



How to Flood Your Newsletter With Subscribers!

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Preface

More Than Just A Newsletter

Did you find the title of this eBook catchy, dear friend?

“How To Flood Your Newsletter Instantly With Subscribers.”

Sounds interesting, doesn't it? It brings to mind images of profits cascading into your bank account, courtesy of the many people who subscribe to your online newsletter.

Sadly, it's easier said than done. And as such, the title of this eBook is just one half of the story that is waiting to be told.

Indeed, publishing your own online newsletter can potentially rake in a truckload of profits for your business. An online newsletter, after all, is a technique that is used to make a follow-up system, or a mailing list if you will, more responsive. Responsiveness will increase your conversion rate, or the number of your subscribers who actually purchase your products or your services.

This is the bottom line of any business model: to generate sales. A mailing list, through a warmly accepted newsletter, will greatly help you achieve sustainable profits for your online endeavor. There is no doubt about that. It has been proven time and time again. Many veteran Internet marketers attest to it.

Gold is truly in your mailing list!

But before we can harvest the true powers of a newsletter, we must first discuss and accomplish the many requisites that will ensure its success.

This is what makes the title of this eBook quite lacking, admittedly. It's not just about flooding your newsletter with subscribers. No, dear friend, it's much, much more than that!

This eBook is also about the basics of building a mailing list. With this comes the realization of the many benefits that a mailing list can provide for our online business. This will allow us to realize the importance of building a list so that we may take the proper steps in establishing a solid, strong, and reliable opt-in list for our online enterprise. These steps will also be discussed comprehensively in the pages to come.

Likewise, this eBook is also about the basics of actually creating a newsletter. Surely, we cannot focus on acquiring subscribers alone. What would we do with these subscribers if we can't have an electronic magazine that meets their expectations, right?

Also, this eBook is about the many concerns regarding email marketing. Spam filters, spam complaints, uninterested visitors, search engine positioning, poor conversion rates... though these topics may sound disparate, they are pieces of an intricate tapestry we call online success. Hence, they need to be discussed thoroughly.

Indeed, dear friend... this is more than just an eBook about increasing the number of your subscribers for your newsletter.

This is an eBook about being victorious in the online field.

You are the commander. Your business is your army. An online newsletter is one of your weapons. What you need is a battle plan. And your battle plan necessitates knowledge about the war zone.

This eBook will provide you with that knowledge. The pages you will read will provide great learning opportunities that will prepare you for any situation, for any task, and for any contingency that may arise.

You're armed with your newsletter. What good will that do if you don't know how to use it?

In the chapters to come, you will learn how to wield such a weapon with grace, with ease, and with potency. You'll be surprised to know how much you can accomplish with your newsletter. You'll be pleased to discover that by taking the proper steps, you'll emerge the victor in the battlefield in time.

When you read the first few chapters of this eBook, you might end up asking yourself this question: “what’s this got to do with flooding my newsletter with subscribers?”

The answer is simple: a lot.

We will take it step by step. No need to hurry. Sometimes, the slower route to the top is the surest.

So read this eBook with these thoughts in mind, dear friend. We will be taking it slow to teach you everything you need to know to succeed through email marketing. A discussion about subscribers and newsletters simply isn’t enough. You need to see the bigger picture so that you’ll be able to set all the gears into motion.

Are you ready?

Then read on... and learn.

Chapter One

The Importance Of A Mailing List

You must be wondering... what is the best way to ensure explosive sales for your online enterprise?

The best way to answer this question is to study the plight of a hopeful Internet marketer. A hopeful Internet marketer would be a novice online businessman's representation. He is just starting out with Internet marketing, trying to assimilate all the knowledge he can find and hoping for the best when it comes to his success on the World Wide Web.

Now, the hopeful Internet marketer may have realized the potentials of the Internet as a fountain of opportunities for moneymaking ventures. He has read quite a number of resources and he has invested in quite a number of essential tools that have promised his success. He has come to know the importance of his own positive attitude to make things work.

An Internet marketer, through his initial readings, may have determined that he can make money online in a variety of ways. Of course, he must first find a profitable niche where there will always be a demand for the things he can offer. Thereafter, he can choose from the several manners in which he can make some profit.

He can create his own product, like an eBook for example, and offer it to his prospective customers. Or he can buy the resale rights to certain digital items so that he won't have to create his own. Better yet, he can join countless affiliate programs and pre-sell the affiliate merchants' goods, earning immediate profit in the form of some handsome commissions. Or maybe, he can practice whatever it is he is good at and offer his services to the Internet populace.

