



EMAIL MARKETING PROFITS FOR BEGINNERS

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FOR BEGINNERS



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DO YOU KNOW?

You Can Become a Profitable Marketer

By Mastering 3 Simple Steps

As you read this book you will learn the 3 Steps that will **secure your future and financial position.**

With these 3 Steps you will be able to build a good list of hungry subscribers that will be eager to purchase your product or service.

You will be able to share with your List, your latest ideas that will help them solve their problems as well teach them how they can follow you in building a profitable business.

You learn the importance of, and power of, an email list.

You may have heard that using Social Media is where the money is but this is not really the case. No, with Email Marketing you are able to in simple steps build a Profitable List where you have complete control.

When you send to an email to your List, you can captivate your audience with a simple email. You can contact them time and time again. As long as you treat them right, your subscribers can continue to be a goldmine for many years to come.

Every day, thousands of Online Marketers are transforming their mailing lists into powerful cash funnels, using these **3 Simple Steps** and quite often, they don't even have their own products!



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THE STEPS FOR BEGINNERS

One of the most important things you can do as an Internet Marketer is to build a Targeted, Responsive List within your market.

A List provides you with the instant ability to connect with your target audience. You can build a relationship with your subscribers, establish credibility in your market, as well as maximize your income faster and easier than many other marketers.

If you are new to List Building, rest assured that it's an amazingly simple process and there are many ways that you can start collecting Leads quickly and easily and are absolutely free.

Turning your Email List into a passive income money maker isn't as difficult, or time consuming as you may think. Online Marketers are transforming their Mailing Lists into powerful cash funnels.

While many guides will tell you that it's important to build your list up before you begin to monetize it. This special report will make it easy for you to start making money with your subscriber base even as you're just starting out.

Because the truth is, the **money really is in the list.**

I know, you've likely heard that phrase more times than you care to count, but there's good reason for it. It's simply true.

Email marketing isn't just a rock-solid, evergreen method in which to build an online business, it is also one of the easiest ways to maximize your income. Even if you're just starting an online business with little experience, history, or outreach.

Email marketing offers many other advantages as well, including:

- You'll be able to quickly position yourself as an authority in your market, even before you ever launch your own product line.

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- Building valuable connections and relationships within your market will help you learn more about your audience and what they are most interested in. This information is incredibly valuable, especially when it comes to knowing how to best monetize your list with affiliate offers, or your own line of products or services.
- With an email list, you'll be able to generate passive income easily by powering up your email campaigns with high-quality content that your audience will love, combined with attention-grabbing offers that convert.
- You'll be able to set your income on complete autopilot by creating a marketing strategy that automatically sends out fresh content and relevant offers to your subscribers every month.

With these **3 Steps to Email Marketing** you will build a tribe of your own, dip your toes into the waters of affiliate marketing, test out different platforms, and generate valuable feedback that will help you create a bestselling product of your own.

There are very few opportunities that can match the profit potential and incredible benefits of Email Marketing!

In this special report, we'll show you how you can join the ranks of successful List Builders quickly and easily, while increasing engagement, building your tribe, and positioning yourself as a thought leader in your market.

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THE 3 MOST IMPORTANT THINGS YOU NEED TO KNOW

As you read through this report you will learn what are the 3 most important steps you need to take to become a Profitable Marketer.

At the heart of this method is the principle of the **Profit Cycle**.

The Profit Cycle



The **Profit Cycle** has three parts: -

Build: -

Send: -

Profit: -

So, let's get into the heart of getting you set for building your own profitable business...



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BUILD

In order to build a List, you need to develop a landing page or squeeze page that showcases the benefits a subscriber will receive from accepting your offer.

Your squeeze page also displays an opt-in box that your subscriber will enter their name and email address to subscribe to your Mailing List.

Your squeeze page can be as basic or as detailed as you decide to make it. Just keep in mind that you need a compelling headline that clearly showcases the benefits of your list and speaks directly to your visitors.

One of the easiest ways to entice a visitor into becoming a subscriber is by offering some form of incentive, such as a free report, e-course, or eBook.

You should also create a bullet-point listing of benefits, as well as highlight the incentive offers or giveaways that you are offering to those who subscribe.

