71+ Effective Ways To Get Massive Results With Email Marketing!

– How to get 150+ targeted subscribers to your email list every day, for free!

By Dennis Roberts

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3 71+ Effective Ways To Get Massive Results With Email Marketing!

Table of content:

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Why do email marketing in the first place?

Email marketing is the practice of using email in the marketing communications.

It covers every email sent to a potential customer.

To be more precise it includes:

- Sending direct promotional emails to try and acquire new customers or persuade existing customers to buy again.

- Sending emails designed to encourage customer loyalty and enhance the customer relationship.

- Placing your marketing messages or advertisements in emails sent by other people.

It is somewhat similar to sending mails, a newsletter or e-zine or placing advertisements on a magazine or newspaper.

But now a question strikes our mind, why do email marketing? What is so good that it has to offer?

Let us start with the answers of these questions.

Email marketing is very effective because of the following features:

- Sending email is much cheaper than most other forms of communication.

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Email lets you deliver your message to the people (unlike a website, where the people have to come to your message).

- Email marketing has proven very successful for those who do it right.

Nonetheless, we can not overlook the benefits of mail marketing which are mentioned below:

- It allows targeting.

- It is data driven.

- It drives direct sales.

- It builds relationships, loyalty and trust.

- It supports sales through other channels.

- Email marketing is an extremely cost-effective marketing tool.

- It increases your sales conversion.

- It generates repeat sales.

- You can up-sell and cross-sell products and services.

- You can get valuable feedback from your visitors.

- It can also help to generate offline purchases.

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Modern email marketing services and solutions support database integration, segmentation and various other tricks and techniques for improving the targeting of outgoing messages.

Responsible email marketing is based on the idea of permission.

Always keep a few things in mind while opting for email marketing.

- Make sure your emails reflect your brand, through your content, language, tone, imagery and colors.

- Your email campaign may also be an opportunity to manage and further enhance your relationships with your customers.

- Your content should be helpful and bring a lot of value.

Email marketing gives your brand an edge in a tough market. Daily, weekly, or even monthly emails will keep your brand in your target consumers mind.

As more and more of the population begins to use email, email marketing will become a standard in the marketing industry.

If you run a conventional offline business you can use email marketing to drive foot traffic through your door.

Finding another marketing method that comes close to all the benefits that email marketing offers is nearly impossible.

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What is an Autoresponder?

If you've reached the point of exhaustion trying to keep up with answering the mountain of emails that threatens to bury you alive every single day, you're ready to learn about autoresponders.

The bad news is that people expect prompt replies to their email inquiries.

However, unless you can figure out how to work continual twenty-four hour shifts, or hire enough people to constantly monitor incoming emails (while they're eating up your revenue), you have a problem.

The good news is an autoresponder is an inexpensive – or even free -method of quickly responding to emails.

What these programs do is automatically respond to incoming emails as soon as they are received.

Emails are essential to your business for many different reasons. Most importantly, these invisible email voices give you their feedback about your website – for free!

However, if you spend all your working hours answering these emails, how are you supposed to run your business?

The answer is simple: use autoresponders. Autoresponders are programs that automatically respond to your emails without you so much as having to click on your mouse.

There are a number of good reasons why you need an autoresponder besides just answering your email.

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For example, autoresponders can be used if you need a way to send information about your services or products, price lists, or if there are repeated questions asked across large numbers of emails.

Maybe you want to offer your site visitors a special bonus of some kind, such as advice or relevant articles. All of this can be handled by an autoresponder.

Additionally, you can advertise your business and then build stable relationships with your customers by using autoresponders.

Autoresponder programs vary from software that runs with your email program to a specialized script that runs on your web hosting company's server.

This kind of script may use a web page form or simply operate with your email account. This kind of script is programmed to send out a standardized message whenever an email is received.

The message is sent to a particular script or email address.

Some autoresponders can do more than simply send out standardized messages. They can send out an unlimited number of follow-up messages sent at predetermined interval of time.

For example, you can set your autoresponder to send out a new message every day for as long a period as you desire.

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There are numerous companies who offer autoresponders free of charge. Your website hosting company often provides autoresponders as a free service.

If this is not the case with your web hosting company, there are numerous companies who offer this service for a small fee, or free of charge, providing you attach an advertisement for their company to your emails.

To personalize your autoresponder messages, you can attach a signature. Signatures in this case are much like business cards. You can include your name, company, all your contact numbers and addresses, and a brief message.

It's a good idea to attach a signature to every email that is sent out.

This works as a repeated reminder of your business identity every time a customer sees it.

The more they look at your signature, the more likely your company will spring to mind when your particular service or product is needed.

You can create a standardized signature that every employee in your business uses, or you can go wild, and let every staff member create their own personal signature.

Of course, like everything in life, there are some rules and guidelines to creating a personal signature.

Keep the length of your signature between four to six lines of text, with no more than 70 characters in a single line.

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Make sure that your email program does not cut off your text!

The content should include your name, your company name, your email address, fax number, and any other contact details, such as 800 numbers.

Lastly, always include a short personal message about your company. It should be a subtle sell of your services or your products, and possibly your company's reliability and longevity.

Another specialized use of autoresponders is to create courses that you can then offer your site visitors for free.

You must choose a topic in which you are an expert and that precisely targets your potential customers.

Once you have carefully chosen your subject, divide it into a number of different sub-topics. Then offer your site visitor a free 10 or 15 day course, each day offering a different sub-topic.

The first topic should always be a welcome message to your site visitor and an explanation about what is to follow.

Your explanation should be enticing, getting the point across that you are offering free, quality information that your target audience will find of great value.

With every lesson, include the number of the lesson, the topic title, information about your company and its services or products.

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At the end, include a few blurbs about the next lesson to entice the subscriber to continue on.

Make sure each topic is packed with essential and valuable information, and leaves the visitor lusting to know more. Otherwise, you may lose them in the very beginning.

Of course, you have to write up your course before you can offer it.

Once you have done this, and gone over the material carefully, employing a professional writer or editor if necessary, you must transfer your text to your autoresponder.

There are a number of free autoresponders you can use, the best one is called MailMunch.com.

Or go onto Google and you will find a long list of free autoresponder companies. Then sign-up for your chosen autoresponder.

Once you do, you will receive instructions as to how to set it up and transfer your text.

Email is an excellent marketing tool; it is inexpensive and it is fast. Use it to advertise your business by choosing your email address carefully.

Your website should contain different email addresses for different contact requests.

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For example, use info@yourdomain.com for information requests, or sales@yourdomain.com for questions about sales.

It's a good idea to set up one for the owner, such as webmaster@yourdomain.com.

This presents your company in a personal, approachable light and insures that direct contact is provided.

Autoresponders are an effective and powerful marketing tool, allowing you to make contact with thousands of potential customers.

This is an invaluable asset considering how many potential customers you usually have contact with before you make an actual sale.

Writing email with a purpose

How many times have you seen it? You open your inbox just to see another long, seemingly endless list of emails.

You cautiously open each one, giving some of them 10-20 seconds of a quick scan. If something captures your interest, you read on.

If not, its a quick click (delete key) and you move on.

If this is your pattern, you are not alone. This scenario is repeated by thousands, if not millions of internet users each and every day.

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Knowing this pattern makes the job of internet marketers even more difficult.

Our ability to cultivate and retain any significant numbers in a downline is directly determined by our ability to maximize these precious few seconds of reading time.

Have you got what it takes to write an email and get the replies flying in?

Most of us send out emails almost every day. We do it all too often with out carefully thinking about it. As a result these emails are often written and sent out less than perfect and fail to produce the desired result.

