

Email Marketing

SKYROCKET

Your Income Potential
by Following this

Simple

List Building Formula



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Introduction

We have a secret to share with you ... a pretty big chunk of our monthly income is generated as a direct result of emails we sent to our lists. Some of them are customer lists (people that have bought an eBook or are part of our coaching programs for example). The rest are various little free email lists we've built on some of our niche sites.

This particular report won't focus on how to build your list (that'll be another edition). If you're just starting out and don't have a list set up yet, great! You'll know exactly how and what to mail your list as soon as you get your first few subscribers.

By the way ... you can find our tips on list building over at the [Piggy Makes Bank blog](#).

In this short report we'd like to introduce you to the **exact strategy** we use to mail our lists.

A quick side note - this report will focus on profiting from blogging by sending offers to your list. It doesn't matter if you are offering your own products or are benefiting from promoting other people's products via an affiliate link.

Right now you may be wondering how often you should send out emails. What's too little, what's too much and when should you make an offer? (By the way, you've got to get in the habit of making an offer if you want to profit from email marketing).

Or maybe you're overdoing things a bit right now or just aren't mailing the right kind of stuff. If that's the case you may see more unsubscribe than sales notifications.

The good news is that no matter where you are at right now, things are about to change. Just implement the steps outlines in this report and your list will grow into a crowd of raving fans that **know, like and trust you** and are ready to spend some money when you make a recommendation.

Got you curious yet? Let's dive right in ...

Why Is Email Marketing So Important?

We're sure you already know that email marketing is pretty important when it comes to generating a steady stream of income from your blog so we're going to keep this short and to the point.

The Rule Of Seven

We're sure you've read somewhere that a person has to hear or see a new product about seven times before they make a purchase. We don't know how much truth there is to that, but we do know that not everyone that comes to your site will buy your product or via your affiliate link right away – in fact almost no one does. You need to earn your readers' trust first before they even consider pulling out their wallet.

Getting readers to know, like and trust you, is one of the cornerstones of how we approach email marketing. It works extremely well and we'll show you how you can do the same.

Multiple Purchases

You may also have heard that it's a lot easier to sell an existing customer something else (provided your offer was good) than it is to get a new customer. That's another reason why email marketing works so well. You get a chance to get back in touch with the people who have already bought something from you before.

It Just Plain Works

Last but not least, the reason any successful online marketer spends a fair amount of time on email marketing is that it just plain works. We couldn't tell you a single strategy that has made us more steady income than sitting down each week and writing emails to our lists.

If you weren't convinced before you started reading this, you're most certainly ready by now to learn more about email marketing.

Always Get Them On Your List First

This is why we recommend that you always try to get your visitors on your list first. Don't stick a bunch of ads on your site and have each page full of affiliate links. Sure it is fine to have a few here and there, but at the same time, make sure there's a way for readers to join your list on every page of your site. Make those optin boxes stand out and offer a free report, video or the likes to get them on your list.

If you are writing articles or guest blog posts to get more traffic, invite readers to join your list in the author resource box and link to a dedicated optin page. In other words, do what you can to get them on your list first.

With that said, let's move on to the big "prerequisite" for cultivating a list of buyers – we have to build a relationship with our readers.

Building A Relationship With Your List

How do you start building a relationship with your list? The first step is to stop thinking of them as a big list or herd of people. That [Aweber](#) database of names and email addresses that you have has a real person behind it. Keep that in mind when you compose your emails. Pretend you're writing to just one good friend, or one ideal subscriber.

Quick Exercise

Here's something that has helped us a lot in writing more effective emails. Think of your ideal subscriber and make a list of their characteristics.

- Male or Female?
- Age?
- What does their family look like?
- What do they do for a living?
- What are their hopes, dreams and desires?
- What's important to them?
- Why did they join your list? What do they want from you?

From that list, create a fictional character and give him or her a name. Write a short bio of your ideal subscriber. Keep it on your desk and whenever you're composing an email, write it with this person in mind, as if you were writing a personal note to just this one person.

First Impressions Count

Did your mom ever tell you that first impressions count? It's as true when it comes to email marketing as it is in "real life".

Do us a favor. Sign up for you own list right now. Pay attention to each email you get and what the thank you pages and the likes look like. Are you making a good impression or are there some things that need work? If so, put that on your to-do list for this week.

Make sure all links are working fine, all emails read well and downloads are working.

