

Email Marketing Riches

Discover the Secrets to Cashing In with Emails



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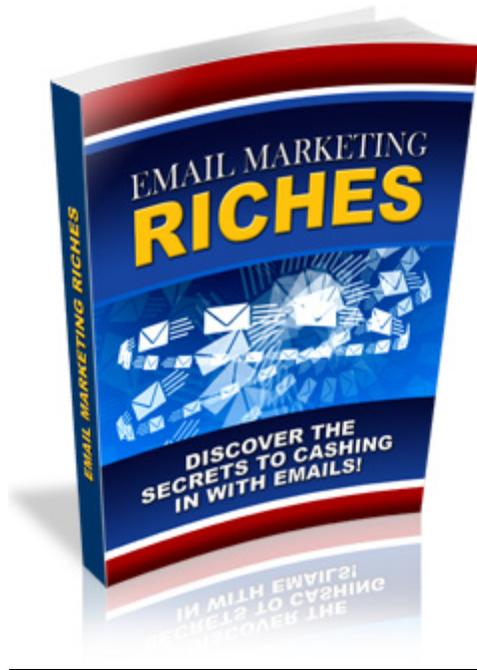


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Prologue:

If you bought this book chances are you are a member of an affiliate program or you own a website that sells a product or service. Maybe you haven't gotten that far and are investigating looking into those things, along with how you go about marketing them. Regardless, you have come to the right place. Why? It is because email marketing is one of the most effective and affordable marketing methods you can use to promote a website. Most of the gurus that you see talking about making thousands on the Internet at some point in time have used an email list. Even companies as established as Amazon use email marketing, and they are famous enough that they wouldn't have to use it. Indeed, no matter what level your company is on, no other forms of marketing establish the one-on-one personal type of relationship that is established through email communication.

This is not to say that email marketing can't be abused. In fact, through spammers it commonly is. But if you follow the techniques in this book, you will not only create lists of people who want to see your advertisement, but you will also be doing things in a spam-free manner. You will also be provided with information on how to optimize your email campaign for the most success through website tracking. Additionally, for those reading this e-book that may not know what website or affiliate program they should be promoting, there is a section that will give details on the types of sites that generate the most sales or leads through email marketing.

So, are you ready to transform your life? Ready to stay at home and spend more time with your kids and less time in traffic or being yelled at by your boss? Ready to buy the mansions, boats and luxury automobiles of your dreams? Ready to go on cruises? Ready to start your own company and make even more money? If so, read on!

Chapter One: Finding the Emails

The first step towards effective email marketing is obvious yet difficult for many: actually finding the emails to market to. Doing this step wrong could not only result in not achieving any results in terms of sales, but may even land you in jail. This is because there has been a recent crackdown by the Feds on what is known as 'spam', which is basically unsolicited email advertising. It can also refer to unwanted advertising on message boards and classified ads, though it's usually the email variety that gets people in trouble.

To get these emails, spammers use a variety of methods including: simply guessing an email address, using a harvesting 'bot to scour Usenet, message boards, social networking sites and other types of websites for email addresses, phishing, (the process of getting information by making the victim think they are visiting a legitimate website) and buying bulk email lists. Once they get their hands on hundreds, sometimes even thousands of email addresses, they start sending out their advertising. Most of the time these advertisements are poorly written and have the characteristic look of spam. Others are more deceptive, and may even use phishing techniques to get you to enter in important information such as credit card numbers, bank accounts and social security numbers.

In terms of what is advertised, they can be an 'innocent' affiliate advertisement to something more sinister, like the infamous Nigerian email scams. Of course, there is a possibility that people could become victimized by legitimate email marketing techniques, but it is usually far less common. You should desire to be on the legitimate side. Besides, when you send advertisements on people who actually don't mind receiving them, you have less of a chance of your email getting put in the 'bulk folder' used by most email providers to help eliminate spam.

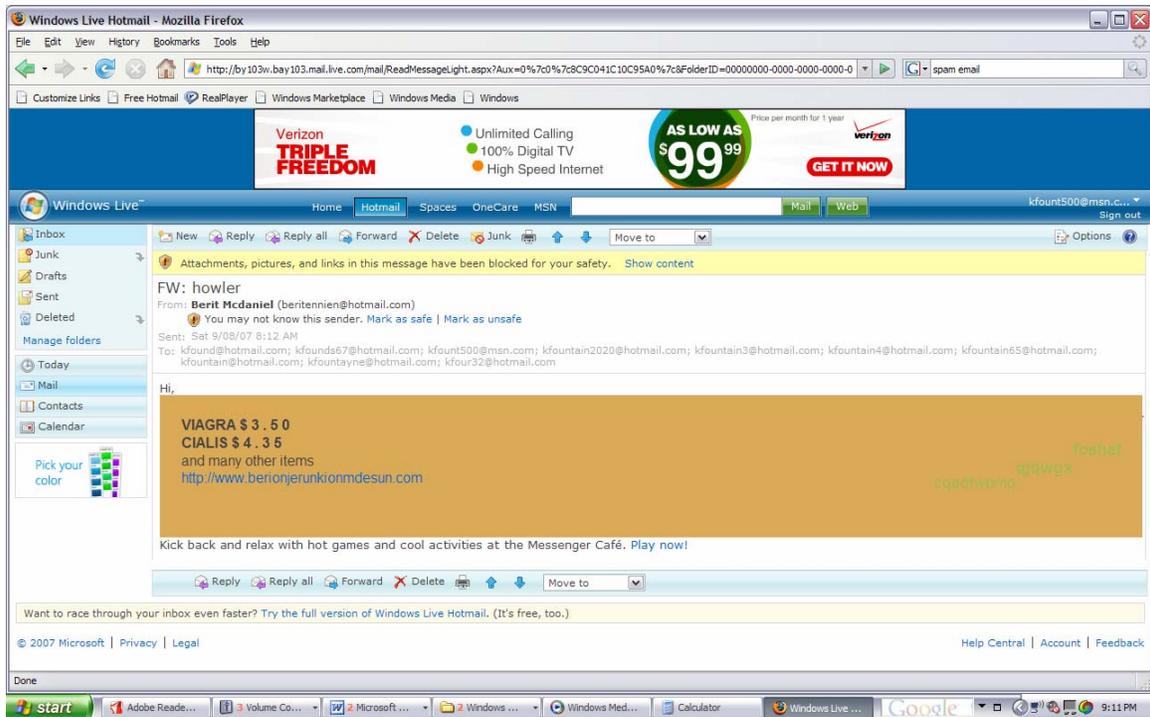


Figure 1: An example of a spam email

So, how do you go about legitimately building an email list? You must first create something that can serve as a ‘draw’ for your potential subscriber. Most people have no problems giving away their email address if they are going to receive something in return. Affiliate marketers who do not have much money make free e-books or newsletters the incentive to subscribe. Companies and/or affiliate marketers with more money can experiment with more elaborate draws, such as sweepstakes entries or giving away a ‘free’ prize. Some do a combination. What should you do? It depends on your situation. If you’re promoting a business, you can offer free coupons as an incentive to subscribe. If you’re simply an affiliate marketer, you should consider promoting information.

Okay, I know what you’re thinking. The thought of promoting information sounds like it’s a lot of work. In truth, it is, though there are ways to avoid doing the work yourself. Ghostwriters, who you can find through a general Google search or sites like Elance, can write e-books for you for a few hundred dollars. You can also see if you can find someone willing to volunteer their writing services in exchange for being able to promote their links in your book or on your site. Freelance writing boards are the place to go to post these types of volunteer jobs. The other option is to try to write the e-book yourself.

How do you go about writing an e-book yourself? The first step is to brainstorm. Think about what you know. General information can work, though the more specific your e-book is the more likely it will get read all the way through. Once you get a topic in mind, you will want to consider writing an outline to help assist you in the writing process.

Although outlines can be somewhat time-consuming, in the long run you'll be glad to have them because they let you know what direction you're going when you start your writing. They don't have to be elaborate.. just stating what you want to talk about in each chapter could be a good enough outline. Keep in mind that the more detailed your outline is, the less likely you'll get writer's block once your e-book is started. The outline format that is most popular in academia is shown below:

- I. Topic One
 - A. Sub-topic One
 - 1) Supporting point one
 - a. sub-point one
 - b. sub-point two
 - 2) Supporting point two
 - a. sub-point one
 - b. sub-point two
 - B. Sub-topic One
 - 1) Supporting point one
 - a. sub-point one
 - b. sub-point two
 - 2) Supporting point two
 - a. sub-point one
 - b. sub-point two
- II. Topic Two
 - A. Sub-topic One
 - 1) Supporting point one
 - a. sub-point one
 - b. sub-point two
 - 2) Supporting point two
 - a. sub-point one
 - b. sub-point two
 - B. Sub-topic One
 - 1) Supporting point one
 - a. sub-point one
 - b. sub-point two
 - 2) Supporting point two
 - a. sub-point one
 - b. sub-point two
- III. Topic Three
 - A. Sub-topic One
 - 1) Supporting point one
 - a. sub-point one
 - b. sub-point two
 - 2) Supporting point two
 - a. sub-point one

- b. sub-point two
- B. Sub-topic One
 - 1) Supporting point one
 - a. sub-point one
 - b. sub-point two
 - 2) Supporting point two
 - a. sub-point one
 - b. sub-point two

With this format, remember that you need at least: three main topics, two sub-topics and two supporting points. Sub-points are optional, but if you have one you must have another to keep consistency. If you wish you can use the above outline as a template when creating your own or find out how you can make outlines with your favorite word processing program.

