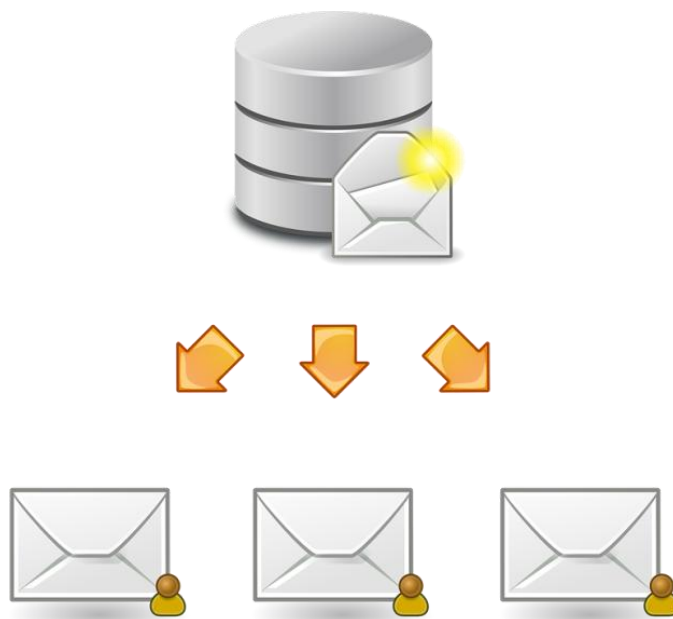


What is Email Marketing?



This is the use of an email Software or Autoresponder to distribute promotional messages, newsletters and free bonuses to your subscribers. Basically, you can send your visitors something that is interesting, hoping that it will entice them to buy from you.

Having your subscribers email addresses on your Autoresponder software make it easy to send them messages from time to time. Also, you could make them trust you by also giving them free and valuable information too, this way they will feel you are out to help them and not just to make them buy products repeatedly.

Email marketing can be set to run on autopilot with the help of an Autoresponder software. More on this later.

You can create a series of promotional messages and schedule them to be sent on a later date. This way you can make money while you sleep.

Requirements for List Building

In order to succeed with List building, you must have the following:

a) An Autoresponder Service

An Autoresponder service will allow you put your list building and email marketing on autopilot. There are somany services out there,but I recommend www.aweber.com

b) Domain Name and Website Hosting

You need a domain name and a website hosting account where all your web files can be stored online for easy access by your visitors. I recommend www.namecheap.com for buying domain names and www.hostgator.com for website hosting.

c) A Squeeze Page

A squeeze page is needed to collect email addresses, it will be linked with your Autoresponder so that every email collected on your squeeze page and will be added to your Autoresponder.

You can easily create squeeze pages ifyou understand HTML, but the whole process has been made easier. There are lots of Squeeze page , drag and drop builders with many dynamic features. I recommend www.instabuilder.com. They have lots of training videos too.

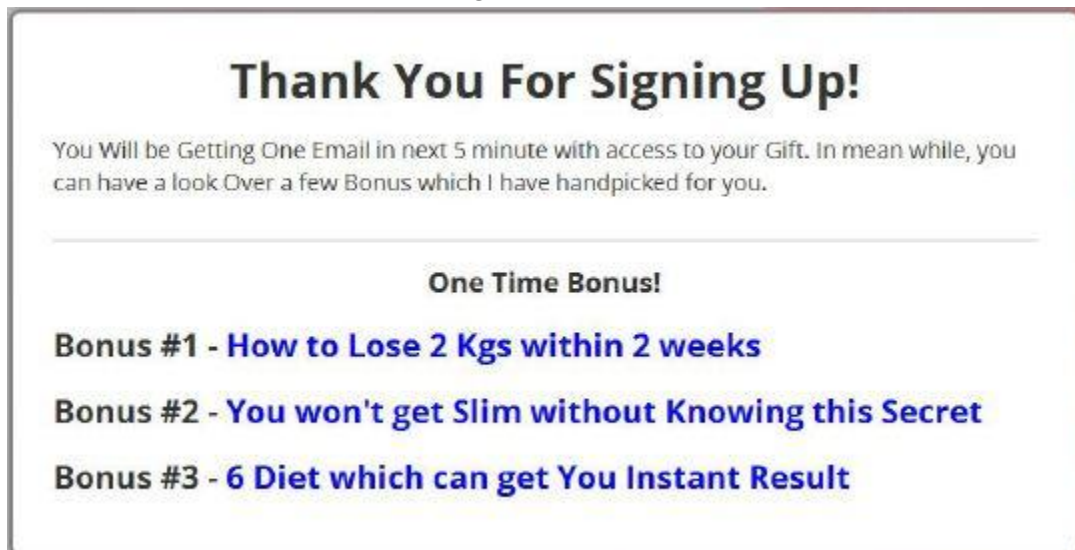
Here is an example of a squeeze page:



d) A Download Page

This is also called a thank you page. This is where the subscribers will be directed to after subscribing. On this page you can thank them for subscribing, give them the download links and give them CPA offers as bonus offers. You can also use www.instabuilder.com to build download pages easily.

See an example of a download page below:



e) Free Report or Video

A free report is needed to ethically bribe people to give you their email addresses. This way they will be happy to give you their email addresses in exchange for your free report. People won't just give you their email address for any report, the report must be valuable.

f) CPA Offers

With CPA offers, you can offer more free packages as a bonus to your subscribers. CPA offers are action based offers. You are paid when your visitors take a particular action, which could be to enter their email, zip codes, fill a short form or apply for a free trial offer. By doing this, you are giving away more free stuff and making some money too.

