly, but the benefits far outweigh the disadvantages.

Make sure you look for your next issue soon. We will be talking about building a list of eager subscribers.

Until then,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 3

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about the difference between opt-in email marketing and unsolicited bulk email. In this issue, we are going to talk about building a list of eager subscribers.

When using email marketing as a way to advertise your business, you can eliminate some of the high costs advertising. With an optin list of subscribers, you are pretty sure that what you are sending out is received, viewed and read by the subscribers and not simply being deleted. They have signed up for service and have consented in receiving it.

This means that there are constant reminders to your subscribers about all your products, new products and services as well as any promotions and special deals you are having. There is also the chance that they can be forwarded to other potential customers as they tell their friends and families about you and your site.

Of course you should be also aware that a subscriber may unsubscribe when they feel that they are not getting what they want or expected. Make sure that they are satisfied with your opt-in marketing strategies and keep them excited in receiving your newsletters and catalogs. Here are some tips that can help you build a list of eager subscribers.

Make your promotional materials interesting and fun. Try to use a little creativity but not too over artsy. Build around what your product or service is about. For example; if you are selling car parts, put some pictures of what is new in the auto parts world, a new wing door possibly that can fit any car and make it look like a Lamborghini.

Try to research what people are looking for, these way, you stay one step ahead of them all the time and you will be their bearer of new tidings. They will be eager to receive what you are sending them because they new you always have fresh and new things to share with them.

Write good articles that can be very informational but light at the same time. If your subscribers enjoy your articles, they will go to your site by clicking the links that you will be putting on your newsletter to read some more. You can provide articles that can connect to many people. Be diverse in your articles. Put something humorous, then put something informational, then put something that has both.

Are you wary about this because you don’t like writing? No problem, there are many professional and experienced article writers that can do the job for you for minimal fees. They know what they are doing and can provide the need that you have for your newsletters, the money that you pay for your articles are going to be met by the many sign-ups and the potential profit from the sales that you will get.

Create and send an ebook to your customers about anything that is related to your business or site. Use your knowledge and expertise in the field you have chosen to help other people who are similarly interested. Offer this e-book for free. You can write about anything informational and helpful to your subscribers. For example; you can do manuals and guides in so many things. This e-book could be used as a reference for many people.

Share this ebook with everyone, even other sites; just make sure that they don’t change the links in the e-book that will lead people to your site. If you want, you can always get some people to write it for you just like your articles. The great advertising this will generate once again will cover your investment.

Add coupons in your newsletters that will help them avail to special discounts. Put a control number in your e-coupon so that they can only be used once. When people get discounts that can be found in your newsletters, they will be eager to receive your newsletter in anticipation of what you are promoting next.

If your subscribers can get benefits from your newsletters, they will be very eager to receive them. Just don’t flood them with promotional emails or you can end up losing more subscribers than you keep.

Make sure you look for your next issue soon. We will be talking about planning your email marketing campaign

Until then,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 4

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about building a list of eager subscribers. In this issue, we are going to talk about planning your email marketing campaign.

Your best chance of success with email marketing is to create a plan based on the products that you want to promote. It all starts with your product funnel, which leads to your content marketing plan, which leads to your email-marketing calendar. All email marketing should be focused toward promoting your products and/or services and that requires planning. The following steps will help you increase the results of your email marketing.

Craft a Working Product Funnel – You probably already have various products and services, but you may not have designed a product funnel yet that helps you understand how everything is interconnected and works together. Understanding this can help you keep your different lists and promotions in order.

Design Sales Pages for Each Product – Each page should tell your audience the benefits of purchasing the product. Remember a sales pages focus is on the audience, not on you. Benefits over features, always – pretend you are the client and answer all the questions and concerns they might have right on the sales page.

Start Appropriate Email Lists for Each Product– Using your autoresponder, create the lists for each product or service that you will promote. At the minimum, you will want a general email list for people who visit the front page of your blog and then two lists for each product you sell.