After you create an outline, you are ready to start writing-your e-book. You may want to think about what format you want it to be in. Since many people have Microsoft Word, you can write it in that if you wish, but PDF e-books are a more common format. You can use an e-book creator, PDF creator or Word Perfect's 'Save as PDF' feature to create PDF e-books. There are also some e-books creators which will make your e-book a stand-alone program. This means that a person can read it without needing a word processor or Adobe Acrobat, (the program that is used to read PDF files).

Style-wise, e-books do not have to be 'formal', though they can if you want them to be. It is acceptable to address your reader through 'you', and refer to yourself as 'I' or 'me'. Catch phrases and clichés can also be used since the writing can be informal, but only use these if you think it's going to make a profound impact. The main thing you want to keep in mind is that you want to write as if you were talking to the person directly.

If you refer to any outside source when writing your e-book, make sure you reference it either in the section you use it or at the end of the E-book. If you want to be extra safe you can even say directly that you got whatever piece of information from such-and-such site, while still citing the information. In terms of how you cite, again since an e-book is an informal piece of writing it doesn't matter, just as long as you include the essentials, including the name of the author and the name of the work you are using.

You can conclude the e-book writing process by editing your work. Make sure that everything is grammatically correct... don't rely on the grammar checkers that have become popular with many word processing programs. This is because often times they see grammar mistakes in sentences that don't contain any. Yet, word processing programs are still reliable when it comes to spell-checking, so make sure you run the

spell-checker before doing anything else with your e-book. You may also want to have someone else read your e-book. Other people are able to catch mistakes that you might not be able to catch yourself.

Once the e-book is done, you will need to create a website to capture the emails of your subscribers. What will happen is on this website you will advertise that you are offering an e-book for free; all a person has to do to receive their e-book is provide the email address to which they want the e-book sent. There should then be a textbox where the person can enter in their email address. On the bottom of the page there should be a checkbox asking if the person is interested in receiving information from your affiliates and/or subscribe to your newsletter. This can be jazzed up if you can convince they should receive advertisements or newsletters from you. If possible, this checkbox should be checked automatically, though the person should have the option to uncheck it if they want to. With this you risk losing them as a potential subscriber, but you can try to make up for this by again advertising in your e-book the opportunity to become a part of your email list or newsletter.

If your e-book contains unique and specific information, the reader might be convinced that you can offer them even more inside information if they agree to be a part of your list. To do this, make a separate web page that would capture their email address...still include the checkbox described above just to be on the safe side. Include the link to this web page in your e-book, so your reader can subscribe just by clicking on the link. This extra step is a little bit more work, but if you choose the lazier way, which would basically ask the reader to email you directly for inclusion onto your email list, they might not do it. Remember, even though you've piqued the reader's interest enough to download the book they are still in a more passive mode when it comes to action. In fact, there's no guarantee that they will even be interested enough to subscribe, but at least it's a shot.

Once a visitor subscribes to your email list, you will receive an email from your website giving you information on their email address. Make sure that with any email you send out you give them the option to want to opt out of the list if they want to. If you are using an email marketing service, (which will be discussed more in Chapter 3), you can provide a special link in the email that can allow them to do this. Otherwise, they will have to email you requesting that you remove them from your list. If you receive a request like this, make sure you delete them and don't send them any more email. Continuing to send email to a person that wanted to opt out is still considered spam even if they initially agreed to be a part of your list.

Okay. So, at this point you are aware of using one type of incentive marketing to generate your email list. While this method is the most commonly used, it can take a lot of time trying to get contacts. In addition, you still have the same pitfalls associated with

Internet marketing in general, since you have to promote your website in order to try to get email leads. If time is of the essence, you can try a less popular yet highly effective approach: getting leads off of paid email services. Paid email services, while viewed lowly by some Internet marketers, lessens the chance anyone can be accused of spam. People request to view advertisements because they are getting paid to do so. In fact, if you wanted to you could just email your advertisement directly through these services, but in the long run you will want to try to use them to build your email list instead.

Why? It is because it normally takes 7 times before a person decides to act on an offer advertised to them. You want to have the freedom to advertise that many times to people on your own list... not by having to pay the paid email service each time. So, instead of advertising your offer directly, you would advertise the website offering your free e-book and hope that the visitor subscribes. Just make sure that when using a paid email service to find subscribers, that the service is reputable. Entering their name in Google along with the word 'scam' or 'didn't pay', are the best methods to determine if it's worth doing business with them. Sometimes members on freelance boards will offer information on which paid email services are legitimate.

Paid signups are a corollary to paid email services. Just like paid emails, they tend to be controversial. However, they work. Basically, the marketing company will pay people to sign up for a program. The only thing that they ask is that the program is no-cost, doesn't ask for credit card information and doesn't ask for one's Social Security number. As long as your website just asks for a person's email address, you would not be breaking these rules. Once you submit your website, the company gets to work advertising your site to the people in their network, with the network usually consisting of several paid email sites or sites dedicated to paid signups. You receive all of your signups a few weeks later, (sometimes it will take a few months if you order a lot of signups).

Sounds good enough, so why is there any controversy at all surrounding paid signups? Marketers criticize paid signup programs because they feel that the leads generated won't be interested in making a purchase. However, as an email marketer your goal is to try to generate a purchase after sending a series of emails, not before. So this wouldn't be much of a problem for you. The only other concern you should have when it comes to paid signups is the cost. If you are interested in building a small list of less than 50 people, you can find signups as low as \$37, but if you want a list of thousands, be prepared to pay exactly that. Cabezasr, one site offering bulk signups, charges \$28,000 for 50,000 country-based signups. This is a lot of money to pay, especially when there's no guarantee all of the signups can be delivered.

That's right... sometimes signup companies won't be able to fulfill the whole order, though many of them will offer refunds if they don't. Others won't do anything with the claim that they will keep working on it until you get the signups. For this reason, it is

suggested to try not to buy so many at one time unless you know for sure that the company will deliver. Like what was suggested with paid email programs, make sure you Google in the name of the company along with the keywords 'scam' to see what comes up. If you get a lot of complaints, you know to stay away from the company. Unfortunately, paid signups do have a notorious element attached to them, so it is essential you perform this step before dealing with any paid signup program you don't have direct experience with, or that does not have good testimonials. Also, if you must purchase a larger amount of signups, do a test purchase first. Buy a small amount, maybe 25, or whatever is the least they will let you buy. Take note of how long it takes for them to deliver the leads. If it takes forever for such a small amount, then more than likely you will want to stay away from them and not buy a bigger amount next time.

You can also try to get subscribers from safelists and autosurfs. Safelists are websites where people agree to see advertisements in exchange for being able to post their advertisement. Autosurfs work on the same principle, though they tend to be more elaborate. Working through a credit system, a person earns a certain amount of credits each time they view an advertisement. The more credits they earn, the more they can advertise their own site. Both of these methods are controversial, especially autosurfs. However, it's only autosurfs offering cash that you should be careful of. This is because many of them are ponzi schemes, paying old members from new member money. Yet, credit-based autosurfs are ok because they are not offering money. People are getting compensated with advertising time.

The other option to try to build your email list quickly is one that oddly enough is not as controversial as paid emails, safelists and autosurfs but is still relatively risky. It involves actually buying emails from marketing companies. Why is this risky? It is because you don't know how the marketing companies actually generated their list. You also don't know if their prospects truly agreed to seeing *your* advertisements. This is why if you do decide to buy leads, it's best to avoid buying emails directly. There are marketing sites that allow you to advertise through their network. You simply enter your email into the network, and they will send it out to their subscribers. Some of these are glorified safelists, others aren't, (though the latter can be somewhat hard to find).

A variant of this practice are website owners who decide to sell advertising space in their email newsletters. You do not have as much exposure when trying to buy leads through this method, since most website owners would put your link at the bottom of their newsletter. However, if the newsletter is interesting enough the reader will reach towards the bottom of the page, making it likely they will at least see your advertisement. Also, just like with the other lead-generation tactics discussed, make sure your 'advertisement' is simply providing the link to the webpage offering your free e-book. This way you get a chance to try to gain the newsletter subscribers for your own email list.

Chapter Two: Writing the Emails

After you build up your email list, you are ready to actually write the emails. However, right before you start, you will need to decide if you want to send an HTML email versus an all-text one. HTML emails, which can be sent through email marketing services or email software, (both of which will be discussed more in detail in Chapter Three), utilize HTML coding to make an email look like that of a web page. They contain graphics, interactive forms and clickable links.

They are visually more appealing than text-based emails and can increase response rate, since they allow you to cloak affiliate links, (which will be discussed in the upcoming sections). Additionally, it doesn't take much more effort to make them. How do you do this? Some email marketing services will allow you to make them through their network; otherwise you can use a word processing program such as Microsoft Word to create them. All you would have to do is select 'Save As' HTML document once you are finished and you have an HTML email.