Picking a Niche and Sub Niche

Firstly, what is a Niche?

A Niche is an area of interest of a group of people. Examples of Niches are:

1. Make Money Online
2. Health and Fitness
3. Love and Relationships
4. Pets
5. Sports
6. Self Improvement
7. Gaming

The above are just a few niches you can work with in building your list.

You can get a comprehensive list of niches and sub niches at:
www.ezinearticles.com.

A niche is very broad, so you will have to go with a sub niche.

For example, weight loss and muscle building are examples of sub niches in the Health and Fitness Niche

Golf and table tennis are sub niches in the Sports Niche.

Take note that we are building a list in order to be able to make money from recommending affiliate products or our products to them.

You must consider the following when picking a niche and a sub niche to work with:

- I. **Is there money in the niche?** By this I mean are there people willing to spend money to get information or solve a problem in that niche?
You can know about this by doing a search for the sub niche at Amazon. If there are books on it, it means people are spending money on it.

- II. **The category of People interested in the Niche:** if the only people interested in your selected sub niche are kids, then this is not a good niche to go after.

- III. **Are there lots of Affiliate products in the Sub niche?** To be able to get the best out of your subscribers, you will have to send them great and new offers weekly. So do a search for affiliate programs to see if there are products in the niche.

The above Niches are the best to go after; I will suggest you go with one of them. But if you have another that meet the above 3 requirements, it's ok.

For the purpose of this guide, I will use the Weight loss niche as a case study. Millions of people are spending money daily to look better. Our main focus will be to build a list of 1,000 subscribers in this niche and make money doing it.

Why are people spending money to lose weight?

- a) To avoid health implications such as Heart attack and diabetes.
- b) To look sexy for their wedding.
- c) To keep themselves fit.



Setting up a Squeeze Page

Squeeze pages are pages used to collect the names and email address of your visitors and in turn offer them a gift.

Here is what a squeeze page looks like:



In the above image, you can see the squeeze page offering a free report in exchange for people's email address.

Since we are focusing on the weight loss niche, we can package a free report of 5 to 10 pages as a free gift for your visitors.

Now we need to create a free report on topics that people seeking to lose weight will be interested in.

I have found a solution that will always work in any niche.

Step 1- Visit www.magazines.com

Step 2- Search for your sub niche

Step 3- Open 2 or 3 of the magazine's cover to see topics that has proven to sell.

See an example below:



You can see that on this cover alone, we could get 3 topics to write our free report on.

So I could say, Free Report reveals the best Fat-Burning Foods, Diets and Workouts.

Creating a Free Report

1. You could get master resale right products, just do a search for master resale right e-books on Google and you will get lots of e-books on weight loss that you can use. Rewrite them and you are done with creating your free report.
2. Also, you could hire someone on Fiverr.com for \$15 to create a 7 page report on your topic with relevant images.

To create your squeeze page, I recommend you sign up with: www.Instabuilder.com, but it is ok if you have Optimizpress or Clickfunnels. You will have lots of templates to work with. They will also give you lots of training videos to teach you how to create high converting squeeze pages.

In the example below, the marketer is offering his or her visitors a free gift in exchange of their email addresses.



If you are able to send 120 visitors daily (3,600 visitors monthly) to your squeeze page at a 30% conversion rate in a month, you will be able to get 1,080 subscribers.

A very good and high converting squeeze page should be able to convert at 40%, but if you can get up to 35%, it's ok.

By this I mean that you should be able to convert 35% to 40% of your visitors to subscribers.

You need to keep changing some elements on it till its conversion rate increases.

We will discuss more on how to drive interested visitors to your squeeze page later. You can even achieve the above result in a day as time goes on, but for now, our focus is building a list of 1,000 subscribers.

In the next chapter, we will discuss how to make money while building our list; this is the interesting part.

Setting up a Thank You Page

With the Instabuilder software we mentioned above, you can build a thank you page, where your visitors will be directed to when they subscribe with their email addresses.

On this page, you can add a link to where they can download the free report and below it some bonuses which are CPA offers.

There are lots of templates on Instabuilder to build a Thanks You Page or a Download Page.

Also, you could add more bonuses like trial offers on Weight loss.

Look for trial offers on Offervaultor at some CPA Affiliate programs.

An offer could pay you up to \$40 for every visitor who pays for shipping for a free trial sample.

If you are able to send 3,600 visitors to your squeeze page in a month as we mentioned earlier and only 1,080 of them subscribe to your list, then they are taken to a thank you page to download the free report. They will also find some offers which might interest them. We will add 3 to 4 CPA offers to increase the chances of them going for one offer at least.

Now if only 5 percent of the 1,080 subscribers choose an offer and if one offer pays you \$30, you will be able to earn \$1,500 before you send them any promotional message.

So even if you used paid advertisement to send traffic to your squeeze page, you will be able to make the money back and in most cases with a little profit.

Isn't this a great way to build a list?

Your thank you page could be like the one below:

Thank You For Signing Up!

You Will be Getting One Email in next 5 minute with access to your Gift. In mean while, you can have a look Over a few Bonus which I have handpicked for you.

One Time Bonus!

Bonus #1 - How to Lose 2 Kgs within 2 weeks

Bonus #2 - You won't get Slim without Knowing this Secret

Bonus #3 - 6 Diet which can get You Instant Result

With this you will be able to make more money while building your list.