And because such an Internet marketer has taken some time to study existing business models online, he has also realized the need to have his own headquarters in cyberspace, a digital store, so to speak, where he can sell whatever he has decided to offer.

But a digital store is not enough. The Internet marketer also knows how important traffic is for the success of his online venture. Traffic refers to the number of users who come to visit your website. The more visitors you are able to generate for your website, the more exposure your products or services will receive. And the prudent Internet marketer realizes the fact that the success of his business is directly proportional to the volume of traffic that his digital store is able to attract.

The hopeful Internet marketer knows all of these things because he wants to succeed online.

And these are the things you should know as well. They are the essentials. They are the basics. They are the components of a profitable online business venture. Without one of the aforementioned components, your online business will easily crumble before it's even able to take off.

But even the basics need to be improved upon if we want to achieve a higher level of success.

The Hopeful Internet Marketer's Problem: What To Do With Visitors Who Do Not Decide To Buy Anything?

And so, with some effective marketing strategies, the hopeful Internet marketer has learned from [Web Traffic Explained](#), an essential reading for anyone who wishes to ensure busloads of traffic for his websites, he was able to generate a good and sustainable number of visitors for his digital store.

But the problem is, the hopeful Internet marketer expected his visitors to buy his products.

Chances are, he only experienced one or two sales per 2,000 or so visitors, which is the average that an online establishment is able to attain. So what should he do with 1,998 visitors who have decided to pass on what he has to offer?

Should he just let them walk away after working so hard to have them visit his website?

In Internet marketing, there is a principle that goes like this:

A lost visitor is a lost sale.

This is something everyone should remember by heart. If a visitor visits your website and does not like what he sees, he can easily go to other places in cyberspace. Since everything can be done with ease on the Internet, he can simply click on a button to be redirected to another website.

And you will have lost that visitor forever. And with him lose all the possibilities for a successful sale.

Imagine if you could keep one visitor. You may sell him a product today, and you could sell him another a month from now, and even another one after that. And we're just talking about one visitor!

Indeed, a common misconception in Internet marketing is that a single visitor is only good for a single sale. This is simply not true. One visitor can potentially purchase two or more of your products. And there are strategies to accomplish this goal... strategies that we will discuss throughout the course of this eBook.

Another common misconception in Internet marketing is that when a visitor decides not to buy any of the products you are offering, you might as well focus on those visitors who have a higher likelihood of purchasing your goods.

Believing this would be a fatal mistake.

No visitor is dispensable. The fact that a visitor took some time to view your website means that they are interested in the subject of your products. This interest is crucial for you as an online businessman. It means that such a visitor is a targeted one and within him is a possibility of eventually buying a product that is relevant to the subject of your business.

So what if he does not decide to make a purchase?

This doesn't mean that he won't be interested in what you have to offer in the future, right?

Truly, every visitor counts. Every visitor is worth a lot. You have worked so hard to win their time in visiting your website, you should not lose them.

Though statistics show that only 2 visitors out of 2,311 on the average will decide to buy what you have to offer, you don't have to lose the great majority of those who won't buy anything. What are you supposed to do with them, you might ask? The simple answer?

Keep them.

You Need A Mailing List

If you can relate to the plight of the hopeful Internet marketer, then you should seriously consider integrating a mailing list for your business system.

No, scrap that statement.

A mailing list is a **MUST** to ensure maximum earnings for your online business enterprise!

A mailing list will allow you to keep the visitors who load up your website. It doesn't matter if they decide to make a purchase or not. You can gather their contact details and send them offers from time to time. This way, you won't have to lose any of the visitors which you have worked hard to acquire.

A mailing list is the surefire system of creating a pool to which you can instantly offer new products or services that you want to sell. If your mailing list grows to a sizable number, you'll immediately have a group of people from which you can derive some sales.

Let us take a look at the many benefits that you can derive from a mailing list.

