

Make \$1000's
On Your Next Email Promotion!

You've Got Cash!

You're About To Discover
"One Brilliant Email Marketing Technique"
That Recently Generated \$5,680.00 In
Less Than 24 Hours - To A List Of Under
500 Subscribers - And How You Can Easily
Copy This Money-Maker For Yourself - To
Instantly Cash In With Your Own List!

You've Got Cash!

Page 2

Dear Friend and Fellow Internet Marketer,

First of all I'd like to thank you for taking the time to download this report. I know if you follow along and apply the lessons learned in this report, your email campaigns will never be the same again.

I've written this report with no filler or fluff... just a hard-hitting email technique that I know – if dissected step-by-step – will turn your email marketing campaigns around to a whole new level of profits.

Let's dive right in... shall we?

If you downloaded this report, then I'm going to assume a few things.

#1 – You already have a list of email optin subscribers. If you don't, then I'm assuming you're working on building a list and I commend you for that. Your email list will be your greatest asset for your online business.

#2 – You know the basics (or you're study feverishly) about how to write convincing sales copy. The truth is... if you don't know how to write strong, motivational sales copy for your website and/or email campaigns... chances are you're taking two steps forward and ten steps back. You need to learn the basic skills of effective, persuasive sales copy to make big profits on the net.

If you'd like to learn more about writing convincing sales copy and how to promote your own products and services then a few great resources I recommend are:

<http://www.homebusiness4u.me.uk/>

<http://www.onlinejobsonline.co.uk/>

<http://www.homeworking4u.com>

And there are many other great resources out there so just do a little research and stay the course. Writing effective, persuasive sales copy will always be your greatest asset... period!

#3 – Create Your Own Products – I won't get into a long rant about creating your own products, but understand that when you can start creating a few products of your own... that's when you'll really start to see the big profits rolling in. Plus... you'll have the ultimate freedom to offer sales, discounts, resell rights ... the list

You've Got Cash!

Page 2

You've Got Cash!

Page 3

goes on and on. So if you're not at least learning or attempting to create a few products of your own, you really need to consider it.

Another option many online marketers take advantage of are Private Label Rights products. Briefly ... A PLR product is a product someone else creates and then they turn around and sell the "rights" to that product to a select few who can then claim ownership of that product.

You can then change the products title, add some additional content, create some new graphics for the product... your opportunities are endless. You can then sell the product as your very own and keep 100% of the profits from the sale. For those who struggle creating their own products, I highly recommend purchasing the PLR to some products so you'll have them in your arsenal for your future email promotions.

#4 – Build relationships with your subscribers. This might be the most important factor as to whether or not you have success with your list of subscribers or not. If you're not keeping in touch with your list, you're not building a relationship with them and your chances of profiting from that same list are slim to null.

Nobody wants to get an occasional email that just screams "Buy This Product From Me!". You have to treat your list like gold and nurture it. It's your greatest asset so treat it that way. Stay in touch with your subscribers and toss them a freebie once in a while. Something that has tremendous value – FREE - just as a thank you for remaining a loyal reader.

The truth is, when I first started out online I knew absolutely nothing about sales, I struggled a lot, and I almost gave up. I **thought** I knew it all. Hell, my first venture in the offline business world was mail order and I made more money than my parents ever did. **I thought I was a hot shot! No... I didn't make millions, but I was living` man!**

Then came the Internet boom. I dumped the mail order biz and jumped into Internet marketing head first. I figured if I could do so well in mail order, this web thing would be a breeze... WRONG!

Eventually, after years of trial and error, I did - finally - discover some pots of gold, but not in the beginning, and it cost me a lot of money to fail. A REAL LOT...

You've Got Cash!

Page 3

You've Got Cash!

Page 4

But I also learned a lot from my mistakes...and that's what I'm hoping to help you avoid... those same mistakes.

THE MONEY IS IN YOUR LIST!

I personally send out offers and promote affiliate products to my many lists of readers on a regular basis and make a lot of money doing it. This is where 50% of my online income comes from!

I follow **A SPECIFIC - Step By Step - PLAN each and every day** to consistently make \$2000, \$3000, \$6000 a week doing this? I do! This is **EXTREMELY** important to your online success as well.

