

INBOX renegade

-BLACK BOOK-

27 Unique Ways To Get Better
Results From Your Marketing



Theo Poulentzas

DISCLAIMER AND TERMS OF USE AGREEMENT

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If legal advice or other professional assistance is required, the services of a competent professional person should be sought.

- From a *Declaration of Principles* jointly adopted by a Committee of the American Bar Association and a Committee of Publishers and Associations.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage or retrieval system, without permission in writing from the publisher.

No responsibility or liability is assumed by the Publisher for any injury, damage or financial loss sustained to persons or property from the use of this information, personal or otherwise, either directly or indirectly. While every effort has been made to ensure reliability and accuracy of the information within, all liability, negligence or otherwise, from any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein, is the sole responsibility of the reader.

Any copyrights not held by publisher are owned by their respective authors.

All information is generalized, presented for informational purposes only and presented "as is" without warranty or guarantee of any kind.

All trademarks and brands referred to in this book are for illustrative purposes only, are the property of their respective owners and not affiliated with this publication in any way. Any trademarks are being used without permission, and the publication of the trademark is not authorized by, associated with or sponsored by the trademark owner.

© Copyright by Theo Poulentzas - All Rights Reserved.

How to Get the Most from This Little Black Book of Email Marketing & List Building Tips

Every one of these tips, tricks, gimmicks, ideas, principles – what have you – is proven to work. They have worked for myself, and many others.

Some may seem *deceptively* simple. Others may seem obvious. Some you may have already heard of. Others you may have not.

I created this little black book for one purpose: to give you a quick, down and dirty guide with simple to use email marketing and list building ideas, that you can implement *immediately* into your business without the need for any complicated or bloated systems.

Each idea is short, to-the-point, no nonsense, and fluff free.

Every idea stands on its own. You can go directly to any one, take the advice, and use it straight away.

Last but not least: To get the most out of these ideas, simply read each of them *one-by-one* – in any order – and see which ones stand out for you, and are most relevant to your own business.

Let's get started...

1. LEVERAGE YOUR EMAILS LIKE A BOSS

Do you hate writing emails? I get it, sitting down to craft a good email can be the equivalent to writing a blog post and, if you're writing daily emails this can indeed be an arduous task.

But, who says you have to do both?

Rather than sitting down to write a blog post, and then a Facebook message, and create a video, and write an email, why not spend a good **30 minutes** or more writing a great email message, and then turn that same email message into a blog post and even create a video or Facebook status update too.

This is very powerful stuff right here. Most see email writing as a separate thing to content creation, but email writing **“is”** content creation. Not all emails are going to be 1000 words but why do they have to be? Why does a blog posts have to be that long too?

It doesn't. I'd argue that your emails are far more important than blog posts, and certainly (100%) more important than Facebook status updates.

Now, you don't even have to think about content creation. You have a systemized task in place to sit down and craft a great email message and then simply distribute that message out to other sources.

Maybe it will have to be tweaked a little but, who cares? You're essentially spending *less time* and getting *more content* out there on other mediums. Plus, you have the added benefit of being more focused on your initial content task because one message expands to get you further reach.

Don't underestimate the power of this little strategy. Leveraging just one piece of content will not only save you a lot of time, but will also help you focus on creating much better content.

Think about it: You now just have to focus on writing one solid piece of content and that same content will then be out there bringing more traffic back to your sites. And don't forget that when you focus on one piece of content, it automatically cuts down on info overload and procrastination.

After all, it's far easier to motivate yourself to write just one piece of content knowing it can be leveraged to bring you a lot more in return for the time and effort you put into it.

Set up a certain time every day to sit down and crank out an email to your list. Even if it takes you an hour to write one email message, you know that it can be then used on your blog, Facebook and any other web spaces you currently create content for.

Keep in mind that, the main goal for this strategy is to get you writing great emails to your list. In the long run, that's what's gonna make you the most money. And this is a cracking way to get the best out of your time and efforts. It'll be well worth it, I promise.

2. ACTIVATE THE LIZARD BRAIN

Throughout this training I've been consistently banging on about boring emails – and how your competition, even if they think their emails are engaging – are writing emails that put people to sleep.

Your biggest advantage is to speak directly to the tribal brain of your subscribers, by injecting themes that stimulate an emotional response. Next time you sit down to write, try to incorporate one of the following to snap your subscribers out of their nap...

Revenge	Forbidden	Politically Incorrect	Surprising
Bizarre	Hated	Prediction	Survival
Embarrassing	Rivalry	Secrets	Tragedy
Gossip	Scandal	Death	Morbid
Jealousy	Celebrity	Challenge	Confession
Controversy	Disgusting	Conflict	Conspiracy
Evil	Cheating	Defiance	Heartbreak
Envy	Mystery	Sex	Funny
Betrayal	Murder	Shocking	Profanity

3. SELL WITHOUT SELLING



You have been given **50 email templates** that you can use in your own email campaigns, inside this training. Inside those 50 emails there are a lot (*and I mean A LOT*) of very valuable TEACHINGS that will help you establish authority with your subscribers. But it's important you use TEACHING emails sparingly.

As I clearly stated so many times already, it's ENTERTAINMENT that gets people engaged and wanting to open your emails and read them. The art of **selling without selling** is not as tricky as many would have you believe, but it certainly is the most profitable.

You do NOT need to “*out content*” your competition. To do so will leave you fighting on their turf, and if you haven't got a wealth of knowledge to share on a daily basis, you can struggle to deliver consistent content over a long period.

So, TEACH now and then, but for the most part; entertain. Give your subscribers a story. Give them insights into the “*why*” they need to learn this, and that, but DO NOT give them the “*how to*” do it.

Even when I teach inside my emails, I rarely give people content that they can learn inside my products. I hold that stuff back for the serious people who invest in my stuff. If they haven't invested in you, why go out of your way to invest in them?

Be very specific about the problem, and very vague about the solution.

4. USE THE LOSS LEADER METHOD

For years now I've been calling this method a "*tripwire*". That's the name many know this method by, however, as you'll have noticed, "*tripwire*" is not a very enticing name. It seems like there's some kind of trickery going on. There isn't. In fact, it's a method that benefits you, and your prospect.



Anyway...

A lot of convenient stores will sell their commoditised items at cost price, or even below cost price just to get people into the store.

Their thinking, is that they can afford to sell the likes of a pint of milk at cost, or below cost, because once people enter into the store, they'll most likely purchase more items.

Makes perfect sense, doesn't it?

No one goes into a store to buy a pint of milk, and leaves with just a pint of milk, do they? Well, at least NOT in most cases.

This is what the industry calls "*The Loss Leader*" strategy. If you can afford to make a 'loss' on the front end sale, in order to make much higher returns on the back end, then my friend, you can have a very profitable business on your hands.

In fact, using a *loss leader* in your business ensures you lower the barrier to entry for your prospects, which in turn, helps you get, well... more customers.

"So, how can I use this to build my buyers list, Theo?" I hear you scream.

Simple.

Lower the price of your OTO (One Time Offer) to \$1.

(A OTO is what you present people with after they first opt-in on your squeeze page. They've just taken an action step to sign up for your freebie, now they're primed to see a sales offer from you. If your offer is low enough – and valuable enough, they'll most likely take a chance and purchase from you.)