- With a mailing list, you can always contact your subscribers to inform them of new products or services you're offering. Though marketing to new audiences is still necessary to ensure maximum sales, things will be better if you already have an established group of interested people to whom you can offer your new products and services.
- Since your visitors will opt to subscribe to your mailing list (which is the reason why a mailing list is often referred to as an opt-in list,) you'll be assured that they are indeed interested in the subject that your business is catering to. It's just a matter of determining which exact product or service will compel them to part with their hard-earned money.
- Visitors who have decided to purchase your digital goods can be offered new products after a certain period. They will have a higher likelihood of making a purchase, since their previous transaction with you will have instilled in their hearts a certain degree of trust. Trust is an important component of a successful sale online. With the anonymity that pervades on the Internet, scams can be found left and right. The fact that you were able to deliver on a previous transaction will go a long, long way in assuring your previous customers that you are a party who can be trusted.
- Visitors who have decided not to make a purchase can be asked to subscribe to your mailing list. This way, you'll never lose track of them. You can always offer them something new whenever the right time comes. Since they have visited your website because of the subject, it is safe to assume that they profess some interests in the said subject. Perhaps they did not purchase your existing products because they're not what they need. But this shouldn't be taken to mean that they will still be disinterested in what you're able to come up with in the future.
- A mailing list can be a medium to share your insights about the industry to your subscribers. Often, mailing lists are used as news feed generators or even as electronic magazines, or eZines. This will work wonders for your branding goals. Branding, or the process of establishing a name for yourself and your business to impress upon

the minds of the people that you are credible, trustworthy, and an expert in such a field, is essential for the eventual success of your online enterprise.

- A mailing list can be the engine of your backend sales and your cross-selling campaigns. These two strategies will help you maximize your profits to ensure sustainable earnings throughout the course of your online business.
- A mailing list can also serve as your feedback machinery to determine which aspects of your business need improvement. Knowing where you're weakest is the key to bettering your online enterprise, after all.
- A mailing list, in the same light, can also be the vehicle for your customer service campaign. You can program your mailing list to serve as a technical support machine where you can automate some problem-specific responses or where you can deliver a general troubleshooting guide or even a general FAQs sheet.

Truly, you will need a mailing list if you want to make the most out of this industry. A mailing list can serve as the key that will unlock the gates to dizzying heights of success.

The Heart Of An Efficient Mailing List

This early, allow me to tell you that the heart of an effective mailing list is an excellent autoresponder service.

What is an autoresponder service, you ask?

It is the engine that will power your mailing list. Without an autoresponder system, the only way you could make an opt-in list feasible is through manual execution. That is, you would have to process each and every subscription by hand, and you would have to type and send individual mails to each and every one of your subscribers.

Manual execution is quite alright if you're dealing with one, five or even twenty subscribers. But what good is a mailing list composed of but a few members? You have to aim big! You have to acquire at least a thousand subscribers to kick start your email marketing campaign.

Now, imagine having to process a thousand or more subscribers, and a thousand or more emails per week, by hand. Even Gary "The Wannabe" Guru, with all the unbridled passion he possesses, would surrender to such a task!

An autoresponder system will make things so much easier for you. With this service, you can simply pre-program some settings and the autoresponder will take care of everything, from the processing of subscriptions, to verifying email addresses if such a feature is turned on, to delivering pre-entered messages at stated intervals, to personalizing each message in accordance with each subscriber's details.

Immediately, you can see the world of difference that an autoresponder service can provide for your business. It is most certainly the heart of your mailing list.

This is the reason why you should invest in an excellent autoresponder service. You may have encountered a lot of offers for this. But you shouldn't settle for anything less than the best.

For this purpose, I can only recommend but one autoresponder service, quite strongly at that. The [TurboResponders](#) system is an amazing program that can only be described as an autoresponder plus plus. It's more than just your ordinary autoresponder, you see. It is loaded with fantastic features that can accommodate an infinite number of subscribers and an infinite number of mailing lists. Do you need a mailing list for several online businesses which you want to keep separate from each other? The TurboResponder system is the one for you, then. You won't have to pay separately for each of your mailing lists. You only have to subscribe to one account.

The Importance Of Capturing Leads

The purpose of a mailing list, of course, is to help you capture leads.

Leads are people whose contact details you can collect, so every time you have a new product or service to offer, you can simply send them the details and try to convince them to purchase what you have to present.

Leads are very important for a variety of reasons. Let's take a look at some of them.