Now I know you didn't download this report to hear all about me and my trials and tribulations. You're probably thinking... **SHOW ME THE MONEY!**

So... here we go. The reason I created this report was to simply dissect a recent email promotion I sent to one of my email lists. If you follow along closely, I know you'll gain a wealth of information from it and you can easily duplicate this type of technique for your own list.

Are you ready? Let's go...

A REAL WORLD EXAMPLE!

Read this very carefully and make sure you understand everything. If not, go back and read it again... and again!

This is the perfect example of how to do an email promotion the right way. It involves some planning and prep work but the final result will always be worth it.

The email below was recently sent to one of my lists that primarily consisted of online entrepreneurs who were interested in learning more about email marketing.

How do I know this? Well, I know this because all of the folks who received the email below had also previously opted-in to one of my lists from a squeeze page I had setup offering a free "special report" I authored called:

"Two Advanced Email Strategies That Will Get You Results Every Time!"

You've Got Cash!

Page 4

You've Got Cash!

Page 5

So, here's the actual email that I sent to my list not very long ago. Your job is to uncover the sheer brilliance behind this email and understand why it worked so well!

Ready? Here goes... (Remember, these folks already received my Free Report and were given two FREE, brilliant email strategies in the report...)

Here's the actual email:

Subject:
[Firstname], another clever email technique you'll profit from immediately...

Hi [Firstname],

Don't you just wish there was a way you could guarantee 20% - 30% more sales from every email you send out to your list?

Well yo know what?... There is!

Just get more of your messages delivered!

The truth is... It's getting harder and harder for all of us to get our emails actually delivered to our lists because of all the spam filters, etc. That means we all have to be very careful with what we can and can't say in our emails.

Load up an email with a few too many "FR-EE" or "Bonus" phrases and chances are your emails won't even reach your customer's inbox, never mind actually get read. Instead, they'll be sent right to a "spam" folder.

Studies are now showing that as many as 60%, 70%, even 75% of opt-in emails are being blocked by filters... and worst yet - you'll probably never know it's happening! You'll just think your sales pitch bombed!

The good news...

I've been tweaking and testing several different email formats over the last

You've Got Cash!

Page 6

few months and I've finally hit the jackpot! I'm now seeing delivery rates in the 90% range and click-thru rates as high as 64%.

Check this out...

I recently sent the same promotion to two different test groups on one of my lists. Same target - same number of subscribers. One promotion was sent directly via email... the other was sent as a free report to download. Incredibly... The PDF report pulled triple the response... and it's still bringing in cash as we speak on auto-pilot.

Here's exactly how I do it [firstname]:

-- First, I create a special report or an article (something valuable and interesting to my readers) and I convert the report into a PDF file and make it available to download on my website.

-- Then, I send a simple "plain text" email (short and sweet) to my list letting them know about the FREE report.

-- Now... in the report, I have the ultimate freedom to say whatever I want and I never have to worry about my content (and sales message) not getting delivered or read because of the spam filters.

Here's a great example...

Let's say I find a product that I know is going to help folks who are looking for new ways to increase their sales on eBay. Here's what I do.

1. I'll always purchase and review the product to be sure it really is a GREAT product.
2. Then I'll check out the sales page of the website to be sure it's well written to convert shoppers into buyers.
3. Then (and here's the really cool part) I'll create a report in PDF FORMAT titled something like...

"How A Power Seller From Ohio Generated \$6,329.42 In A Weekend Selling An Add On His Cell Phone Voicemail Message"

Will a lot of my readers download the report? You Bet!

And here's the best part of all...

You've Got Cash!

Page 6

You've Got Cash!

Page 7

Once the report is downloaded, it's a selling tool for months - even years to come. Unlike an email that gets deleted once it's been read (if it gets read), my PDF report will stay on this customer's desktop, reminding him or her about me and my website constantly.

And... My affiliate links and promotions are carefully placed throughout this report so if this customer decides to purchase anything from the report - even months from now - I still make a sale or commission!

And there you have it [firstname]! A clever email marketing technique that you're sure to see incredible results from...

Oh, and if you don't know how (or don't have PDF creation software) to create these little PDF goldmines - **you're in luck!**

For the next 24 hours, I'm running a special promotion on a brilliant set of PC videos that will show you step by step how to create PDF documents from any text file - FOR FR-EE.

