



Welcome:

Hello!

First of all I want to thank you for purchasing your copy of this report.

I assure you that you have done an excellent investment, and if you're willing to take action, you can give it a full turn to your e-mail marketing campaigns.

In this report, I have summarized in 6 steps, key concepts that can take your earnings up to 400%, literally overnight.

I have read many books and courses, and I really hate when they make me waste my time. I will go straight to the point, so we start now!

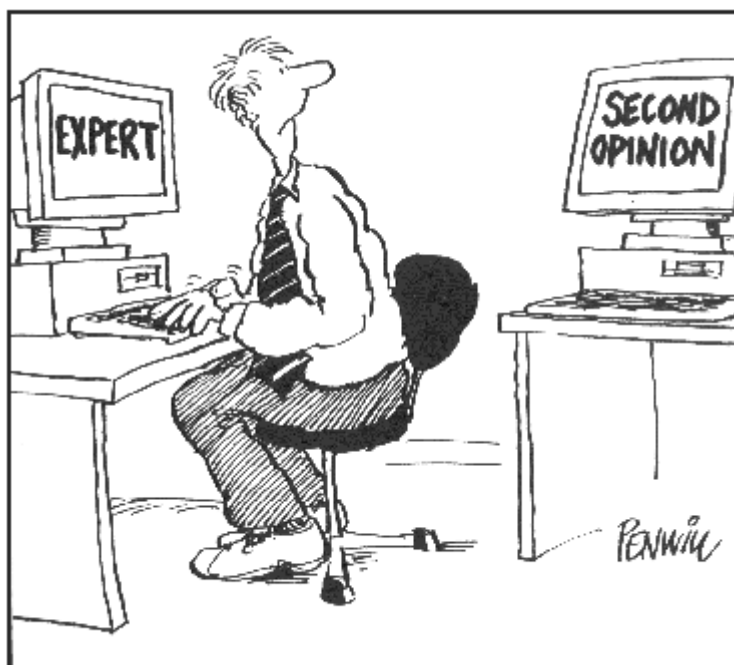




STEP 1: 4 Ways To Get Your Opt In Subscribers To Trust You Quickly

To build a good opt-in list you need people to trust you, for a faster and quicker build up, you need to get your opt-in subscribers to trust you quickly. The faster you build your opt-in list the faster word about your site and company gets to be spread. The bigger the scope of your opt-in list the more traffic you get spelling more profits. Its easy math if you thin about it. Getting the numbers is not that simple though, or maybe it is?

1)Getting the trust of your clientele shouldn't be so hard especially if you do have a legitimate business.



Getting your customers trust should be based upon your expertise. People rely on other people who know what they are talking about. Garner all the knowledge and information about your business. Ell, frankly if you decide to go into a business most probably you have an interest in it. Like how many basketball payers become coaches, you don't really venture into something you don't have any interest in.

2)Show your clients that you know what you are talking about. Provide them with helpful hints and guidelines that pertain to what you are selling. Talk about how to install a roof if your into hardware products or provide articles on insurance settlements if you're a settlement lawyer. You don't have to be a big corporation to make use of an opt-in list. If your customers see you as someone who knows what he is doing and saying, they will trust you quickly.

3)Be true to your customers, if you want to hype up your products and services, provide guarantees. The more satisfied customers you get, the bigger probability there is that they will recommend you. Generally, people will trust someone they know, when that someone recommends you then you're a shoo-



in. They will go to your site and check it for themselves and be given a chance to experience what the other have experienced from you, so make sure to be consistent in the service you provide.



4)The 4th tip in getting a customer to trust you quickly is to provide them an escape hatch. Show them that you are not there to trap them. Keep a clean list that would enable them to unsubscribe anytime they want. Elaborate your web form by providing information on how to unsubscribe from the list. Guarantee them that they can let go of the service when ever they want to. Many are wary that they may be stuck for life and would have to abandon their email accounts when they get pestered with spam.