Read through each email to make sure there aren't any obvious spelling errors and see if there's a way to pretty things up. Add a nice cover graphic to that free report you're giving away, add some images or formatting to your download and thank you pages etc.

Got everything looking good? Awesome ... let's move on to the next step – deciding what you'll mail them about when.

Alternate Content And Offers

Now that you've made a good first impression there's one thing you don't want to do ... don't waste all the time and effort you've spent building your list by annoying your readers with offer after offer.

Instead, we need to strike a balance between good quality content and offers. We like to send our readers 1 to 2 pieces of good content for every solo email (or product offer) we sent out to them.

This continues to build a good relationship with our readers.

Dazzle Them With Quality Content

Your end goal is to really dazzle them with the free stuff you sent out to them. Don't be afraid to give away some of your best stuff. Make your content useful... something they can start using right away.

The ideal piece of quality content will be “useful but incomplete”. What does that mean? You want to teach them something or share some tips that your readers can use, but don't give away the whole farm. Make sure there's still something left to make things “better, faster, easier” so you can promote it via an affiliate link or follow up product next.

Here's an example ...

Useful but Incomplete Content

Here's a great tip. As you are building your blog, it's important to stay on top of all the new ways to get more traffic, grow your list and most importantly grow your income.

Follow your favorite marketing bloggers and make an effort to learn something new every month. Invest in small courses and ebooks and implement what you're learning before moving on to another course or strategy.

Not sure how to get started or what to study this month? One of our favorite resources is Blogging Concentrated Prime. Each month you get access to new ebooks and tools to help you grow your blog and online business. Check them out at www.piggymakesbank.com/bloggingconcentrated

Keep that strategy in mind every time you create new content to share with your readers that includes affiliate links.

Overall, we try to alternate good free content with direct promotional offers. Let's go over the free content in a little more detail first.

Let's Talk About Free Content

Free content is a pretty vague term. There are all sorts of different useful things you can share with your readers. We're going to go over a few of our favorites below. This is by no means an inclusive list and don't feel like these are the only things you can work on. Pick a few, change them up and make it your own.

Share Some Tips Directly In Your Emails

The easiest thing to do is to simply share some tips directly in the emails you send to your list. Remember, you don't have to give away the farm here. Just share some simple but helpful tips and ideas. Ideally you want to pick topic that lead to whatever affiliate program you're promoting.

For example, let's say you're blogging about weight loss and are promoting one of the big weight loss programs. One of the tips could be to drink a big glass of water about 15 minutes before each meal. Explain to them why it works so well and that they can make it work even better by adding ice to the water (the colder water will burn a few more calories as your body tries to warm back up).

Link To A Blog Post or Article

Did you write a great blog post or new article for your site this week? Go ahead and email your readers about it and share the link. Encourage them to give you feedback. Our blogs are set up using Wordpress. One of the reasons being that our readers can comment on blog posts and articles easily. If you're set up that way, ask them to comment and share their own tips and ideas.

Encouraging discussion and asking for your readers input helps get them involved in your blog. When you can do that it becomes a lot easier to get them to trust you. And remember, they have to know, like and trust you before they feel comfortable buying from you.

Send Them To An Audio Recording

Did you do a great webinar or audio interview? Send your readers a link to the recording. If possible, give them a link to download it. Almost everyone has mp3 players or phones with that capability and listens to stuff regularly. You might as well be the one they listen to and hearing your voice gives you even more credibility.

Here's an example. After Susanne did an audio interview with Nicole Dean, she sent this link to her readers. <http://www.nicoleonthenet.com/3456/online-business-success-susanne-myers/>

Send Them A Link To Watch A Video

Do you have some great video content on Youtube, your own site or one of the other video sharing sites? Send them a link to it.

If you don't, that's ok. You can send them to watch someone else's quality content too. Here's how we used that technique in a blog post. It would have been just as easy to write this as an email with a link to the video.

<http://www.affiliatetreasurechest.com/1344/building-your-list-with-plr/>

Link To A Short Report They Can Download

Short reports are another great piece of free content you can share with your readers. You can write them from scratch, compile existing articles and blog posts or use PLR article packs to create them.

We like to create a download page for our short reports and then send readers the link. Chances are a lot higher that they'll get the email as opposed to attaching a pdf report directly to the email.