Create one list for people who purchased the product and one list for people who just want more info about the particular product. Name them appropriately, so that you know where to put the messages based from where the audience joins your list.

Develop a New Product Launch Calendar – Knowing when each product is being launched for new upcoming products and or services will help you identify which lists you can include the announcements and information on. Plus, it will remind you to create new sales pages, lists, blog posts and email marketing messages for each new product.

Create a Blog Post Publication Calendar - Based on the product launch calendar, write blog posts and set deadlines for them to be scheduled. Ensure that some blog posts promote the various sales pages, and other blog posts are designed for those who purchased already. For each message, consider who will see it and where they come from.

Create a Social Media Content Publication Calendar – Develop social media messages in a series based on your blog posts that will attract your readers to click through to your sales pages and purchase or sign up for your email lists.

Create an Email Publication Calendar - Based on how everything works together above, create a series of emails that you can edit appropriately for each separate list that you may want to promote the new product to. Load them into the right auto responders, ensuring they link to the right sales pages depending on the audience they are sent out to.

Craft Follow-Up Messages – Don’t forget to craft all your follow-up messages too for each product that you sell. Once sold, you will want to keep in contact with the customer who bought it so that you can market future products and services to them.

By creating a plan of action to follow, you can make sure every single time you launch a new product that you can cross-promote other products and services without bombarding your list too much with messages they don’t need, thus increasing your conversion rates exponentially. If all the content you create goes together like a puzzle to promote all of your products and services in a seamless way, it’ll be that much easier each time to set up for each new product.

Make sure you look for your next issue soon. We will be talking about the importance of using a great subject line in your emails.

Until then,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 5

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about planning your email marketing campaign. In this issue, we are going to go over the importance of using a great subject line in your emails.

You finally have some subscribers on your email list, and now you want to start getting some interaction from your subscribers. You want them to read the information and answer your calls to action. But first, you have to get them to open the emails. All that starts with crafting subject lines that encourage opening of your email messages.

Pique Their Interest – Don’t give everything away in the subject line. Instead use the space to make them want to open the email and know more. Think about what they see when they get the email in their inbox and put the words in the right order to pique interest.

Tease Them – Email subject lines are a good way to bring humor and a fun personality to your email messages. Keeping your audience in mind, make your email subject lines evoke the emotions that your audience needs to open them.

Make Them Curious – The email subject line should make the reader curious enough to open it. If you know the audience you’re sending emails to well, and you should, it should not be difficult to craft curiosity-seeking email subject lines for them.

Don’t Be Too Clever – You don’t want to mislead your audience, so be careful about trying to be too clever with your email message subject lines. If they feel duped when they open the email, no matter how good your offer is, they’ll be unhappy.

Put Keywords First – Some people search their emails using various keywords; make it easy for them by including those keywords within the first three words of the email subject line. Plus, when the email comes in, the keyword will be immediately visible to them.

Personalize It – People respond very well to personalization in email messages, and that includes subject lines. If you can call out their name, or name their title, they’re going to be more likely to open the email message.

Avoid Filler Words – You have very little space in the email subject line. How long your subject line is will depend greatly on your audience. Test different lengths of subject lines to find out what works well with your audience, but the rule of thumb is 1 to 7 words or less than 130 characters.

Name Drop – A great place to name drop is in the subject line of an email. If you use a famous person’s name, or a person who your audience values, then all the better. You have to be careful doing this because you don’t want the person’s name you drop to be angry, so ensure that it’s all positive. It needs to be a win-win situation.

Focus on a Deadline – A time limit mentioned in the subject line will also entice your audience to open it. If you offer a special that expires in three days, say so in the subject line so that they know that they need to open now and not wait until later. Note: Make the deadline real to be most effective.

Creating subject lines that encourage opening of emails is something that you need to consider carefully based on your topic, your audience and the results you’re hoping to achieve through your email marketing messages.