Remember that when you get the trust of your clients don't lose that trust. Because if you do anything with their email addresses like sell them or give them out, you will lose many members of your list as well as potential members. The true quickest way to gain the trust of your subscribers is when you are recommended by someone they trust.



STEP2: 4 Crucial Things You Need To Do To Build a Productive List

Subscribers in you list are the people who have liked what they have seen in your site and have decided they want to see more and maybe even purchase what ever product or service your company and site has to offer.

Many people would think that building their lists would take hard work and a lot of time to build and collect names and addresses. This is not so, it takes a bit of patience and some strategies but in doing this list, you open your site and your business to a whole new world of target market. Take the effort to take your business to a new level, if traffic increase and good profits are what you want, an opt-in list will do wonders for your business venture.

There are many sources and articles in the internet available for everyone to read and follow in building a list. Sometimes they may be confusing because there are so many and there different ways. Different groups of people would have different approaches in building an opt-in list, but no matter how diverse many methods are, there are always some crucial things to do to build your list. Here are four of them:

- 1)Put up a good web form in your site that immediately follows the end of your content. While some may say this is too soon to subscribe for a website visitors application, try to remember that your homepage should provide a quick good impression. If somehow a website visitor finds something that he or she doesn't like and turns them off, they may just forget about signing up.



A good web form for subscribing to an opt-in list is not hard to do. Just write a simple short statement about how they would like to see more and get updated about the site. Then there should be an area where they could put in their names and e-mail address. This web form will automatically save and send you the data's inputted. As more people sign in, your list will be growing.

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2) As mentioned in the first tip, make your homepage very, very impressive. You need to have well written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor's fancy. Make your site useful and very easy to use. Do not expect everyone to be tech savvy. Invest in having good programming in your site, make your graphics beautiful but don't over do it.

Don't waste your time making the homepage too overly large megabyte wise. Not all people have dedicated T1 connections, the faster your site gets loaded, the better. Go for a look that borders between simplicity and sophisticated knowledge.

Insert Your KILLER Headline Here, And Grab People's Attention About Your Offer AND Convert Them Into Leads!

Insert Your Sub-Headline Here To Get More Visitor's Attention

Hello My Potential Prospects,

Give little description about many features of your Awesome Product. So people will sure and interested about your free offer. You should show to them the cover of your free product, insert the image cover below...

Get INSTANT DOWNLOAD To This AWESOME Product For FREE!

Enter Your Name & Email In The Form Below For Instant Download

Insert Your Name:

Insert Primary Email:

Download Now

ATTENTION: Your privacy is SAFE. We will NEVER sell or rent your information.

This Is What Will You Get Inside This Product :

- **Feature One** - Give the little description about many features of your Awesome Product. So people interested about your offer
- **Feature Two** - Give the little description about many features of your Awesome Product. So people interested about your offer
- **Feature Three** - Give the little description about many features of your Awesome Product. So people interested about your offer
- **Feature Four** - Give the little description about many features of your Awesome Product. So people interested about your offer
- **Feature Five** - Give the little description about many features of your Awesome Product. So people interested about your offer

So, Don't wait anymore!

To your success,
OWNER NAME

Insert your featured or copyright here. Or some LINK to your another success page

3) Provide good service and products. A return customer is more likely to bring in more business. Even then and now, a satisfied customer will recommend a business always. Word of mouth and recommendations alone can rake in more business than an expensive ad. As your clientele roster grows so shall your list. With more members on the list, the more people will get to know about what you have new to offer.



4) Keep a clean and private list. Never lose the trust your customers have entrusted you. If you provide e-mails to others and they get spammed, many will probably unsubscribe to you. Remember, a good reputation will drive in more traffic and subscribers as well as strengthen the loyalty of your customers.



STEP3: Design Your Emails To Get More Responses

Of course you want subscribers to open and read your email newsletters. Everyone wants that. But what you want even more is for them to take action, right?

When I was working with customers to optimize their email campaigns, I was on the lookout for strategies that help improve message. You first need to get the subscriber to open your message, then the ultimate goal is usually to get the subscriber to take action.

If you're looking for ways to increase the number of responses your emails get, there are three things you should try...