Most often we'll see a OTO being offered for a low price of, let's say, \$10, right?

Right.

Now, if you lowered that price (for the exact same product) to \$1, don't you think you would get a far higher conversion?

You would.

In fact, conversions range *(depending on the offer)* from **25% to 35%**.

At least those are the numbers I get.

Now, if you're getting a 30% conversion. That means you're generating a buyers list of 30 people from every 100 that come through your squeeze page and see your \$1 offer.

And never forget: a buyer is a buyer is a buyer is a bloody buyer.

Even a \$1 is better than no buyer – and they're just the same as a \$10 buyer. Just make sure your offer is a great offer – and also make absolutely sure that they understand your OTO is much, Much, MUCH more valuable than the low price you're asking.

That's it.

5. CREATE EMAIL TEMPLATES

I discussed this already inside the training, but it's worth repeating here.

If you're struggling to come up with content for your emails, you can short-cut the process by setting up a different theme for each day of the week's email.

Like so...

Monday: Write a Motivational email

Tuesday: Write an email around a T.V. show or movie

Wednesday: Write an email about a popular question you came across

Thursday: Write an email around a personal story you have

And so on.

This is what I used to do many years ago when *struggling* to come up with email content. It's a very simple, yet very effective way to bypass the inertia that comes when you sit down at your computer and have no bloody clue where to start.

Sure, the email still needs to be written. However, just knowing what the emails theme is going to be about, makes a **huge difference** and really cuts the time considerably.

So, Monday's email is a motivational email. No need to rack your brains coming up with ideas. Just go to a motivational website, sift through the content, and BOOM! You now, at least, have a platform from where to begin.

6. USE BIZARRE AND NUTZO SUBJECT LINES TO GRAB ATTENTION

Your subject lines are boring. Okay, that may not be the case for you, but for most, it certainly is.

You should be using “*curiosity*” driven subject lines that have a bit of a “*bizarre*” element to them. Anything that shocks people and snaps them out of their nap, is getting opened.

While your competition are all trying out every little **gimmick and trick** to get their emails opened, all you have to do, is not be boring. It ain’t rocket science. Entertainment is where it’s at – and like it or not, people want to be entertained far more than they want to be educated.

Subject lines like...

Boy Eats Own Head

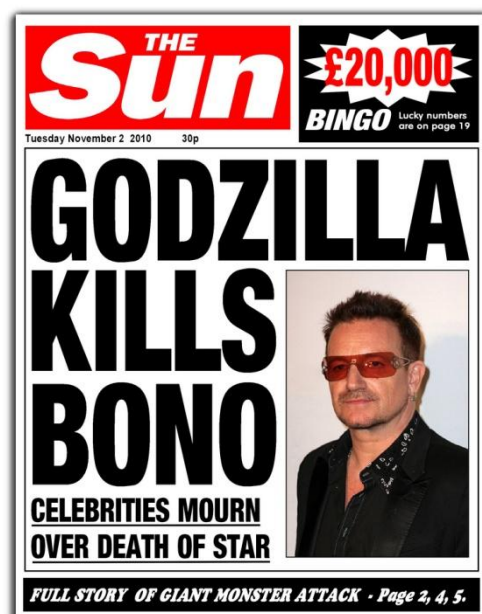
Freddie Starr Ate My Hamster

Alton Attorney Accidentally Sues Himself

Headless Woman In Topless Bar

... all get the lion’s share of the attention you’re seeking. Sure, you may FALSELY believe that people don’t want stuff like this inside their inbox, and you’d be a country mile off the mark on that one.

Listen: your subscribers are bored out of their minds reading all the trite that finds its way into their field of vision from marketers. Tis why they spend most of their day on Flakebook and YouBoob.



Fact: Entertainment sells. It gets the attention more than anything else... and... email is a **personal** medium where you build relationships with REAL people. So, if you think that using shocking and bizarre subject lines is not right for email, then please fuck off right now and go back and read the main guide in this training.

Remember, attention is what we want – and redirecting that attention is what's going to make you a very successful, and profitable email marketer.

7. EMOTIONAL WRITING STATE

Nothing self helpy about this idea, although it may seem like it. Fact is, how your message is perceived by your subscribers, has a lot (*and I mean, a lot*) to do with the mood you're in when writing.

Just like the mood you're in when talking to someone "*one-on-one*" has a big influence on the conversation, when writing, the effects are exactly the same.

I'd even go as far to say that, when writing, your mood effects your message far more than it does when talking directly to someone face-to-face.

People can tell what state you were in when reading your message. They may not be consciously aware of it at the time but, the difference in perception is the difference between making a sale... and... not making a sale.

Every word you write should be carefully chosen. Every sentence must convey a particular feel. It's just that simple.



If you're in a happy state, that will certainly come across in your writing, and therefore, will be picked up by you're the reader on an unconscious level.

Now, as I said, this has nothing to do with airy fairy self-help nonsense... and has everything to do with plain old common sense. Besides, if you're not in a good state, chances are your message will be disjointed and rushed.

Before you begin writing your message. Make absolutely certain that your state is of a high vibration. You can achieve this by doing a small bit of exercise for 5 minutes before you sit down to write.

You can watch a short YouTube video that's either motivational, inspirational and/or funny. Trust me on this one, this will have a massive impact on your communication skills and will help you easily gain rapport with the people reading your messages.

Now, before you start writing, I want you to use the “talk-write-talk-write” technique.

You imagine a close friend is sitting next to you in the room you're in.

With your overall idea in mind of what your message is going to be about. Simply start talking that message to your friend. If nobody is around to take the piss out of you, I suggest you have this imaginary conversation out loud.

Start talking. And... then start writing what you just said down. Start talking your message again... and... start writing down what you just said.

You'll begin to write like you speak and will find it a lot easier to write in a conversational tone understood by your audience. In short: You're essentially following the written law of copywriting, which is, to write like you speak.

Listen: Your email messages are going to be the difference between you building a sustainable business, or struggling to make ends meet. Do-Not-Half-Ass-this.

I'm *constantly amazed* how little effort people put into their email marketing and instead, waste all their time looking for traffic to build their list even bigger, only to find that they still can't make any money.

Well guess what Sherlock, crap email messages to 100 people are just as worthless as crap email messages to 1000 people. Who knew? I do. And now you do too.

8. SELL IN EVERY EMAIL

People DON'T mind being sold to. What they don't like, and what me and you don't like, **are blatant pitches in every email.**

As long as you're building relationships with people, and your emails are interesting, engaging and entertaining, selling should be expected in every email.

And yes, you should have a link to your product in every single email you send. This whole, "*content, content, content, pitch*" bollox is getting way too old now – and only followed by people who haven't stopped to think about what they're doing.

Content is everywhere these days, and it's free. Paid content, however, is what motivates people to take action. Most already understand this, and so, they WANT to see what you have to offer them.

Besides, not every email you send is going to be opened by every person at the same time. **Even your diehard fans don't open every email they get from you. That's just the way it is.**

With that in mind, if you don't put a link to your product in every email you send, then quite simply that's an email that you just lost a potential sale. Makes no sense to me. You?