The purpose of sending out mass email is usually intended to attract visitors to view a website rather than make a sale, therefore it is important to take your time and define your aim precisely before writing the email.

Here are a few hints to help you along the way:

- Keep it simple and brief.

- Avoid using long or technical words as some people may not understand them.

- Do not use three words where one will suffice.

- If the email is long and full of waffle boredom will set in and without a doubt it is likely to be deleted before reaching the end of it.

- The opening paragraph is vital.

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If it does not click with the reader right away you have wasted your time sending it. It's true that even the best writers spend time editing and rewriting their articles and emails.

Start with an eye catching headline. It might be a question or statement. You must grab their attention right away.

Make sure to look at it from your readers point of view, is it forceful enough or exciting to make you want to read on and discover the end result?

Headlines hook prospects and lead them to the next line. There you start to build their interest to ensure they read the next sentence… and each subsequent one.

You might even find it is worth offering a free gift or a monthly newsletter that would help their business. There are plenty of free e-books on the web that you can give away.

If the intention of your email is to make a sale then offer a guarantee or a full refund. This should dispel any fears they may have.

A cheeky way to test out your email is to send it to a couple of friends who are interested in business, add a message at the end of it and ask them to email you.

If you don't receive a reply, take it as a sign that perhaps your email was discarded before they made it far enough down the message, to get your message.

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When this happens it is a good idea to edit your email and remove any unneeded text before sending back out to your master list.

The exact techniques and methods you use will vary depending on personal preferences, product differences, market circumstances, etc.

However, the basic approach is to make sure you give it some advance preparation and work, before sending them out. You will be pleasantly amazed at the difference it makes.

Subject Lines: What You Shouldn't Do!

The biggest challenge with email is getting people to actually open the message!

Many people delete messages without ever opening them.

So, how do you avoid ending up in the electronic equivalent of File Thirteen?

<u>The answer is</u>:
By using a good choice of wording in the subject line.

The subject line is the field that appears on your screen somewhere below the To field when you are creating a new message.

On the recipients screen, the subject line is one of the only fields that the recipient can read without opening the message.

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Typically, the other fields are To, From, Date Received, and Date Sent.

The Gatekeeper:

The purpose of the subject line is to allow the reader to see at a glance what the message is regarding.

The subject line is vital! Its arguably the most important line you write in an email. Why?

Because it serves as gatekeeper, determining whether the message is viewed by the recipient. It doesnt matter how wonderfully youve written the message, if that message isnt opened and read.

The better job you do of crafting a subject line, the better chance you have of getting your message opened. So, how do you write an effective subject line?

Leaving It Blank:

Leaving the subject line blank isnt an option because many people won´t open messages if they dont contain a subject.

The recipient may not take the time to open a message if he/she doesnt know what its about.

Also, the onslaught of vicious email viruses has caused people to be cautious, as well they should be.

Many programs will give you a warning box if you try to send a message without a subject line.

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This protocol in many email programs is in place to warn you that leaving your subject line blank is not a good idea.

Avoid Hi!:

Typing the word Hi or the word Greetings in the subject line tells the recipient absolutely nothing.

This lack of information might be acceptable for email messages youre sending to friends.

However, when youre corresponding with customers and colleagues, remember to include a relevant subject line.

Keep in mind what to avoid when typing your subject line. Then, youll be well on your way to sending emails that are opened and (hopefully!) read.

6 Eye Grabbing Subject Lines That Deliver Results

Your subject lines plays a crucial role in any email campaign ads whether you're using safelists, autoresponders, ezine solo ads or any opt-in list where email is involved.

Your subject line will make or break your return on your investment so make sure you get their attention first.

Here are six headlines that have worked for me in the past which I'm sure will work for you too.

The technology will always change but peoples desire to succeed and curiousity will not.

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#1. Promote Your URL Here – Free!

For whatever reasons, I've had so much success using this subject line when promoting free classified sites, safelists, and those viral ad boards.

#2. Hi, My name is Paula!

This works simply because it raises prospects curiosity. I'm always a sucker for this subject line. Who's this Paula anyway? I've had success with this using ezine solo ads.

#3. I need your help, please?

There's something about being a human, always wanting to help another human being, It's hard to explain, it just works.

#4. Bob, I haven't received your shipping address yet.

What! my shipping address? Why do you need my shipping address for.

This particular subject line really piqued my interest. If you are sending post cards to your members or prospects, this will improve your sales especially if you personalize it.

#5. How my site got listed #1 on Google, for free!

This one made several [sales from EasyHits4U traffic exchange program](#) when I was promoting an affiliate program about search engine e-book.

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Even made more sales with ezine solo ads using the same subject line.

#6. Paul, Please accept my sincerest apology.

When I saw this subject line from an email, my first reaction was, "who/why/what are you sorry about?…huh?" Exactly it got my attention and my curiosity.

The sender was apologizing for not sending that email sooner which was about a new traffic exchange program. Good grief.

In conclusion, make your subject line so compelling that it's almost irresistible for your prospects not to open the email message.

If you can hypnotize your readers with cleaver subject lines, you are half way to making a sale.

Also when people can recognize where that email message came from, that will help getting your email message open as well.

Don't use fake names, use your real name instead.

Of course, I am not recommending that you use any of these headlines if they are not true in relation to the content of the e-mail message.

If you rely on deception in e-mail marketing, all you will do is tarnish your reputation and your credibility.

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What Is So Great About An Email Follow Up?

If you are in business, any kind of business then it is important for you to learn how to make the customers and clients happy.

The first rule of doing this is to make them feel listened to and appreciated and the easiest way to do that is to use an email follow up every tie you get a message form one of them.

This can be done in one of a couple different ways, it does not matter which one you choose as long as you do choose one kind of email follow up.

These days the most common kind of email follow up is the autoresponder kind.

With this kind of email follow up you will use a special kind of software program, one that will take all of the hard work and wasted time out of having to send follow-ups.

With an autoresponder service all you have to do is tell it what to say when someone sends you an email and it will do it to perfection every single time. This is the easiest and the fastest way to deal with email follow up.

There is only one drawback to an email follow up sent with an autoresponder service software program and that is that it is not at all personal.

The same message will get sent to every single person that sends you an email to that address.

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That is why it is best to use these kinds of email follow ups simple as a first resort.

It will let the clients and customers know that you will get back to them in a certain amount of time and that you did actually get their message in the first place. This is important to people so make sure to do it right.

Then when you have the time you can get back to them with a more personalized email follow up.

This can be in response to their questions or problems or it can just be another email follow up letting them know that you have not yet solved the problem but you are working on it.

If you have any sort of timeframe you will want to put it in this email follow up in order to put the persons mind at ease about what is going on.

There are all kinds of reasons for people to use an automatic email follow up and not automatic email follow ups.

What you have to do is learn when which kind of email follow up is most appropriate and which ones are going to make people more mad at you!

Different businesses require different kinds of responses so talk to some of your peers in business, what do they do and what works for them in terms of email follow up.

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You should also ask them what has proven disastrous, perhaps that way you will be able to avoid making the same mistakes as they did, that is always nice!

The 3 Most Important Things You Must Do to Keep Your Opt-in List

Having an opt-in list is not just for sending subscribers your promotional newsletters or catalogs.

Your opt-in list should be used to build a relationship with each and every person who joins your list, but you must do your part to show respect to those who do decide to subscribe.

As with everything, there are numerous things you need to consider in order to avoid some complications associated with email marketing.

While there are so many ways you can get people to subscribe to your list, there are also a few things you must do to avoid those same subscribers from wanting to be removed from your list.