Make sure you look for your next issue soon. We will be talking about some great ways you can make the most out of your email marketing campaign.

Until then,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 6

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about the importance of using a great subject line in your emails. In this issue, we are going to go over some great ways you can make the most out of your email marketing campaign.

The Money Is In The List!

I'm sure you've heard that saying and it is very true, if you have an online business then you should be building a list of subscribers. Email marketing is a very powerful tool to grow your business and your profits. A good email marketing campaign can increase your profits by eight times more. With email marketing there are some points you need to learn to be successful, such as understanding the typical buying cycle, using follow up emails and using backend sales.

- Understanding the Buying Cycle

Around 99% of visitors to a website will not buy the first time that they visit the site. Although they don't buy when they first visit the site they may still be interested in the product you are selling but are still considering their options.

If a visitor comes to your website and then just leaves, you are losing a potential sale. Even though they are not ready to buy just yet, you can still profit from that visitor by capturing their details so you can follow up with them and possibly make a future sale.

- Using Follow Up Emails

If 99% of visitors leave your site without buying then you are only getting a 1% sales conversion. Wouldn't you like to change that 1% conversion rate to perhaps as much as 8% conversion? Capturing your visitor’s details and using follow up emails can increase that conversion rate by as much as 800% to a 8% conversion.

Many people won't buy a product because they don't know who you are or if they can trust you, after all this is the first time they have visited your website. By capturing their email address you can follow up with emails over time and build trust with those people. When a person begins to know and trust you from your emails they may then decide to purchase your product.

- Using Backend Sales

As well as purchasing the original product you are selling, your subscribers may also buy other products from you in the future, which will increase your profits even further. Promoting other products or services after the original sale is called your backend sales. Backend selling is where the real money is made in online business and many Internet Marketers miss out on a lot of profits by neglecting to sell backend products and only focusing on the one product.

For example, let's say the main product you promote sells for $50 and you make 50 sales a month for a total monthly profit of $2500. To increase profits many business owners would focus on increasing the number of sales that they make each month.

But what if you took the backend sales approach instead. What if you tried to sell another product to those existing 50 customers, let's say a $200 product. If 20% of those customers bought the second $200 product you would have an extra profit of $2,000.

That extra $2,000 profit will come without too much extra work as you already have the details from those customers who have bought the original product and they already know and trust you.

Another option could be to sell a membership product to those original 50 buyers. What if you offered a program that cost another $50 a month membership, if 50% of those 50 people joined that membership program you would make $1,250 extra profit, not only for that month but on a monthly basis until they left the program.

If even just 10 of those people remained members for 12 months that is $6,000 profit for a year. If you have 10 extra people joining your membership program every month, that profit will grow higher and higher.

So you can see that a backend product or membership program can be extremely profitable for your business and it is often easier to sell to your existing customers than trying to find new customers.

Email marketing really is a necessity for any online business if you want to build your business and achieve high profits.

Building a relationship with your customers is the best way to sell more products and build a good, solid customer base. Understanding how and when customers buy, how to use follow up emails and implement backend sales will take your business to a whole new level.

Make sure you look for your next issue soon. We will be talking about some simple strategies for writing effective emails.

Until then,

"your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Message # 7

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about some great ways you can make the most out of your email marketing campaign. In this issue, we are going to go over some simple strategies for writing effective emails.

Email marketing has changed over the years, evolving as the wants, needs, and actions of the population changed. Plenty of companies abused the email in boxes of potential customers and clients during the introduction of Email; they constantly posted emails to all accounts, nearly invading the privacy of their consumer base.

Issues revolving around spam made it even more difficult for companies to use email marketing to their advantage. Luckily, the evolution of email and society has led to a resurgence in email marketing. Companies can now communicate with their consumers through various email platforms.

Your company can easily benefit from an email marketing strategy. These four tips will help you to approach your own strategy, giving your company the marketing push that it needs to be more successful.