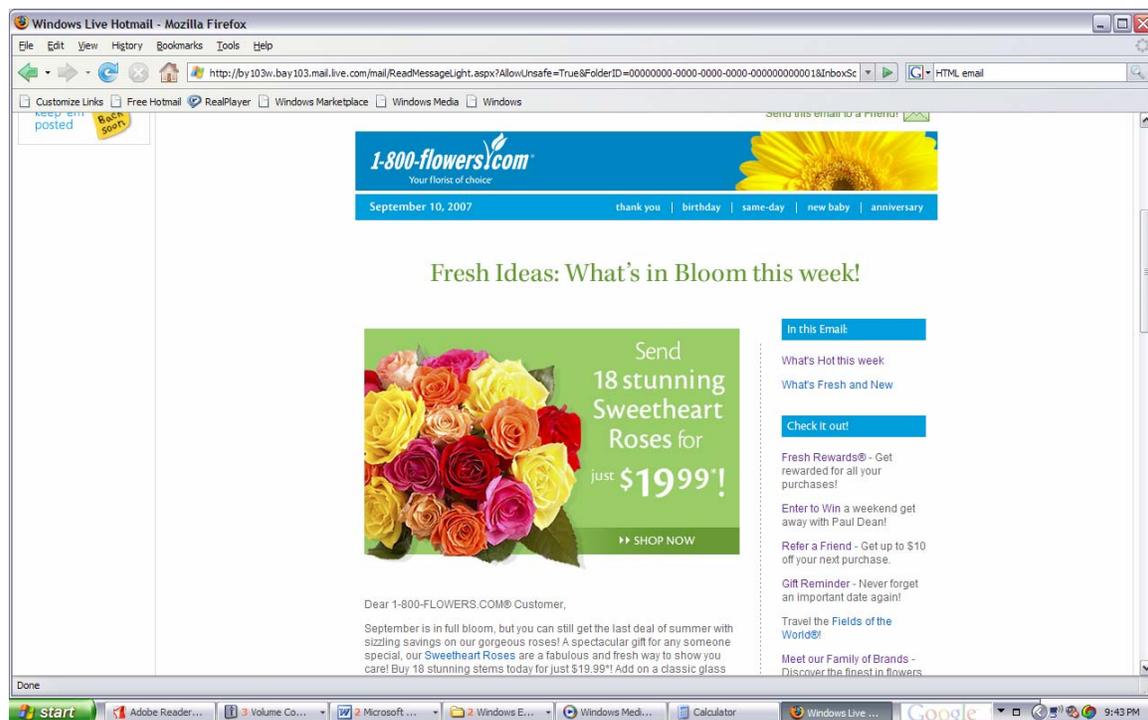


Figure 2: A perfectly loaded HTML email

The downside to HTML emails is that sometimes the images don't load, which can give your email a spam-like appearance. Even if they do load, there's no guarantee they will look right once it is sent over. Emailing a sample HTML email to yourself can help you

determine what it is going to look like, though be aware that just like any other web page, HTML emails load differently depending on the browser that is used.

If you want to make sure that your email will look appropriate, you have the option of sending it as text-only. Text-only emails do not contain graphics or clickable links. They almost always come out looking okay. You also do not need email software or an email marketing service to send them. However, the disadvantage to text-based emails is that you do not have the opportunity to include a clickable link. Readers would have to copy and paste the link into their browser in order to visit your website. If your offer is extremely interesting to them, they will go on and take that extra 'step', but it's still inconvenient, even if it's for literally one second. Yet, if you must send text-based emails, there are ways to make your link more memorable and 'catchy', at least if it wasn't already. The exact techniques will be discussed shortly.

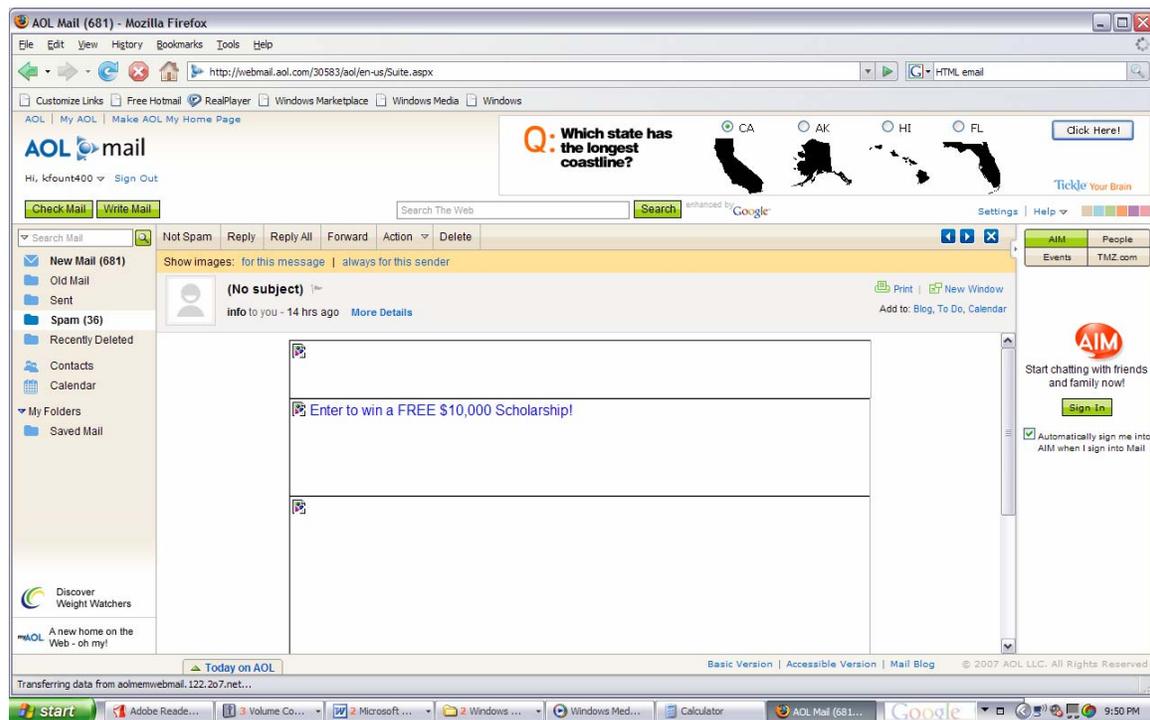


Figure 3: An HTML email that didn't load properly

Once you have decided whether you are going to write an HTML versus a text-based one, you are ready to start thinking about what could be considered the most important element of your email: the headline or subject line. The headline is what determines whether or not your email will even get read. Headlines that are not attention-grabbing and/or those that look 'spammy' will result in your email being thrown away in your subscriber's online trash bin. Examples of spammy email headlines are those that try to deceive the reader into opening them. The spammer often makes the reader think they are a friend responding through the use of RE: (which is short for regarding). They may

also use headlines like: Attention: Important Information Regarding Your Account to make the reader think the email is from a legitimate service they may be a member of. Other spam emails make the reader think they've won or received something when they really didn't. Avoid these tactics because not only are they not professional, they eliminate any type of interest the reader may have had in your content. Worse, the reader may even report you for spam, regardless of whether or not they were on your email list.

So, what's the best way to write email headlines? Ultimately, you will want to captivate the reader in some way. Using the term 'free' for example, will get their attention, but if you do not write it properly could make the reader think your email is spam. In fact, try to avoid using the term 'free' in your email headline unless you are offering something that: 1) is a legitimate sample that truly is free and 2) is not commonly promoted by spammers. While spammers technically can promote anything, the things that are the most common tend to be sex-related sites, fraudulent work-at-home schemes and pharmaceuticals.

If your site happens to be sex-related, legitimate work at home or pharmaceutical-related, you may want to consider avoiding using the word 'free', or use it in a different way. For example, if you actually did receive a free sample from the company you are promoting you could say, "Learn how I received free sex toys from whatever company." This is preferable to: "Free Sex Toys". While on the surface the latter may appear to get more results in practice it doesn't. First off, such a headline is more likely to put the email into the spam filter, since 'free' is the first word. Secondly, it doesn't make a connection with the reader. A person seeing it sees just an advertisement... a person out to make a buck off of them. The other email is an advertisement, but the approach is more testimonial-like, which people respond highly to.

Another type of headline that people respond to, at least according to Yuwanda Black (who is author of *Email Marketing: How to Write Headlines that Get Your Email Opened!*), are those containing the word 'not.' This is because the word 'not' gets people to think a lot more than more positive headlines. It is not often they are told what to not do to avoid certain types of things, so when they see a headline like that they are more tempted to click on it and see what the email is about. An example of this in practice could be a headline like: "How to Not Get a Job." The corresponding email would talk about how not to get a job and in some form or fashion include your affiliate links, which in this case would be job-related.

Creating headlines that contain deadline information is another way to capture a reader's attention. An example could be: "50% Discount For the Next 24 Hours on such and such item," or "Respond in the next 48 Hours to Receive such and such item." However, try to not use these when you first email your subscribers, because these are clearly advertisements. Establish a rapport with the reader through testimonial-like emails or

informational ones. Once the reader trusts you, they won't mind as much opening up an email that is a direct advertisement.

Other headline techniques as explained by Bob Bly, (author of *The Copywriter's Handbook*) include: news headlines, question headline, command headline and reason why headline. News headlines announce upcoming services or products that might be of interest to the reader. Question headlines ask the reader an attention-grabbing rhetorical question, such as "How much are you spending on your mortgage?" Command headlines 'demand' that the reader take action on something, while reason why headlines show why a reader should take action.

Do you still feel confused at what type of headline you should choose for your email campaign? Then you might want to consider buying software that can help you determine what your headline should be. Headline Creator Pro is an example of software that does exactly this. You start by answering only 4 questions, then the program will return 100 recommended headlines. These headlines are derived from the information you give the program and commonly used terms that have been used in successful headlines. It does all of this for only \$37.

Once your headline is complete, whether you write it yourself or you use Headline Creator Pro to use it, you need to start creating your content. To make things easier, Microsoft suggests using the P.A.S.S. model created by McGhee Productivity Solutions, (also known as MPS). P.A.S.S. stands for Purpose, Action, Supporting Documentation and Subject line. Since this e-book has already discussed how to go about writing an effective subject line, (also referred to as headline), focus shall now be centered on the other elements of the P.A.S.S. model, which would be Purpose, Action and Supporting Documentation.