On top of that, you also want to avoid any problems with the law and/or your internet service provider or ISP (Internet Service Provider).

There are now quite a few laws and regulations in place that are designed to help protect the privacy of the internet users from spam and unwanted emails.

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The use of Email in business has become extremely popular because of the low cost and many company's have seized the opportunity by flooding people's email accounts with unwanted promotional mail.

But, with an opt-in list, you don't need to worry about sending unwanted emails because people have chosen to subscribe to your list; they WANT to receive the newsletters and promotional materials from your company.

They have consented to being on the list by subscribing themselves.

There are times when an email account has been provided by someone other than the real owner so don't forget to put an unsubscribe link in every email you send to your opt-in list.

This will help to avoid any confusion and offer an easy way for your subscribers to opt-out whenever they want.

It is important that you keep your list clean and manageable by using the many tools provided by either your software of choice or the email/autoresponder host you use for your opt-in list.

Don't worry, the investment you put into your email marketing campaigns is well worth it as you gain a much wider and far more targeted audience that will in turn increase your sales and bring in the profits you are looking for.

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So now you need to ensure that both your business and yourself are protected from those potential problems associated with email marketing and stay in the good books with both the law and your ISP.

Keep your operation legitimate and clean. Your reputation as a legitimate business person and a legitimate website or blog depends on your being a straight and truthful marketer.

Here are three things you MUST DO to keep your email marketing on track and out of trouble:

#1.
Take notice of those unsuccessful sends. These are the emails that bounce.

Bounced emails, also known as undeliverable messages, are those messages that, for whatever reason, were not successfully received by the intended recipient.

There are different reasons why emails bounce. It could be because the server was busy at the time of your send but can still be delivered later.

Or it could be due to the recipients inbox being full. And then there are those emails labeled "undeliverable" that are going to bounce no matter what simply because of an invalid or misspelled email address or because an email address was abandoned and erased already.

Manage your list by flagging those accounts that bounce.

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Erase email addresses from your list so that you have an accurate statistic and record as to how many are actually receiving your mail.

You should also check the spellings of the email addresses in your database and watch for things like .con instead of .com or misspelled host names like hotmial instead of hotmail or even those addresses mixing up the @ sign possibly with the ! or #.

Another way to avoid misspelled or incorrect addresses on your list and ensure those that you are adding to your list ACTUALLY subscribed themselves, is to use the Double Opt-in method.

This method sends a confirmation link out to anyone who subscribes and will not activate their subscription in your database until they personally have confirmed their email address.

Now you will have served two purposes…you have double checked the email address is legitimate and ensured that the person who subscribed truly does want to receive your emails.

#2.
Always provide "unsubscribe" methods and options on your website and include unsubscribe links in every one of your mailings.

When someone on your list sends a request to be unsubscribed, always take it seriously and remove them immediately.

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(If it's sent personally to my main contact email, I always email them back letting them know they have been unsubscribed then save both theirs and my emails in case of further dispute) .

If you don't take them off your list and you keep sending them your emails, you are now sending them spam mail. When you are reported as a spammer, you and your business can get into a lot of trouble.

You can be reported to the authorities and maybe blacklisted by many internet service providers.

You will lose a lot of subscribers this way and many more in potential subscribers.

#3.
Avoid any pornographic or shocking and disturbing content in your newsletters. You can't know who the person reading your email is and what may offend them.

Keep your emails clean and family friendly at all times.

Controversial issues should also be avoided. If you focus on the nature of your business and stay clear of anything that could potentially be considered harmful or offensive you should avoid any problems.

So, keep these 3 tips in mind when preparing your next email. Build a strong and healthy relationship with your readers, show them the respect they deserve and you'll find yourself growing a very successful opt-in list full of people truly wanting to read your emails and purchase what you have to offer.

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Using Newsletters to Jack Up Revenues

A main use of a newsletter is to distribute information to your readers about your site including product announcements, site updates, news and more.

For business or affiliate web sites the newsletter becomes a tool to remind your visitors about your site in order to bring them back or make a sale.

Returning visitors are more focused on what your site has to offer. Also, the more your visitors come back, the more chance they will have to make a purchase.

With this in mind consider designing your site with an easy provision for the visitors to sign up for or leave a newsletter mailing list.

You must also have provisions to easily send to your entire mailing list.

Email Broadcast Services and Software – What to Look For

You can let a third party mailing service handle the processing of your mail or you can purchase software to do it.

A good web service company will manage the mailing list for subscription, unsubcription, bounced email and for archiving previous issues of your news letter.

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Many the third party mailing service providers send an email requiring you potential subscribers to confirm the subscription.

This is known as double opt-in and helps stop any accusation of spamming.

Archiving previous of a newsletter helps in the promotion of the newsletter, as visitors are more willing and convinced if they know what information they are going to get from your newsletter.

As the subscriber already knows what he is opting-in for, the attrition rate falls down dramatically.

Some of the disadvantages of paying a service to help you can be added cost, added advertisements, or lack of total control.

You can get over these problems if your web service provider provides a mailing list service.

Some of the good web hosts and web service providers have very good automated solutions for handling subscriptions, unsubcriptions and request for confirmation without much hassle on your side.

These pay services are usually advertisement free. Depending on the automation process you can have a better degree of control over the mailing list like adding, deleting or blocking certain subscribers and the ability to change the confirmation method and message.

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Newsletter Content

Your newsletter should contain information useful to the reader. It is a good idea not to send a newsletter if you dont have much data.

Newsletters that don't contain anything useful to the readers are likely to annoy recipients instead of encouraging them to become customers.

Avoid Spam Filters

Extra care should be taken to see to it that subscribers ISPs, email service providers or his or her own email software does not block your newsletter.

The main reasons email newsletters are blocked are:

1. Offensive material or words that trip spam filters.

2. Words like FREE that spam filters are activated by.

3. Some software (like Hotmail) blocks mail that is not directly addressed to the recipient.

4. Sending emails from an ISP that is known to allow spam.

Format of Your Newsletter – Text, HTML or Both

The format of the newsletter helps define its acceptability by the reader.

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The newsletter can be sent as a plain text document or in an HTML format. The HTML format lets you add color, graphics and fonts.

For large lists, HTML emails can cost more due to increased bandwidth cost, but it is often worth the extra money. Better email marketing software allows email to be sent in both text and HTML format.

This is ideal because not all email clients allow HTML emails to be displayed. By using a service that provides both, you can get the best of both worlds.

Conclusion

Having a newsletter on your site can increase traffic and sales. Some sites make more money from their newsletters than their web sites themselves.

Using the right email software or service provider can make the task as streamlined and efficient as possible.

7 Ways For Using Autoresponders In Your Direct Sales Business

Are you in a direct sales business and trying to figure out, like me, how to streamline your systems so that you can spend more of your precious business time working on income generating activities?

Well, I'm here to tell you that there are some simple steps you can take NOW to help your business for the long term and an Autoresponder is one of those ways!

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An autoresponder is an online program that takes a prewritten email message or series of messages that you've created and sends it out automatically when someone signs up either via email or a web form.

That sounds a whole lot more complicated than it really is.

So let me give you examples that might work in various aspects of your direct sales business to help you see how easy this really is:

1.Lead follow up and tracking:

Do you advertise either online or offline?

With an autoresponder you can put an email address into your advertisement and when one of your potential customers/recruits emails you to find out more about your company, they are automatically sent your initial packet of information instantly.

Take it one step further and you can even put a different email address into each ad, making it easy to track which ads are producing results.

2.Lead Generation:

Do you have a coupon or e-book that you can give away to potential new customers or recruits?