Ironically, the actual Adobe PDF Creation software sells for \$300 - \$400 but this video series not only shows you where to get FR-EE software to create PDF's, but it also walks you 'step-by-step' through the whole process and shows you exactly how it's done. It's so easy even a 5 year old could do it!

So, If you really want to take advantage of this PDF technique for your next email marketing promotion... then don't wait on this [firstname] because after the 24 hour deadline, this offer will be taken down from my website.

[Test Drive The Set Of Videos For 30 Days Risk Free](#)

As always, you also get my unconditional 30 day satisfaction guarantee as well, so if you're not completely satisfied with the videos just let me know and I'll refund your purchase... no questions asked...

Good luck with the new PDF technique and let me know how it works out for you...

See ya at the top,

Your Name Here

P.S. I forgot to mention that I'm only releasing 50 copies of this video collection at this blowout price and I don't expect this offer to last long.

P.P.S. Did I mention I'm throwing in the "RESALE RIGHTS" to this

You've Got Cash!

Page 7

You've Got Cash!

Page 8

collection as well? I'm giving away the bank [firstname]! Don't delay on this or you'll kick yourself tomorrow!

[Grab Your Video Collection Here Before They're All Gone.](#)

=====
NOTE: I never send anything unsolicited. You are receiving this email because you signed up for my of my newsletters, reports, or via one of my websites. Please check your records.

Unsubscribe link below:

That, my friend... is BRILLIANT email marketing at it's best!

Now do you see how email marketing to a LIST OF TARGETED subscribers can make you a fortune.

Let's analyze... shall we?

- I delivered a targeted message to a targeted list.
- I presented a big problem we're all having in email marketing - getting our messages delivered.
- I presented a solution to this problem - creating PDF documents.
- I gave proof that this solution works - an increase in my own click thru rates.
- I offered my readers a great product - Videos.
- I offered A HUGE benefit for buying my product - save \$400 when compared to the Adobe PDF creation software.
- I gave them a deadline to act - only 50 being sold for the next 24 hours only!
- I gave them an added bonus for purchasing - resale rights to the video collection.

And best of all I never actually created the videos myself! I purchased the master resale rights to the video collection for a few bucks and sold over 142 copies in this email promotion for \$39.97 each.

Would you like me to add that up for you?

You've Got Cash!

Page 8

142 sales @ \$40.00 ea = \$5,680.00

That's the power of email marketing. It's a system that allows you to print your own paycheck whenever you want! Once you build your list and learn to write convincingly using some creativity... you'll never be broke again. Cool huh?

Now... here's a quick quiz!

I'll bet you missed the most important ingredient in this promotion and how it relates to the incredible success of this campaign!

Did you catch it? Or are you still confused...

Go back and read over everything again and see if you could figure it out! Go ahead... I'll wait ;-)

You see, although all of the things we just discussed like...

- a targeted market
- a big problem we're all having in email marketing
- a great solution to this problem
- proof that this solution works
- a great product
- a HUGE benefit for buying today
- a deadline to act
- an added bonus for purchasing

... all contributed enormously to the success of the email promotion, there's still one **GREATER** factor that we didn't talk much about - and here it is...

The **BIGGEST** reason this email campaign was so successful was because the "**SPECIAL REPORT**" that all of my subscribers had previously downloaded (you know... the one they "unlocked" and downloaded from my squeeze page to get onto this list in the first place) was **UTTERLY BRILLIANT!**

So the lesson here is this: Once you prove (FREE) to your customers that you know what you're talking about and you really WANT to help them... Then it's just a matter of "Follow The Leader". You recommend something and they buy... again and again! Really... it's that easy! But first you have to build your relationships and continuously provide quality information to your list before you'll ever earn their respect and trust.

Special Pre – Launch Software!

<http://www.freetraffic.org.uk/>

I'm also giving you the “reprint rights” to the email text above that I personally wrote for this promotion.

What does that mean to you?

That means, if you brainstorm a bit and develop a unique way to build your own list of opt-in "TARGETED" subscribers who are specifically interested in learning new email marketing techniques, you'll already have the winning email promotion and a product to sell to go along with it! Feel free to sign your name as the author or tweak the email in whatever way you'd like!

I certainly hope that you're finally beginning to understand the **TRUE** rewards in building your opt-in list of targeted email subscribers and the incredible impact email marketing will have on your business and profits.

Here's to a wealth of success and profits...

William.