Here's an example of a download page (in this case a blog post) for a short report:

<http://www.affiliatetreasurechest.com/1587/seo-cheat-sheet-freebie-friday/>

As an added benefit, you can get free search engine traffic directly to that blog post or download page.

Invite Them To Read Some Content On Social Media Sites Like Twitter, Facebook and Google+

Share a tip, comment, link or even photo on your favorite social media site and ask readers to comment. Here's an excellent example from our Piggy Makes Bank Facebook page:

Timeline Photos · Back to Album · Piggy Makes Bank's Photos · Piggy Makes Bank's Page · Previous · Next

Get Over Your Summertime Business Slump
by Doing a Few **Fun**, Little Things
to **Grow** Your Email List

1. Make a Splash
2. Play in the Waves
3. Travel the World

Find Out How at PiggyMakesBank.com

Like Comment Tag Photo

Piggy Makes Bank
I love summer.

It's my favorite time of the year and while I work less, my online business continues to grow and flourish. If you're tired of riding out the "summer slump" and grow your list, let's head down to the beach and squeeze in a few little tasks while enjoying the summer with our family.

The idea here is to work on three little things that you can squeeze in between getting back from the beach and heading out for dinner. Or if you're a morning person like me, get up an hour before the rest of your family, grab a cup of coffee and your laptop and get some work done on the patio before heading out for the day.

Like · Comment · Share · Edit · 2 mins

Write a comment...

Album: Timeline Photos
Shared with: Public

- Tag This Photo
- Edit Location
- Change Date

Open Photo Viewer
Boost Post
Download
Make Profile Picture for Page
Move To Other Album
Embed Post

<https://upload.facebook.com/piggymakesbank/photos/a.538555929595895.1073741827.538418329609655/596439720474182/?type=1>

While you're there don't be afraid to click the Like Button. ;-)

In other words, share anything good and helpful you have out there, no matter what format it is in. It won't take you more than a few minutes to compose a quick email broadcast or add an autoresponder message.

Crafting A Good Solo Email

After you've built up some goodwill with all that great content and showed or better proved to your readers that you know what you're talking about, it's time to start incorporating some special offers or solo emails.

A solo email is simply an email you sent to your list whose only purpose it is to talk your readers into buying something.

We'll share some examples of solo emails We've written in just a few minutes, but first, let's go over some of the basics of crafting a good solo email.

Attention Grabbing Headline

Start with a subject line that will get them to open the email in the first place. Think of it as a headline of sorts. We've had good results when we hint at the fact that we're going to reveal some "secret" knowledge (i.e. She's my secret weapon ...) and by sharing results (i.e. Here's how to lose 5 pounds by Sunday), and using gossip (i.e. My house was a mess ...)

Here's a great tip. I'm sure you're subscribed to the lists of quite a few big marketers. Pay attention to subject lines, particularly the ones that make you open their emails. Save those in a swipe file, then modify and use them for your own mailings.

What's In It For Them Intro

Next, transition from your subject link to the actual offer by pointing out what's in it for them with the product you're promoting. Focus on benefits, not features. Feel free to use your own experiences with the product to illustrate this.

Here's a super simple difference between features and benefits:

- Feature - What It Does
- Benefit – What It Does For Me!

Again, look at examples of emails that convinced you to buy and look at the example we're sharing in the next section.

The Offer

Once they know what the product or service will do for them, it's time to make the offer. Depending on your target market, mentioning the price may or may not work well ... try it both ways and see which one converts better.

You may also want to mention any guarantees and of course if there's some sort of scarcity built in (i.e. the price will go up next week, there's a special bonus for the first 50 orders etc.).

Don't forget to include a strong call to action. Ask your readers to click on the link, read the offer and buy if the product is a good fit for them.

A Strong Closing

Last but not least, write a short closing paragraph. It could include something you really like about the product, or the fact that you're using this and found it helpful, or you may want to mention what they can expect for you next.

Sign your email and then work in a P.S. that includes your link. I like to either:

- 1) Remind them of one of the key benefits of the product.
- 2) Point out scarcity or a guarantee.
- 3) Bring up one more big selling point that I haven't mentioned so far (again focusing on what's in it for them).

Our Best Strategy For Alternating Free Content And Promotional Offers

We already mentioned that we mix up free content and offers or solo email. Here's a good schedule to follow. Don't feel like you have to stick with it 100%, instead, use it as a guideline and tweak it to fit your list, your market and what you're doing.

Email Schedule

- 1) Free Content (hint at the offer in the P.S.)