1) Purpose

The purpose of your email summarizes what your email is about. Most advertising emails will have the purpose of informing readers of their products or services. State your purpose in your first paragraph in your email. You could do it by simply saying: "The purpose of this email is:" or put it more towards the end of the first paragraph preceded by introductory sentences to arouse interest. Introductory sentences that capture attention can be quotes, humorous statements or compelling facts.

2) Action

The next portion of your email needs to try to compel the reader to take a certain action, though the actual 'request' for an action should be put towards the end of the email. This

is of course if you want a physical action from your reader. Some emails are designed where the desired action is that the reader just read the email. This is especially the case with newsletters. With this approach the marketer establishes interest through a series of newsletters, then with their final newsletter email makes the request for an action. This method takes longer, but tends to be more effective because it creates trust between the reader and the marketer.

Regardless of how or when you ask your reader to take an action just make sure of one thing: that your email contains worthwhile content before the request is sprung up. Do not under any circumstance create emails in which the whole content is simply an advertisement. Emails that contain messages like: “This is great, click here,” while meeting the requirement of requesting an action, do not make any personal connection with the reader. These types of emails usually end up being thrown away in the email reader’s trash bin.

3) Supporting Documentation

Supporting documentation are attachments that help further aide in the process of the reader taking an action. It is highly common among business emails, though should be used with caution with marketing emails. This is because most email readers are not comfortable opening attachments that are from people that they do not know. Exceptions could be things that they signed up for, such as free e-books. Therefore, make sure to get a reader’s permission before sending an attachment.

Do you have a good understanding of the general idea behind writing email content? With P.A.S.S. hopefully you should, but it doesn’t end there. The next factor to keep in mind when writing email content is length and formatting. You want to make your paragraphs short, with no more than three or four sentences each. In terms of formatting, make sure you put spaces between each of your paragraphs, but don’t put in too much because too much means excess white space, which makes an email look unprofessional.

Also, don’t put spaces within paragraphs, as these should be single-spaced. Additionally, do not indent your paragraphs; make it flush up against the left margin. Most importantly, make sure you spell-check your email before sending it out. Many email providers will even let you spell-check your email as you are inputting it. Emails that are misspelled or have grammar errors are classic among spammers and are quick to be deleted, even if they contained useful information.

The final thing you should remember when writing your email content is how you list your links. If you are creating an HTML-based email, you can do what is known as

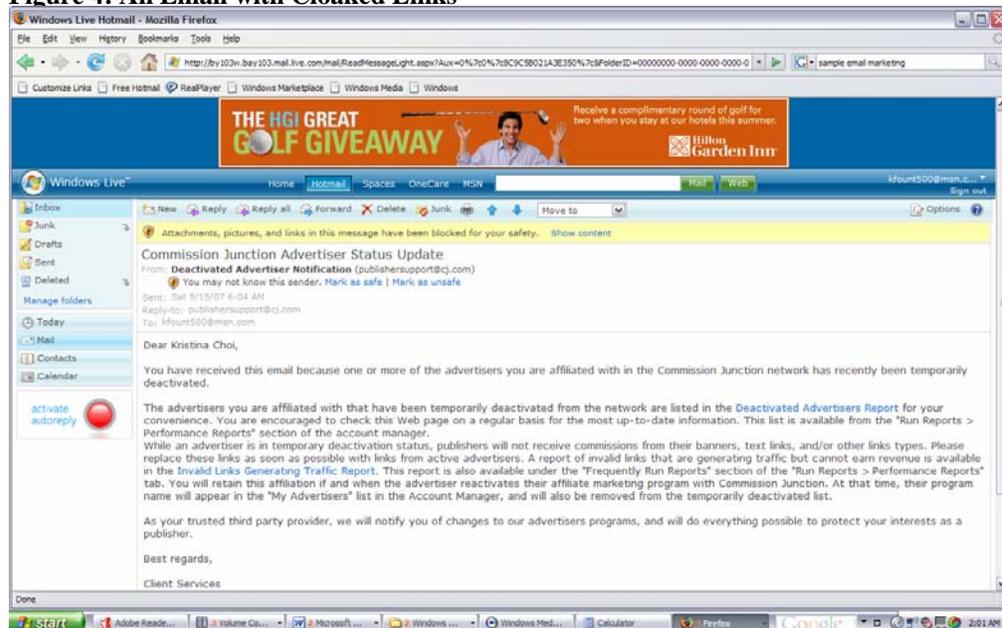
‘cloaking’, which is basically when you provide a hyperlink within a word or phrase rather than having to list a full URL. This is especially helpful when providing affiliate links since: many people won’t click on a link that they think is from an affiliate program. Even top-level domain names can benefit from cloaking, because it prompts the reader to take immediate action right there.

So, how do you go about cloaking a URL? If you are creating your HTML-based email in a word processor, HTML editor or email program, there are options available that will allow you to do this. If you want to use straight HTML, you use the following tag:

```
<a href="http://www.samplelink.com/">Sample</a>
```

‘Samplelink’ would represent the URL you want your text to link to while ‘Sample’ represents your text. What would happen is ‘Sample’ would be hyperlinked, so if it’s clicked on it will lead the reader to the samplelink.com. A reader would never even know that what they are clicking on originated from an affiliate link, if of course this is the case.

Figure 4: An Email with Cloaked Links



What about if you’re sending a text-based email? Well, text-based emails do not allow cloaking, so you will have to list a URL. If you have a URL that is short and easy to remember, then it isn’t a problem, but if you’re promoting an affiliate link the reader might not be interested. This is why if you have an affiliate link or really any other type of very long URL, you have to use what is known as a URL redirection service. URL redirection services allow you to create a new domain name that, if selected, will redirect the reader to the true URL. Some, like Tiny URL, are free. An example of a Tiny URL link would be: <http://tinyurl.com/3bkztd>. Notice, it’s significantly shorter than the

original URL which was an affiliate link. To use Tiny URL, you just simply enter in the original URL into a form.

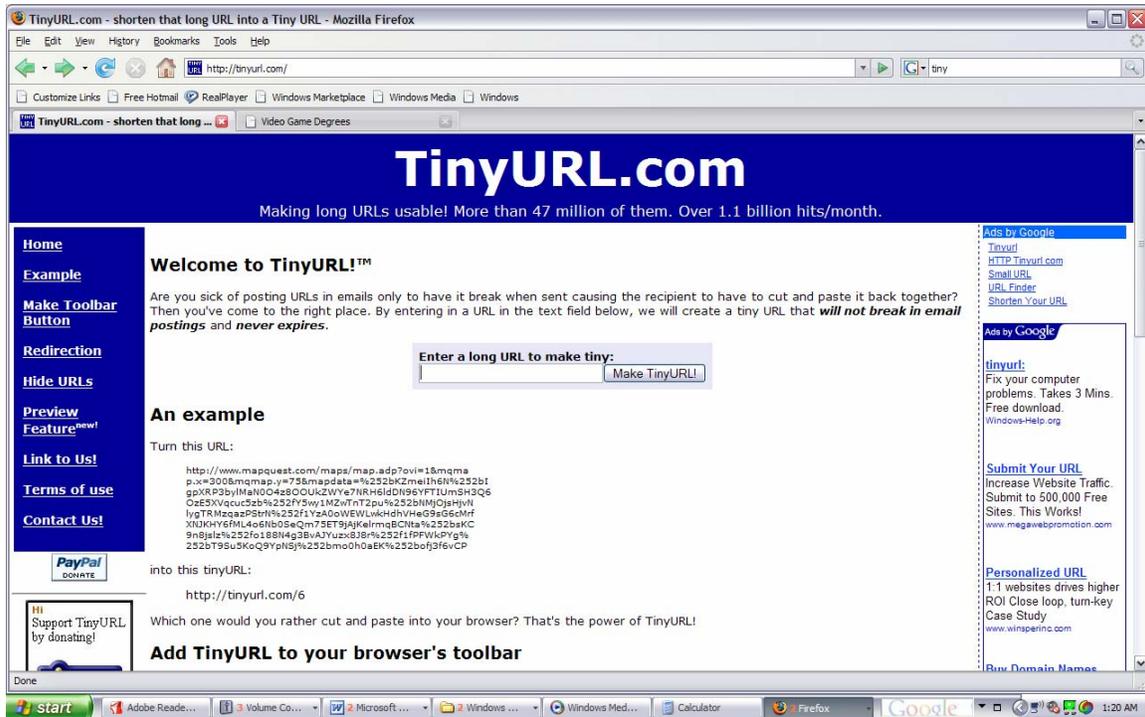


Figure 5: Tiny URL

There is a downside to Tiny URL, despite its convenience. Even though the URL is shorter it still has an affiliate-like look, especially with the number combination at the end of the URL. If you are using text emails and you do not want your URL to appear this way, you will need to use a paid URL redirection service. Paid URL redirection services work just like Tiny URL, with one exception: you can use a regular domain name to hide your affiliate link. Network Solutions is an example of a company that offers this type of service. At a price of \$12 per domain name per year, you can register up to 10 domain names that can point to your URL. All you have to do to use this service is enter in the domain names you want and the URL you want them to point them. In the latter step, you have the option of masking the original URL. This means that the original URL won't even appear in a visitor's browser... only the redirected URLs do.

Sample Email:

To better help you understand how to create email content, a sample email has been provided along with analysis of how it fits the guidelines you have just learned.

Subject: Are you not paying your debts?

According to USA Today, two-thirds of people in their twenties are laden down in debt. Of this number an alarming 50 percent are unable to pay their bills at all. If you are a part of this percentage, you may want to read on to learn about a way you can legally erase your debt.