- Visitors who don't decide to buy what you're offering on your website can be asked to subscribe to your mailing list. Once they do subscribe, you can offer them new products or services in due time. As we have mentioned earlier, just because they did not decide to make a purchase the first time around doesn't mean that they won't be interested in your future offers.
- Capturing leads can also allow you to keep in touch with old customers. A person who purchases your product isn't only good for one sale. He can make 5, 10, or even 20 more purchases down the line, but only if you establish contact with him.
- Capturing leads will also allow you to build good and long-lasting relationships with your subscribers, whether they have previously made a purchase or not. Relationships are very important in marketing, especially on the Internet. With all the anonymity floating around cyberspace, people will generally be hesitant to trust people peddling some products to sell. Having pre-existing relationships with people will allow you to win their trust. They'd be reassured that you're not just some faceless entity waiting to scam them. Hence, they will feel more comfortable buying from you
- Capturing leads and building a sizable subscriber base will also empower you into entering profitable joint ventures with established Internet marketers. These Internet marketers are naturally wary with the people they deal with, as understandably, they have their own business interests to protect. But with a sizable list of subscribers,

you'll be able to prove to them that you are a credible Internet marketer yourself and you can contribute something positive for the joint venture via the sheer size of your mailing list.

- Capturing leads is a great way of seeding your business message to launch a viral marketing campaign. An initial network is needed for a successful viral marketing strategy, and with your own mailing list, you'll be ready to exploit that network.

Capturing leads is a very important aspect of your online business. Sustainable sales can result from a well-established system that gathers as many subscribers as possible.

If you want to experience a windfall of sales, you have to make sure that you have a well-entrenched and automated system that will rake in more and more members at a constant rate.

So remember this: any technique or tool that helps you capture leads is vital for your online business. As to what these techniques and tools are, we will discuss them in subsequent chapters.

Essential Concerns In Establishing Your Mailing List

So you have realized the importance of a mailing list to boost the success of your online endeavor. You have invested in an excellent autoresponder service that will help you capture a great number of visitors and help automate the process of delivering your business message to them.

Then what?

Well, that's just the start, dear friend. Much work needs to be done. Don't allow this to intimidate you, however, as a lot of rewards are also promised.

There are other concerns which you have to attend to so that you can ensure the efficiency of your mailing list system.

Paramount of these concerns is how to increase the size of your subscriber base. The success of your mailing list is primarily dependent on the number of subscribers you are able to gather, after all. Imagine having only ten subscribers for your mailing list. You'd only have ten people who will receive your business message and that, clearly, would not be worth the investments you have made.

You have to work hard to achieve a profitable number of subscribers. How many subscribers constitute a profitable number, you might ask? Well, this isn't written in stone. Some would say that 5,000 subscribers would be great. Others claim that 10,000 would guarantee some wonderful earnings. A few would like to push for 20,000.

I say that the rule should be – the more, the merrier. Don't aim for any particular number. Attracting new subscribers should be a constant goal. Eventually, you will be able to accumulate more subscribers than you can count and this will increase the benefits for your business.

Sometimes, though, the number of subscribers isn't enough. What you also need are quality subscribers, meaning, people who you have specifically targeted and who have decided to join your mailing list. These people have the highest probability of buying whatever you offer them, as they belong to that sector of the market which you are particularly catering to.

There are many strategies that can be employed to attract the attention of your website's visitors and eventually win their trust in joining your mailing list. These are exciting techniques that you only have to "seed," and you will reap their rewards for many, many years. Such a fabulous thought, right? We will discuss these strategies in full detail in a later chapter in this eBook.

Another concern you have to address is how to convert your subscribers into paying customers. Surely, you don't want them in a constant state of non-action. For the success of your online business, you should be able to call them into action; that is, you should be able to convince them that your products or services are worth buying.

Again, there are many strategies by which you can accomplish this. Some of these strategies can actually be employed even before your very first subscriber joins your mailing list.

We will also discuss these strategies in full detail come the appropriate chapter in the eBook.

And since you will be conducting some marketing campaigns through emails, you will have to make sure that your messages won't get filtered as spam. Otherwise, your recipients won't even get to read what you have to say.

There are some things you can do to avoid those rather nasty spam filters. Knowing these things is vital for the success of your email marketing approach. We will likewise discuss these things in the pages to come.

For now, it will be sufficient that you put yourself in the shoes of the hopeful Internet marketer, our star for this eBook. All the hopeful Internet marketer wants to do is to realize some generous earnings through online means. For this purpose, the hopeful Internet marketer is trying his best to make sure that all the components necessary for a profitable online enterprise are met.

And one of these components is a mailing list with a substantial number of subscribers, as well as an email marketing plan that will eventually transform the said subscribers into paying customers.

In the chapters to follow, we will dissect and study everything that is needed to create a mailing list that will work for you. And like what we have discussed earlier, though the title of this eBook pertains to flooding your newsletter with subscribers, such cannot be done without ensuring a solid and bustling mailing list to which you can distribute your newsletter.