- Speak Concisely

It is important for you to speak as quickly and concisely as possible. Consumers Don’t want to read long emails, just as they Don’t want to read large articles. Pick one thing to talk about and speak on that topic as quickly as possible. Those who manage to get their point across quickly will keep the attention of their consumers for both current and future emails.

- Send Carefully

Many companies try to talk to their consumers too frequently. They fill up the in box of their customers, clients, and potential consumers with useless information. Try to scale back on your email marketing and use email sparingly. If a person hears from you less often, they will pay more attention to what you have to say when you do communicate with them.

- Give Them a Reason

Your audience has to have a reason to read what you have to say. They have to get something out of the email, whether it be information, a sale, or an offer. Think about the emails that you will send and think about what they have to offer to the reader. If you are hard pressed to come up with a good answer, the email should not be sent.

- Know your Target

You need to work to know your target so that you may talk to them at their level. The more you know about the person you are speaking to the easier it will be for you to connect with them. Connections are key when trying to induce action or interest through an email strategy.

The most important thing for your company to do is to think about the email marketing strategy as a whole. You need to think about how you are going to talk to your audience, and what you are going to give your audience. If you can speak directly to your audience and give them a reason to read and listen, you will be successful. Take the time to get to know your target to make your email strategy as powerful and successful as possible.

Make sure you look for your next issue soon. We will be talking about some things you must avoid when emailing your subscribers.

Until then,

"your name here"

"your email address"

"your URL here"

------------------------------------------------------------

Message # 8

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about some simple strategies for writing effective emails. In this issue, we are going to go over some things you must avoid when emailing your subscribers.

When you decide to have an opt-in list, it is not just a matter of sending your subscribers your promotional newsletters or catalogs. There are many things to consider in avoiding many complications. There are so many ways you can get people subscribe to your list. There are also some things you must do to make sure they don’t unsubscribe.

Aside from that, you also want to avoid any problems with the law and your internet service provider or ISP. There are now many laws and rules that are applied to help protect the privacy of the internet users from spamming and unwanted mails. With the popularity of the electronic mail as a medium for marketing because of the low cost, many company’s have seized the opportunity and have flooded many people’s e-mail accounts with promotional mail.

But, with an opt-in list, you avoid this annoyance because people subscribe to the list; they want to receive the newsletters and promotional materials. They have consented to being on the list by subscribing themselves, just don’t forget to put an unsubscribe feature every time in your opt-in list so that you avoid any confusion. There may be times when an email account was provided when the real owner didn’t want to subscribe.

It is essential that you keep your list clean and manageable. Arrange it by using the many tools and technologies available for your opt-in list. Don’t worry; your investment in this marketing strategy is well worth it with all the coverage you will get which will likely be converted into sales then to profit.

Keep yourself and your business out of trouble and potential run-ins with the law and the internet service providers. Keep your operation legit and clean. Your reputation as a legitimate businessperson and a legitimate site owner depends on your being a good marketing strategist. As a tip, here are three things to avoid when emailing your list.

- Take notice of your unsuccessful sends.

These are the emails that bounce. Bounced emails, also known as undeliverable messages, are those messages that, for whatever reason, were not successfully received by the intended recipient.

There are bounces that happen or occur because the server was busy at that time but can still be delivered in another time. There are also bounces because the inbox of the recipient is full at that time. There are those bounce messages that are simply undeliverable ever. The reason for this is that it may be an invalid email address, a misspelled email address, or an email address that was abandoned and erased already.

Manage your list by putting markings on those that bounce. Erase an email account from your list so that you have an accurate statistics and records as to how many are actually receiving your mail. You may also want to check the spellings of your email addresses in your list. One common mistake is when an N instead of an M is placed in the .com area.