How can you go about trying to delete your debt? The answer involves disputing records on your credit report. If any type of data is incorrect, or the credit card company does not have your records on file, (a scenario that occurs often), they are legally required to expunge your debt.

The best way to dispute your credit card debt is to get a law firm to do it for you. Academy Law, a law firm specializing in credit repair, can dispute your debt for a small monthly fee. To find out more about Academy Law please visit:

www.academylaw.com

Notice how the headline makes use of Yuwanda Black's suggestion of using the word 'not'. If a person is not paying their debts, (which unfortunately encompasses a lot of people), such a headline will get their attention. The headline also meets Bob Bly's definition of good headlines by asking a question.

The structure of the email also follows what you have learned. The first paragraph starts off with an interesting fact, meant to compel the subscriber to keep reading. The second sentence expands on this fact, while the third sentence gives mention to what the email will talk about, otherwise known as the purpose of the email. The purpose is implicitly, but if you want to state yours more directly, you are welcome. Note that although on the surface it may seem the last sentence in the first paragraph is requesting an action, (something that is normally a no-no until the last paragraph), it really isn't, because it is written in such a way to give the reader the choice to read on.

The second paragraph provides content that a person with a debt problem may not be aware of. Hopefully, after reading this paragraph they are interested enough to take the requested action, which is to visit Academy Law's website. Notice that the link at the end is not hyperlinked nor is it cloaked. If you were writing a text-based email, this is how it would appear if the browser has no hyperlinking capabilities. If the email was HTML-based the words 'Academy Law' could be hyperlinked to the Academy Law website.

Chapter Three: Sending the Emails Out

There are four methods you can use for sending out emails: directly from your email account, from email software, from an email marketing service, from an autoresponder or from miscellaneous services. This section will explain each of these options in detail.

1) Emailing from Your Email Account

Emailing from your email account may seem obvious, but if you are limited on funds and you are emailing just a few people it is the best alternative. Most email service providers allow the basics for sending out emails, which includes the ability to send to a multitude of people and the ability to add attachments. Many email service providers will even hyperlink URLs, meaning that when the reader receives the email, the URLs will be clickable. Some also will allow you to add pictures within the body of the email. However, this is pretty much the extent of the ability provided by most standard email service providers. Also, keep in mind that if you bulk email too often you could be flagged by the email service provider for spam. This is why if you're using this alternative, it's best to email no more than one hundred people.

2) Emailing from Email Software

You can also send emails from email software, such as Outlook Express. With email software, you can create and send HTML emails, something you cannot do when sending emails directly from your email account. You can also send to several people without being suspected of being a spammer. Some email software even have autoresponder capabilities. Autoresponders send automated email messages. The autoresponders available through email software are somewhat limited, so you may want to use an autoresponder service for more advanced autoresponder features.

3) Emailing from an Email Marketing Service

Emailing software programs allow you to create extremely elaborate HTML emails. These include survey emails, where you can get more of an idea the demographics of your subscribers. Additionally, you can email as many people as you like without getting in trouble. In fact, email marketing services expect you to email thousands of people. Other features common to most email marketing services include ability to track the response of your email campaign and email list management. Some may even have autoresponder capabilities. An example of a very popular email marketing service is Constant Contact. The price for this service is determined by the number of emails you send out.

4) Autoresponders

Once you get your list established, trying to reply to each of them immediately could be virtually impossible. Email software can only do so much, while email marketing services cost money. Each of these may have autoresponders, which will do the emailing for you, but if the autoresponders are limited in what they can do, you may want to consider using exclusive autoresponder services. These can be free or paid. Free ones usually send out an advertisement with each email, but paid ones don't. In fact, paid autoresponder services offer some of the same types of services present with email marketing services including ability to create HTML emails and the ability to better manage your email list. Get Response is an example of a very popular autoresponder service.

The best way to use an autoresponder is to send follow-up emails to your subscribers. Many email marketers do their follow-ups through a series of newsletters. You will want to try to send follow-up messages three to seven times, with each time equally stressing the importance of the product or service you're promoting. This is because most people need to be advertised more than once before they are finally convinced to buy a product or service. This also helps to establish a sense of trust between you and the subscriber.

5) Miscellaneous Services

There are some marketing services that allow you to send out emails that can't be categorized as email software, an email marketing service or an autoresponder, (though many of them may have features common to these emailing options). One example can be found through certain types of groups, with Yahoo Groups being an example. These allow you to send emails to members both via the message board and to their personal email accounts. Usually, these will only allow text-based emails.

Another miscellaneous service is Adsomatic. This service, costing only \$97, allows you to market a free online classifieds site. How does Adosmatic work? Basically, when someone visits your classified site, (which is designed no differently than any other type of free online classifieds site), they have to give their email address in order to post their advertisement. This is where the magic of Adsomatic comes in. The email given is stored in a database on Adsomatic's servers. What effect does this have on you?

This stored email is an extra lead on your subscriber list, which is accessible through your Adsomatic account. You will not be allowed to see the actual email address, but you do get to see how many emails are on your list. You also can send emails out to them. Unfortunately, the emails are text-based but they do make URLs clickable. Adsomatic also offers the option for the user to unsubscribe to the emailing list, something that if acted upon Adsomatic takes care of.

The best way to use Adsomatic is to promote your classified sites on other free classified sites. Advertise that you are offering free advertising, and you should start receiving subscribers instantly. The type of offers that you should think about promoting if you decide to use Adsomatic should be those relating to business opportunities, free things or marketing. Adsomatic offers more advertising space by allowing you to post three banners on your classified site. Two of the banners are button banners and the other one is the standard 468 x 60 banner. These banners can be graphical or text-only. As an added bonus, Adsomatic offers information regarding how many people have clicked on the banners. Unfortunately, at the present time no tracking information is offered for their emailing campaign, but the upcoming chapter will explain other methods of tracking their success.

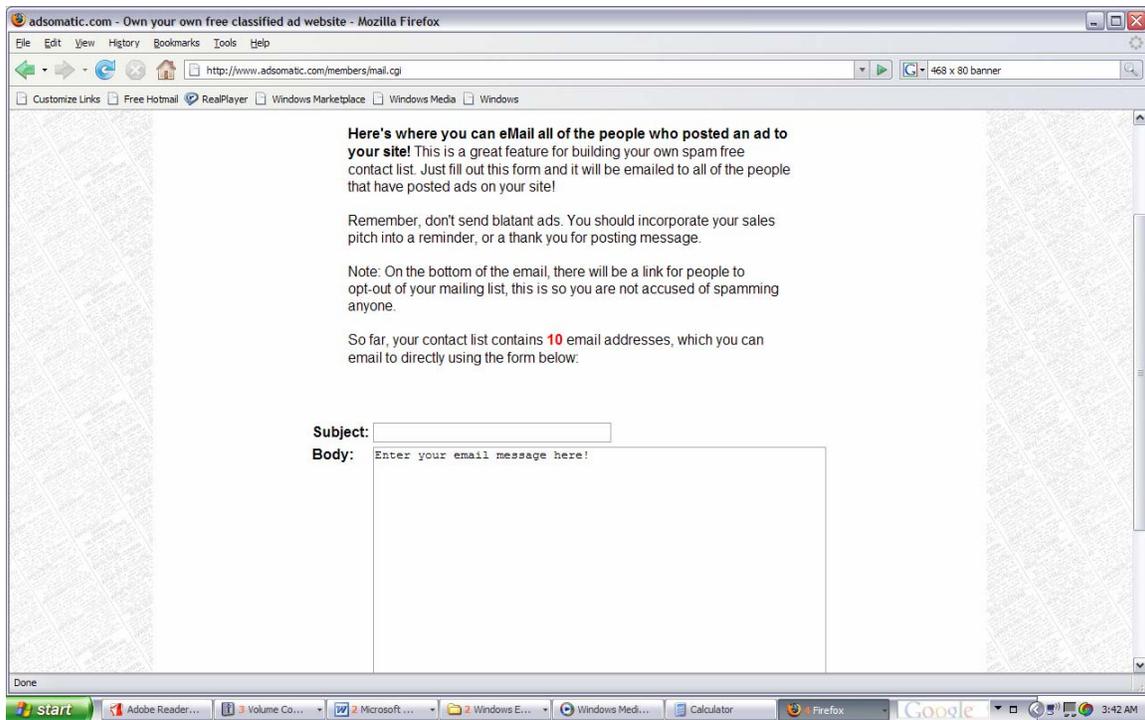


Figure 6: Adsomatic Email Screen

Chapter Four: Keeping Track of Your Results

After your email campaign has been established, you need to try to find a way to keep track of how it is working. If you're promoting an affiliate program, chances are you pretty much are covered when it comes to tracking. This is because many affiliate programs offer tracking reports in the accounts of their affiliates. Commission Junction is an example of an affiliate network that offers very elaborate tracking reporting. With Commission Junction, you can evaluate how well an affiliate link is doing over time through several types of graphs. Commission Junction also gives you a daily view of how your links are doing by letting you know how many clicks, impressions, sales and leads you've received.