Include a Web-Based Version

So you've gotten subscribers to open your message, but what happens if they can't read it? To make sure everyone sees what you've created, you should include a link to a web-based version of your message.

How can you do that? Normally autoresponders give you the option to archive your campaigns online. If not, you can always host it on your own server. On Aweber for example you just need to archive it while you're on the message editing page. This will give you the direct link to that message:



You can then link to that web-based version in the pre-header of your message.

HTML + Plain Text = More Responses

You might not think a plain text copy of your message can help increase the number of responses you're getting, but it can. If you have an HTML version, it will go out by default, but if a subscriber's email client does not accept HTML it can revert to that plain text version. Remember to include a link to your web-based version there as well.



If you install email web analytics on your site, most of autoresponders analytics features can work with plain text messages. This means you still have the ability to track who is clicking on your links, while also making it easier for them to do so.

By doing this extra step to accommodate all subscribers, you're setting it up so everyone will be able to read, and then hopefully click though, your message.

Eyes Should be Drawn to Your Links

After working on getting subscribers to open and read your message, you don't want to drop the ball now. In order to get more clicks, you want subscribers' focus on your call to action.

Here are some things that might help:



Find out where clicks are happening. Are people more likely to click links in your header or footer? The only way to find that out is to track where the clicks are coming from. Once you know where, you put your most important links there.



Don't bury the call to action. Make the link prominent among other text and images. You want eyes to be drawn to it, so give it plenty of room. At the very least, put a line of space between your link and surrounding text.



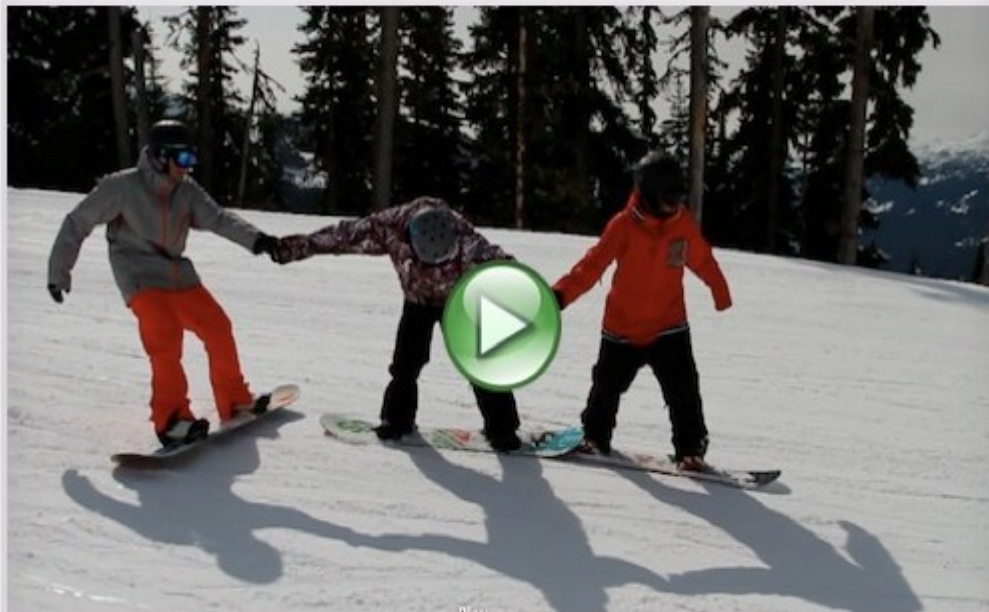
Try using an image. Example:



Whistler/Blackcomb has some of the best terrain parks around as well as lots of great natural features. We've put together a short video which highlights some of their freestyle terrain.

It's got some sick riding from the SA crew and is definitely worth a watch.

So check it out by clicking the picture below.



URL: http://www.snowboardaddiction.com/community/blog/whistler_blackcomb_park_checkout_vid

If you've been using just text links, try creating a button or linking up an image. Snowboard Addiction does that very well:

If the subscriber wants to see the video, they need to click on the screenshot to get there.