Picking offers to promote

Now you have been able to build a list of 1,000 happy subscribers.

You will have to send them offers from time to time.

There are so many ways to get offers to send to your subscribers. It can either be CPA or Affiliate offers.

Now let us see how to get the best Affiliate offers from one of the biggest digital Affiliate network called, Clickbank.

Your first step will be to open the website www.clickbank.com and then click on create account, you will be able to create a nickname which is unique to you.

Whenever you want to get your Affiliate link to promote a Clickbank product, you will be asked for your Clickbank nickname.

In order to see the best selling and highest converting offers in your niche on Clickbank, we will be using a website called Cbengine.

www.cbengine.com

Open the website and click on browse as shown in the image below:

CBENGINE
The TOP ClickBank marketing website!

Signup for pro | Signup for trial | Login username password Login

Home Browse Tools Plugins My Bookmarks Order Blog Help

FREE 7 DAY TRIAL SIGNUP

g+1 247 35 ClickBank Products: 35 | Last updated on Tuesday, 3/22

Find ClickBank Products that Sell

Yes, but what is the ClickBank Marketplace?

In short, it's a huge library of ebooks, software and other digital goods. It contains thousands of products that you are free to promote as a ClickBank affiliate. The vast majority of ClickBank Vendors [pay a commission](#) of 50% and 75% on the sale price of their products.

Go PRO for \$27

Great! So how do I find the best ClickBank Products?

This is where CBENGINE comes in. We are the top ClickBank Analytics search site on the web. Our Pro Membership service is guaranteed to help you become a successful ClickBank affiliate. Simply put, CBENGINE is a tool designed to help you make money using ClickBank. [See Features](#)

Top ClickBank Vendors

Vendor	Gravity	Delta
doanv4n	116.37	+2.23
mikeqaarv1	199.18	-1.03
tedspians	161	-2.30
tctvoursz	86.59	-3.46
nehible	79.34	+1.28
oznb12	107.66	-8.03
phonesrch	104.69	-7.30
forsurvevz	77.96	-4.13

Find ClickBank Products

- CB New Products
- CB Best Gains
- CB Insider
- CB Reviews

Vendor Lookup

press enter

Find Products

Search

TOP CATEGORY

ALL

SUB CATEGORY

The next step will be to locate your selected niche which in this case is health and your sub niche which is diet and weight loss as seen below:

Computers / Web	Databases Email Services General Graphics Hardware Networking Operating Systems Programming Software System Administration System Analysis & Design Web Hosting Web Site Design
Cooking & Food	BBQ Baking Cooking Drinks & Beverages General Recipes Regional & Intl. Special Diet Special Occasions Vegetables / Vegetarian
E-biz & E-marketing	Affiliate Marketing Article Marketing Auctions Banners Blog Marketing Classified Advertising Consulting Copywriting Domains E-commerce Operations E-zine Strategies Email Marketing General Market Research Marketing Nich Marketing Paid Surveys Pay Per Click Advertising Promotion SEM & SEO Social Media Marketing Submitters Vide Marketing
Employment	Cover Letter & Resume Guides General Job Listings Job Search Guides Job Skills / Training
Fiction	General
Games	Console Guides & Repairs General Strategy Guides
Green	Alternative Energy Conservation & Efficiency
Health	Addiction Beauty Dental Health Diets & Weight Loss Exercise & Fitness General Mental Health Men's Health Nutrition Remedies Spiritual Health Strength Training Women's Health Yoga
Higher Education	Admissions Student Loans Test Prep & Study Guides
Home & Garden	Animal Care & Pets Crafts & Hobbies Entertaining Gardening & Horticulture General Homebuying How-to & Home Improvements Interior Design Sewing Weddings
Languages	Arabic Chinese English French German Hebrew Hindi Italian Japanese Other Russian Sign Language

You will be taken to the next page where you can regroup result, click on averages.

The screenshot shows the CBENGINE website interface. At the top, there's a navigation bar with 'Home', 'Browse', 'Tools', 'Plugins', 'My Bookmarks', 'Order', 'Blog', and 'Help'. Below that, it says 'Showing 342 results / 342 unique'. The main content area is titled 'Health & Fitness : Diets & Weight Loss'. There are navigation links like 'AdChoices', 'For a Diet', 'Diet Health', 'Diet List', and '7 Day Diet'. A 'Regroup Results By:' section has tabs for 'Category', 'Product', 'Averages', and 'Basic'. A red arrow points to the 'Averages' tab. Below this, there's a pagination control showing '1' as the selected page. On the right side, there's a 'Vendor Lookup' section with a search box and a 'Find Products' button. There's also a 'CASH FOR SURVEYS' banner with '\$50 To All New Affiliates'.

Now you can judge different products to see which is selling and which is not. Also, you will be able to avoid products being promoted by top affiliates as it won't be easy to compete with them.

