

Secret Affiliate Income – For Affiliates Only

Email promotional guide:



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Introduction

Email is a medium which allows you to convey your messages to another person easily. Anyone who has an internet connection will log in to their email account and check their emails at least once a day. And more people are accepting this form of online communication, and checking emails has become a daily routine, something that you have to do everyday naturally.

Email marketing is extremely popular as it can be a much cheaper form of marketing. Through this form of communication, you can easily reach a wide audience in a short period of time. However, it is also important that you build a friendly relationship between you and your list. This is important because all of us do not like to read junk mails, and we tend to open up emails that are sent by friends, and family whom we know rather than opening up unknown emails.

This is a FACT, nobody likes to read SPAM mails.

How To Make Sure Your Email Is Delivered

Drafting Your Email

How do you make sure that your emails are being read by your prospects? Email marketing is a very personal method of communicating with the people in your list. Therefore, the idea is to make friends, build a trustable relationship with them. Let them believe in you, trust you and things will get easier along the way for you when you are actually selling them the product, Secret Affiliate Income.

There are some basic steps to drafting an email for your list.

First, you grab their attention, give them a compelling reason to open your email with an interesting subject title. Next, say something interesting to make them read on, prevent them from deleting the email immediately. And of course, create a desire in them for the product, motivate them and tell them how can Secret Affiliate Income help them achieve their goals. Lastly, tell them exactly what to do, lead them to click on your affiliate link to the website.

These are the simple and basic steps to writing your email, I would discuss further in the later chapters, but first, I would talk more about the subject title of your email. This is very crucial. You need to first find the subject title interesting enough for you to click through and read the entire email content. Makes sense?

Email Subject Title

The subject title the crucial part which determines whether your email gets read or not. Therefore, your title needs to stand out from the other emails, thus giving your readers an irresistible reason to click on your email.

As a guideline, try to keep your subject title below 50 characters because anything more than that, your title will get cropped, and not displayed to your prospects. I usually stick to

this rule, and it is important for you to get your point across clearly, and it had to make sense to you. Always ask yourself, if you are the recipient, would you open the email?

And, what sort of emails would you delete immediately, those email that appear commercial and looks exactly just like an advertisement. The trick to writing compelling email titles that make sure your emails get opened, is to appeal to the readers emotions, curiosity and needs.

Here are some examples of subject title you can consider:

How to make a living online EASILY?

Open this before time is up!

[firstname], this is something to share with you ONLY!

[firstname], check this out before it expires!

It is insane how someone can earn so much!

The above subject titles are some examples which you can use, you can also add the first name in the subject title to make it more personalized. Email is a very personal tool of communication with your friends, by including the name in the title, it can make your readers feel that they are more exclusive.

And of course, other than the subject title, the name of the sender do makes a difference as well. Use a name, you can choose to use your real name, or just a pen name, it will give them a closer relationship, rather than just a product name, or name with a purpose, for example “ Make Money Online” or “Online Tips”.

Content Of Email

Of course, after they have clicked through to your email, do close up the gap between the 2 of you, build a good relationship with your prospects by simply:

How have you been?

Or simply tell them what have you been up to lately:

I just came back from a short trip to Hawaii! It was totally beautiful and...

Of course you don't go on and on telling them how great your vacation was, bring them back to the topic and get straight to the point. Not everyone has the time to read your long email, so do keep it short and sweet. Provide them with content and information that they need to know. One example has been shown to you below:

Hey [name],

How are you today?

I've got good news for you! Frank Michaels Secret Affiliate Income is ready. You might be wondering what is this product and how can it help you in your online business.

Let me tell you, Frank has already helped many newbies, at least 900 people, make a steady stream of \$1,000 or more per month online.

You might not be impressed by this amount, as many other gurus promised you that you will be able to make an income much more than this. But the fact is, have you?

Frank has decided to reveal and share his secrets with the first 1500 participants who are interested in knowing and learning his secrets to making money online.

Find out at

=> <http://www.secretaffiliateincome.com>

Frank is confident that his Secret Affiliate Income will help anyone! It worked for his family, allowing them to have a consistent stream of income. Now, he decided to publish his secrets to YOU. This is your only chance to become one of his successful students. Do not hesitate any further and get started NOW!