Make sure that your opt-in box is displayed above the fold, and that the sign-up process is as easy as possible. You want people to simply enter just their email address to be added to your List, so don't make it difficult!

You want to build Targeted Lists, rather than generic ones and so by offering content that is tailored towards what your subscribers are interested in, you'll be able to 'qualify' subscribers, ensuring that your list is not only targeted, but responsive.

A Page Builder for your Opt In Page is a tool you will need. There are many products that you might choose but just for now know that you will need this tool to start.

I have a **special offer** later so don't worry about this now just keep reading.



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SEND

Here is the fun part.

This where you get to show your potential client just what it is that they will receive when they accept your offer.

The Email that you have to send to client will be best sent by an Autoresponder.

What is An Autoresponder?

This is what makes Email Marketing so exciting, because all you need to do is to load your email into the Autoresponder. After you set the time and list to send it to, all the rest is done automatically.

Getting an Autoresponder is straightforward, and most are simple to use. It is another tool that you should have as it allows you to be in full control of your marketing.

If you don't have an Autoresponder then there is a way to send your Email through a **Solo Ad Provider**, more about this later.

Your Email will in most cases be directing your client to your Optin Page, previously mentioned above. Although sometimes you will just send an Email with some Free Advice, Training, or just saying 'Hi'.

The **Subject** and the **Body** are to two main parts of your Email. Getting this right is art of good Marketing. You will get a chance to have this all done for you later in an [Offer I have for you below](#).

The subject is what catches the attention of your client, so it needs to be to the point, on target to their need, and not be too long, so, they will open your Email.

The Body is where you explain what they will get. How it will solve their problem. Make them become whatever it is that you are selling.

This copy (the words in the body), needs to be clearly targeting the main point of your offer. The length can be short as long as it explains all that you want to get across and have a good "Call-To-Action".

Your link to the Optin Page. - See the [Offer I have for you below!](#)

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PROFITS

You want to be an Internet Marketer to make money, a profit.

So, how do you make this happen?

As I have mentioned above it is the way you ‘craft’ your **Email**, the **Subject**, and the **Body** of the email that you send out will make the difference between success and failure.

Don’t be alarmed because my Offer will enable you to succeed.

Here are some simple points that will learn.

- How to find Profitable Offers that you can use in your Emails.
- How to get attention of your clients by a list of good Headlines and Points to place in your Emails.
- How to avoid using long sentences or paragraphs as this makes for cluttered reading and loss of attention to the point.
- Use short broken lines....
Make for Attention grabbing too.
- How to make you email stand out by making your lines about 72 character long, like this...

If you want to make Money on the Internet then you should get this...
FREE BOOK!

- Learn where to have the link that you want as your “Call To Action”. It is good placed about 1/3 to 1/2 way down your copy and at the end as well. - There is much more which can be said here but getting started is the most important part.

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Your **Optin Page** is the next place where you want clear ‘copy’ and not too much detail.

You want your squeeze page (Optin Page) to be attractive, but more importantly to resonate with your target market.

This means you’ll want to spend some time coming up with a powerful, attention-grabbing headline that instantly tells your visitor what’s in it for them.

Most people in your market have probably already seen the same offers being featured on squeeze pages. So, having incentive offers such as Reports, eBooks, or Email-based Courses these are often used to motivate visitors to accept your Offer.

Here are a few ideas that are proven to work:

- Use a checklist with the steps they need to take achieve their goal.
- State that the Report will be available in downloadable PDF format and be delivered immediately they join your list.
- By having subscriber only offers make your client feel special, and you’ll be able to quickly build a highly-targeted mailing list in no time at all.
- Give them a step-by-step action plan relating to they will achieve their goal.

Another thing to keep in mind is that you want to cater to the majority of your market, rather than a smaller segment, so you can maximize subscription rates.

The most important thing is you keep it clear what you are asking them to do.

My Offer: - [Get The Beginner Action Steps HERE.](#)

Hand-Held Training, Free Stuff, and other offers...



LAUNCHING YOUR BUSINESS

So, what are the Steps to Launch your New Business?