See the image below:

Health & Fitness : Diets & Weight Loss

[AdChoices](#) [Diet Health](#) [Diet Lose](#) [7 Day Diet](#) [Diet Juice](#)

Regroup Results By: [Category](#) [Product](#) [Averages](#) [Basic](#)

[Print](#) [Setup](#) [Help](#)

« Prev **1** 2 3 4 5 6 7 Next »

page: 1

Rank	Product	Earn%	Earn\$	Change	Mntm	Gravity	Price	Info
Product Averages View continued >								
<input type="checkbox"/>	1 Fat Diminisher Is A Conversion Monster! \$10,000 Prize In January! R	75%	PRO	PRO	PRO	338.07	PRO	
<input type="checkbox"/>	2 The 3 Week Diet - Affiliates Making \$48,000+ Daily! Updated For 2016! R	75%	PRO	PRO	PRO	260.26	PRO	
<input type="checkbox"/>	3 Red Smoothie Detox Is Fat Diminisher's Sister! #2 Here We Come! Lol	75%	PRO	PRO	PRO	95.01	PRO	
<input type="checkbox"/>	4 Old School New Body - Highest Converting Written Page On CB Market R	75%	PRO	PRO	PRO	107.66	PRO	
<input type="checkbox"/>	5 My Bikini Belly - No Other Written Page Converts Like This R	75%	PRO	PRO	PRO	82.64	PRO	
<input type="checkbox"/>	6 The E-factor - Over \$60 Average Cart Value! R	75%	PRO	PRO	PRO	45.33	PRO	
<input type="checkbox"/>	7 Factor Quema Grasa : Garantizado El Producto De Mayor Conversion En CB R	75%	PRO	PRO	PRO	42.01	PRO	
<input type="checkbox"/>	8 Spanish Version Of Fatdiminisher.com	75%	PRO	PRO	PRO	31.89	PRO	
<input type="checkbox"/>	9 Eat Stop Eat- The New Expanded Version! R	75%	PRO	PRO	PRO	76.58	PRO	

Go with products that have a gravity of between 40 and 80.

This is how you can pick good products to promote to your list.

You can click on the link to the product you want to promote and then you will be taken to a page where you can visit the product website and get your affiliate link to promote the product.

Red Smoothie Detox Is Fat Diminisher's Sister! #2 Here We Come! Lol

Recommended Sites To Promote

Product Summary:

Want 90% Commissions For This New Health Offer? & conversions Are Over 5% & \$1.15 Epc From Cold And Warm Traffic - 2 High Ticket Upsells Are Crushing It On Both Male & Female Demo, Esp 35+ [Http://redsmoothiedetoxfactor.com/aff](http://redsmoothiedetoxfactor.com/aff)



VISIT WEBSITE



- Visit Website -

Detail Payout Graph Related Send

VISIT WEBSITE

[Register to enable bookmarking](#)



Vendor ID [\[Get Affiliate Link\]](#) fitexpro
Marketplace Rating 3 out of 5

Make sure you visit the product website to see if the sales page is convincing enough to make you want to buy the product. If it can convince you, then it will definitely convince others to buy it.

Also at the bottom of the above image, you will see a link to get your affiliate link, click on it and then enter your Clickbank nickname, you will be given an affiliate link to promote the product. Once a sale is made through that affiliate link, you will be paid the commission.

Now let's talk of how to get email messages to promote your affiliate products.

At the bottom of the product page, you will always find a link to the Affiliate resource page. Also, you might have to register to get their resources.

In most cases, they will give you email swipes with which you can add your affiliate links and then add them to your Autoresponder to be sent 4 to 5 times a week.

This will help to further convince your subscribers to buy the product.

We will discuss later on how to create the best Autoresponder messages later in this guide.

Working with an Autoresponder

As I mentioned earlier, I recommend Aweber Autoresponder. You will be given a 30 day trial for only \$1 when you register with them.

I suggest that before you register with them, go to their websites, download their training videos and go through them to understand how all of their features work.

You will be able to:

- Create Campaigns
- Modify your setting
- Create a web form for your squeeze page
- Schedule messages to go out at specific times
- And more...

How to get messages for Follow Up

This is the most crucial part of email marketing and list building.

This is due to the fact that, if you don't send them the right messages, they will unsubscribe from your list or won't open your links to affiliate products.

Here are some rules for creating Follow Up Messages

1. Write subject lines that grab the attention of your subscriber. Personalization is something that is a key factor and can increase open rate with up to 35%

Include words like *how to*, *best ways to* or use numbers in your email subjects as this will make more people open your messages.

2. Use subject lines that show urgency or generate scarcity.

3. Your subject lines should get your subscribers so excited that they can not resist the temptation and they open the email.

Write subject lines that makes them curious.

Here is one of the best methods for creating unique email subject lines and messages:

Personalization + Urgency + Excitement + Information + Curiosity

If you are able to combine atleast 2 or all 5 of the above elements in 70% of your messages, you will definitely get great result from your email marketing campaigns.

The rest 30% of your emails should have in them free and valuable information for your audience. In this way you will help them and build credibility at the same time.

Below you can find some great email subject lines tips so that you can create engagement and get high open rates for your emails.

1. Use The Fear Of Missing Out

People will react to the fear of missing out more than to anything. A lot of successful brands and marketers are using this in their blog headlines, ads and email campaign and you should too.

When it comes to inducing this type of fear you have to create urgency and imply time sensitivity using different power words and expressions for this like: urgent, alert, breaking, important, missing out, etc.

2. Intrigue And Make Them Curious

In order to make your subscribers curious and excited about your email you have to induce them the desire for closure. For that you have to use open-ended subject lines that will make them desperately open your email.

These types of subject lines can be questions or intriguing statements that are breaking the pattern for the subscribers.

3. Include Pain Points In Your Subject Lines

This means that you need to do your research right and know your audience very well in order to be able to know their pains, problems and needs.

It is already known that pushing the pain buttons of your potential clients is an important part of a sales process and in our case, the sales process is to make them to open your emails.

An example of such a subject line in the weight loss niche would be: “Aren’t you tired of that belly fat?”

This might come out as a little bit to aggressive but it definitely pushes hard a strong pain point for this specific audience.