So read on, dear friend, as we unlock the keys to expanding the size of your mailing list to better your chances for immeasurable profit.

Chapter Two

Preliminary Preparations

Before you can proceed building your mailing list and launching the corresponding email marketing campaign, you must first establish the system that will carry out these processes.

Remember the saying “a house is only as strong as its foundation?” The same is true with this aspect of your online business. Your mailing list and your email marketing campaign will only be strong and bankable if you take some time to sow its seeds properly. This may demand a certain amount of investment on your part, but it is something that you must choose to take. Such investments will rebound to your benefit anyway and you will be able to recoup them from the profits you are able to derive as a result of an excellently established mailing list.

In this chapter, we are going to discuss some of the things you will need in order to ensure a reliable follow-up system for your online enterprise.

Step One:

Choosing An Excellent Autoresponder Service

In the introductory chapter, we have discussed how important an excellent autoresponder service will be for your email marketing campaign. You simply cannot build a mailing list without taking advantage of an autoresponder service and you cannot build a responsive mailing list without a great autoresponder service.

An autoresponder service is a subscription that will allow you to access a program capable of doing the following things:

- Capturing subscribers, also known as leads.

- Providing a system by which these leads can process their subscription.
- Providing a system by which these leads can opt-out of their subscription (essential to comply with anti-spam laws.)
- Hosting prepared messages that will be ready for delivery within programmed intervals.
- Automatic delivery of the prepared messages depending on the schedule that is set.
- Managing mailing lists which may be divided into groups for specialized attention and optimized responsiveness.
- Personalizing messages automatically, based on the details provided by the subscribers upon joining the mailing list.
- Providing a system that will allow the subscribers to change their personal details at any time they please.

These are things you cannot manually do when you're dealing with thousands of subscribers. You'd go crazy before you're able to accomplish all of these things by hand!

An excellent autoresponder service possessing the features we have enumerated above will make life so much easier for you. More importantly, it will allow you to effectively increase the size of your subscriber base as well as increase the response rate of your mailing list for amazing boosts in sales.

But not all autoresponder services are built alike. Some are simply better than others. Before we go to the important factors you should consider in choosing the best autoresponder service for your online business' needs, allow me to reiterate the prominence of the [TurboResponders](#) service. It is simply one of the best, if not the best, autoresponder service on the market today as it boasts all the amazing features expected from an autoresponder service, as well as some other features exclusive to its powerful engine.

Nonetheless, if you wish to try other options, here are the things you should look for:

- The autoresponder service must have all the features we have mentioned above. These are basic requirements. An absence of one of these features will make such a service quite deficient. You cannot afford such deficiency when you're aiming for the best kind of success for your business.
- The added features of the autoresponder service can make or break the email marketing campaign. Try to determine if these features are merely ornamental, or if they can actually contribute some significant benefits to your online business.
- The autoresponder service must be offered by a credible company. This is because the service will constantly run for 24 hours a day, 7 days a week, nonstop. Hence, you cannot afford any interruption in its operation. A credible company providing such a service will give you all the technical support you'll need to ensure that everything runs smoothly.

Price, though an important consideration, should be secondary to the quality of the autoresponder system you will be taking advantage of. Remember, subscription to an autoresponder service is an important investment. It is something you cannot do without. You cannot compromise your choice of a great autoresponder service simply because you can save more with something that offers inferior value.

Indeed, choosing the right, if not the best, autoresponder service is the first step in building a profitable mailing list.

You have to make sure that you'll be off to a rousing start!

Step Two: Integrating The Autoresponder Service Into Your Website

Integrating the autoresponder service which you have chosen and subscribed to is easy. All you have to do is make a separate page where you can invite your visitors to join your mailing list. It doesn't even have to be a separate page - it could be included on your main page in a strategic position that won't be missed by your visitors' eyes.

I have been running the Turbozine newsletter for quite a number of years now. With more than a hundred issues to its name, I am proud of the fact that it is considered as one of the most successful online newsletters on the World Wide Web.

I cannot disclose how many subscribers I have, for obvious reasons. But I can say that the number is constantly growing by the minute. I have more subscribers than I can count and that is enough to prove that what I have been employing actually works... and they work well!

A lot of people ask me what strategies I employ that led to the wide acclaim that the Turbozine newsletter has achieved throughout its existence. My answer cannot be summarized into one or two sentences. Besides, I will share these secrets during the course of this eBook anyway.

But for starters, I always tell them inviting subscribers is much akin to inviting customers.