Always provide an unsubscribe feature in your site and an unsubscribe link in your mails. When someone in your list files a request to be unsubscribed, always take that request seriously. If you don’t take them off your list and keep sending them your e-mails, you are now sending them spam mail.

When you are reported as a spammer, you and your business can get into a lot of trouble. You can be reported as a spammer or blacklisted by service providers. You will lose a lot of subscribers this way and many more in potential subscribers.

Don’t provide pornographic or shocking and disturbing content in your newsletters. It is hard to decipher the age of the recipient and many complaints may stem from these. Controversial issues also are to be avoided to not be branded by your subscribers. Stick to the nature of your site and business.

Always keep these tips in mind so that you can have a healthy relationship with your subscribers and stay within the boundaries of what is allowed when it comes to responsible email marketing.

Make sure you look for your next issue soon. We will be talking about some quick ways to get your subscribers to trust you.

Until then,

"your name here"

"your email address"

"your URL here"

--------------------------------------------------------

Message # 9

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about some things you must avoid when emailing your subscribers. In this issue, we are going to go over some quick ways to get your subscribers to trust you.

While the rest of the world have developed many barriers and protections to keep their email accounts spam-free, there are also those that subscribe to mails that promotes their products, services and their site. This is mainly because these subscribes wants to know more about what these sites are offering and can be beneficial for them. They expect to get be kept posted on what they are interested in and what are new in the market or field they have chosen.

Businesses would be so lucky to have these kinds of customers; the basic element needed to get these types of people is trust. When your customers trust you, they will reward you with their loyalty. Many internet users have gone to great lengths in protecting their email accounts from spam mail. Some free mail internet providers and internet service providers offer spam protection while there are also some internet based companies that screen your mails for you.

With an opt-in mail list, the mails you send containing your promotional materials such as newsletters, catalogs and marketing media will go through. Your intended recipient will be able to read and view what you have sent making it a successful transfer of information. To be able to be allowed to do so, you will need permission from your recipient, to get this permission; you need to be able to get their trust. With the great lack of disregard for privacy in the internet, getting the trust of an internet user you don’t personally know is a big achievement.

To build a good opt-in list you need people to trust you, for a faster and quicker build up, you need to get your opt-in subscribers to trust you quickly. The faster you build your opt-in list the faster word about your site and company gets to be spread. The bigger the scope of your opt-in list the more traffic you get spelling more profits. Its easy math if you thin about it. Getting the numbers is not that simple though, or maybe it is?

Getting your customers trust should be based upon your expertise. People rely on other people who know what they are talking about. Garner all the knowledge and information about your business. Ell, frankly if you decide to go into a business most probably you have an interest in it. Like how many basketball payers become coaches, you don’t really venture into something you don’t have any interest in.

Show your clients that you know what you are talking about. Provide them with helpful hints and guidelines that pertain to what you are selling. Talk about how to install a roof if your into hardware products or provide articles on insurance settlements if you’re a settlement lawyer. You don’t have to be a big corporation to make use of an opt-in list. If your customers see you as someone who knows what he is doing and saying, they will trust you quickly.

Be true to your customers, if you want to hype up your products and services, provide guarantees. The more satisfied customers you get, the bigger probability there is that they will recommend you. Generally, people will trust someone they know, when that someone recommends you then you’re a shoo-in. They will go to your site and check it for themselves and be given a chance to experience what the other shave experienced from you, so make sure to be consistent in the service you provide.

Another tip in getting a customer to trust you quickly is to provide them an escape hatch. Show them that you are not there to trap them. Keep a clean list that would enable them to unsubscribe anytime they want. Elaborate your web form by providing information on how to unsubscribe from the list. Guarantee them that they can let go of the service when ever they want to. Many are wary that they may be stuck for life and would have to abandon their email accounts when they get pestered with spam.

Remember that when you get the trust of your clients don’t lose that trust. Because if you do anything with their email addresses like sell them or give them out, you will lose many members of your list as ell as potential members. The true quickest way to gain the trust of your subscribers is when you are recommended by someone they trust.