The trick, of course, is to engage and entertain – and then lightly promote your product with a little blurb at the end of the email. As long as you're emailing often, and engaging your subscribers, they *certainly* won't mind you putting a link to your product in every email.

If they do; so what?

Why on earth would you want to market to people who don't want to buy your products?

Only a nitwit would do that. You're not a nitwit, are you? Good. Put a link to your product in every single email you send.

And keep in mind, if the product you're promoting actually helps people solve a problem they have, well, shame on you for being timid in your approach to get into their hands.

9. IT'S NOT ABOUT THE "THING"

With email, you can write about almost anything.

Tis true.

Even if you sell the most boring product in the world that, when writing about it, can put even a coke addict to sleep in a nightclub, it makes little difference once the product itself is in demand and it helps people get a specific result.

But to think that you have to talk about the product in your emails (*other than a little blurb*) is completely wrong.

In fact, it's NEVER about the product.

It is, however, about engaging people and getting them to buy into YOU. I'll assume that you're ONLY targeting people interested in what you have to sell, anyway, right?

Right.

So... talk about anything that's interesting to them.

Talk about a funny, embarrassing thing that happened to you once, or today.

Talk about the bloody weather as long as you can actually make it interesting. Engage, entertain and people will flock to you like priests flock to alter boys.

Then, once you've got that attention, redirect it onto your product.

Example:

... so yeah, she caught me with my pants down around my ankles, which really fucked up the whole marriage proposal I had planned.

But hey, you can't win 'em all, Batman.

Speaking of having your kacks around your ankles - and being caught out cold, don't make the colossal mistake of letting this... "insert product link" pass you by.

See how easy that was? Was the story relevant to the pitch? Nope. And it doesn't have to be in order to get people to take a look at it closely. Just grab the attention, and then redirect that attention onto your product.

10. PREMIUM PRICING



The price of your product is most likely too low.

What I have been sharing with throughout this training course, is to stand out from your competitors.

Now we've talked about many different ways of doing this. With your emails, it's about injecting your REAL personality into your writing and NOT being afraid to *polarise* and call it like it is.

Thing is, when you do this, and you start to build a list of loyal fans, the last thing you want to be doing, is fucking it all up by commoditising your business as another "*me too*" business just like the rest.

With premium pricing you automatically establish yourself as someone with authority. Truth is, and it IS the truth, people do NOT buy the cheapest ANYTHING. Sure, there are price shoppers for products and services that are already commoditised. But on the whole, the lower the price; the lower perceived value that product or service has.

For me personally, I DO NOT buy cheap products. In fact, cheap means crap, to me. The way I accurately see it, is that you can't have high quality and the lowest price. It just isn't going to happen.

So, with a choice between high value /high price – and low price/low value, I make the only logical choice any person who's not a peasant, tramp, pikey or hobo would make; I choose the higher priced higher value product or service every time.

Take a look outside right now. Go walk up and down the street. What you'll find is that most people don't buy on price alone. They don't buy the cheapest phones. They don't buy the cheapest sneakers. They don't buy the cheapest cars, and they don't live in the cheapest house they could get their hands on.



Sure, they still want to pay the lowest price they can, but if it's at the expense of getting a lower quality product, they'll choose the premium option.

You only have to look at all the cheap products in the Internet Marketing space. Everyone knows that a \$7 - \$17 -\$27 product is pretty much going to be worthless.

This is the main reason the WSO section over at the Warrior Forum is full of whiners, complainers, peasants, and scam artists.

Do you want to be associated with a bunch of nitwits like that?

Do you want to build a business around people who ONLY want to buy cheap products?

No you don't.

I can tell you, the people who pay less, do less, make less money... and... bitch and complain MORE than people who pay premium prices. That, my friend, is the reality.

Right now you need to look at how you're positioning yourself.

Are you positioning yourself as the premium option, or the option your subscribers can get from just about any Tom, Dick, and Harriett?

You need to set yourself apart from all the rest.

When you raise your prices, it means people will perceive you as being the, well, premium option.

This, of course, automatically puts you in a league of your own, or at least above the "*me too*" crowd who are always fighting at the bottom for the scraps the penny pinching complainers *begrudgingly* shell out.

Besides, premium pricing also has the advantage of making you more money while selling to less people, and a more *sophisticated* bunch too. That can't be a bad thing, right?

Right.

The best way to increase your prices, is to just do it. Don't be timid about it. As long as your products or services are of a high quality, there won't be a problem.

Start off by raising your prices by 10%. Monitor your returns, and then raise them again, and again, and again until you reach the plateau. You'd be surprised, but almost everybody undercuts themselves in the race to the bottom, and it's a race where everybody involved, loses.

Truth is, being the premium option gives you a wealth of advantages over your competitors. You get better clients. Less headaches. Make more money, and you also get people taking action with what you give to them.

Rarely do price shopping peasants, commoners, hobos, Pikey's and tramps take action with the cheap products they purchase.

And as I always say, *"if people are NOT taking action with your content, they're NOT coming back to you in the future to buy more... and... you will always make more money from repeat customers."*

11. WRITE EMAILS EVERY DAY

Writers, write.

You want to get better at email writing? Good. Write as often as you can and, inevitably, you will get better. The best known way, at least what I have found to be true, is that you have to write a lot of bad emails, and then mediocre emails, in order to get to the stage where you write good, and then great emails.

Rocket science it ain't.

Nobody pops out of the womb with a pad and pencil in hand. All good writer were bad writers at one time. Take solace in the fact that, nothing bad ever happens to an email marketer. You certainly do not have to be a master copywriter to write emails that sell.

The more you write; the better you get. It really is as simple as that. There's no great mystery to it. Now, I would always recommend that you write an email every day, and send it out to your list.

Emailing every day will make sure you're always at top of mind with your subscribers. It will ensure they never forget you. It will help you create much quicker, and much stronger relationships... and... it will very quickly put you on the path to writing good emails.

The more emails you write, the better you will get, and the more money you will make. If you TRULY take that to heart, I promise you that, in no time you'll be banging out emails without much effort. But you MUST do it every day.

Set yourself a 30-day goal.

Over the next 30 days, write an email to your list.

Some will be bad.

Some will be good.

Others will be really good.

However, at the end of 30 days, from there on in, you will find it a breeze. I can't stress enough how important this really is.

12. ALWAYS USE “*CONTRAST*” IN YOUR EMAILS

Emails all pretty much look the same when they arrive in your inbox, don't they?

They certainly do, Theo, is the right answer to that question.

Some folk don't want their emails to look like everyone else's, so, they use html fancy templates provided to them by their autoresponder service.

DO NOT do this.

The point of email, is for it to be personal. You know, like sending a message to a friend or family member. Would you send an email with a fancy html template to your friend? No, of course you wouldn't. If you did, you'd come off looking like a douche.

If you do it when sending emails to your subscribers, you come off looking like a marketer. Either way you're perceived as being a douche.

You want your emails to look as natural as possible. The last thing you want is for your subscribers to be alerted to the fact that you're a marketer trying to sell them stuff. Yes, people love to buy, but they hate being sold to.

What's the first thing that comes to mind when you see a fancy email inside your inbox? You, *AUTOMATICALLY* think that a company has sent you a promotion, don't you?