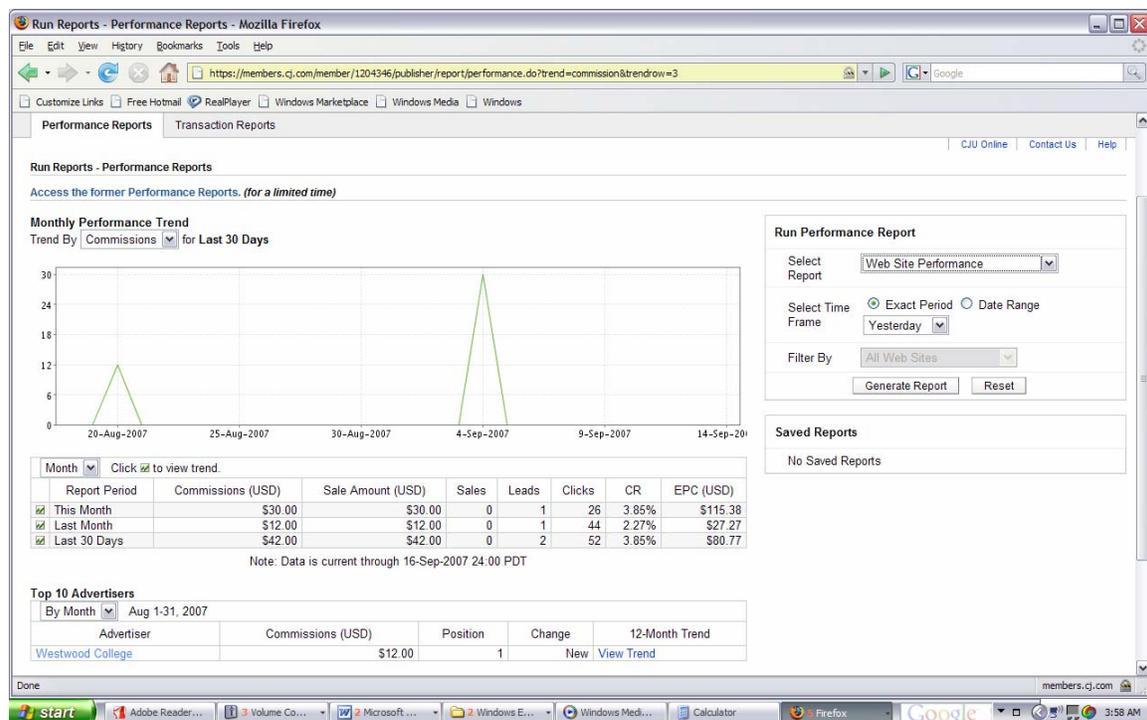


Figure 7: Commission Junction Graph

However, what if your affiliate program doesn't offer extensive tracking, or what if you're promoting your own business or service? Some web hosting services might offer an overview of how many hits your site has received, but this gives an inflated view of the real traffic your site is getting. Why? It is because hits simply refer to how many times your site has been viewed, not how many unique visitors have seen it. You also want to have some idea of where traffic is coming from. Granted, some hosting providers may provide more extensive tracking for a fee, but there are other options you can consider if you feel this is not enough for you.

1. VistorVille

Have you heard of *The Sims* or *The Sims 2*? These are a series of computer and video games in which you control electronic people called Sims. You can build them houses, make friends for them, even make them have babies. With *The Sims 2* all of this done is done in a magnificent 3-D setting. Well, what would it be like if gaming principles that founded *The Sims* was applied to tracking website traffic? You would have VistorVille, a very unique web traffic tracking service that displays traffic information in a unique visual form: that of a bustling city, complete with virtual people that look like Sims.

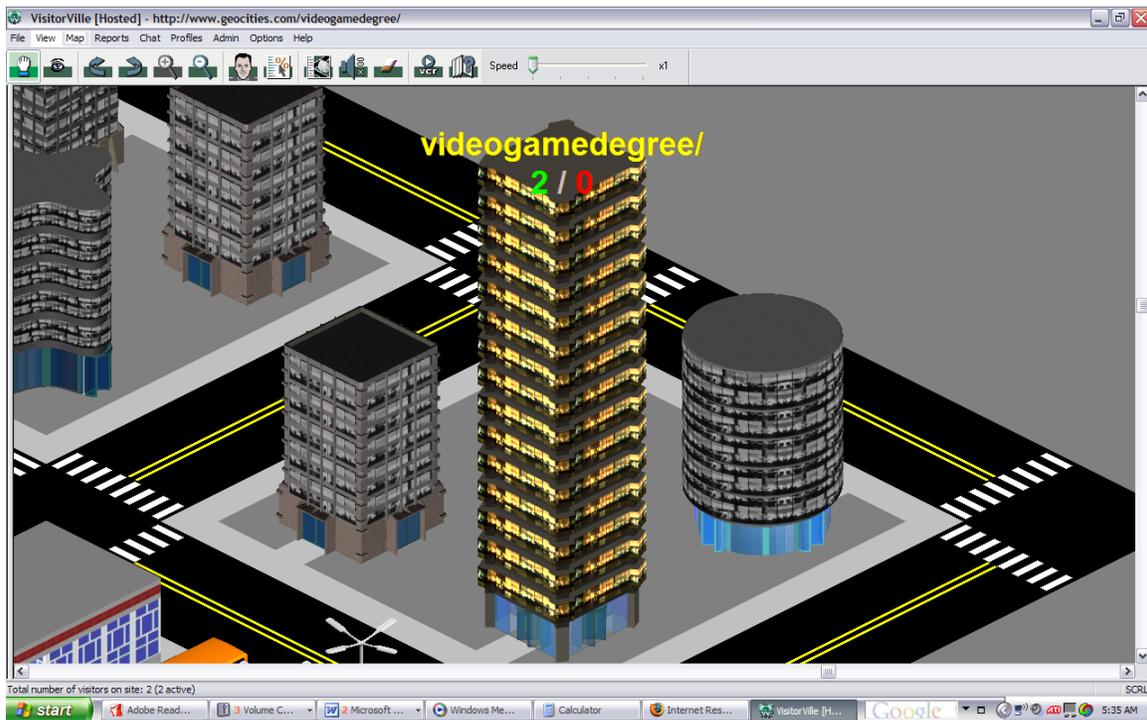


Figure 8: VisitorVille Urban View

So, how does VisitorVille work? It is a two-step process. First, you put a special HTML code on your website. This code allows for VisitorVille to track the traffic with a special counter. This counter is not visible to visitors. Then, you enter in your pages, which the program views as 'buildings.' In fact, these actually show as buildings when you log in your account. Traffic is represented by actual people who visit the buildings. They are transported to the buildings by vehicles, which represent where the visitors are coming from or if they are visiting another page on your site. Buses represent the former, while taxis represent the latter. Transportation is the same for both views, whether suburban or urban. If you want, you can also view VisitorVille in 3-D by using VisitorVille 3D, (the 2-D program is simply called 'VisitorVille').

Visitorville also lists traffic information in the 'traditional' way as well through charts and graphs. The types of information you get are many, including: detailed information about visitors ranging from what web site they came from to their nationality, how many visitors came to which page, how long a visitor was on that page and what search terms were used by a visitor to get them onto that page.

Then, there is the most unusual feature that could ever be included in a website tracking service: the ability to initiate chat with website visitors. In order for a chat session to be initiated, the visitor must have Javascript and select 'yes' from a dialogue box asking if they want to chat with you. A messenger-like chat box then pops up, allowing dialogue between you and the visitor. The downside to this is that a visitor could interpret such a session as being 'spyware-like.'

This is because spyware, (which is a type of malicious software that tracks down what a person does on their computer), often results in advertising that can be in a pop-up resembling an instant message dialogue. Other people may not suspect anything and might actually be more curious about VisitorVille, once it's explained to them that you are using this service to initiate the chat session. While you should be careful using this feature, it can be useful in establishing a more personal relationship with your visitors. Just make sure you are not throwing additional advertisements at them.

Cost-wise, VisitorVille charges based on how many visitors you receive to your website. One thousand visitors cost \$14.99 a month, while three thousand visitors cost \$29.99 a month. Five thousand visitors cost \$49.99 a month. For websites receiving more than five thousand visitors, they will have to contact VisitorVille for a quote, as they are in VisitorVille's Enterprise Plan. At these prices one can track an unlimited number of websites and web pages.

If you are unsure whether you want to pay these fees, VisitorVille allows you to try their service for free for 7 days. This demo is fully-functional, offering all of the features available with the paid version of VisitorVille. If you decide that you do not want to upgrade to a paid account at the end of 7 days, you do not have to worry about going through the work of removing the VisitorVille HTML from your websites. The service will do this for you automatically upon cancellation.

2. StatCounter

Visitorville is a great website tracking service if you want a little bit of fun associated with tracking website tracking. However, the amount of traffic it covers is low. While they do have a special plan available for high-performance sites, it can be assumed that since they do not reveal the pricing for their enterprise plan on their website, it is

probably very high. This is why if your website is doing exceptionally well and you want your website tracking options to be low-cost or even no-cost, you will want to consider using another website tracking service: StatCounter.

StatCounter doesn't have the frills that VisitorVille does, but it is still extremely reliable. Like Visitorville, you will have to put an HTML code on your website allowing StatCounter to track the visitors. This counter can be invisible to your visitors or visible... it all depends on what you want. Visible counters can be an effective marketing tool for sites where you want visitors to know your site is highly trafficked. An example could be a classified ads site... if visitors know your site is highly trafficked, they will feel more confident posting their ad on your site. Other features available to StatCounter are listed below.