This is very true. Subscribers are potential customers after all. You want to capture them so that you're able to offer them your products or services eventually. The more subscribers you manage to capture, the more exposure your products or services will get... this is the basic rule. But a mailing list offers more. With a follow-up system, you'll be able to convince your subscribers to purchase what you have to offer, through techniques which are more personalized and more specialized in nature.

So, since inviting people to subscribe to your mailing list is comparable to inviting visitors to buy your products or services, persuasion is important for success with this particular aspect.

Whether you choose a separate page or a strategic location on an existing web page, you will have to exert some effort to convince your visitor to sign up to your mailing list.

Now, persuasion is an art form. You just can't tell them to sign up without specifying the reasons why they should. And you cannot specify some reasons why they should sign up if you're not able to give them such reasons in the first place.

You can't introduce your capture page like this: "*Hey! Sign up now! Join the other members of my mailing list!*" That's pretty much pointless. You might just end up turning them away instead of convincing them to join.

You must offer them something encouraging, if not inspiring, so that they'll decide to provide their contact details and subscribe to your mailing list. There are many possible ways by which you can do this. Here are some of them:

- Offer some freebies as a condition for their signups.
- Offer an e-course that impart some very informative lessons relevant to the subject of your online endeavor. These lessons will be delivered through email; hence, they should leave their email addresses with you.
- Offer updates and discounts for your future products in exchange for their subscription.
- Allow them to join contests with their subscription serving as their raffle coupon.
- Offer them some updates and news about interesting developments in the field your business is catering to.

There are a lot of strategies you can employ to win their interests as well as their nod to join your mailing list and we will discuss the most effective ones in the coming pages. For now, it is sufficient that you know what you eventually need to do.

So the page or the area where you introduce your mailing list should be able to emphasize on the benefits that your visitors will receive once they subscribe to your mailing list. You have to remember this.

Instead of telling them something like “hey! Join my mailing list, please,” you can present your lead capture box with an enumeration of what they stand to gain once they subscribe.

This would be a great approach to win their confidence in sharing with you what is relatively an intimate detail. Their email address is sensitive information after all, and by giving it to you, they’ll be reposing upon you their trust.

Now, as for the lead capture box on the page or in the area you have allotted for it, you won’t need any mastery of HTML or other programming language to include it on your website. The autoresponder service will simply give you a code that you can copy and paste into your web page’s source code, and just as easy as that, you’ll have a lead capture box appear on your site, ready to garner subscribers immediately.

Here is a sample of a lead capture box, taken from [TurboZine...](#)

YES, I want to subscribe to the TurboZine Newsletter. I understand that this newsletter may contain both in-house and third-party advertising, and that "solo" ads may be sent to my email address. This is agreeable to me as I find this Newsletter to be a valuable publication. I have read and agree to all the terms described in the [Email Subscription Agreement](#) of this publication and also the [Privacy Policy](#) and the [Anti-Spam Policy](#) documents and I want to subscribe to this Newsletter.

Your Name:

Address:

City:

State:

Zip:

Country:

Your E-mail Address:

Once you have set it up, the autoresponder service will take care of the rest. All you have to do for the preparatory stage of your email marketing campaign is to customize the autoresponder service so that your business purposes are best consummated.

Step Three: Preparing Your Autoresponder System

An autoresponder system will allow you to prepare your messages beforehand and set the delivery date for them. This is a very convenient feature. You won't have to keep logging in to your autoresponder account just to type in your messages and have them sent right there and then. You can automate the process by preparing everything beforehand.

There are basically two stages to this particular step. First is the preparation of the messages you want to send out. And second is the interval in between the deliveries of your messages.

Let's first tackle the preparation of your messages.

The point of an email marketing campaign is to generate some sales for your website. And you can only generate sales if you make some offers. With email marketing, you can make such offers through the emails you send to the members of your mailing list.

But do not send them some mini-sales pages; that is, do not make obvious sales pitches. They'll just feel betrayed as they have joined your mailing list because of the value you have promised.

So, if you can't offer your products or services directly, how can you convert your subscribers into paying customers?

Well, a mailing list is also called a follow-up system for a reason. It will allow you to follow up with your subscribers, hence the aforementioned name.

By following up on them, you can actually warm them up for a future sale. How do you exactly warm them up?

You have to devise your email messages wisely. They should contain something of value, like the freebies, bonuses, information, news, contests, and the like which we have enumerated above. This should be your primary concern when preparing your email messages.