Yep, we all do.

So why would you use a template?

Why do others use templates?

Well, most are idiots who don't know better. And others are idiots who want to stand out.

The smart person doesn't use fancy html emails, they use contrast.

Example of contrast in use...

And I'm back.

Refreshed and revitalised.

It's also my B'thday, however, I don't celebrate the earth revolving round the Sun.

Just another day in the *Poulentzas* household.

But I will do a dealio just for today. See below.

For now...

A nice lady (*we'll call her Stacy because that's her name*) tells me she's been online for a couple of weeks now, getting emails regularly from *many* different marketers, essentially pulling her in *many* different directions.

And she is confused by it all.

It's so *complicated* she said.

You know what though?

It can be confusing, but it's never complicated.

And often we can't see a clear distinction between the two.

In fact, both *look the same* on the surface.

But they're not the same.

You still want your emails to look natural, however, you don't want them to be Frankenstein-ed up beyond recognition. So, simply drop in a little contrast, and you're good to go.

An underlined word here and there.

Maybe a couple of *italicized*, or **bolded** words too.

And of course, make sure you have "varied" paragraph lengths.

That's it.

**Emails that look natural, are easy to read – and also easy on the eye.
It's a win win win all the way down.**

13. NO UNSUBSCRIBES = NO IMPRESSION

Complaining because people are unsubscribing from your list?

Unfortunately, *(or fortunately depending on how you look at it)* a lot of people don't want people unsubscribing from their list when they send out emails. There are two reasons people unsubscribe.

1) *Your emails are boring trite that engage no one – and still you expect them to buy from you. Hey, wouldn't YOU unsubscribe from such an email list? Yes? Then why would you expect others not to?*

2) *Your emails are focused on a particular kind of person who is a lot like you.*

Lemme explain the second reason:

You've heard the phrase, *"try and be everything to everyone, and you'll end up being nothing of importance to anyone."* That's a true one right there, amigo.

You certainly want people unsubscribing from your list. In fact, you want to be getting unsubscribes from every email you send. Keeping in mind that, your emails must not be *pitch-fests* and they must at least engage a small group of people.

If you write with confidence, with no fear of offending, and you inject your personality into your emails; you WILL get people unsubscribing – and more importantly – you'll be getting rid of dead weight off your list.

Most people try to people please.

Actually, I got an email from a lad the other day apologising because he said the word *"fuck"* in the previous email he sent to me.

When I read the word *"fuck"* from the previous email, I was completely fine with it, but when he sent an email the next day apologising to his list, I immediately unsubscribed.

Why?

Because the ONLY reason the lad would have apologised, is because some nitwit on his list told him they didn't like it.

And what he did in response was to second guess himself. That's weak – and it also guarantees that when he writes an email in future, he will ALWAYS write from a place of confusion.

I have no interest in learning from ANYBODY who's afraid to be themselves and who panders to what other people tell him.

Thing is, I'm not a wet blanket.

I'm pretty liberal – and a swear here and there makes me think that you're a real person and not just a people pleaser.

As you can probably tell, I pretty much don't like people pleasers online, because it's very difficult to determine whether or not they just say things that they think I want to hear.

You know, like what politicians do.

Anyway, this just proves my point that people will unsubscribe from your list for many, many different reasons that you'd be a fool to try to understand.



People are weird fuckers at the best of times.

They'll unsubscribe for *many* different reasons, and what you must do, is accept it, expect it, and never even give it a second thought.

Be yourself, warts and all, and when people unsubscribe, know that you've just rid yourself of people who would have never bought from you in the first place.

"But maybe they would have bought from me" I hear you whispering from that little corner in the room you run to every time you want a little cry.

No. They wouldn't have. People need to buy into YOU before they buy your products.

Sure, you may *sometimes* make a sale from people you try to please by bending over and taking up the arse, but those are very few and far between – and you have to sell your soul to please them in the process.

Many more will buy your products when they buy into YOU.

14. DROP THE “PROFESSIONALISM,”

As long as you run an ethical business, selling high quality products and services – and you look after your customers while following through with the promises you've made, that's all you need to do as far as “*professionalism*” is concerned.

We're in an age now where everyone is being tarred with the same marketing brush.

My own girlfriend thinks all marketers are scum, even after I explained the whole “*guns don't kill people...*” thing. She still believes it in her heart. Of course, she knows the love of her life (*next door neighbour*) is as ethical as they come, but that's easy for her to see first-hand because she knows me. She gets me. She fucking lives with me.

Point being; marketers are all *untrustworthy* until they prove otherwise. And why shouldn't it be that way? After all, there are far more chancers out there than there are ethical marketers, right?

Right.

So, stop putting on that “*professional*” hat every time you're talking to people who automatically think marketers are untrustworthy. Instead, show them the REAL you. Show them that you're not like the rest – and you don't play by their rules. Actually, show them that you play by your own fucking rules.

If you do that, you will no doubt get people buying into YOU, and they won't think of you like another corporate sleaze ball who's after their hard earned cash. Treat people like real human beings. They are, after all, real human beings with real feelings who want nothing more than to connect with real people with real personalities.

Professionalism, in the context that almost all marketers see it, is complete bollox. People are fed up playing the guessing game. It's just too damn difficult to determine who's who, what's what – and what's REALLY going on *behind* the curtain.

This is a massive advantage for you by the way. It's not that difficult to just be yourself, is it?

15. USE POWER WORDS, SLANG, AND METAPHORS

Spice up your emails by throwing in a few metaphors, slang words and ALWAYS drop in a few power words.

I mean, it's not difficult to change out a few words here and there when your email is already written, is it? *"No, it certainly is Not, me aul mucker"* is the only right answer to that question, sweet cheeks.

Your emails are boring.

Okay, I don't know if they are or not, but I'll make the *assumption* that they are. Why? Because *almost all* emails are boring. And the funny thing is, you don't have to be a great writer to spice them up a little.

Make sure to take a look at the POWER WORDS document that accompanied this training.

I know that I ignored using these things in my emails in the beginning, so chances are right that you will ignore them too. Please don't ignore them. Don't be another boring fucking writer.

Put a little effort into making your writing more colourful. Your words should jump off the page and arrest the attention of your subscribers.

Good, is a good word.

Stunning, is much more powerful, because it's used less frequently.

Use power words in your emails.

Nuff said.

16. RESEND YOUR UNOPENS

This is another biggie.

When you send an email to your list, most people are not going to open that email, so, in my accurate opinion it would be pretty stupid to not send that same email to those people again.

It's entirely possible that you can get close to double the open rates if you do this consistently. Think about this for a moment:

People out here complain that they don't get high enough open rates, and yet, they're squeamish about resending emails to the people who didn't open the first one. It makes no sense.

There is, of course, a possibility some people on your list will have opened that first email, and will then be getting the same email twice, but, that's a very small number of people... and... if it makes you more sales, it would be foolish to not take advantage of this.

Don't get me wrong here, cupcake. I'm not in the business of mistreating an email list. But, you must get *more aggressive* with your list if you want to be successful.

Aweber, for example, may not give you an entirely *accurate* statistic about who, and who didn't open that first email but, it's going to be close enough.