StatCounter Features:

- Ability to analyze which keywords sent visitors to your site
- Detailed information about visitors including: their ISP address, what website they came from, what operating system they use, how many times they have visited the website, what resolution they are using to view your website and where they live
- Traffic information that is daily (for upgraded members), weekly, monthly or yearly
- Information on which pages receive the most traffic
- Information on which pages are used as 'entry pages', (which basically means the first page that a visitor uses to enter onto your site)
- Information on which pages are exit pages
- Graphs detailing how long visitors have stayed on your website
- Charts showing which search engines are sending the most traffic to your website
- A blocking cookie which helps to ensure all of your visits to your website are not included in the results; this can be turned off if you wish
- A world map that shows the countries from which your visitors are coming from
- Secure tracking, which is a feature available to upgraded members. According to StatCounter, with secure tracking, if you run your site through a Secure Sockets Layer (also known as SSL), your visitors will not get any security alerts.
- Custom Branding Logo, another feature available only to upgraded members. It removes Statcounter ads that are visible in your account manager. StatCounter recommends using this feature to show your own ads in place of StatCounter's, if you are using the service with several other people.
-

So, as you can see, StatCounter offers many if not more traffic tracking features than VisitorVille. All of this is done for free if you get up to 9,000 page loads a day. This means you can get up to 270,000 page loads tracked without having to pay one cent.

This is unlike VisitorVille, which at that rate could cost hundreds of dollars. The only thing you have to deal with if you use the free version of StatCounter is having to see ads in your manager account. However, that's the extent of it, as StatCounter will not display its ads on your website. Indeed, this certainly is not a big sacrifice, especially considering the extensive tracking information StatCounter is offering.

If you are receiving more than 9,000 page loads a day, StatCounter will require that you upgrade or remove their tracking code from your website(s). They will not do it for you automatically like VisitorVille, but since they are free anyway this shouldn't be that much of a big deal. If you do decide to upgrade, it will cost: \$9 a month for 1,500,000 page views, \$19 a month for 7,500,000 and \$29 a month for 15,000,000. Upgraded members get daily website tracking, secure tracking and a custom branding logo. They also get peace of mind knowing that they are supporting a very wonderful website tracking service.

As a side note, StatCounter is a perfect example of a company that has successfully generated revenue from an incentive marketing model, as they have been in business for six years. They don't seem to even rely as much on actual upgrades as they do AdSense and advertising revenue obtained from patrons who subscribe to their free service. Keep this in mind when you go about your own email marketing endeavors. Earlier this e-book focused more on creating e-books as a means of incentive marketing, but if you are a programming genius like the creators of StatCounter, you might want to consider distributing a free program instead.

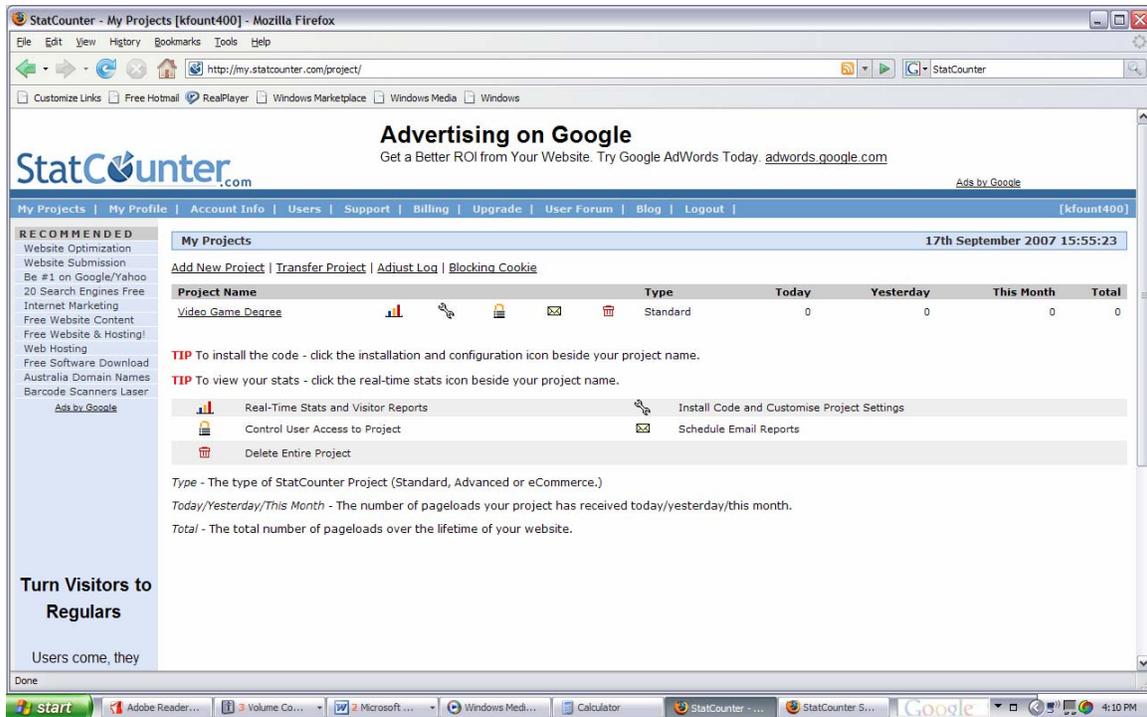


Figure 9: Stat Counter Account Manager

3. Tracking Through Email Marketing Services

VisitorVille and StatCounter are website tracking services that work well if you want to track your website or affiliate links directly. However, these services are unable to tell you exact details on your email marketing campaign. If you want to know more specific information, such as: how many people actually opened your emails, how many emails got delivered, which specific visitor opened the email and who opted out, you will need to use an email marketing service. Most email marketing services also allow you to analyze how your email list is growing, both by providing charts showing growth rate and letting you know what methods are bringing about email subscribers. The downside to the tracking available through email marketing services is that they usually do not give as detailed information about visitors as website tracking services do. For this reason, you may want to consider using the tracking ability with email marketing services in combination with a website tracking service. If money is an issue, you can always use StatCounter, if your site stats are less than 270,000 page views a month.

Chapter Five: What to Promote through Email Marketing

Congratulations. If you've read all of the information up to this point, you have a thorough understanding of how to find email addresses, how to write convincing emails, how to send them and finally how to track the progress of your campaign. Now it is time to discuss what types of programs work the best with email marketing.

You might be thinking, "Uh-oh... why didn't you tell me this in the first place? Am I wasting my time promoting my affiliate links or website?" The answer to this question is of course not. Technically, anything can be promoted with success through email programs, so if you are promoting something that doesn't fit in the recommendations of this section, don't worry about it. The upcoming information is to serve as a supplement to your existing campaign. It can also provide ideas for individuals who have just joined an affiliate network and are unsure what programs they should begin promoting.

1. Free Samples

Have you ever heard the saying that there's no such thing as a free lunch? Well, this is one of the reasons why if a person is alerted to something that is legitimately free, more than likely they will want to try it out. For example, earlier in this e-book you read about StatCounter, a web tracking service that is 100% free for traffic that contains less than 9,000 page loads a day. Weren't you interested enough to at least consider checking it out? The same thoughts you had towards this service are the same types of thoughts others can have if you present them with a free sample that is 100% free and of substantial value. One hundred percent free means that they don't have to enter in any credit card information. This is a very important point because many companies claim that their samples or trials are 'free' yet they require credit card information. Supposedly, a person can cancel if they don't like the product or trial service, but a lot of people won't feel like going through this process. Therefore, if they see something that requires credit card information, even if it is an otherwise good sample or trial, they will bypass it. The exception could be if the product or trial is something that is extremely hard to find, has received a lot of positive testimonials and is very low-cost. An example is Freelance Work Exchange, a website that offers real work-at-home job opportunities from various companies. To join, a member has to pay a monthly fee. However, Freelance Work Exchange does offer a trial membership, where a person pays only \$2.95 for a week's worth of access. This offers a high conversion for them, because their service is somewhat unique, (since most of the work-at-home sites on the Internet tend to be scams) and their trial price is cheap. Even this can be refunded if the person doesn't like the service, but most people won't worry over such a small amount of money.

2. Merchandise that is *significantly* below retail value

Auction sites and wholesalers are examples of companies that tend to offer merchandise that is ridiculously low in cost. If you are promoting one of these, or you own this type of site, you are on the right track. This is because many people are ‘impulse buyers,’ meaning that even if they didn’t initially have interest in a product, if they see that if they buy it they are getting a tremendous bargain, they might be tempted to make a purchase. It should be noted, though, that this principle only applies to general types of merchandise, such as CDs, books, video games and lower-priced electronics.

If you’re trying to promote the newly released L.G. Phillips 100-inch plasma flat screen, you might have problems. It has a retail price of \$20,000, but even a discount as high as 50% would not make the television affordable enough for the average person. If you have to promote a high-ticket item such as this, you will have to make sure that your list contains emails of people that are more likely to afford it. For example, if you create a site that talks about how to buy an island, and you get people from this site to subscribe to your newsletter, you can be assured that more than likely they would be interested in something so expensive. However, if you got your leads from a paid email service, you almost guarantee that they will not be interested in buying things that are that elaborate. So, all it takes is just a little common sense.

When you create your email, part of your content should talk compare the cost of the merchandise you are promoting with the cost of other retailers. Do this while not requiring your reader to visit the website... you can do this at the end of your email. If you need help trying to find the prices being offered by other retailers, you can use what are known as shopping comparison sites. Shopping comparison sites give information on different types of retailers, with price being one of the key pieces of info. Popular shopping comparison sites include: Froogle, Consumer Search and Biz Rate.

3. Services requiring just a lead

If you are heavily into affiliate marketing, it shouldn’t be too hard to find companies that will pay good money for just a lead. Examples of these types of enterprises include: credit card companies, mortgage companies, banks, job boards, real estate brokers, colleges, paid email/signup services, social networking sites and insurance companies. Lead promotion tends to be easier than trying to acquire a sale because leads only require a person to give information, not actually purchase anything. Leads that do not result in a future sale, (such as those with colleges, paid email/signup companies or social networking sites), do even better than those with other types of goals.