Now, the trick is in inserting your business message in the emails you prepare. Your business message should be a logical part of your valuable email. It should not be a direct sales pitch. You can always veil your business message through a variety of means. Let's take a look at some of these techniques:

- You can deliver your business message in the form of a favorable product review. You can write to your subscribers about some news regarding the latest developments in the particular industry, and thereafter, present some reviews of applicable products, including yours.
- You can integrate your products as recommended tools for some lessons you deliver to your subscribers. For example, you are giving them an e-course about Internet marketing. Try to slip in an eBook of yours during the discussion of pertinent subjects.
- You can also inform your subscribers about your packages, of course, but make sure that such announcements come with an added incentive for them in the event that they decide to purchase your packages. This may be in the form of discounts or bonuses that are exclusive for them. They'll feel rewarded for their subscription and this could work for you.
- You can actually offer them a product of yours right off the bat. But you have to create a sense of urgency to make it appear that you're delivering noteworthy news to their inbox. One way you can create such a sense of urgency is by employing a dynamic pricing scheme

for your products. For example, you're offering an eBook for \$50 for the first 50 customers, but the price will increase to \$75 for the 51st to 100th customers, and \$100 for subsequent purchasers. This will compel them to act and they might even thank you for the notification. Dynamic pricing schemes are best carried out through the use of the [Dynamic Pricing Generator](#), a one-of-a-kind product that will make such a technique quite easy to implement.

The rule to remember is this: always offer your subscribers something worth their time, first and foremost. A direct sales pitch will just discourage them from reading your complete message. It's like someone knocking on their door just to sell a variety of commodities.

They gave you their email address and this means that they trusted you enough with a piece of their privacy. You have to show them that you respect this privacy so they won't feel deceived. It's part of warming them up.

Try this helpful strategy instead.

For your first three to five emails, send them some memorable products for free. Make it appear like an act of goodwill, a way for you to appreciate their presence in your mailing list. On the next email, try making your first offer. Make sure that it won't cost them that much. This is your way of testing the waters to see how much they have, well, warmed up to this strategy.

If they decide to purchase such an offer, then chances are, you have caught their interest and you have won more of their trust.

Do not offer them anything new, at least not immediately after your first offer.

If they decided to buy the product you presented, transfer them to another mailing list (remember, an excellent autoresponder service will allow you to create an infinite number of mailing lists, and such a feature is good for situations like this.) This new mailing list should be composed of people who have already bought something from you. The reason why they are being separated from the rest is because they will require a different approach. You have to gradually offer them more products with an

increasing price range, in between freebies or other invaluable messages you deliver.

If they don't decide to take your low-priced offer, deliver more freebies in subsequent emails and make another offer thereafter. Continue with this pattern until such time that they actually buy something from you.

What freebies can you offer them, you might ask? Where will you find these freebies?

We will discuss this strategy in detail a little bit later on, but for now, it is sufficient for you to know that direct sales pitches through your emails is not really favored and that you should always strive to give your subscribers something of real value before subtly making your offer.

Now, what should be the schedule of your message deliveries?

Well, upon a visitor's subscription, you should send your first email within 3 to 5 days afterwards. Subsequent correspondences should also have the same interval between them. Make sure, though, as we have discussed above, that you do not offer your products in consecutive emails. Here is a sample schedule you can follow...

1. **Subscription**
2. **Within 3 to 5 days afterwards** – send your first email offering a freebie or some important news
3. **Within 1 to 2 days** – send an email asking them if they received the freebies, and if everything is ok
4. **Within 3 to 5 days** – send your second email offering another freebie or another important tidbit
5. **Within 1 to 2 days** – send another email asking them if everything is in order regarding the freebies you have sent
6. **Within 3 to 5 days** – offer your first product
7. **Repeat the process**

Again, a complete timetable template will be provided for you later on. For now, it is sufficient to know that consecutive offers are not really favored in email marketing. Otherwise, you might just end up alienating your subscribers.

You have to warm them up first. This is the guiding principle when it comes to the scheduling of email deliveries.

Step Four: Avoiding The Spam Filters

Print this particular step, if you must. It is very important for any email marketing campaign.

You see, most email servers employ spam filters to comply with the Anti-Spam Law. Spam filters segregate emails which are believed to be unsolicited and they are placed in a separate folder.

This poses quite a problem for the Internet marketer.

For starters, Spam filters do not possess any sentience. They are just programs meant to robotically determine certain emails that are possibly spam. They do this by pinpointing certain words, or certain email servers, that contain potential spam triggers. As such, even the emails that the recipients have assented to are sometimes placed in a different folder.