Set it up in your autoresponder and create a web form (all free with most systems) that you can place in your blog or on your website.

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Then just add a quick statement of "Request more information on my business today and receive a free gift" sending interested prospects to your autoresponder where the gift and the information are sent to them automatically!

3.Downline newsletters:

If you've built a team of distributors under you, you'll want to stay in contact with them regularly. An autoresponder can do that easily, first with a "welcome to my team" email and then later as you broadcast your team newsletter through the list.

Help your new consultants get off to a great start in their new business with a series of email training messages geared toward those days when they are waiting for their starter kit. It's a great way to keep the enthusiasm high during those first days!

Is there a specific area in your direct sales business that seems to generate the same questions from all the distributors in your group?

Set up another series of emails specific to that business topic and set up your team members there as the questions come in.

4.Leadership communication:

As your direct sales business grows you'll promote leaders from your team. Set up a series of emails congratulating them on their promotion and encouraging them in their new role as leader.

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Many people in direct sales have no idea what it means to lead a team of their own and you can set up a system to get them trained and equipped as well. and have it work for you continually.

5.Customer newsletters:

Stay in contact with your customers by using an autoresponder series just like you do with your downline. Have a welcome series for new customers to keep your name and information in front of them.

6.Customer classes:

Set up a series of emails that highlight a product of the month from your product line, or an email class on how to use some of your products.

7.Contests:

Set up a series of contest emails for either your customer base or your downline. For instance, have a "scavenger hunt" through your catalog and use the autoresponder system to create the excitement over a series of days.

I'm guessing that most of you, unless you're brand new to direct sales, have much of the information for many of the above ideas already in your computer somewhere.

With an autoresponder it's just a matter of transferring that information into the system where it can work for you, even when you're off doing other things.

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Give it a try. Many autoresponders have a free trial offer so you can check out how they work before you take the plunge

But after just 6 months of using it with my own direct sales business, I can tell you it's well worth every penny!

How To Build A Huge Opt In List Of Hungry Subscribers

An opt in list full of hungry subscribers are the soul and spirit of any online business existence.

But how do you build it so that the subscribers will respond to every offer that you introduce them?

First, we will take a look at what makes an online business and the techniques of getting hungry subscribers into your opt in list.

Every online business provides great service to generate satisfaction among their customers.

As each and every customer receives satisfaction over their products or the services they get, there is a great chance that they will become a return customer and buy again.

Better yet, they will recommend you to other people that could generate more business for you and your site.

As more traffic is driven to your site, you can entice many of them to subscribe to your mailing list or opt-in list.

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This is a list where in website visitors agree to be sent promotional materials such as newsletters, catalogs and such that could keep them updated about your site or the niche of your site.

These promotional materials are sent via e-mail to the members of the list in different time intervals.

When using e-mail as the media of your marketing and advertisements, you eliminate the need for high costs.

Email is free and if you can manage to make your own promotional advertisements you can also save a bundle there.

With an opt-in subscribers list, you are pretty sure that what you are sending out is received, viewed and read by the subscribers and not simply being deleted.

They have signed up for service and have consented in receiving it.

This means that there are constant reminders to your subscribers about all your products, new products and services as well as any promotions and special deals you are having.

There is also the chance that they can be forwarded to other potential customers as they tell their friends and families about you and your site.

Of course you should be also aware that a subscriber may unsubscribe when they feel that they are not getting what they want or expected.

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Make sure that they are satisfied with your opt-in marketing strategies and keep them excited in receiving your newsletters and catalogs.

Here are some tips that can help you build a list of eager subscribers.

Make your promotional materials interesting and fun. Try to use a little creativity but not too over artsy. Build around what your product or service is about.

For example; if you are selling car parts, put some pictures of what is new in the auto parts world, a new wing door possibly that can fit any car and make it look like a Lamborghini.

Try to research what people are looking for, these way, you stay one step ahead of them all the time and you will be their bearer of new tidings.

They will be eager to receive what you are sending them because they new you always have fresh and new things to share with them.

Write good articles that can be very informational but light at the same time. If your subscribers enjoy your articles, they will go to your site by clicking the links that you will be putting on your newsletter to read some more.

You can provide articles that can connect to many people. Be diverse in your articles.

Put something humorous, then put something informational, then put something that has both.

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Are you wary about this because you dont like writing?

No problem, there are many professional and experienced article writers that can do the job for you for minimal fees.

They know what they are doing and can provide the need that you have for your newsletters, the money that you pay for your articles are going to be met by the many sign-ups and the potential profit from the sales that you will get.

Create and send an E-book to your customers about anything that is related to your business or site.

Use your knowledge and expertise in the field you have chosen to help other people who are similarly interested. Offer this e-book for free.

You can write about anything informational and helpful to your subscribers.

For example; you can do manuals and guides in so many things. This e-book could be used as a reference for many people.

Share this e-book with everyone, even other sites; just make sure that they dont change the links in the e-book that will lead people to your site.

If you want, you can always get some people to write it for you just like your articles. Your investment once again will be covered by the great marketing this will generate.

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Add e-coupons in your newsletters that will help them avail to special discounts. Put a control number in your e-coupon so that they can only be used once.

When people get discounts that can be found in your newsletters, they will be eager to receive your newsletter in anticipation of what you are promoting next.

If your subscribers can get benefits from your newsletters, they will be very eager to receive them.

Just don´t flood your mailing list with mails so that you dont annoy your subscribers.

5 Ways To Use Email Marketing Wisely

Email Marketing is the most cheapest and efficient way to promote products.

However, under tons of junk mail, your marketing mail always be neglected and put into the wastebasket.

To stand out from the junk mails, follow the suggestions below to increase the power of your email marketing.

#1. No "image only" email, use text mail instead

First, email with image will put extra loading on the email server, which will make the processing time longer. Second, some email servers will mark those "image only" emails as junk mails or spam mails.

This, of course, will lower the chance to deliver the mail to your customer.

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#2. No attachment

Similar to the above case, emails with attachment will put extra loading on the email server.

Under the threat of virus, some email servers will filter out the email attachment.

The customer may not get what you want to provide.

Also, nowadays, most users are very sensitive to those unknown email attachments and they will not take risk to open the attachment.

#3. No fancy HTML email

HTML email can provide a feature rich interface. However, not all email clients support the HTML email well.

Even the email clients claim they are support HTML email, different email clients performs differently.

If the email clients cannot support well, how can your customer read the message?

Moreover, many users set the email client as "Do not load image automatically", your email will have many blank areas in this case.

#4. Write down recipient's name

This will raise the customers' interest because they don't want to skip any message that related to them.

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#5. Provide your sender address

Some email server will block those emails with invalid sender address, or emails' sender address that not exists in the recipients' address book.

So don't hide your name, let your customer knows who you are.

3 Ways To Build A Quick Profitable Opt In List

The following paragraphs summarize the work of opt-in list experts who are completely familiar with all the aspects of opt-in lists.

Heed their advice to avoid any opt-in list surprises.

You finally realize that you need a good opt-in list. After reading countless articles and sought expert advices and have read many success stories of people creating a small fortune with opt-in lists you finally decide to have one of your own.

Then it happens, you think you have known everything there is to know about opt-in lists and have followed their advices to the T and you still werent able to make a profit.

In fact, you may be losing money. You maybe hiring writers to help you out, or there are some expenses incurred, even if you have a big list, but only a very small percentage actually buys from you, your still losing profit.

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You´ll realize that after a few months when you see your statistics and sales figures.

So what could have gone wrong? Why have others succeeded where you have failed? The most common mistake is that you dived straight right in.