Start them out with some good free content that's useful but incomplete. To help open rates with your next email (the actual offer), hint at what's coming in the P.S.

- 2) Solo Email With An Offer

Next it's time to present them with the offer. If the offer matches the "incomplete" part of your free content, you shouldn't have to work very hard at making the sale.

- 3) Content that complements the offer.

Or report the results you've been getting from using the product you're promoting

The main reason to send this content is to be able to remind them of the solo email offer without being blatantly obvious about it. Share some good stuff so readers who aren't interested in the offer will still benefit (and stay on your list).

- 4) Pure Content Again

Go back to more good free content with offers or links in it. This will build goodwill and get them ready for another offer down the road.

Rinse and Repeat!

Here's an example sequence like that where we're promoting [Nicole Dean's Blog CPR](#).

A Real World Example (that's doing extremely well)

Here's an email sequence that follows the outline above. Susanne wrote it to promote Nicole Dean's [Blog CPR](#) info product.

Email #1 (Free Content)

Subj: Creating Content For Your Blog

Hello {!name},

Now that your site is up and running, it's time to start thinking about content ... lots and lots of content. Ideally you want to add a few new blog posts or pages to your site each week. A great goal in the beginning is about 2 to 3 per week. Or if you have the time and want to be a little more aggressive in building your site, write one per day.

Whichever schedule you choose, the important thing here is to get in the habit of adding fresh content each and every week. This will keep your readers and the search engines happy.

Coming up with ideas for new things to write about is easy at first, especially if you are passionate about the niche you are in. The ideas just come pouring out... but then something happens. You start to run out of topics. Now what?

Simple – you just need to brainstorm some new ideas. I put together a list of 10 different ways to come up with new ones. Take a look:

<http://piggymakesbank.com/10-content-ideas/>

Pick one or two of the strategies I shared in this blog post and use them to create a list of article or blog post topics. Then just sit down and write two or three of them each week. As you run out of ideas, come back to the list.

Warmly,

Susanne Myers & Tracy Roberts
www.PiggyMakesBank.com

P.S. Tomorrow I'll share a great resource with you that will guarantee you never run out of blog post (or article) ideas.

Email #2 (The Solo Email)

Subj: Could your site use an unfair advantage? This is clever ...

Hello {!name} ,

We talked a bit yesterday about how frustrating it can be to run out of ideas for your blog or niche site. How would you like to have an unfair advantage over your competition and:

- Never run out of content ideas again?
- Gain instant credibility with your readers.
- Attract some loyal followers.
- Get loads of comments on your blog posts.
- Have your readers promote you via social media like twitter, facebook , digg , stumbleupon etc.
- Have content ready to go out even while you travel
- Start getting a steady (and ever-growing) stream of traffic from the search engines without having to become an "SEO Expert".

I've been good friends with Nicole for quite a few years and pay close attention to everything she does in her online business ... so there were a few things I already knew (which doesn't necessarily mean I was doing them), but I have to tell you, I was blown away by quite a few of her "secret" techniques she's giving away in Blog CPR. And what I like best is that none of them are very complicated or take a lot of time and effort to implement.

If you have an affiliate niche site (ideally one that's set up via Wordpress), this can help you grow your site (and your online income) much faster.

Take a look:

<http://www.piggymakesbank.com/blogcpr>

So, how much is this "secret sauce" going to cost you? \$27, yep ... you read that right. It's only twenty seven dollars right now .. mainly because one of the last segments in the course isn't finished yet. Once that's uploaded, I'm sure she'll be raising the price quite a bit. (I wouldn't be surprised if it ended up selling like hotcakes at \$47). Get it while the price is low ... and don't worry. I asked Nicole and we're all getting the last

segment and any additional bonuses she may be coming up with over the next few days as well.

Think about this for a minute, she's charging you about as much as you've got to spend on a pizza these days. So make yourself a PB Sandwich tonight instead of ordering takeout and grab Blog CPR.

<http://www.piggymakesbank.com/blogcpr>

Next, block of some time to start going through it.

Here's a tip... keep a notebook on your desk while you go through it and start making a to-do list as you read. Feel free to stop and implement as you go through it – in fact, I recommend you do or you'll end up with a 15 page to-do list like me after reading it.

I better get back to work and try to knock of a few more of my to-do items from that list.