1. Decide on the market or 'niche', that you are going start sending you emails to. There are so many 'niches' that this can be quite daunting. It is better for the Beginner to look to Market to most popular 'niches.' There are about of 4 or 5 that fit this group: - Health and Fitness, Online Marketing, Relationships, Home Improvement, and Animal Training, just to name some.
2. Now you need some Tools to get you started.
 - * An Autoresponder
 - * A Page Building Software
 - * And may be want get your own Web Site

First I suggest you get your Page Builder because when you have your Optin Page built you will know where it is loaded on the Internet, then you are able to write your emails with the 'address' link, and know how you are framing your 'copy'.

[I use this Page Builder.](#)

Second the next thing to get is your Autoresponder. These can be Free or Purchased. I suggest purchasing one because the free ones can limit your ability to conduct your business properly. As a start choose one that is basic but has good features.

[I use this product for my Emailing](#)

Third Get your own Website, a Domain that sets you apart from all the rest. Having your own Name as a Domain is a good choice. It is important to 'Brand' yourself because you are in fact sell yourself when you start out in Marketing. Having your own Website allows you have personalised Email Addresses that you can use for different Marketing Campaigns.

[Here is the Web Hosting Company I use.](#)



3. So, you have your Page Builder, your Autoresponder and have your Own Domain.
“How do I get this thing started?”

Well I talked about using your Autoresponder to send to your **List**. But if you don't have a **List** that you are stuck!

No! **Getting Traffic** to your Autoresponder is how you will build your **List**. There are several ways to get this **Traffic**.

Free Traffic and Paid Traffic,

So, let's start with *Free Traffic*. This type of Traffic can take time to get the results you want. It can be done but it takes your time and depending on how you value your time, this may not suit. **See Resource Page for more Info:**

Paid Traffic usually gets better results as long as you choose the right way of doing this. Here **Solo Ads** come into their own because you are paying to borrow someone else's List to send your Emails to. [See Resource Page for More Info:](#)

Facebook Ads, You Tube Ads, and there are a number of others but with these you do need some experience, so you don't blow you money.

4. Now you should have all you need to get started. This is just the basics, so you know what is involved to get a Profitable Marketing Business up and running.

Jump to the Front of the Que – [Check Out This Offer!](#)



ADDING TO YOUR PROFITS

Once you have got the basics and you are making some money, then it is time to adding to your Skill of Marketing.

Here are a number of different variations that you can try once to feel secure.

1. You can generate traffic to your website and recruit new leads just by participating in giveaways.

Giveaways allow contributors to offer a gift to visitors in exchange for each member joining their list. It's a great way to build your lists quickly but keep in mind that "freebie seekers" aren't always the easiest to later convert into buyers.

Still, it's a simple way of jump-starting your list activity and giving you the opportunity to gain experience from sending out broadcasts, split testing campaigns and developing a relationship with your list.

2. Become Active In Relevant Forums

Forum Marketing is an effective strategy for driving in fresh traffic to your squeeze page and building your List, but it also helps you build brand awareness in your niche market.

By being an active member of relevant community forums, you can spread your marketing message quickly, while finding potential joint venture partners and networking opportunities.

Just make sure that you include a direct link to your squeeze page in your forum signature (when permitted) and that you do your best to contribute quality, and useful information that



will add value to the community.

3. Become A Guest Blogger

You can offer to write posts or update content in exchange for a prominent link on the blog, directing readers to your squeeze page.

As a guest blogger, you'll also be able to build credibility within your niche market, while "piggybacking" off of the popularity of the blogs you are writing on.

Your posts should always be unique and provide quality information that will genuinely help those reading your articles.

To find blogs that accept guest blogging contributions, run a search through Google for "your niche+guest blogging", replacing "your niche" with your primary keyword.

You can also search using the following queries:

[site:blogdomain.com] guest post

You can also contact the administrators of blogs you frequently visit and ask them if they accept guest bloggers.

Become familiar with the blogs content and writing style so that you can retain consistency when submitting your own guest posts. Administrators are far more likely to accept your contributions if they match the existing content and quality of their website.



RESOURCES

1. [Get a Page Building Program Here.](#)
2. [Get an Autoresponder Here.](#)
3. [Get Your Domain – Website Here.](#)
4. [Get Ready-Made Email Templates Here.](#)
5. [Get a List of Sols Ads Vendors Here.](#)
6. [Get The Whole Package with Special Offers Here.](#)
7. [Get Other Offers Here.](#)