You chose a topic where you think could be quite popular and would earn you money. This just not the case. Just because you wrote people from the list doesnt mean they are going to buy instantly.

Here I will offer more advice, for those who have started an opt-in list and have failed, you can rejuvenate your failed venture.

For those who are starting, here are three quick and easy ways to build a profitable opt-in list.

#1.
Get your customers to trust you and your products first.

Just launching your opt-in list would not make you an expert and a believable seller.

Write many articles first before you start an opt-in list. Write about the topic you know and have started and used for your site.

Try to put forums first to gain knowledge about your customers about their wants and needs and target those wants and needs.

Join forums from other sites as well.

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Provide expert advices and recommendations. When you feel that people trust you already, you will be able to start your own opt-in list.

You can build a base as well with other forum users. You can ask them to join your list. Friends are always good customers. Put up a link to your site so that they may be able to see what you're business is all about.

If you find yourself confused by what you've read to this point, don't despair. Everything should be crystal clear by the time you finish.

The certain truth is, the money will only come in when the consumers and subscribers believe and trust in you.

They want a product or service that could be a good exchange for their money. People are not going to buy something out of your recommendation if they dont know you.

#2.
Find a product or service that people want and need.

Although it may not be your forte, if you provide a service and product that you have researched and learned about well, you can carry it on forward.

Invest your time, effort and money that you could sell as well as the buyers or subscribers of your opt-in list can use.

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While it is true that it is best to sell something that you have interest in, there are not many people who have the same interest as you if you decide to sell something that is not entirely popular or profitable.

Do your research well and you would see the profits come in. Also provide your subscribers with promotional material that they could actually use and spread around.

#3.
Make friends with other opt-in list users. This is basically beneficial especially if it is someone who has already launched a successful opt-in list.

These are people that have the experience in this venture and experience is still the best teacher.

While there are many articles available for you in the internet to use, there is nothing like getting a first hand account from someone you trust.

Experienced opt-in list users will be able to tell you what to do and what not to do because they have gone through it.

While different situations occur for different people, the general concept can still be very helpful. There are many things to avoid and these people will be able to tell you which ones.

Building a profitable opt-in list dont just happen overnight. There are many preparations and effort to do.

Opt-in lists are built from scratch, as your list grows, you should also maintain the quality of your list.

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Keep it organized and manageable. Get or hire help if need be, just make sure that your subscribers are happy and satisfied and they will be willing to buy from you.

Now you can understand why there's a growing interest in opt-in list.

When people start looking for more information about opt-in lists, you'll be in a position to meet their needs.

4 ways to achieve online success with email autoresponders

An email autoresponder should come as natural to every business. Web surfers stopped looking at ordinary websites years ago.

Now every internet visitor wants a website that is caring and will build a positive relationship with its visitors.

It is for this reason that online companies are investing huge millions into Customer Relationship Management programs.

But if you are a start up businesses without the huge capital outlay to put into customer relations, you can use auto responders to deliver an amazing warm reception and interaction with their visitors.

To conduct a successful online business, you may want to be guided by available research on customers.

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Research has long established that, positive and timely responses are important ingredients that visitors use to judge how friendly websites are and how they would want to interact with them.

And you may want to know that visitors are more likely to establish relationships with sites that provide excellent feedback and timely responses.

Auto responders therefore positively answer the call of website owners seeking automated interaction with customers at all facets of their customer relations.

An email autoresponder can securely perform 5 principal business boosting roles for every website which needs to get a high rating in customer relations and therefore enhance customer loyalty.

Acknowledgement:
Autoresponders can let people know you have received their emails and that you will soon respond to their enquiry.

Even when you are not available to reply immediately, you will do so at some later time. You see, buyers are predominantly in a state of anxiety and it is a good marketing strategy to allay such anxieties.

People buy with several reasons; one of their being an urgent need to do something.

So acknowledging their emails sets their minds at ease and then they are confident that a reply will be forth coming on their enquiry.

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If you have one thousand emails a day, there is no way you can efficiently reply to all these manually and that is where an auto responder comes in.

Notices:
Assuming you were out of the office for two days and a customer interested in bringing you a hundred thousand Dollar deal writes to you with the hope of receiving a response so business is transacted.

It will be quite discouraging for him to wait and wait for no answer to come forth. If you have an email autoresponder installed, some preliminary email marketing messages can be sent to the sender; at least informing him of products/services available or explain your absence and when you will be back.

If the sender wishes to wait, you can come back to respond appropriately and get the deal finalized.

Confirmation:
In this age of scam and fraud on the net, every buyer will want a confirmation of his purchase.

An autoresponder confirmation serves two purposes it assures the buyer that the goods will be forthcoming and it relieves him of the thoughts that he had transacted with a fraudster.

An auto responder performing this function will make your customers happy and buy from you always.

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Appreciation:
Buyers do businesses a great favor by buying. Although you are giving away a product or service in return, customers need to be appreciated for buying from you.

At least they had other several options but they chose to buy from you because they like you or how you conducted your business.

You can use an email auto responder to send follow up messages to customers thanking them for their business and assuring them of continued support.

Every business must make it a point to rely on an email auto responder to generate customer satisfaction and loyalty. Modern online businesses cannot afford to lose this part of everyday web-based transactions.

5 Surefire Tips for Effective Email Marketing

Over the past few years, research has continued to prove the benefits of e-mail marketing for business: low costs, high conversion rates and detailed tracking are all notable features.

But e-mail marketing is becoming much more than just a tool for spammers and e-businesses.

Consumers are becoming increasingly savvy on the differences between spam and permission-based emails, and more and more of them are accepting permission-based e-mail marketing as a positive replacement for direct mail.

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The best news is that the majority of people who receive permission-based e-mails open, on average, 78% of them.

Jupiter Research reports effective email marketing campaigns can produce nine times the revenues and 18 times the profits of broadcast mailings.

But crafting an effective business email is both an art and a science. Here are some factors, possible problems and effective solutions for highly effective email marketing:

#1. Spammy emails!

The average consumer receives more than 300 emails a week, 62% of which are spam. No wonder there's such hostility towards the industry.

But spam filters, bulk folders and "report spam" features are helping consumers become more at ease about the perils of spam.

While 89% of users cited spam as a major concern in 2014, that number dropped to 85% in 2017, proportionally to an increase in the use of spam-fighting tools.

So as a permission-based business email marketer, what can you do?

One tip is to remind your subscribers to add you to their "safe senders" list.

The second, and most important, tactic is to make sure your email marketing service provider has a good relationship with ISPs. (Internet Service Providers)

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This will ensure that your email marketing campaigns go into your subscribers' inboxes, not their junk mail folders.

When choosing an email marketing software, make sure the company has strict anti-spam policies and complies with the guidelines of Can-Spam.

#2. Images and formatting: Why do my emails look broken?

Broken email campaigns are an increasing concern among email marketers, especially since several companies and web-based email providers now block graphics as a measure to combat spam.

In fact, according to ClickZ, 40% of email marketing messages delivered to inboxes are "broken."

This was actually something that came up during Eliteweb's beta-testing phases, as we had a client in the Canadian Government whose recipients were mostly using highly secure email programs.

The solution we came up has now become one of our key competitive advantages.

What Eliteweb does is it publishes every single email marketing campaign sent to a secure location on the web

(a location only original recipients of the email can access, thanks to encrypted technology that automatically authenticates the user).

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The technology also ensures you can track your users' behaviors, even if they are reading your email campaign at the secure web location.

#3. Personalization and relevant content:

In a business e-mail, one size does not fit all.
In a recent study by DoubleClick, email users were 72% more likely to respond to a business e-mail if its content was based on the interests they had specified.