4. Use Social Proof

This is a big one that even some of the biggest marketers oversee. Social Proof is one of the best tactics for persuasion and converting people into buyers.

Just have a look at what all the top online shops and marketers are doing. Amazon is using reviews and ratings, marketers are using testimonials, local businesses use Facebook Reviews and Google+ Ratings and the list can go on.

In the case of emails subject lines you can use numbers to build social proof and credibility. An example of that would be “5000 people can not be wrong about this method...”

5. Use Numbers

A trick that almost every blog that goes viral on the web is using is to include numbers in over 75% of their headlines. You should pay close attention to most of the emails and articles that you are reading. It’s 100% sure that most of them contain numbers.

Numbers attract us because they are something that clears out confusion and ambiguity for us. An example of such a subject line is “ 3 Ways to Build Your Dream Body for the Summer”

6. Use Association

One of the best triggers for people is to see the topic they are interested about related to someone they trust and admire, like a celebrity. That is why many brands are paying huge amounts of money to different celebrities to promote and use their products.

You can use this to your advantage when you are creating your email subject lines because by using a celebrity name your subject line will instantly stand out in your subscriber's full inbox.

7. Use Personalization

This is something that has become more and more popular in the last few years and the reason for that is simple, it works. It is said that the most beautiful word a person can hear is their own name. Well, this isn't any different for reading.

If your list is built in such a way that allows you to insert the name of your subscriber in the subject line, then by any means, do it. You will see that you will get up to 2 times bigger open rates.

8. Use “How To” Type Of Subject Line

We love tutorials, explanations and learning how to do things so it's only natural for us to be into “How To” subject lines. Like numbers “How To” has a hypnotic effect over us and grabs our attention instantly.

Have a look at your inbox, you will notice that many of the subject lines start with how to or contain different variations of this expression. A very good example for such a subject line would be “How To Get A Slim Body Till Christmas”

9. Use Stories

There is nothing better than a good story, right? Of course there isn't, even the best sellers in the world are the best storytellers. Stories get our attention and when your subject line starts like the beginning of a beautiful story than it's too good not to find out more.

There are many examples of how marketers are using stories in their subject lines but a few good ones would be "I saw a pink donkey yesterday" or "How Adrian became an overnight success"

10. Use Humor In Your Subject Lines

There is nothing that can beat a good sense of humor and that can be seen with your subject lines. People love having a good laugh and by getting them to do it from the subject line, you will make them want more so they will open your emails.

Obviously, this is something that requires a little bit of creativity and thought, but it will definitely be worth your while when you will check your open rates.

Many famous marketers and even big brands and companies are using humor from time to time to get more engagement from their audience and it works like magic.

There are even marketers out there that already have humor in their subject lines like a brand signature. People don't recognize their emails if they don't see something funny in them.

Writing Profitable Email Sequence

Now, you have a list of 42 Subject lines you can edit and use with your preferred niche.

Once you have got a subject line, writing the email body won't be difficult.

You can get samples of email swipes from the Affiliate pages of Clickbank products in your niche. You can then rewrite them and use them to promote offers to your niche.

Check the bottom of the sales page on Clickbank Affiliate products in your niche through Cbengine, you will be given an email copy as an affiliate to promote the product. Rewrite them and add them to your Autoresponder to be sent out 4 times a week; it could be every 2 days.

If you are sending 4 messages a week, 3 should be to sell a product, while 1 should be a bonus report or a free and relevant article from any blog. They will be happy and look forward to opening your links.

Take note that it is better to make your first 3autoresponder messages not to contain any affiliate links, but it should contain links to free information of free articles from your blog. This way, they will hardly unsubscribe because of spamming and will be trained by you to click on links.

Using Great Call to Action

This is another important element, you should add to all your Autoresponder messages.

After they read your message, they need to be told what to do next. If you ignore this, you are definitely losing out.

Here are examples of some great call to action:

>> Check out this complete system

>> Grab It While It's Still Available

>> See just how easy it is

>>Here's the proof

>>Get my proven formula here

>> This is a must see!

>> Get Access Right HERE

>> Grab It Now

>> Click here to get started

>> Go here to get started

Also, most marketers use the P.S. lines to give the subscribers extra push to take action. See some P.S. Lines examples:

P.S. I have to warn you this is on a dimesale

P.S. This is on a dimesale...grab it while it's still cheap

P.S. If you act now you are going to get a MASSIVE Bonus package

P.S. People are lining up to buy this...price will increase fast

P.S. This is your last chance to get this before he raises the price

P.S. Check it out before they take it down

You can include the P.S. Lines on 50 percent of your promotional messages as it works best that way.

Driving traffic to your Squeeze Page

Having a squeeze page, a download page and Autoresponder messages is not enough.

If people are not aware of your squeeze page, nobody will subscribe to your list. It's just like an abandoned shop where no one visits.

You must be able to send interested people to your sales page as this is the only way people will see your offer in order to subscribe to your list.

There are so many ways to drive traffic to any website, some are free while others require money.