When this happens, the Internet marketer's emails won't appear in the recipient's inbox; hence, there is that chance that they won't get read at all.

Worse, the recipient himself may forget that he has signed up to your mailing list and he might file a spam complaint. A spam complaint will have your mail server banned from the recipient mailing network. Imagine if the spam complainant is using Yahoo's, MSN's, or Google's mailing network. Such would mean that your messages won't be received by other recipients whose email addresses end with yahoo.com, msn.com, hotmail.com, and gmail.com. This would instantly destroy your email marketing campaign.

Indeed, the danger of being considered as spam by those nasty filters is one of the worst enemies that any Internet marketer has to encounter.

Hence, there is a need to try our very best to avoid these spam filters.

And how are you supposed to do that? Here are some helpful and essential tips to ensure that your emails will be received and read.

- Avoid typing in all caps. Aside from the obvious reason that it is disrespectful of established Internet etiquette, emails with all caps have a higher likelihood of being dismissed as spam.
- Avoid using the word “free.” This is the number one spam trigger word. Most Internet marketers work around this problem by typing “f.ree” or “fr.ee” instead. They can’t do away with the word altogether since, let’s face it, the word “free” is still the most powerful and most compelling term in marketing. You can, however, try using similar words like “gift,” “gifts,” “bonus,” or “bonuses” to reduce the likelihood of triggering the spam filters.
- Avoid using excessive exclamation points as these can also serve as spam triggers.
- Though unverified, many have said that including the words “news” and “newsletter” in the title of your email will keep the spam filter robots away from your message.
- Including the period by which your message is being distributed, like “weekly,” “biweekly,” or “monthly,” in the title of your email will also result in less likelihood that such an email is filtered out.
- Always use a double opt-in process in every subscription process for your mailing list. A double opt-in basically means that your would-be subscribers will have to verify their email addresses before their subscription is finalized. This will make them remember that they indeed opted to subscribe to your follow-up system.
- Always include a disclaimer in every message, reminding your recipients that they are receiving your emails because they subscribed to them.

- Always include an unsubscribe option in every email so that your recipients will always be able to opt out of their subscription instead of hastily filing a spam complaint.
- Never, ever harvest emails from the Internet. A mailing list is called an opt-in list for a reason. Your subscribers must *opt* to subscribe to your email system.
- Avoid using other words that can be considered as spam triggers. These include “guaranteed,” “spam,” “special,” and the like.
- Make sure that every message you send has substantial content. Content is not only king on the Internet, but in email marketing as well. For as long as the content of your messages is informative and significant, you will have little to fear from those spam filters.

Following these guidelines will greatly increase the chances of your email being successfully delivered to your recipient’s inbox. And this, in turn, will increase the chances of your email being read and your business message being conveyed effectively.

Step Five: Generating Traffic

Let’s make this perfectly clear.

Your email marketing campaign will fail miserably if you’re not able to generate enough traffic for your website.

Traffic, of course, is the volume of visitors who load up your web pages. Before you can have subscribers for your mailing list, you will need to drive people to your capture page. Hence, the number of people who subscribe to your mailing list will depend on the number of visitors you are able to generate for your website.

You will have to inform the world that your mailing list as well as all the perks it offers actually exists. And you can do this by employing several marketing strategies that will get the word out about your business, and correspondingly, your beneficial follow-up system as well.

There are many resources on the World Wide Web that will teach you how to generate busloads upon busloads of traffic for your webpages. Primary of these resources is [Web Traffic Explained](#). This is an eBook that is perfect for novice marketers since it perfectly explains some traffic-generating strategies in an easy-to-understand language. It's pretty much straight to the point, but very comprehensive in including all the latest techniques that successful webmasters use to get the traffic they need as fast as possible.

Bottom line is, you have to drive a substantial amount of traffic to your website; otherwise, everything that we have discussed so far is moot. Traffic, as they say, is the lifeblood of any online business, and this just proves how critical traffic really is.

Chapter Three

A Guide For The Newsletter Newbie

The title of this eBook is “**How To Flood Your Newsletter Instantly With Subscribers.**”

You must be wondering why, with all the discussions in the previous pages, we have been talking about mailing lists, autoresponder services, as well as integral components thereof, and there were rare mentions of newsletters when such is the subject of this eBook?



How to Flood your Newsletter

**Explore, Build, And Earn From
Your Website In 30 Days!**

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