Open statistics are not 100% accurate, but it's into the high 90%. This obviously means that just a few people will probably get the *same* email twice. But as I say, the number is so low that, it would be foolish to not resend the same email.

There's a way around not pissing off people who may get the same email twice. This is what you do...

Before sending that same email out. You slightly change the subject line to say ***"re:"*** or ***"did you get this?"***

So, if the original subject line read *"How to instantly get more buyers onto your list"* you'd just change it to say *"re: How to get more buyers onto your email list"* or *"Did you get this?"*

You get the point, yes?

YOU CAN START OFF THE EMAIL BY SAYING...

"I wasn't sure whether or not you got this email the first time I sent it. It's important, so I just wanted to make sure you didn't miss it. Here it is again..."

For the very small number of people who actually did get the first email, they'll have no problem with this.

After all, if they got the first email they will just ignore the second one and move on. If they do get pissed off, you really have to ask yourself whether you want people like that on your list in the first place.

Personally, I'll gladly delete whiners off my list who get worked up about something as silly as this.

I mean, it takes no energy to ignore an email, plus, you've already told them why you sent the second email.

Moreover, you don't have to resend every email to unopens. Just the important emails where you're promoting a great offer. You will, without a doubt, make more money from your list if you use this tip, okay?

So really think about using it.

To send emails to the people who didn't open the first ones, you simply click on the message inside your autoresponder service, and you'll see an option to send to unopens. It's a no brainer for sure. Just do it.

17. OPEN RATES ARE NOT PARTICULARLY IMPORTANT

NOT EVERYONE WHO OPENS AN EMAIL IS GOING TO READ IT

This is another biggie and somewhat related to the above idea. If you think open rates are as important as many would have you believe, you need to find someone else to follow.

Open rates are not results. Simple as that.

Let me give you a simple example:

A woman contacted me recently complaining that she cannot make any money from her email list. She went on to tell me she has a list size of close to **2000 people** and an open rate of **11%**.

I wrote back telling her that if she wanted a very quick way to increase her open rates she should delete the people off her list that don't open her emails. There you have it, a very measurable way to finally clear up the myth of how important open rates are.

And that's the biggest problem with open rates. They simply *do not* equate to sales/results. She had a list size of 2000 but, that's not accurate. With an open rate of 11% it's clear that her list size is closer to 200 people. Since 11% open her emails out of 2000 subscribers, that equals 211 people open her emails at any given time.

Out of those 211 people, how many actually open the email to read it? How many open the email, read it, and then click on the links? And even then, how many go on to buy the product?

Open rates are only relative to whatever else is working in your funnel. Just because I open your email, that doesn't mean I'm going to read the it. I open

emails all the time without reading them. Sometimes I click on links and never bother reading the sales page.

All I'm saying here is to not get so hung up on open rates as if they equate to sales/results. They don't.

It's easily possible that lower pen rates can lead to more sales.

My point: Focus **more** on results and **less** on your opens. There will be a lot of ideas inside this guide to help you get higher open rates that matter but, always keep in mind that results are what matters most.

Think of all the poor souls out here building fan pages on Flakebook. They boast about having *1000's of fans*, and yet, I guarantee 99% of those people are not making a red cent from all those fan page followers.

Why?

Because just like open rates, "*likes*" do not equal results... period!

18. BE FEARLESS WHEN WRITING EMAILS

When you write, be fearless. Don't be afraid of being criticized, because, if you are, you just won't be true to yourself or anyone else reading. That's the biggest problem with the emails I see every day. They just don't stand out.

Now, I know I've touched on this all the way through this here guide, but the truth is, it can NEVER be said enough. Rough talk, garners attention; timid "*I don't want to offend anyone*" doesn't. So write with conviction. Be fearless, confident, and never compromise your integrity by appealing to the masses.

Who cares if you get criticized anyway? If you're not being criticized, you're not really doing much of anything, are you?

Expect to be criticized, but know that a lot more people will be in your corner backing you up – and I can tell you from experience, those people in your corner are much more loyal than the people who just *tolerate* you.

Remember, you will NOT bore people in print, or on glass. So you're certainly much better off offending a few nitwits while entertaining an entire crowd of people who enjoy your writing.

Your mind-set needs to be, *"I am a unique voice to be heard, and here's what I have to say- and why I'm going to say it with all the gusto I can muster."*

You see, when you write with confidence, you *automatically* separate yourself from all the *"me too"* crowd in your marketplace.

You become the voice that people WANT to hear from. You become a unique voice in a sea of *"me too"* wannabees who look for every little gimmick and trick to get people to look at their products.

19. ELIMINATE YOUR BLIND SPOTS

We all have blind spots. Every single one of us. When it comes to writing emails: some will be bad, some good, and some will be fucking great. What I don't see anyone talking about, is going back over your emails to see where your own blind spots are.

If you were to go over all last month's emails that you've sent to your list – and just read through them with a detached mind, I absolutely, 110% guarantee you will notice a few things that can be made better for future emails.

You'd be surprised how much better you can get at writing emails if you just take some time out each month to read past emails.

What you'll notice, is that you're making specific mistakes in almost all the emails you look at. And the, the blind spots come out into the open, you

see what needs to be changed, and hey presto, you've just given yourself an advantage you never would have gotten.

Thing with blind spots, is that they can stay with you for life. People who believe in god, ghosts, psychics and all that paranormal mumbo jumbo, have blind spots. That's all they really are; blind spots.

Something so obvious is always missed because it's never looked at from a detached perspective.

If you hadn't seen a problem in the past, it doesn't exist. So do this for yourself, it will make all the difference.

Make it a goal to review past emails once a month. Just make sure to give the emails a couple of weeks before you start studying them for insights.

20. ALWAYS KEEP A SWIPE FILE

Have a separate notepad just for email ideas. And with email, there are ideas absolutely everywhere you go. Even a simple little *off-the-cuff* quip a friend makes one day, can, and should, be used in an email.

I've written whole emails off the back of just a couple of words. A single phrase, joke, quip, or even a headline can spark off a whole slew of ideas in that noggin of yours.

Make it a point to bookmark websites that are funny, controversial, bizarre and entertaining. When you're stuck for inspiration, go into your swipes and **BOOM**, inspiration will hit you.

Just be careful not to overthink the process. I know many people who are *crippled* when it comes to writing emails.

Why?

Because they falsely believe that every email has to be brilliant. That, my friend, is a *sure-fire* way to never gain any momentum.

Any great quotes, metaphors, jokes and funny stories should be copied and put into a separate folder on your hard drive for later fodder. Soon enough you'll have so much content to choose from, your biggest obstacle will be that you just haven't enough time to write about it all.

21. NOT ALL EMAILS HAVE TO SELL

Somewhere above, I said that you should have a link to your product in every single email. I'm not in any way contradicting myself here, but not all emails you send will be profitable right in that moment.

Some emails are better for building relationships in that moment, than they are for making sales in that moment. You could send out a great email that has your subscribers in stitches laughing on the floor, but that particular email didn't make too many sales.

It doesn't matter.

There could be many reasons why people didn't buy that day. However, you can certainly reap the rewards for a relationship building email, for many weeks and months to come.

Remember what the purpose of this course is about. It's all about being yourself, injecting personality into your emails, and bonding with your subscribers.