Note that while images and videos can be very effective, you should also include a text link in case the image is blocked.



STEP4: Are Blacklisted Link Shorteners Getting Your Emails Blocked?

Have you ever used a link shortener on any of your email marketing campaigns?

They're a handy way to send a long URL to someone using just a few characters. And while they're nothing new (TinyURL turns 10 in January 2012), they've become particularly popular since the rise of Twitter, Facebook and other communication mediums where space is at a premium.

Chances are, you've looked at a long link in one of your emails and thought, "It'd be nice if that link weren't quite so long," and been tempted to use a link shortening service.

But did you know that link shorteners could potentially hurt your email deliverability rates?

Link shorteners are handy for trimming down long URLs.

But in addition to offering that convenience, they perform one other function: they mask where a link actually goes.

This makes them appealing to spammers who either:

- Don't want recipients to see their actual website domains,
- or

- Don't want ISPs and other organizations to be able to filter out their spam by blocking emails that have the spammer's domain in the body of the email.

Of course, some legitimate email marketers may find the idea of shortening links appealing, too. This is particularly true for those who send plain text emails, since in an HTML email you can simply link whatever text or image you want, as you would on a webpage.

The potential problem happens when both a spammer and you use the same link shortener in your emails. If one or more ISPs start blocking emails that include that link shortening domain (to block the spammer), they may inadvertently block your emails, too.



SO WICH LINK SHORTENERS ARE BLACKLISTED?

People who work for Aweber wanted to find out how much of a problem this could really be, after all, everything I've said above is true in theory, but I didn't know how much (or if) it was actually happening – so, I got an document from an Aweber employ who cracked opened his browser, a spreadsheet and got to researching.

He checked 24 popular link shorteners against three popular URI blacklists:

Spamhaus DBL

SURBL

URIBL

These lists are used by some ISPs to determine whether an email should be placed in the inbox, bulk folder or neither. If the body of your email includes a link to a blacklisted domain, an ISP may choose to not deliver it to subscribers' inboxes.

Before you look at the results below, keep in mind these results can change at any time. This data is as of June 23rd, 2011. A blacklisted domain could be delisted now, or tomorrow, and an unlisted domain could get listed at any time.

OK, with that said, here's what he found. Results are ordered by Alexa Rank, starting with the most popular, bit.ly:

Link Shortener	Alexa Rank	Listed in DBL?	Listed in SURBL?	Listed in URIBL?
bit.ly	152	Yes	No	No
tinyurl.com	747	No	No	No
goo.gl	855	No	No	Whitelisted ¹
ow.ly	1966	Yes	No	No
t.co	2403	No	No	No
su.pr	6539	Yes	No	No
budurl.com	6907	No	No	No
is.gd	8149	No	No	Whitelisted ¹
lnk.co	10,250	Yes	No	Yes
fb.me	11,564	No	No	No



cli.gs	41,012	Yes	No	Yes
deck.ly	72,661	No	No	No
snipurl.com	73,378	No	No	No
tr.im	202,662	No	No	No
fur.ly	249,983	No	No	Yes
twurl.nl	307,728	No	No	Yes
u.nu	585,984	No	No	No
short.ie	695,684	Yes	No	No
blinkym.me	1,108,121	No	No	No
kl.am	1,206,876	No	No	No
zi.ma	1,997,505	No	No	No
popr1.com	4,471,928	No	No	No
hex.io	5,784,912	No	No	No
ad.vu	N/A	No	No	No

Yes, I know Alexa rank isn't a perfect measure of popularity, but Alexa had traffic stats on more of these link-shortening domains than Compete, Quantcast or anyone else I tried.

WHAT DO THESE LISTINGS MEAN?

As you can see, none of the popular link shorteners were listed on SURBL as of June 23, 2011. A couple, [goo.gl](#) and [is.gd](#), were actually whitelisted by URIBL.

However, eight of the link shorteners were listed in URIBL or the Spamhaus DBL. So if you sent out an email that included a link to one of those domains, your email delivery rate could have been affected.