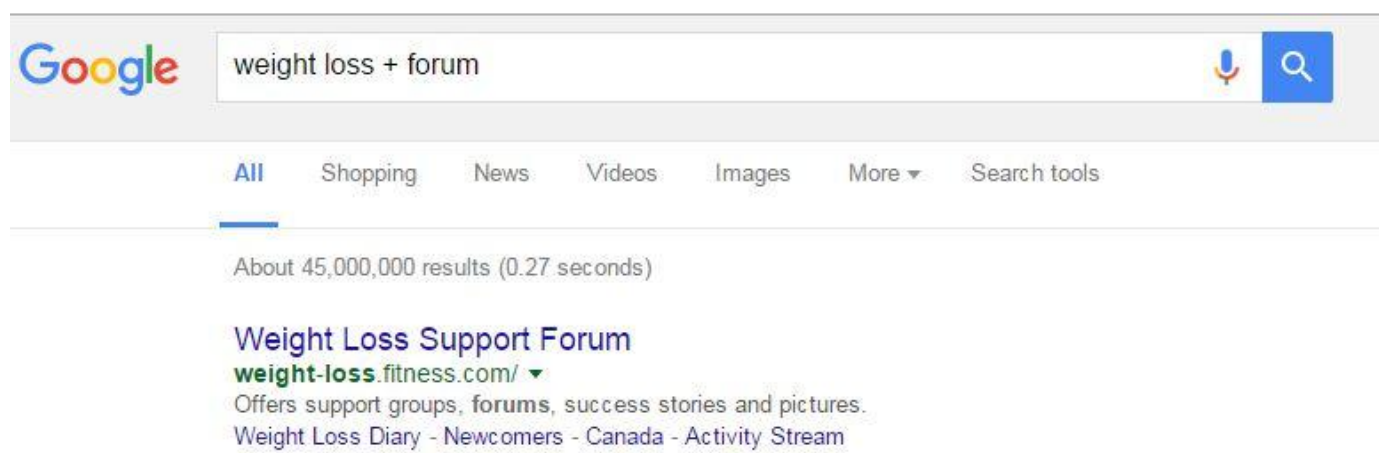
I will explain the free and paid traffic generation methods below:

Free Traffic Generation Methods

There are so many ways to drive interested people to your website for free and some of them will be explained below:

Forum Posting. There are lots of forums on the internet on different niches. People use forums as a platform to find solutions to their problem.

Just do a search on Google for forums in your niche, it's simple!



In the above search, I used weight loss, you can replace it with your sub niche.

Register with at least 8 forums, contribute at least 10 valuable posts to peoples question post with no link to your sales page.

After doing this in a week or more, you can start adding your sales page link to all your post and your Forum signature.

If you are able to do this consistently for three months, you will start to see a massive flow of visitors coming to your squeeze page. This means you will be able to build your list and at the same time make money from CPA or other affiliate offers on your thank you page.

After your first week of joining the 8 forums and contributing 10 post on each of them, you should make 5 contributions on each forum daily.

This means you will be creating 40 new links to your website on a daily basis. This is a great way to improve your sales page rank on Google search engine and soon you will start getting free search traffic from Google.

Social Bookmarking. This is the process of sharing great content with other people on the web via bookmark websites. This is the reason people visit them and vote on content, comment on it, and share it with others.

Here is a list of some of the best of Social bookmarking Websites:

- Reddit
- Stumble Upon
- Digg
- Delicious
- Fark
- Slashdot
- Blink List
- Blog Marks
- Folkd
- News Viine
- Dzone
- Dilgo
- Friend Feed
- Technorati
- BuzzFeed

Register with at least 15 of them and then bookmark your squeeze page daily.

You will be surprised at the amount of free traffic you will get daily.

Bookmarking your sales page on 15 social bookmarking websites should not take you more than 45 minutes.

Once you no longer have time to do this, you could hire someone on Fiverr for just \$5 per day to help you bookmark on up to 20 social bookmarking websites.

Blog Commenting. This is another free way to drive massive traffic to your sales page. Do a search on Google for top blogs in your niche with the following search string:

Sub niche + blogs

Write down or save the links to at least 20 of the top blogs. Now you will have to check them three times a day for recent posts. Make relevant and informative comments on posts with no more than 5 comments.

You will be able to get more traffic if you are among the first 3 persons to post a comment with a link back to your sales page.

Some blogs get thousands of visitors, with your comment in the top 5 position, you will keep getting traffic except if your comment is deleted.

If you are able to post on 10 blogs a day, in 3 months you will have your link on 900 blog pages; just keep doing it and you will see the traffic coming continuously and more traffic means more subscribers, which also means more money.

You could hire someone on Fiverr to help you do this for \$5 daily.

Paid Traffic Generation Methods

There are lots of ways to drive traffic to your sale page with paid advertising.

➤ Facebook Advertising.

This is one of the fastest and cheapest means. Target the right audience so you can get the best result.

For example, if I am creating Facebook ads for a weight loss product, I will target females within the ages of 25 and 55.

Also, I will target people from America because it has been proven that they buy more products online.

- **Solo Ads.** This is also very effective if done rightly. In this kind of advertising, People with huge list can offer to sell you a lead for between \$0.35 and \$0.40, this way they will send a message with your sales page link or Affiliate link to their subscribers and they charge you for the number of people who click on your link.

Look for solo ads sellers' Facebook groups. Contact sellers that have testimonials from buyers.

Take note that some solo ad sellers are great while some are fraudulent. Always track your result and start small.

- **Bing Ads.** This is another effective pay per click advertisement platform where you could get cheap clicks for \$0.05.

Writing emails that sell

Transform your subscribers into your warm market. For that you can use a series of emails (we've discussed about follow ups already) through which you provide them relevant value for them for free and educate them to build credibility and authority.

Once you do that you just have to steer them with a natural manner in the direction of your products and services.

Social proof is a gold mine when it comes to selling. Use stories, reviews, ratings and testimonials when you want to sell through email campaigns.