That number points out the absolute importance of allowing users to choose their own interest groups and have control over which business e-mails they receive.

The most popular interest categories, according to the study, are coupons and household goods.

But your coupon is no good unless the user opens the email.

Users in the study said the most compelling reason for them to open a business email is the name in the "from" field.

So it's a good idea to make sure your company name is clearly stated there. Another major factor is the "subject" line.

Users cite discount offers and interesting news as the most compelling subject lines, followed by new product announcements and free shipping offers.

#4. Click-through and conversion: Show me the money!

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So the user has opened your email and read the content. Great. But where's the sale?

There's good news here. For one, consumers are increasingly likely to make purchases as a direct result of a business email campaign.

One-third of users in the DoubleClick study had purchased something by clicking a link on an email.

Another 42% clicked on an email link for more information, then purchased the product at a later time.

Second, online couponing is booming: 73% of consumers have redeemed an online coupon for an online purchase, and 59% have redeemed an online coupon offline.

In terms of industries, the top performers are travel, hardware/software, electronics, apparel, food, home furnishings, gifts/flowers and sporting goods.

All companies sending business emails in those categories said between 71% and 80% of recipients have purchased their products because of an email campaign.

There's no need to fret if your company doesn't fit in to one of those industries. The overall landscape for email marketing conversions is looking brighter every day.

The average click-to-purchase rate has increased nearly 30% since 2004 and the average orders-per-email-delivered rate has increased more than 18% since last year.

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#5. Stats tracking: who are my real consumers?

E-mail marketing is an increasingly popular tool in effective CRM, and it's about time more businesses recognize that. First off, if your provider's email services for business do not include detailed, real-time tracking, you're getting a raw deal.

Real-time tracking is now an industry standard, and it's highly valuable, as it allows you to see the exact moment a user opens your campaign, clicks on your link and makes that purchase.

Studying your users can help you improve your communications efforts, so each campaign performs better than the last (several email service providers also let you compare the performance of your campaigns).

6 Profitable Ways To Use Autoresponders

#1. Offer an email course.

Write up a course or use your articles to create a course that you can offer to your visitors.

You'll be able to educate people about your product, and increase your sales by showing them the benefits they'll get from purchasing from you.

#2. Send excerpts of your ebook.

Increase your sales by showing your visitors firsthand the valuable information you have to offer them.

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Simply string together excerpts of several or maybe just one chapter of your ebook, and then offer your autoresponder series to your visitors.

If you have an affiliate program, increase your sales by making this autoresponder series (as well as any email course you offer) available to your affiliates.

#3. Publish an ezine.

With broadcast capable autoresponders, you'll be able to double opt in all your new subscribers and send out your issues on the schedule you want.

Promote your ezine on your site, and submit it to ezine directories and ezine announcement lists.
If you write articles, you can also get more new subscribers by using your resource box to promote your ezine.

You can also promote your ezine in your signature file and get more new subscribers through your day to day emails and also from your posts to discussion lists and forums that you're a member of.

#4. Offer a sample issue.

Make one of your best, current ezine issues available by autoresponder.

Then offer it on your site, and also, when you can, include it along with your other ezine information when you submit your ezine to ezine directories.

#5. Publish an article announcement list.

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Get more ezine publishers and webmasters to publish your articles on a regular basis by creating a list that announces when you've written a new article or articles.

You'll be able to keep in touch with people that enjoy your writing, helping you to get your articles published more often and increase traffic to your site.

#6. Make a training course available to your affiliates.

Offer a generic email training course that your affiliates can use to learn how to successfully promote your products and earn commissions.

Your affiliates will have a handy resource that they can print out and go back to again and again, and you'll be able to increase your profits by helping your affiliates get started on the right track.

Best 7 Strategies For Getting More Email Subscribers To Your List

Getting more email subscribers to your list should be a priority as a blogger or Internet marketer.

You need as many new email subscribers to your email list as possible. Your email list is the vehicle for making a passive income from home over time.

If you manage to build a email list of 500 targeted subscribers, it will be far more valuable than a list of 5,000 subscribers who have no idea who you are and why you are sending them information.

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When you are sending helpful information and recommending high-quality products to your email list, you can expect to make sales because they are interested in what you have to offer.

Here below are 7 effective strategies for getting more email subscribers to your list daily.

Your email list will generate a steady growing monthly income for you. Getting more email subscribers to your list daily is very important. People unsubscribe or become unresponsive for various reasons.

#1. Don´t hide your sign-up form!

Put your sign up form on a highly visible place on your site, don´t hide it. Your email list is what will earn you money online, so your main priority should be to get as many people to subscribe as possible.

Create an eye-catching optin form, then place it up on your website or blog.

Your form should be the first thing website visitors see when arriving.

Give your visitors several opportunities of opting in. Place a sign-up form also below every article on your site, add a form to the side bar as well.

The most successful Internet marketers focus 97% of their time building their email subscriber list. There is a reason for this, they understand that the money is in the list. Keep it simple, do what works!

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#2. Why should anyone sign up?

In order to get more email subscribers you must give them a good reason to do so. Explain the benefits why they should sign up for your free newsletter. "What´s in it for me?" - No one is going to sign up unless they get a lot of value.

#3. You must build trust!

When someone arrives at your site, they have no idea who you are. In order to get them to sign up for your free newsletter, you must get them to trust you.

To overcome the trust issue, you must ensure them that their email addresses are 100% safe with you. You will not sell their email addresses or spam them ever.

You have most likely seen a lot of email subscription forms, and most of them have a text like this:

"We hate spam with a passion, and will do our utmost to keep your email safe. You can unsubscribe anytime."

It makes people more comfortable to give you their email addresses when they trust you. Make sure you add the text above, or something similar, to your forms as well.

#4. Simple works best!

Always keep things as simple as possible, in this case, keep your sign up form short and sweet.

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If your goal is to get more email subscribers to your list, then you must make it quick and easy to sign up.

You really don´t need any other information but the email address. Lots of website owners have forms that require all kinds of information such as telephone number, website address, home address and even fax number.

If you make it difficult to sign up, your email list will not grow. Design your form so it is simple and requires only the email address, you don´t need any other information.

#5. You need a valuable freebie!

This has to do with point #2. People need a good reason to sign up for your free newsletter. You will need to give them a really valuable incentive to do so, a freebie that is not available anywhere else.

Your valuable freebie could be for instance a 15 page PDF special report that is closely related to your niche. There are lots of great ideas for how to make a special report bonus, just make a Google search.

It is important to spend time thinking about what your incentive is. The freebie needs to solve a problem. People will sign up for your email list to get more information and solve a problem they have.

#6. Fresh, unique, interesting content!

As a website owner / blogger, you understand the importance of having fresh, unique and interesting content on your site.

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You know how important it is to update your site regularly.

When someone visits your site and notices that your blog was last updates 6 months ago, they will most likely not sign up for your free newsletter. They think that your newsletter will be old too.

If you keep your blog fresh, you will get more subscribers as well.

Fresh content will also increase your chances of getting a steady stream of organic traffic from the search engines.

#7. Daily advertising!

You will get more email subscribers to your list by advertising your site.

Besides writing fresh content regularly, there are also many other free (and paid) advertising methods available.

7 Steps for Improving Your Email Marketing

The success of your email marketing campaign is often based on a set of complex factors.

However, a number of these issues can be proactively managed to ensure an optimized response.

When developing your next email campaign, consider the following guidelines.

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#1. Your list

Certainly one of the most important aspects of any email marketing campaign, your list is directly correlated to your success.