Remember, just because a program is ‘lead-based’, doesn’t mean that it doesn’t require a financial investment on the part of the subscriber. It may not be upfront like it is when someone buys a cheap piece of merchandise, but in the long run money will have to paid, often times a lot of money. That is why companies can offer so much money to their

affiliates just for leads; they know in the long run they will get their investment back ten-fold.

However, despite this leads still tend to do better because well, they often fill an intense need possessed by the subscriber. For example, many people, due to mortgage problems, need to refinance. So, if they see an email that offers information on a mortgage refinancing program that will accept people with bad credit, more than likely they will be interested. This is in contrast to seeing an email about a product or service that, even if cheap, is something they didn't necessarily need. Yet, this does not mean that you can slack off and think just because you're promoting a lead-based program, all you have to do is say "Click here." You will still need to put in as much effort as you would with any other type of program, and create email content that is intriguing and informative. This means following the P.A.S.S guidelines stated earlier in this e-book as well as paying attention to your length and formatting.

4. Informational sites requiring no action of the email reader other than visiting the website

Other types of sites that do well are informational ones that only require the reader to visit them. Wondering why even bother if you're not getting a sale or lead directly? It is because informational sites still provide revenue potential. This potential can be seen through banner advertising and pay-per-click advertising. Pay-per-click advertising are ads that, if clicked on, will generate a revenue for you, usually a few cents. Google AdSense is a very popular pay-per-click advertising program, with some members making thousands of dollars a month.

Granted, in order to see these types of results you will need to generate a great deal of traffic. However, if you place these links on an informational site, and promote this site through email marketing, you have a better chance of getting more traffic than you would if you tried to get a sale or lead directly. This is because in all reality people just don't like making purchases unless something is just that interesting. However, visiting an informational site doesn't require anything on their part. In fact, they are actually benefiting when visiting a site like this because they are obtaining information that they didn't have knowledge of previously.

If you need help trying to determine what type of information you would like to put on an informational site, you can start by using a keyword analyzer program to see what people are looking for. These programs tell you not only how many people are searching your desired keyword, but also how many people are searching other keyword combinations derived from the original one. Once you get an idea of what you should write about, you just have to figure out how to write it. In Chapter One of this e-book, you were introduced to the idea of using ghostwriters. You can revisit that idea for creating an informational site or you can obtain free content from an article directory.

There is a downside, however. With free article directories, you are required to keep the whole article in tact, which usually means incorporating whatever affiliate links the author has included. This is a major disadvantage because that link could direct your visitor away from your site, which means the potential of getting a clickthrough is eliminated. On the upside, the more backlinks you have on your site, the more pleasing it looks to search engine robots, which will tend to give you a higher rank. So, basically, it's your call. If you just don't have the time to write or the money to hire a ghostwriter, in the long run it is better to use articles from an article directory than to be forced to not create a website.

5. Dating Services

Online dating sites can pay by lead, sale or both. Those that pay per lead tend to be free ones, though paid dating sites have been known to offer them to. Usually with paid dating sites a lead is generated when a person completes their profile. You go on to earn a commission if the person decides to upgrade to paid membership, which would allow them full access to the dating site.

In terms of marketing, naturally the free dating sites tend to get more responses because they do not require any funds upfront. However, if you can write your email in such a way explaining why a paid service is better than a free one, you might be able to get a subscriber interested enough to make a sale. If this doesn't happen the first time, you will have to send them multiple emails, a tactic that is commonplace when it comes to trying to make a sale. You could also advertise the dating site indirectly, by taking them to an informational site that contains an advertisement of the site.

6. Porn and Other Types of Sex Sites

Porn and other types of sex sites are in a funny situation when it comes to email marketing. This market seems to attract many spammers, so if a person sees a subject line that suggests an advertisement for a porn or sex site, they may simply delete it thinking it's spam. Free porn sites or sex sites designed to provide information about sex in an academic, classify way, however, do get some attention. The main thing to remember if you decide to promote these types of sites is to look at how they differ from the hundreds of other porn sites already out there.

This is especially the case if the site is not offering free porn. Porn geared for women, is an example of a unique type of porn that just on originality alone could get result in sales. However, don't confuse porn 'originality' with something that is lewd, tawdry and illegal. An example could be child porn. Not only is it morally and ethnically wrong, but if you get caught promoting it you could go to jail.

Indeed, not everyone will feel comfortable promoting porn in their email marketing campaigns, but as the old adage says, sex sells. This is one of the reasons spammers like it so much. Of course, you don't want to be like them but you don't want to overlook a potential gold mine either, especially if your website or affiliate program was sex-related anyway. Basically, go on your conscience on it... as long as you are promoting porn with actors 18 and over, you are not doing anything that is against the law.

7. Money-Making Opportunities

Money, like sex, is also in an unusual situation in the world of email marketing. It generates a lot of interest, but is dominated by spammers. There are also many, many scams that can be found in this arena. Many people may open an email about a money-making opportunity just because they are curious, but if they see they have to pay a fee, (which is the often times the case even with legitimate money-making opportunities), they will think it's a scam and delete it.

Therefore, the best way to go about promoting money-making opportunities is first see if it's legitimate. The best way to do this is to test it out before promoting it. If it's not legitimate or it takes so much work to make money, you know not to promote it. However, if it does bring a few dollars into your wallet, then you should consider advertising it among your subscribers. You will want your email content to consist of a testimonial. People are intrigued if they read a testimonial that seems honest and heartfelt. If you can give a company a good recommendations because of your experiences, then maybe they can take a 'risk' and at least visit the website.

If you find that you are getting results with using your own testimonial, you may want to go a step further and collect other people's testimonials. You can do this by asking them directly in your series of emails to them, or by asking them to post their experiences through a text box on a website. Make sure you provide some provision that you can use their testimonials in future advertisements. This includes whether or not you have permission to post their contact information, (most marketers will provide the email address and the first name). If you're asking through a website, you can simply provide a checkbox asking them if this is ok. If you're asking them directly in an email, just ask them and wait for a response.

Once you get the approval you need, use their testimonials on future websites promoting whatever money-making opportunity you are promoting. You can also use them in your email marketing campaigns. Your testimonial in combination with several others should generate enough interest among subscribers to at least open your email. They may even be powerful enough to result in a sale... it just depends on how convincing they are. If some of your testimonials provide contact information, your advertising campaign might

be even more effective, since prospects can ask them directly about their experiences with the money-making opportunity. Remember, if you do provide contact information, try to make sure the emails are hyperlinked. When emails are hyperlinked, they will bring up the reader's default email program. The email address will automatically be posted in the address section, making emailing that person just that more convenient.

8. File Downloading Sites

File downloading sites come in two varieties: those that share files, (known specifically as peer to peer or p2p), or those that store files on in a database, such as Napster. The latter are commonly used for downloading legal copies of songs, movies while the former are notorious for allowing people to download illegal copies of songs, movies, video games or even books. When it comes to website promotion, more than likely you will find affiliate programs for the more 'accepted' file downloading sites since many peer to peers tend to be free. However, there are peer to peers that allow their users to upgrade to paid versions of their services, so you can still see affiliate programs for them.

Does it seem that logically only the free peer to peer filer downloading sites would make better conversions than paid ones? In all honesty there are some people that would be drawn to the thought of downloading 'free' songs, movies, video games or books, even if it is considered piracy. These folks do not view doing such things as stealing, though in reality it is. There are other people that use peer-to-peers to download legitimate files, such as abandonware or music or movies created from independent artists. It all depends on what you consciously feel is right. At the moment legally nothing has been done against peer to peers or their affiliates for illegal downloading done on their networks.

What about the conversions on paid file downloading sites? You would be surprised that there are more than you might expect, since these sites are starting to become more popular. Many people don't like the thought of committing piracy, and even among those where that isn't an issue, there are still a lot of disadvantages to using peer-to-peer networks. The files you intended to download often times end up being something else. Additionally, it can take a very long time to download files from a peer-to-peer service... sometimes even days. If your download gets cut off for any reason, you will have to start the process all over again. This is not the case with legal downloading sites. With these sites you always get the file that you wanted to download. In terms of time, while even paid download sites will take a little while, usually it is not as long as it would be with a peer-to-peer site. Lastly, the paid file-downloading site offer a moral peace of mind, as people know they are having access to their files legally.

9. Movie & Video Game Rentals

Almost everyone is entertained by movies, and a growing number of people of both genders are becoming entertained by video games. This is why if you are promoting an

affiliate that offers low-cost movie or video game rentals you are sure to get a lot of conversions. Most of these offer a trial subscription to entice people onto the site. This puts you as the marketer at a disadvantage since people don't like having to use their credit cards. However, in this instance what is being offered is so convenient that for many it might be worth trying it out, even if they have to use their credit card.

10. Diet Products

Dieting captures the attention of a large number of people, especially women. Even women who consider themselves 'normal' weight often feel compelled to at least tone up. So, if you can find an affiliate program promoting diet products that actually work, you should be able to get a lot of conversions. Testimonials work great for diet products, though they are not as essential here as they would be for work-at-home opportunities. People don't mind taking a risk on a diet product, as long as they feel that risk isn't going to put their health in danger. The best diet products to promote are again, those that can provide a free sample without requiring credit card information.

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You have reached the end of this e-book. At this point you should have all the knowledge necessary for creating a successful email marketing campaign. Once your email campaign has commenced, keep in mind that it may take a while before you get the results you want. However, you will find that being patient will be worth it once you are making thousands of dollars from the comfort of your home.