As stated before, stories sell and story telling has grown a lot as an industry in the past few years. The main benefit is that through a story you can manage to sell to your audience without selling to them. It will seem like a natural thing to do.

You need to introduce the Call To Action fast in your sales emails. It's ideal that your subscribers are able to take action as soon as possible so that you don't lose their attention.

By inserting multiple CTAs in your email you raise the chances for your readers to get to your offer, product or service.

In your sales emails try to always underline the benefits that your offer, products or service brings and do not focus on the features or technical parts.

Scaling for more profit

You now know how to drive traffic to your sales page. In order to get the best out of your traffic, you will have to scale things up. There are many ways to do this, some of which are:

- **Testing:** You will have to create up to 3 copies of your sales page, change the image on it, if any, also change the call to action. Send traffic to all 4 sales pages and then calculate the email conversion rate for each page.

That is the page that more people are subscribing on to download the free report.

Here is an example with 4 sales page designed differently:

SALES PAGE	MONTHLY TRAFFIC	SUBSCRIBERS	CONVERSION
A	10,500	2100	20%
B	30,000	3,000	10%
C	20,000	6,000	30%
D	21,000	4,000	19%

Some people do create up to 10 different sales pages as samples to see the one that converts better.

Also, some people do ignore this and say it is a waste of time.

Using Sample page A and C above, let us do some calculations:

If you use Sample Page A and you make \$2,000 a month, with Sample Page C, you could make \$3,000.

If you can't see much difference, what of when Sample page A now has 21,000 subscribers and earns you \$20,000, Sample Page C could have earned you \$30,000. You would have lost \$10,000 if you refused to test different pages.

When it comes to testing, 1% matters.

From the above table, you can stop sending traffic to Sample Page A,B and D.

You can now focus on one Sales Page, which is Sales Page C because it converts better in your niche.

- **Reinvesting:** Most people don't have the mindset of reinvesting a part of their income to grow their business. I would recommend, you invest at least 40% of your profit to grow your list because your list is your business.

You will be glad you listened to me when you reach the 100,000 mark.

Trends In Email Marketing

1. Using Interactive Emails and Campaigns. More and more brands and marketers will have to become more creative with the campaigns they are sending.

This means that we will see a lot of image galleries integrations, slides, animations, menus and other elements.

2. Personalization get traction more than ever. Mass Marketing dies and marketing has become more personal. Email has to become more personal so that it keeps being effective.

We will see a big increase in the use of different personalization elements in emails and that can mean including the location of a person, the name, the birthday date and even more complex or advanced personal data.

3. The Use Of Dynamic Automatization. Till now, the use of marketing automatization has been done by using a single marketing channel to communicate with the client.

From now on we will see a mix of channels being used in automatization sequences. We can see email campaigns combined with Facebook Ads and Youtube Retargeting or other advanced mixes.

4. Using Video In Emails becomes easier. Due to the launch of the new versions of iOS, HTML5 video support is again available for email and that makes it easier for marketers to use it in their email marketing campaigns.

The benefits of using Email Marketing

- It's very cost effective. Email Marketing is one of the cheapest forms of marketing that you can use in your business to promote your products, services and offers or to build a better relationship with your audience.

With Email Marketing you don't have to spend thousands of dollars on flyers, banners, you don't have to place new ads all the time and the best part is that you can even start to build your email list for FREE using your blog, organic search traffic or other forms of targeted free traffic.

- You can get results super fast, almost instant. If we compare email marketing to other marketing forms, the results with email marketing can be instant after you have built an audience and a good relationship with that audience.

You can get sales in a matter of minutes from sending your campaign. Someone reads your email, clicks on the link and then buys the offer that you are promoting.

- Easy to use and create. Nowadays, for Email Marketing you don't need freelancers, designers or any technical skills.

With most Autoresponders and Email Services out there you can create a campaign in a matter of minutes and most of the services you will use will have prebuilt templates for any niche, templates that you can adapt for your own needs.

- It is possible to make tests. With Email Marketing it is very easy to test a message, see what works and what doesn't, optimize and scale your campaigns.

This not only allows you to build successful campaigns fast but also gives you a lot of space for being creative and finding better solutions all the time.

- Advances Targeting and Segmentation Options. Due to the possibilities that autoresponders and email services are providing now you can create targeted email campaigns that you can send to a certain segment of your subscribers list.

Even more than that, you can update segments, put contacts in multiple different segments according to their behavior and create complex campaigns based on these things.

- It's still the most efficient form of online marketing in terms of ROI. The average ROI is 4400% which means that for every 1\$ you spend on email marketing you make 44\$ back.

How to improve your email deliverability

Try to use a recognizable sender name and email address, something that your subscribers identify as being you. Also, be consistent with using the same name and email because they will get used to them and they will know that it is you. If you will change these you risk losing some of your subscribers and get lower open rates.

If you have a brand include the brand name in the sender's name field so that people know why they are getting emails from you.

Another efficient and popular way through which you can remind them why they are getting emails from you through a paragraph that is written at the end of your email.

Size is important for your delivery rate so keep most of your emails under 50kb in size. It will take some extra effort and work to resize images. You might want to insert in your emails, but it will be worth it when it comes to getting in the inbox.

Delete your hard bounces after one bounce and your soft bounces after more attempts to send emails to that address.

If you don't take care of this problem, your overall email deliverability score will be affected in a negative way.

Your delivery will be suppressed if you get too many bounces and that means your emails won't reach their destination.