Are your names recent? Have they agreed to be marketed to? Have they shown an interest in products or services similar to your own?

Make sure that you are using a house list (names you collected on your own) or have been purchases from a reputable broker.

#2. Your subject line

Getting a user to open your message is paramount any email marketing campaign.

The best way to determine the subject line that works best is to break your emails into three random yet equal groups.

Measure the response to each email and use the highest producing one as your control. In follow up emails, try to beat the response rate of your control email.

#3. Your sender information

What information appears on the sender line of your email? Will your prospects recognize it?

Do they want to hear from you?

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Often times, emails are deleted without ever being opened due to an indiscernible sender name.

Your sender name should be brief and easily understood.

#4. Track your results

Tracking allows you to determine who opened your message and clicked on a link or multiple links within your email.

By determining what worked and what didnt, you can replicate success on your next email.

As described above, tracking is particularly important when testing subject lines, imbedded links, and other direct response vehicles.

#5. Make sure your unsubscribe method is in place and working

The CAN-SPAM act of 2003 requires that all email messages contain clear directions on how to opt-out from subsequent mailings.

Provide an unsubscribe mechanism that allows those receiving your email to send you and email and indicate their desire to opt-out from receiving further emails from you or your business.

If recipients no longer want to hear from you, its in your best interest to remove them from your list.

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#6. Your images are correctly referenced and you've used alt tags in each image.

Improperly referencing your images can cause them to appear broken when you send your message – the dreaded red x.

To insure the image is referenced correctly it must appear as, img src="http://www.yourdomain.com…." rather than, img src="/images/picture.jpg".

Alt tags are another important part of your images.

The new security features on almost every email client these days disables images automatically. Having alt tags in place allow your reader to identify the image and determine if it is safe to enable.

#7. Test, Test, Test!

No matter what your involvement with email marketing happens to be, it is essential that you follow the guidelines above for successful results.

In addition, the key is to test, test, test! After each email campaign, measure your opens, click-throughs, and purchases.

Document the specific date, time, list, subject line, and content used to produce your results.

Refer back to your documentation prior to your next campaign.

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Email doesn't have to be a complex form of marketing. There are many best practices you can follow and some simple rules that ensure effectively delivery, open and conversion.

By following the simple rules presented in this article, youll not only deliver and effective email campaign, you´ll discover a consistent method for generation revenue for your business.

==8 Steps To Irresistible Email Copy Every Time==

Before you sit down to write your email sales letter, you`ve got to determine exactly who your audience is. This is a master key to getting results from email marketing.

Step #1 – Who are you talking to?

Ask yourself these questions:

- What do your prospects/customers want?
- What frustrates your prospects/customers most?
- Who else is selling something similar to you?
- Why should your prospects/customers believe you

- Why should prospects/customers respond to you instead of someone else?

- What kind of appeals will your target market respond to?

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Step #2 – The subject line!

Before an email can generate results, recipients need to open it. But what can you do to spark their interest and get their interest "motor" revved up?

Your SUBJECT LINE is the key.

There are four types of email formulas you can use as a guide in crafting your email.

Each has a different PSYCHOLOGICAL APPEAL that works like magic on consumers.

Here are some examples:

– State a powerful benefit – "Udimi Satisfies Your Need for Targeted Email Leads"

– Pique curiosity – " The secret sauce to building a list in 2018 and beyond!"

– Write your subject line with a news angle – "Udimi shows how you can build a highly responsive email list using solo ads!"

– Offer Immediate Gratification – "With Udimi, you will get dozens of highly targeted leads to your email list before the sun goes down tonight!"

Here`s an important "homework assignment": Write at least 25 SUBJECT LINES before you decide on which one to use.

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Take the best two and test them against each other in your marketing campaign. (Save the "losers" to use for other purposes or spruce up later.)

Step #3 – What´s in it for them?

Sit down and write every conceivable benefit your product has.

Don`t know the difference between features and benefits?

Features describe the product; benefits describe the results of using the product. Features appeal to logic…logic justifies emotion…emotion drives sales (see below).

Here`s a rule of thumb for benefits: ask yourself "What can my product or service do for my customer?"

Then begin to write your letter telling your reader WHAT`S IN IT FOR THEM.

Tell them how much better life will be for them after they buy from you. Tell them how much better they`ll feel. Tell them how their peers will respect them more.

Step #4 – An emotional appeal!

When promoting anything to anybody, you must remember that buying decisions are based upon emotion and later backed up by logic.

Before you write a single word, determine what emotional hot buttons you need to push to "jumpstart" your prospect.

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Selling health supplements?
Go for the "fear of illness" button with "A Natural Way to Save Your Eyesight."

Selling political bumper stickers?
Hit the "anger" button with: "Let the President Know What You Think of His Policies."

Other buttons include: curiosity, greed, ego, vanity, hope, and/or fear of scarcity or security.

Step #5 – A name you can really trust!

To convince people to buy your product or service, you must make them believe that your offer is credible and that you (or your product) will deliver as promised.

How do you do that? Here are three ways you can build credibility with the readers of your sales letter:

- Provide testimonials

- Include endorsement letters from authority figures in your industry

- Make your offer and promises sincere and believable

Step #6 – Offer a guarantee

Nowadays, trying to sell without some type of guarantee is a losing proposition. You`ve got to have one.

And the stronger your guarantee, the better your response will be.

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And, believe it or not, although most people will NOT ask for a refund, they`ll trust your offer knowing that you stand behind it.

You can offer a 24-hour, 30-day, 60-day, 90-day, or even a full-year.

And here`s an interesting fact: The longer the time period, the fewer returns you`ll have! It`s human nature to procrastinate, so the more time someone thinks they have to get a refund, the more they`ll put it off or forget about the refund altogether.

Step #7 – Don´t forget to ask!

It happens all the time. Someone makes a fantastic sales presentation, and then doesn`t close the deal because he/she didn`t clearly ask for the order or made the process confusing rather than simple.

– From the Research Department: Statistics show that you need to ask for the order at least three times to close substantial sales. (Some studies put the number at 7!)

If you can, offer several ways for your prospects to order

— Consumers love choice. It tells them, "You`re talking directly to me and meeting my unique needs."

If you only offer one way to order, make it crystal clear how AND how easy it is.

Describe it in detail and ask for the order. Then ask again.

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Step #8 – Large blocks of copy is scary!

It`s a well-known fact: Large blocks of copy are intimidating and will often send people running for the hills or at least the Delete button.

The solution?

Break up paragraphs into two to four sentences. Use several subheadings throughout the email letter.

And use asterisks, dashes, and ellipses (…) to give your copy more rhythm. Bullet points are excellent eye-catchers – use them whenever appropriate.

10 Steps to Make the Most of Autoresponders

So you've worked hard in creating your website, regularly adding content to it, and building links and increasing search engine placements.

The next step, that many overlook, is to capture your visitors by using an autoresponder.

Here's a scenario for you to consider. A visitor finds your site through one of the many ways that you have been carrying out to generate traffic, and finds just what they are looking for and is about to make a purchase.

They are distracted while at their computer and leave the site.

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Although the example above is hypothetical, the reality is that visitors may leave your site for a number of reasons without you making the most of your opportunity.

That is unless you are using an autoresponder.

Capturing the email address of this visitor would have allowed you to contact them at a later date to potentially make the sale that you originally missed out on.

Autoresponders are remarkable, flexible programs that do much more than just automatically answer your emails.

I'll outline below a number of ideas that you can use to creatively and productively use your autoresponder to transform the casual visitor into a profitable customer.