Make sure you look for your next issue soon. We will be talking about how to increase your email marketing conversions.

Until then,

"your name here"

"your email address"

"your URL here"

--------------------------------------------------------

Message # 10

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about some quick ways to get your subscribers to trust you. In this issue, we are going to talk about how to increase your email marketing conversions.

Email marketing is an effective way to market your products, services and information to your audience. But, it can be easy to confuse your readers to the point that they Don’t take action. If you want to improve conversions, consider the following.

- Know Your Audience

The best thing you can do for your business is to understand your audience backwards and forwards. The more you know who you’re crafting emails for, the better you can word everything to get the response you want.

- Craft Subject Lines That Create Curiosity

Your first line of defense is the subject line of your email. If your subject line doesn’t make the reader curious enough to open the email to read the rest, nothing else matters.

- Attention Grabbing Headlines

When someone opens an email, the headline is the first thing they will see after the subject line that enticed them to open the email in the first place. If this doesn’t grab their attention, they probably won’t continue reading.

- Use Bulleted Information

Inside the email message, be sure to make the information easy to absorb. One way to do this is to use bulleted information and lists. People read online differently than they read a book. They read vertically instead of horizontally; therefore, make the information match where the eye goes.

- Stay Focused

Instead of giving too much information and many options for purchasing something, make your email focused on one item and one offer. You can always upsell and cross-sell at the point of checkout but for the purposes of the email, make the focus on one thing only.

- Links

Don’t overwhelm your audience with ten links to different items in your emails. Instead, provide one link for the focused information that you want to get across to your audience. One link gives them one thing to do.

- Call to Action

If you can identify the one thing you want your audience to do after reading your email then it will be easier for you to design the subject line, headline and email to match.

- Short and Simple

Super long emails don’t translate well because most people just want to know what the point is and move on from the email. Take out extraneous words and get to the point in your emails for faster action.

Understanding that you can increase conversions by being more focused in each email that you send doesn’t mean you can’t promote more than one item in your email messages. However, focusing each message on one promotion will get you further than too many promotions in one email. The reason is that you avoid confusion and increase conversions by telling your audience about one offer at a time.

Make sure you look for your next issue soon. We will be talking about how to turn unsubscribes back into subscribers.

Until then,

"your name here"

"your email address"

"your URL here"

-----------------------------------------------------------------

Message # 11

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about how to increase your email marketing conversions. In this issue, we are going to talk about how to turn unsubscribes back into subscribers.

There is no avoiding it. Every once in a while you’ll have someone unsubscribe from your email list. In reality, you want to get some unsubscribes because that means your list is super focused and it might not be right for that particular person. However, the unsubscribe process is also another opportunity to refocus that person and better target your audience.

By law you must offer an easy to use unsubscribe button. Don’t force them to re-enter their email addresses to unsubscribe. Just give them the button, and let them go without doing so grudgingly. However, you can remind them of why they joined your list at the same time by sending them to a special offer sales page when they click unsubscribe.

Don’t make it tricky to unsubscribe. Prepopulate the unsubscribe buttons but also offer the alternatives to the reader to choose different lists or information they may want that might be more accurate for them.

Ask them why they’re leaving. Using the unsubscribe page as a way to find out why they want to unsubscribe can help you better focus your email messages and opt-in offers in the future. In addition, it can give the person unsubscribing new insight into what you offer your lists and they may change their mind.

Here are a few more tips you can use:

- Offer Alternatives

On the unsubscribe page, don’t make them jump through hoops but do offer them some options such as lower frequency of email (such as a monthly option) and/or different newsletters they can sign up for, or other offers that you have that they may not know about.

Take It in Your Stride

It’s really not personal. If you can take the unsubscribe for what it is, a simple request not to get more email from the list they’ve subscribed to and not a personal attack on you, then you’ll be able to handle the unsubscribes better. Honestly, a clean list is better than a list full of inactive users, so some people are doing you a favor by unsubscribing.