Now, the point here is not "OK, so just avoid those ones that were listed." To re-emphasize from before, **these results don't mean unlisted link shorteners will never cause problems**. Any of them, even the ones currently whitelisted, could potentially be blacklisted in the future.

Here's what you should take away from these findings:

Link shorteners are handy for trimming long URLs in tweets, Facebook statuses, and similar venues where space is at a premium. But space isn't at the same premium in an email as it is on social media.



Whatever convenience link shorteners offer in an email is outweighed by the potential for those shortened links to hurt your email deliverability.

If you're currently using these or other potentially abused link shorteners in your email marketing campaigns, stop!

DON'T LIKE LONG LINKS IN YOUR E-MAILS? HERE ARE SOME OPTIONS

Set up your own link shortener. If you're sufficiently tech-savvy, you can install a link-shortening script on a domain of your own. (You'll need to come up with a short, available domain and register it.) Here are a few different options if you're interested in this: YOURLS, Phurl, urlShort.

Send emails with an HTML version instead of plain text-only emails. If you're sending HTML email, all you need to do to not have long URLs appear in your emails is to link up appropriate text or images instead of just putting the full URL on display for subscribers.

One last note on links and emails: if you're sending subscribers a link to a page on your website, isn't it best for them to be able to see that's where the link goes? If you see a shortened link in an email, don't you pause and wonder where it's going to take you? I sure do.

That's why with AWeber's email analytics you can track clicks using your own domain.

Sure, not all links in your emails go to your own website, but a lot of them do. Showing subscribers that they're going to end up on your site may be the difference between someone clicking and not clicking.



STEP5: Why You Want Your Emails Filtered

Inbox filters aren't just about emails ending up in the spam folder anymore.

Subscribers are now creating folders for more valuable emails, helping them to sort out the emails they want to read from the others in their cluttered inboxes. As more tools for inbox control become available, "email filtering" will become a more desirable term in email marketing.

This increase in "good filtering" sparks a whole new question: how do you create your message so it gets picked up by the good filters?

Be Consistent With Your From Line

Subscribers can set up a filter based on what the from line contains. Email clients that allow you to do this include: Gmail, Apple, Outlook, Yahoo, Hotmail and AOL.

If subscribers like your emails, they might set up a folder for emails that are just from you.

Here's an example of a filter set to find only emails from Fairytale Brownies:

Search results for:from:(Fairytale Brownies)

☐	★ Fairytale Brownies Speci.	Fairytale Brownies	20% Off Father's Day Gifts - Shop Early & Save! - Fairyta
☐	★ Fairytale Brownies Speci.	Fairytale Brownies	20% Off Congratulations Gifts for Grads - Ends Monday! -
☐	★ Fairytale Brownies Speci.	Fairytale Brownies	20% Off Patriotic Gifts + Free Shipping to APO/FPO Addr
☐	★ Fairytale Brownies Speci.	Fairytale Brownies	Free Shipping on \$40 or more! Ends Monday! - Fairytale I
☐	★ Fairytale Brownies Speci.	Fairytale Brownies	Mother's Day Delivery Guaranteed - Complimentary S
☐	★ Fairytale Brownies Speci.	Fairytale Brownies	15% off Mothers Day Gifts + Admin Day Reminder! Sh
☐	★ Fairytale Brownies Speci.	Fairytale Brownies	Easter Delivery Guaranteed - Complimentary Shipping Up
☐	★ Fairytale Brownies Speci.	Fairytale Brownies	20% Off Mother's Day Gifts - Shop Early & Save! - Fair

The important thing to remember is to be consistent. For example:

If you're using initials or an abbreviated version of your company name, keep using that format

Don't switch between using a personal name and a company name, stick with one



Don't change the "from" email address without notifying subscribers

Remember your subscribers won't be looking for your emails anywhere else after they've set up a specific folder, so let them know if you make any changes.

Think of Your Readers

Subscribers have the ability to set up a filter that looks at words used in the subject line.