I can't actually prove that a bonding email is more powerful than a sales email because it didn't make as many sales, but I can guess that a bonding email will have far greater reach in the long term than a sales email.

So, just keep in mind that some emails are not just about making the sale. Bonding with your email list and establishing those long term relationships is ALWAYS at the heart of what we're trying to do.

It's great, of course, to make the sale. That's why we build email lists, isn't it? But more important, initially, is the *relationships* we're building with people.

That doesn't mean you give away lots of free stuff, and it doesn't mean you don't sell in every email, it just means that if you can make people laugh, or inspire them with a great story or anecdote, that itself will benefit you long after the email has been sent and read.

22. DON'T USE ****THIS CRAP****

EVERY TIME I SEE PEOPLE DOING THIS, I THINK THEY'RE TRYING TOO HARD

How many times have you seen subject lines written in "ALL CAPS?" or, with the First Letter Of Every Word Written In All Caps? This looks unnatural. It looks *spammy*, and it looks like it was sent from a person you have never met, or even know at all.

Now, obviously the people on your list have never met you, but you get my point, yes? The whole purpose of having an email list is so you can connect with people on a personal level.

You want to build trust with your subscribers and you want them to think of you as a friend, or at least a welcome guest inside their inbox. In short: email is a personal communication tool.

When you write a message to your friends or family, you don't use ALL CAPS in your subject line, do you?

Nope, you don't. No one does, and yet, email marketers make the huge mistake of doing this consistently. It's simple. You must communicate with your list like you would with a friend.

Terrible Subject Line:

"IF I ONLY HAD A BRAIN"

It's not only subject lines either. I see people using symbols in their subject lines, like...

****If I only had a brain****

Or

--If I only had a brain—

Or what about the senders name...

****John Doe****

Cringing stuff.

I understand the point is draw attention to the persons email, because let's face it, your subscriber may have *many dozens* of emails inside their inbox... and... you want them to notice yours.

This is NOT the way to do it, though. That's the kind of attention you don't need. You wouldn't use any of this nonsense if you were sending an email to a friend, so don't use it when sending to subscribers.

What about subject lines that read...

Best Product Ever. You MUST See This

Bottom line: There is no best product ever, and if there was, it would be totally relative to the individual and not the whole. Besides, when your subscribers find out that it *isn't* the best product ever, do you think they'll ever trust you again? Of course not.

Do not hype your messages.

Do not use silly jargon to get attention.

Do not mislead with your messages.

It's pretty much common sense from where I'm sitting.

You write like you would if you were writing to one of your friends.

23. YOUR WELCOME EMAIL

MOST UNSUBSCRIBES COME AFTER THE VERY FIRST EMAIL MESSAGE

This is something I see *very few* people doing. I think it may be because they just don't get how important it is, or they honestly have never thought about it before.

When I say "*reselling your subscribers*," I'm not talking about selling them a product. You would inevitably be doing that already on your sales page. No, what we're doing here is "*reselling*" our new subscribers on the importance of staying on our email list.

Why would we do this?

Great question. The truth is, your *biggest* unsubscribe rate is going to be at the very beginning of your email campaign. Most people opt-in to get freebies, not emails.

So while they are fresh on your list and thinking of hitting that "*unsubscribe*" link at the bottom of your thank you email, you must resell them on why they should stay.

There are a few effective ways to do this. Personally, I tell them to stay until they read a couple of my emails, after that they can do whatever they damn please.

I tell them I am not pining for their approval. I also state very clearly that I really don't care if they unsubscribe, in fact, I'm more than happy to see them go.

This seems counterproductive. I'm telling you to give them a reason to stay, but at the same time I'm telling my new subscribers I'm happy to see them go. There's a reason this works well.

Every marketer out here seems desperate to offload their products. They seem desperate for attention – and they'll do anything to not piss people off. I do the opposite.

When people realize you don't care whether they stay or go, they will automatically believe you have something different to offer than the rest of the other "vanilla" marketers lists they're on. And that's what I clearly state.

I tell them...

- 1) I don't care if they go.
- 2) let them know that I am the boss.
- 3) I tell them I am not pining for their approval.
- 4) I also let them know that I'm not a vanilla marketer, I am not boring.

Now, this may be a bit too hard core for your market. I don't believe there's a such thing but, if you want another approach that's *less in your face* you can simply list off some of the biggest benefits they'll get by at least staying on your list for a couple of emails.

I would do this in 'bullet style' format. So, you would just list **5 or 6 major benefits** they'll receive for staying on your list. Make certain the benefits are not what they can find on any other marketers email list. Create strong bullets highlighting the emotional benefits they'll receive.

24. ASK FOR A RESPONSE

Let's face it, if you write emails the way I have told you to throughout this training course, you will have people responding to your emails.

Believe me, you get far more responses from your subscribers when you entertain in your emails. **Did I mention that you'll get far more responses when you entertain people in your emails.**

Anyway...

What a lot of people don't know, is that when people respond to your emails, it alerts companies like Gmail and the like that you are a trusted person.

Regular responses show the big email clients that people regard your emails as valuable. Just like when a friend responds to an email you send to them.

So, now and then, ask the people on your list to respond to you. In fact, people are much more likely to buy from you if they converse with you one-on-one via email. It shows, obviously, that you're a real person and that you're not some arrogant dipshit who just wants to fleece them for their money.

Makes sense, doesn't it?

As I say, if you email like we've talked about, you WILL get responses anyway, but it's always good practice to ask a question now and then to your list that they feel *compelled* to answer.

Most often we see marketers asking the same type of questions. You know the kind, *"how can I help you?"* and all that stuff. However, not too many people respond to those questions, because, let's be honest, it has been done to death over the years.

So, write a great email – and then end with a question, like, *"I'd like to know how you feel about this, let me know by hitting the reply button. If you can't be arsed answering me back by hitting the reply button, at least answer the question for yourself. You never know, you may just get an insight you hadn't thought of before."*

25. WOUND WITH BULLETS

DO THIS WHEN SELLING A PRODUCT AND WATCH YOUR SALES
GO UP

Every sales page you've ever read has a whole list of bullet points. Why? Because they're *bite sized chunks of benefits* for the reader to digest. Some of the best copywriters in the world have pages and pages of bullet points inside their sales messages.

A prospect can be reading a lengthy sales letter, and just one bullet point on that sales letter can tip the buying decision in their mind, and get you the sale. And yet, I don't see too many people using bullet points inside their emails. They should.

Try it out for yourself. Write a brief introduction about your product, and then list 8 – 10 bullet points clearly stating the benefits your product can give them – and then segue you're your pitch. Using this simple method in your emails can dramatically increase sales.

Just make sure your bullets highlight the most powerful benefits of what your product can give to them. Don't do this in every email. Once a week is perfectly fine. Remember, people will buy a product because of just one simple bullet point.

Gary Halbert was the master of bullets. Here are a few great teaser bullets he created for a product on helping people sell their homes...

- **A dirty little secret many real estate brokers hope you never find out!**
- **Why adding improvements to your home can lower its value!**
- **Something crucial (and unusual) you must do to every closet in your house before you show it to a would-be buyer!**
- **How to make sure your buyer gets financing despite the credit crunch!**

Notice how these bullets are benefit driven but also raise curiosity. Do you think adopting this method into your email messages will get you better results?