Susanne Myers

www.PiggyMakesBank.com

P.S. I'm serious... go check out Blog CPR right now while the price is still low. I wouldn't be surprised to see it go up in the next day or two.

<http://www.piggymakesbank.com/blogcpr>

Email #3 (Complimentary Content)

Subj: I love this plugin!

Hello {!name} ,

I've been spending quite a bit of time writing blog posts for the coming weeks at www.piggymakesbank.com (many based on ideas I've gotten from Blog CPR that I emailed you a couple of days ago).

I love being able to schedule posts in advance on wordpress, but it gets a little hard to keep track of what's going out when, how far out I have content planned and the likes.

Here's what's been helping me quite a bit – it's a free wordpress plugin called “Editorial Calendar”. You can download it directly from Wordpress.org at <http://wordpress.org/extend/plugins/editorial-calendar/>

Or log into your wordpress admin area, click on the plugin link and then “add new” . In the search box, enter “Editorial Calendar”. You can upload and activate the plugin from there.

I like to use it quite a bit to draft quick outlines of blog posts using the calendar ... then I go back into the drafts and use the full editor functions there to finish the posts.

You can see some screenshots of what it looks like on the wordpress page above.

Give it a try and see if it doesn't help you blog more consistently.

Susanne Myers

www.piggymakesbank.com

P.S. This plugin works great to capture and plan out all those blog post ideas you'll be getting as you work your way through Blog CPR
<http://www.piggymakesbank.com/blogcpr>

In fact, Nicole mentions the plugin in Blog CPR.

Email #4 (More Free Content)

Subj: Doodling for Fun And Profit ☺

Hello {!name} ,

We've been talking quite a bit about content and writing blog post the past week or so. One of my favorite ways to brainstorm fresh ideas is to doodle. (yep... doodle).

I wrote a blog post about it sharing my two favorite ways to do this.

One's perfect when I'm already sitting at my computer, the other I use quite a bit when I'm away from my desk, or just want to walk away to get those creative juices flowing.

In fact, I prefer my "unplugged" method. My ideas tend to be a lot better when I'm sitting in the back yard, or watch my daughter play in the park.

Take a look:

<http://piggymakesbank.com/doodle-mind-map/>

Please, no comments about my handwriting ☺

Susanne Myers

www.PiggyMakesBank.com

P.S. Do you doodle out your content ideas or is there something else that works well for you? Leave me a comment and share your thoughts at

<http://piggymakesbank.com/doodle-mind-map/>

A Few Words About Timing

Last but not least, let's talk a bit about timing. When and often you send your emails has a big impact on both your open rates and your conversions.

Email too little and they'll forget about you and why they signed up for your list in the first place. In that case, even good content is seen as "spammy" or something they didn't ask for.

Email them too much and they'll start getting overwhelmed and start unsubscribing.

The "secret" is to find some middle ground in between. A good rule of thumb is to not send them more than 3 emails pay week and you want to take longer breaks between sending out solo emails / offers. For the most part, we take about a week break in between offers.

Test Test Test

Another thing to keep in mind is that each list is different, each niche is different, each online business is different so while we can give you some general guidelines, you really want to test and track.

Things you want to track are:

Open Rates – How many people are opening your emails. This will be tracked for you in aweber if you are using html formatted emails.

Click Through Rates – This is how many people read the email and then click on your link.

You can track this a couple of different ways. One of the easiest is to do this directly through Aweber. Just click the track link button in your broadcast emails. The disadvantage of doing this is that the links aweber uses to redirect and track are REALLY ugly and will hurt your overall click through rates and conversions.

The other option is for you to redirect your link. Your cpanel has an easy way to set up redirects.

Track Conversions – Last but not least you want to track and keep an eye on conversions. This simply means that you check how many people end up buying through your affiliate link (or link for your own product) compared to how many people click on the link.

We use [Google Analytics](#).

One last tip ...

When you're sharing good content without an offer, encourage your readers to build your list for you. It's super simple. Just ask them to share your email or recommend signing up for your list to colleagues and friends.

Recommended Resources

Last but not least, let's look at a few resources that may come in handy. I've mentioned most of these throughout the content of the report but there here again for easy reference.

[Free List Building Ecourse](#)

Set up your first email list in 7 easy steps.

<http://www.affiliateecourse.com/listbuilding/>

[Blog CPR](#)

Breathe new life into your blog and never run out of content ideas again with Blog CPR

<http://www.piggymakesbank.com/blogcpr>