=> <http://www.secretaffiliateincome.com>

Best Wishes,
[Your name]

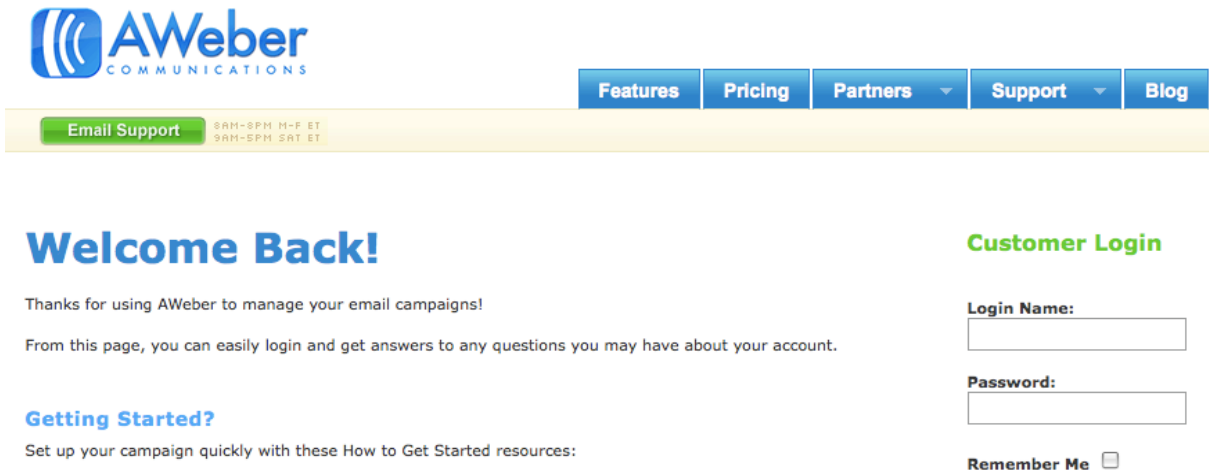
P.S. This has only just launched, so I don't know how many people Frank is letting in, as he definitely does not want to reveal his secrets to too many people as it IS his income source. So I suggest you act today.

=> <http://www.secretaffiliateincome.com>

It is extremely important to have a clear Call To Action to tell your prospects what to do next. Do not ASSUME that they will know what to do, because you will make an ASS out of U and ME if you ASSUME. Pardon my harsh words.

Email Marketing Tool

And of course, you do not have to manually send the emails, there is a tool which allows you to maintain your list, and also provide you with valuable information which tells you how well you are doing. Personally I recommend AWeber (www.aweber.com) as shown below.



Such tool allows you to send emails at specific periods as and when you want to. It can help you save a lot of time by sending out email automatically as scheduled by you. In addition, it provides reports for you to improve on. For example: it shows you the number of people unsubscribing to your list. Of course you would want to make sure that the number of people subscribing to you is more than the number of people unsubscribing. The data provided allows you to find out why people leave and this allows you to adjust your wording, or structure of emails accordingly.

Building A Relationship

As I have mentioned earlier, it is extremely important to build a long lasting and trustable relationship with your prospects. Before you even start promoting products to your list, it is advisable to make your prospects feel comfortable with you. You might be thinking..

But how am I supposed to do that?

First of all, you can give a short introduction of yourself, let your readers know a little more about you, do encourage your readers to reply your emails and allow them to let you know more about them. Make it interactive and trust me, they can feel the personal touch.

After fostering a better relationship with your list, it would be easier for you to persuade them to listen to you, heed your advice rather than believing things that a random person tell them. Therefore, it is important to befriend the people in your list.

Below is a simple blueprint which you can follow to draft emails for your list.

Message #1 = Content

Message #2 = Content

Message #3 = Content

Message #4 = Sales Pitch

Message #5 = Content

Message #6 = Content +Sales Pitch

Message #7 = Content

Message #8 = Free Gift

Message #9 = Content

Message #10 = Content

Message #11 = Sales Pitch

Message #12 = Content

Message #13 = Content + Sales Pitch

Provide your readers with valuable good information, be good to your list, and they will be have a compelling reason to stay subscribed to you, and trust you as a friend. Do not be pushy and try to sell them in every single email you sent to them, as this is going to expose yourself, and brand yourself as just another sales person.

Conclusion

The key to email marketing is to build a good relationship with your list members. It is through this process that they will come to trust you, and believe in your recommendations. And you can literally guide your prospects into doing exactly what you want them to do. It would be easier for you to persuade and influence your friends' thinking and decisions much more easily than trying to persuade a total stranger. By building up a responsive list, eventually you will be able to increase your sales figure.

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