They could.

They would.

They do.

26. ADD BONUSES TO OTHER PEOPLE'S PRODUCTS

THIS IS ANOTHER SIMPLE METHOD SUCCESSFUL EMAIL MARKETERS DO

Should I even have bothered putting this “*idea*” into this report?

I think so.

Problem I have most often is; I *falsely* assume everybody knows the simple stuff that's second nature to me.

This simple hack is common sense to many, and yet, I see very few people actually using it.

The title says it all: Add a bonus to every affiliate promotion you send out to your list. Well... I don't do this one myself as much as I know I should. It works damn well though.

A bonus added to a sales page can increase conversions, yes? That's why almost everybody does it.

Sometimes the bonus can be in *more demand* than the actual product. If it works on sales pages, it's going to work on affiliate promotions too, right? Of course. It's just common sense.

Now let's be crystal here. You can't just slap any bonus onto an affiliate product and expect to retire from the promotion.

And... the bonus must be directly related to the offer. I shouldn't need to highlight this, but not everyone is as smart as you and I.

Let's assume you're sending out a promotion to your email list for a spanking new squeeze page plugin, okay? What “*bonus*” could you add to that particular promotion to increase conversions? A report explaining how to use the plugin? Maybe. I bet the plugin creator already has that covered though.

What about a “walkthrough” video explaining how to create a high converting squeeze page/s. Inside the video you would talk about headlines, copy, what kind of offers work best etc etc etc. Doesn’t seem like much, but it DOES add more value to the plugin, doesn’t it? Yes... it... bloody... does.



You could go one step further and create a few stunning squeeze pages yourself with the plugin and walk people through the step by step process of creating *similar* kinds of page.

Hmmm, that’s a good little bonus, isn’t it? Could take a little longer to create, but hey, this is your business we’re talking about.

Not to mention: You can *repeat* the promotion over and over again to your email list and even add in the promotion to your autoresponder sequence.

Create ONCE, benefit over and over again.

What if it’s not a plugin?

Maybe you’re promoting a simple eBook on list building. How could we add a bonus to that type of product?

Easy enough when we sit down to think about it. Could be anything, really. You could create a 7 day autoresponder email sequence – and give that as a bonus.

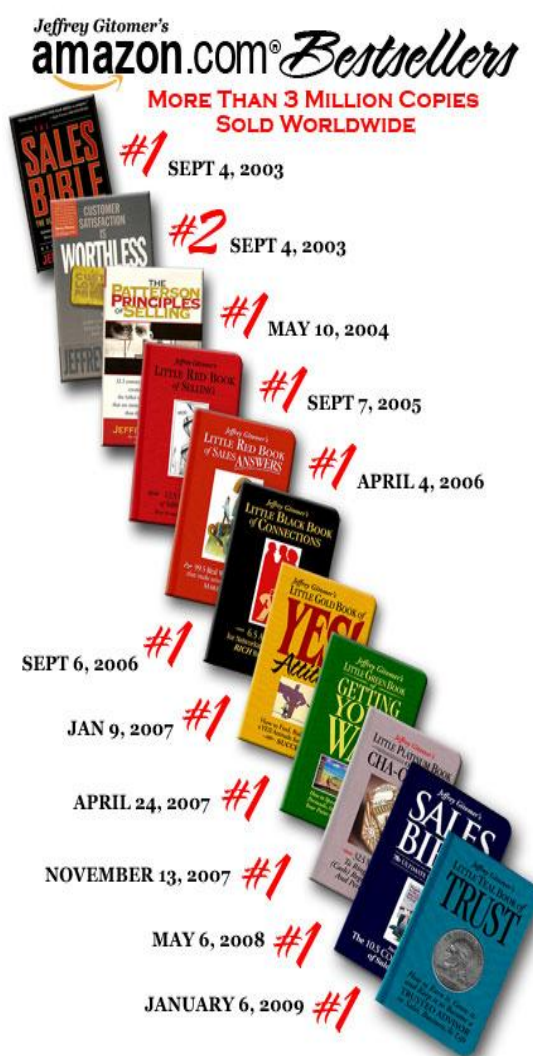
Not bad.

You could search for a similar PLR product on the market. Buy it. Edit it. Make it better – and add that as a bonus. You could go through the product, find out what could make it better, and create a short report highlighting that fact.

Here's another cool idea. No one does this. You could go over to Amazon.com and pick out 5 of the top selling HARDBACK business books you know people on your list will get *tremendous* benefit from. Should cost no more than \$10. You don't buy them yet. Just pick out the top books and have them ready to go.

Now: With every promotion you make for an affiliate product that pays you a commission of more than \$50. You simply tell your subscribers that the first 10 people to buy through your affiliate link, you'll send them a hardback copy of a book of their choice.

Give them the list of books to choose from... and... BOOM!! – INSTANT HIGH VALUE added to your promotion. Sure, it costs you \$10 plus shipping, but you get \$40 profit with every sale made. This will work very well with “**continuity**” promotions where you get paid month after month.



27. CREATE HIGHER VALUED FREE OFFER

THIS IS ANOTHER SIMPLE METHOD SUCCESSFUL EMAIL
MARKETERS DO

Consider this: How many free reports have you downloaded over the years, on squeeze pages, that actually gave you a lot of value?

Not many?

I bet you've downloaded dozens of free offers that you've never even consumed, right?

Me too.

I just don't place any value on what I see being offered on squeeze pages anymore.

Once in a while I might come across something *unique* that tickles my fancy, but most often it's just the same 'ol story. Another freebie I don't expect to get much value from.

This is the way most people feel when they see another offer on a squeeze page.

I don't know about you, but I don't want people signing up to my email list with *low expectations* on the value they expect to receive. This is just "*one*" of the reasons open rates are so low when it comes to email marketing.

There are many other variables to consider, but your offer plays a huge part in the process. It's the first piece of content your new subscriber is going to receive from you, so it better be good.

Consider this: 25% of products purchased inside the jvzoo marketplace are *never* consumed. Isn't that an incredible statistic? 25 out of 100 people who buy products don't even bother going in to download their purchase.

With this in mind: How many people can we expect to bother consuming our free offers we give away on our squeeze pages?

Unfortunately, a lot of people I see building email lists, are focusing on the number of subscribers they're getting... but... fail to look at how many of these people are consuming the free offer they give away.

This is something you seriously have to think about. If people are not bothering to consume your content, they are not going to bother opening your emails, right?

Think of all the time, energy and money you're putting into building your email list. Doesn't it make sense to take *every* precaution to make sure you get as *many* people as possible to consume your content?

That's just one part of the puzzle, though.

We want high conversions on our squeeze page.

We want our offer to stand out.

We want our subscribers to consume our content.

We want "*happy*" subscribers.

We want to deliver value.

In most cases, a free report just doesn't cut the mustard. People just don't place much significance on the value of a free report anymore. Not in all cases, but in most cases for sure.

Be honest: Do you value free reports as much as you used to? I bet you don't. In fact, I'll bet you place very little value on free reports these days. Especially the ones we see being peddled on every squeeze page we land on.