If it is possible and the results are usually good in your niche, use Double Opt-ins or Confirmed Opt-ins when you build your list.

Subscribers will get an email with a confirmation link that they have to click in order to be subscribed to your list. You will lose a percentage of your subscribers with this, maybe even more than 20% of them, but you will have so much more engagement with them in the long run and better conversions as well.

The benefits of having a Clean Email List

Having a clean email list means having a list that is always up to date, very responsive, with low bounce rates, under 1% , with few to none spam complaints and a low unsubscription rate.

- One of the main benefits of having a clean list are lower bounce rates. A bounce rate which is higher than 3 or 4% means that you need urgently to clean your list and get rid of the bad email addresses. This is something that will also improve your deliverability and help on the long run.
- Having high conversion rates: If you have an clean email list then it is very likely that the list will be much more responsive and that your conversion rates will be higher. This is a situation in which everyone has to win.
- You get better data analytics and insights. When you have a clean email list you can get a more precise idea about the engagement of your subscribers and how well they respond to the campaigns that you send.
- You save some money. Depending on these autoresponders or email marketing services that you are using, you will likely pay less money to them because you are sending less emails, only to the active subscribers, obviously, after your list has been cleaned.
- Get your ROI higher. A clean email list will not only save you money because you have a lower sending cap, but it will also help you to have better data for your email campaigns so that you know how to segment your list in relevant sub-segments, who to target and what to send to them.
- Always try to delete the invalid and outdated email addresses from your list. For that, you can use an email service that gets your bounces immediately and stops the sending to those email addresses at the next email campaigns. You can also use an email addresses validation service like neverbounce.com or a good cleaning software to do this before sending your first email marketing campaign.

- Try to reconfirm your subscribers after a long time has passed since you have a list. If you have big issues with your email list than this probably would be a good way to solve them and get good results again. This will reduce consistently the size of your list, maybe with up to 50% or even more for older lists, but after you do it you will have a new, clean and very responsive list to which you can promote anything.
- Avoid having role addresses and spam traps in your list because these will affect your sender reputation and your email deliverability.

Role addresses are email addresses found on company websites and they are usually not associated with any person so it's hard to know if the person who is receiving the email gave permission for that email address. Some examples are : help@, info@, contact@, etc.

They are used by blacklist providers to catch spammers because they are more likely to have been gathered from the internet.

Spam traps are email addresses used to catch spammers or marketers who have a poor list management. The problem with these is that they can severely affect your reputation and delivery rates so make sure you avoid them.

Key Indicators To Look For In Your Email Marketing Campaigns

Here are the key indicators that you need to be aware of in email marketing:

- **Total Emails Sent** – This represents the total number of emails sent in a single campaign.
- **Delivery Rate** – This is the amount of emails sent versus the amount of emails which were delivered. This is very important because it shows the quality of your list and email addresses. A poor delivery rate will indicate that you need to clean your list.

- **Open Rate** - This represents the total number of people that opened an email they've received from you. It is measured in percentage from the total number of emails delivered.

As you probably already know from previous information from this book, this shows how much your subscribers pay attention at what you send to them, how responsive and engaged is your list, how much they trust you and follow you and how good your subject lines are (as you know subject lines count as a main factor for email open rates) .

- **CTR (Click Through Rate)** – This is the percentage of people that click on any of the links from your emails. This shows how effective your emails are, how much your subscribers engage with what you send to them and how good your Call To Actions are.

Obviously this is an indicator that you will not have in emails where you have no links included and you will not take it in consideration in that case.

- **Bounce Rate** – This represents the percentage of undeliverable emails from the total number of emails sent. There are two categories of bounces: hard bounces (most of the time the email address is wrong) and soft bounces (there is a temporary problem with the server).
- **Spam Rate** - This is not a metric that shows that you have sent a spam or anything like that, but it shows how many people have clicked on the Spam Complaint button. A lot of times people just click it as a shortcut to get off the list or they don't even remember being on your list or why they are there.

You have to keep this indicator very low and expect to get spam complaint from time to time.

- **Unsubscribe Rate** – This is the percentage of email addresses from all the addresses where you have sent the email, that have unsubscribed from your list after receiving your email campaign.

Try to keep this one low. If this indicator gets high, it means that people are not resonating with you or the type of messages you send to them anymore and your conversions will soon start to get lower.

Conclusion

I know we have covered a lot in this step by step Guide on How to Get Your First 1,000 Subscribers in any Niche.

The truth is, if you don't put the information in this guide to work, it won't work for you.

Since we covered a lot in this book, let me list the entire process in a step by step format:

- We understood the meaning of List Building and Email Marketing
- I outlined the Requirements needed for this business and I gave my fair recommendations.
- We talked of Niches and listed some profitable Niches you can work with.
- You learnt how to setup a Squeeze Page with a Free Report to get Subscribers
- We learnt how to set up a thank you page and how to add CPA offers to it as bonuses to maximize profit.
- We talked on how to work with an Autoresponder and how to get free email messages for follow up

- You got Email Subject Lines Tips that will help you to get more open rates and engagement from your list
- You learnt how to write profitable email messages and how to write a great call to action.
- We learnt 2 different traffic generation methods and how to scale the list building process for more profit

The above steps are the mandatory steps to get your first 1,000 subscribers. If you put in more efforts into it, you could achieve this result in your first month or even in a week.

Thanks for reading this guide. If you have any question, you can contact me and I shall try my best to be of assistance whenever I can.

Hope you get your first 1000 subscribers really fast!

All the very best! 😊