- Send High Quality Information

Stop unsubscribes before they start by providing high quality information that is very targeted toward your audience from the start. When someone subscribes to your list, let them know what to expect up front, then be sure to deliver what you promised.

- Send a Free Parting Gift

When someone unsubscribes from your list, your autoresponder email will send them an unsubscribe confirmation email which is your chance to say goodbye. Within that you can offer them a parting gift which will then put them on a different list that might be more appropriate for them.

- Ask Them to Reconsider

On the unsubscribe page you can also simply ask them straight out to reconsider unsubscribing. Offer them a gift if they stick around a little longer such as one more week or a month. Some people are only unsubscribing because they forgot why they signed up for your list. This is a chance to remind them.

You have to tread lightly when it comes to unsubscribing because you don’t want to make it really difficult and make them jump through hoops to finally get off your list. But, you do want to ensure that you remind your audience why they signed up for your list. Make it clear that you’re sorry they’re leaving, and finally ask them for another chance at pleasing them.

Make sure you look for your next issue soon. We will be talking about using articles to build your email marketing list.

Until then,

"your name here"

"your email address"

"your URL here"

-----------------------------------------------------

Message # 12

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue, we talked about how to turn unsubscribes back into subscribers. In this issue, we are going to talk about using articles to build your email marketing list.

Well-written articles full of content and useful information will help in building your list as more subscribers will be enticed your list. When they have read the samples of your contents in your sites, they will be intrigued as to what will come next. Subscribing to your newsletter will offer them a glimpse of what you have to offer next.

Many sites and companies have captured the importance of articles and this also aids in search engine optimization. As more people are heading towards the internet for their information needs, serving the right information to them via articles in your site will increase the flow of your website traffic. With more traffic, the percentage of your sales will grow. More sales turn into more profit.

There have been the rise for the importance of well written, information enriched and keyword packed articles for the content of their site as well as for newsletters. These articles provide the information many are seeking in the internet. If your site has them, site for information and research.

Well-written articles would also boost your sites reputation. If they are filled with many information you will be regarded as well informed and an expert on the subjects that you tackle. Your articles must be well researched so that the people will trust you. When you have gained their trust, they will always come for you for their needs on that subject.

In connection, you must write articles or commission them to tackle subjects that are closely connected with your type of business. If you have a site for a medicine tackling a certain disease, your articles must be about the diseases. Or if you sell materials for home improvements provide articles with those themes. Most articles searched for are tips, guidelines, methods, manuals and such. If you provide these articles to your customers and you have their trust, they will always go to your site for help and advice as well as for your products.

With the loyalty of these customers, they may subscribe to your opt-in list to receive all the information you have. If you provide them with the answers for that need, they will be happy to be receiving your newsletters as well as other promotional materials to keep them well informed. Others may even forward your newsletters to other people when they find a certain article interesting.

You should provide links in your newsletter so that when other people are reading it and wants to read more, they may click on the link and go to your site. With the articles you have in your site that are good, they may decide to sign up as well for your opt-in list. This will build your list and make it bigger.

Make sure to keep your subscribers happy and interested in your newsletters and promotional materials. Keep on posting and writing good articles for your site and newsletter. If you are not interested in writing them or if you just don’t have the time, there are many available well experienced and knowledgeable writers available to help you out. This is an investment that will pay for itself in time.

Make sure you look for your next issue soon.

Until then,

"your name here"

"your email address"

"your URL here"

---------------------------------------------------------------------

Message # 13

Use this as a template for even more issues

Subject line: Email Marketing Made Easy

Hello "autoresponder code here",

In the last issue we talked about ......................

In this issue let's go over ..................

>>>>>>>Add in your content here<<<<<<

Make sure you look for your next issue soon.

"your name here"

"your email address"

"your URL here"

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