We've become insulated. It's been done-to-death. The effectiveness of free reports have *dramatically* decreased over time, and it's just common sense it was going to end up that way.

I'm not saying we should stop creating them altogether. On the contrary. It all comes down to presentation, really.

So, what's the best way to stand out, give value, generate high conversions, and build trust with your new subscribers?

Quite simply, you create an offer *so valuable*, that anyone who lands on your squeeze page, will find it *almost impossible* to turn down.

It's NOT rocket science, but... how many people in your niche are actually doing this? I guarantee there are very, very few.

A simple change in your approach though, can have dramatic results:

- *You obviously get higher conversions because the offer is different, and much more valuable than a free report.*
- *You spend less money on traffic because of the higher conversions (if the offer is a really great one, it takes less effort to get people to your page)*
- *You create higher "expectations" inside the mind of your new subscriber (a free report doesn't excite people as much anymore, but a cracking free offer can get them really excited)*
- *You eradicate the problem of people giving you fake email addresses.*
- *You have a significantly higher chance of your freebie being consumed (remember the jvzoo statistic?)*
- *You build more trust by giving more value.*
- *You have a much better chance of your subscribers remembering you (higher open rates of your emails)*

As I said, it's not rocket science, but are you doing it? or are you just following the herd and doing what everyone else is doing?

Look: You've more than likely been told to just create a simple squeeze page with just a headline, an opt-in form... and to give away a simple free report.

That's fine.

Maybe you're already getting high conversions on your squeeze page this way, however, high opt-in conversions do NOT tell the whole story.

For instance: Getting a lot of subscribers is pretty much useless if those people are not getting value from your free offer. Chances are that a large portion are not even reading the report. And if they're not reading your report, why would they open your emails?

Most people are NOT expecting to get much value from a free report anyway. They have low expectations when they sign up because they've signed up for probably *hundreds* of free reports in the past. Free reports are not dead. They're just not as effective as they once were.

What you want to do is give them something a little different.

Give them something of real value.

Give them something to be excited about.

Give them a reason to believe their contact details are being exchanged for something of much more significance.

First impressions, now more than ever... are very important.

Everyone is doing *the same bloody thing*. And people these days who land on squeeze pages are opting in out of curiosity, and NOT because they expect to get value.

It's a joke... and it's not hard to see why responsiveness of email subscribers have decreased over the years.

In fact: Most people signing up for free offers are doing so because they're addicted to downloading offers they have no intention of consuming.

You want your new subscribers to feel good about signing up to your list.

You want them to *expect* to get value, not *hope* to get value.

You want them to be *eager* to consume your free offer.

You want them to know they've just been given *a lot of value*.

At least that way, there's a much better chance they'll remember you are.

When was the last time you downloaded a free offer, consumed the content, and got a lot of value?

It rarely happens, doesn't it?

But why?

Why does *everyone* just keep doing what's been done a million times previous?

Is it because it works?

Maybe.

But most often it's because it's just the easy option.

Remember

Your free offer must be so valuable, that anyone landing on your squeeze page... will find it almost impossible to turn down

When they enter their contact details into your sign up form, you want them to have *high expectations* on receiving something of value. The higher the expectations, the higher the chance of them consuming the content.

When they consume the content, you want them to be blown away by the value you've given them for free. You want them to remember you. You want them to see your name inside their inbox, and open your emails based solely off of that alone.

Giving away a free report is not always the best option anymore. It just doesn't have the same effect, in most cases, as it once had.

Isn't it time you tried something a little different? I mean, it doesn't take much more effort to put together a great freebie.

Besides, even if it does take you a little bit longer, and takes a little bit of extra effort, the fact is, your freebie will be there for a very long time on your squeeze page.

The benefit of taking a little extra time to create something of real value could be the difference in earning thousand, maybe tens of thousands of dollars in extra income over the years.

Worth it?



If you know anything about the content I share, you'll know I'm a big believer in going against the majority.

The majority, are almost always... wrong!

So, what's required of you to create a *stunningly* great free offer that's *almost impossible* to turn down?

Well, giving lots of content (*50 free reports for example*) is not going to do it. That will definitely add to the overwhelm problem most people are suffering with at the moment. So, more, doesn't mean better.

The goal is simple: I want to give something different, and much more valuable than just a free report. Even if "*one*" single report has valuable content in it, the chances of everyone consuming the single report, are very slim indeed.

Use your imagination to come up with *unique* ways to bundle content into a format that's different than what everyone else is doing. It's not really difficult at all.

For example: Rather than giving away your free report. Get a microphone and read the report out loud... and record your voice using Audacity.

Yes, an audio version of a free report is good enough to stand apart from the competition and an audio version is much more valuable and very, very easy to create.

Give away the report as well as the audio version so people can consume the content in the car, washing the dishes or going to bed. You get my point, yes?

Or do you?

It's simple...

Create something so valuable... that people will find it almost impossible to turn down

That's it.

Brainstorm ideas.

It'll be well worth it.

This very simple strategy ensures...

You get higher conversions on your squeeze page.

You provide more value than the competition.

Your offer is much easier to promote.

You stand out from everyone else just giving a free report.

You have a much better chance of building a relationship with your subscribers very early in the process of your email marketing campaign.

More importantly though: You're giving your new subscribers every reason to believe you over deliver. That's something very few others are doing.

NOT SURE WHERE TO START?

All of the above tips, tricks and ideas have been proven to work, but I don't expect you to jump in head first and use them all in the one go.

So take your time.

Implement the ones that seem more *relevant* to you, and maybe even start with the ones that are *easiest* for you to get up and running – and then work your way through the list.

If I was you, the first place I would start is at **Number 27**. Why? Because creating a valuable free offer does two things. **First**, it helps you generate get *more* people in the door *without* having to use blind copy, and **Second**, it starts off your relationship with your new prospect on a solid footing.

After that, I would make sure to set up a *memorable welcome email*. I go through this in one of the videos or guides inside this training, but in short, make sure your welcome email is a great one. It's important.

After that, look at **Number 4**. If you have the time, I highly recommend setting up a *loss leader* in the very start of your funnel.

Even if you don't yet have a funnel in place, you should at least set up a \$1 offer so you can generate a buyers list. Remember, anyone on your list that hasn't given you money, has *not* proven to you that they ever will.

A buyers list, even if it's just a \$1 buyer, is arguably *10 – 20 times* more important to you than someone who hasn't bought anything from you.

The usual then applies. If you have a great product, look at **Number 10** more closely. **Premium pricing** does make you more money. It also positions you as an *authority* above anyone else who sells based on low price alone.

It also gives you another valuable advantage, in that it almost always guarantees you work with a better clientele. It's a known fact that people who shop on price alone are much more likely to give you the most headaches in your business.

Price shoppers are the whiners who want the highest quality at the lowest price. The smart person understands that you can't have both. You either pay premium pricing for a premium product, or you pay low price for a low quality product.

Make sure when writing emails that you write from a place of confidence. Confidence just attracts people to you much quicker than timidity. So write without fear of offending.

Use power words, metaphors, slang, and for the love of Darwin, make people laugh.

Anyway...

I hope you refer back to this Little Black Book from time to time and I certainly expect you to put some of these ideas into your business.

To Your Success,



Theo Poulentzas