Email clients that allow you to do this include: Gmail, Apple, Outlook, Yahoo, Hotmail and AOL.

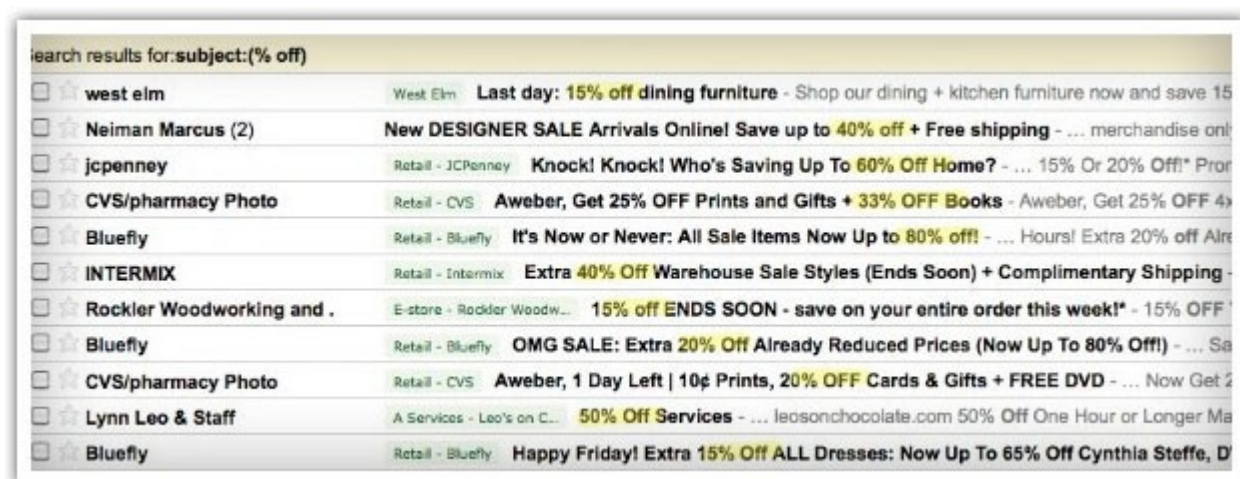
This filter can look for any words, but here are some examples of what can be set up:

Announce sales by using the phrase "% off" or "\$ off"

Indicate a new "newsletter" or "issue"

Use the company name in the subject line

Here's an example of a filter set up to look for sale emails (% off):



You'll need to consider your audience for this one. Think of a word you commonly use in your subject line and try to remember to incorporate it in all messages.



Use Common Terminology

Another filter can be used to pick out certain phrases in the entire message. You can use this option in selective email clients such as Gmail, Apple, Yahoo and AOL.

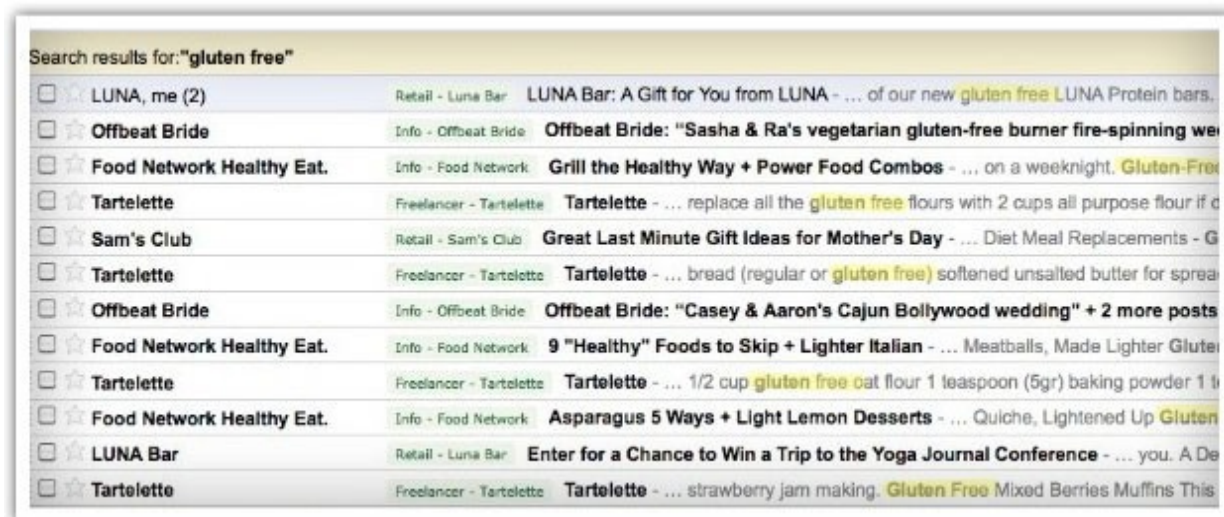
In order to benefit from this type of filter, make sure you:

Use terms that are common in your industry.

Try phrasing the same thing in different ways, especially if there are multiple keywords common in your industry

Again, stay consistent with the wording you use in your messages

For example, this is a filter set up for “gluten free:”



If someone uses another phrase that essentially means the same thing, such as “flourless,” it would not be caught by my filter.

Use Caution When Adding an Attachment

Some of your subscribers will also be able to set criteria regarding attachments. This isn't as widely available as the others, but Gmail allows you to select if you're looking for attachments, while Apple allows subscribers to specify what's in the name of the attachment.

If subscribers are expecting attachments from you, an attachment filter may be a good thing. However, whenever you are using attachments, make sure to:

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Name the file so it's easy to recognize

Keep the file as small as possible to avoid deliverability problems

Mention the attachment and the purpose of it in the message itself

You may find it's safer to just host your document online. Services such as Dropbox allow you to do this. Many sites warn Internet users to avoid attachments in their emails, and it's better to play it safe.



STEP6: The 3 Things To Avoid When Emailing Your List

When you decide to have an opt-in list, it is not just a matter of sending your subscribers your promotional newsletters or catalogs. There are many things to consider in avoiding many complications. While there are so many ways you can make people subscribe to your list, there are also some things you must do to avoid subscribers from wanting to get off from your list.

1)Take notice of your unsuccessful sends. These are the e-mails that bounce. Bounced emails, also known as undeliverable messages, are those messages that, for whatever reason, were not successfully received by the intended recipient.



There are bounces that happen because the server was busy at that time but can still be delivered in another time. There are also bounces because the inbox of the recipient is full at that time. There are those bounce messages that are simply undeliverable ever. The reason for this is that it may be an invalid email address, a misspelled email address, or an email address that was abandoned and erased already.



Manage your list by putting markings on those that bounce. Erase an email account from your list so that you have an accurate statistics and records as to how many are actually receiving your mail. You may also want to check the spellings of your email addresses in your list. One common mistake is when an N instead of an M is placed in the .com area.

2) Always provide an unsubscribe feature in your site and an unsubscribe link in your mails. When someone in your list files a request to be unsubscribed, always take that request seriously. If you don't take them off your list and keep sending them your e-mails, you are now sending them spam mail.

[Click here to forward this mailing with your personal message.](#)

[Click here to leave this mailing list.](#)

[Click here to leave this mailing list.](#)

[Click here to view our privacy policy.](#)

When you are reported as a spammer, you and your business can get into a lot of trouble. You can be reported to the authorities and maybe blacklisted by many internet service providers. You will lose a lot of subscribers this way and many more in potential subscribers.

3) Do not provide pornographic or shocking and disturbing content in your newsletters. It is hard to decipher the age of the recipient and many complaints may stem from these. Controversial issues also are to be avoided to not be branded by your subscribers. Stick to the nature of your site and business.



Always remember these so that you can have a healthy relationship with your subscribers as well as be kept within the boundaries of what is allowed in sending mails to an opt-in list.



Conclusion:

I want you to know that this information is very important and can improve your campaigns and the manage of your list greatly. I lost a lot of money, time and subscribers for not knowing this information so I hope you take advantage of this report and make more money from your campainings!

Wishing you the best...

Alex Major

NicheEmpires.com