#1. Publish a newsletter

High quality autoresponders will manage subscriptions and follow-up with those interested prospects that have signed up.

This allows you to keep your autoresponder list updated about your products or services, and also build your reputation as an expert in your chosen business area.

#2. Contact affiliates

If you have an affiliate program you can easily contact your affiliates to inform them of any offers you may be running, or to provide them with promotional material that they can use to increase their commissions and your sales.

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You could provide any tips and advice that you feel would benefit your affiliates.

#3. Promote advertising opportunities

You may provide, or plan on providing advertising on your website, ezine or newsletter. You could setup your autoresponder to send out information about the cost of advertising, and how to find out more information.

Of course you could also notify your list of any advertising discounts or offers that you may have.

#4. Write reviews

Write reviews on products and services that you found to be useful. Send this review out with your autoresponder along with your affiliate link to the product.

#5. Provide email courses

Provide valuable information in the form of email courses. These can be setup to send out each lesson at certain intervals.

It is important not to solely provide a sales pitch but to provide quality content. You can then provide a paragraph at the end of the email course to entice the prospect to make a purchase of your product.

#6. Distribute free reports

Give your visitors a taste of the information that you provide, and the quality of your product and service.

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Again, do not make these out to be sales letters, or you stand to lose customers instead of gain.

#7. Product tasters

Provide your prospects samples of your product, whether it be an ebook, software, course, membership, etc.

You can capture email addresses from your website this way, and follow-up to make the complete sale.

#8. Provide hidden links to pages

In exchange for a visitors email address, you could provide a link to an affiliate page containing promotional material. You can then gather a list of visitors that are interested in becoming your affiliates.

#9. Order page autoresponder

Provide a form on your order pages that allows visitors to be kept notified of special offers or discounts.

This offers a great opportunity to create a mailing list that contains the names of people who are already your customers, and who are interested in any future products.

#10. Distribute articles

Allow visitors to sign up to your autoresponder in order to receive articles.

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There are many ezine publishers and webmasters looking for content, and this allows you to provide this content whilst including your bio and description of your service or product in a resource box.

Here I've provided ten examples of how autoresponders can be used creatively, but there are many more.

Autoresponders are valuable to all internet marketers, and you should seriously consider using one if you do not already.

10 Best Tips For Writing Effective Emails

Nowadays, we communicate more and more through email.

We use Email communication to write something to friends, relatives, colleagues or clients.

Whoever the recipient of your email, it is becoming very important that you write email effectively.

As you know, by writing effective email, you can save your time, other person's time and you can win more trust & confidence from the other end.

Give Reply of Email As soon as Possible

More and more people contact each other through email. Even if they mention directly or not, they expect prompt responses.

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One of the study by Jupiter Research indicates that 35% of customers expect a reply within six hours, an additional 55% expect a response within 24 hours.

Though many people focus on response time, content is just as important.

The same study indicated that lack of a thorough response (45%) will cause on-line customers to view a company negatively when considering future purchases.

Learn the art of writing Email

Poorly crafted emails will generate additional emails back & forth, which potentially eating up more of your time.

Worse, they can drive unnecessary calls to your most costly channel – your phone. And at that point, customers are bound to be angry and frustrated.

Here are some tips for writing email responses that are both thorough and appropriate:

#1.
Format your response so that it's easy to read on a screen.

Do not write email using very long sentences, which are lengthy horizontally.

Each line must be short. Ideally, write 5-6 words in each line only and not more than that.

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#2.

Make sure the subject line is concise and meaningful to the recipient…not just a generic "Response from Marketing Team" But also be careful that it doesn't look like spam.

#3.

Have one subject per paragraph. Mention this separately by blank lines, so that its easy to read and understand.

#4.

Be brief. Use as few words as possible to convey your message. More is not better when it comes to email. An email is not perceived as an electronic letter.

#5.

Use simple, declarative sentences. Write for a third or fourth grade audience, particularly if you're creating templates that are sent automatically.

You do not know the education level of your sender or the sender's level of comfort with the English language.

#6.

Be sensitive to the tone of the original email. If the sender is upset because of an error on your part, acknowledge the error. Clearly state what you are doing to correct the situation.

#7.

Make sure you answer all the questions posed in the original inquiry. A partial answer frustrates the sender and results in additional contacts. It also makes the company sending the response look inept.

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#8.

Make it clear what actions you will be taking next and when the writer can expect the next contact from you.

#9.

Don't ask for an order number/case number or any old information which you remember out of your mind only when one is included in the original email…sounds pretty basic, but sometimes people miss very obvious info in email.

#10.

Don't just tell the sender to go to your web site. In many cases, they have already been to the web site and couldn't find the answers they were looking for.

If you want them to go back to the web site, provide a direct link to the exact information the reader needs.

==Do you need help building an email list?==

Most marketers will tell you that building a list is one of the most effective ways to spend your time if you hope to make money online.

Despite this, countless people do not bother to even try, or, having looked at the work required, decide that the effort is just too much.

If you have come to think this way, I would seriously suggest that you rethink your marketing strategies.

An opt-in list of prospects is one of the most valuable assets you can build.

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Let's look at that statement a little more closely.

I was talking to a friend and fellow marketer the other day, and we were discussing the relative merits of blogs and mailing lists.

He runs a reasonably high traffic blog in the marketing and making money online niche and has built up a fairly decent subscriber base over the past couple of years.

He is experienced and makes a full time living online, but, until recently had not focused too much on building a mailing list.

Recently, he changed his approach and began to build his own list and has been amazed by the difference in conversion rates that he has experienced.

A mailing to his young list produced 40 sales from one email. A blog post on the subject of the same product produced 1 sale.

As you can imagine, he is now converted and a true believer in the power of owning a list.

This is all well and good, but the things that hold many people back from trying to build a list are often cost related.

It costs money for a professional autoresponder – usually a monthly recurring charge, and it's not always easy to persuade people to sign up for yet another list, and it's no simple task to drive traffic to your opt-in forms either.

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This is where maintaining a blog and your own website(s) becomes very important.

Placing your opt-in form in as many places as possible will increase the chances of tempting new subscribers. You will need something to offer them in exchange for their information too and a free gift of some kind is usually the way to go.

It is a lot of work, and this is the other thing that puts a lot of people off. In terms of return on investment however, the work and the costs really are worthwhile.

There are plenty of free programs out there that claim to do the work for you, but, despite the best efforts of the program designers, most of them fall short for the end user and are really no substitute for your own list.

There is one solution that works very well for the beginner however.

It does not require that you have an autoresponder (although if you do it provides for full integration) and you do not need to pay for the service.

It works on a very simple principle, that goes a step beyond traditional viral marketing.

By using the system to build your list, you will also be helping others to build theirs.

It sounds so simple it's a wonder that not more people have caught on to it but the results can be quite impressive.

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The marketer who invests in the primary software and hosting stands to gain the most of course, as he or she will reap the benefits of the viral effect in spectacular fashion, but it doesn't detract from the benefits for everyone else.

If you are still hesitant about building an opt-in list of your own, don't put it off for too much longer, because the sooner you begin, the sooner you will see the rewards.

I have helped many new marketers on the road to their first email list and if you want to know more, you can pick up our free manual that shares step-by-step how to add 100 to 200+ targeted subscribers to your list today.

[The manual is available here](#) and is absolutely free.

Useful resources:

[Udimi Solo ads](#)
- The best place online to buy highly targeted traffic to your optin form. The traffic from Udimi converts to responsive signups for your email list.

[Traffic 4 Me](#)
- This is another highly recommended place from where you can get highly targeted signups for your own email list. The traffic you get from this company converts into sales.

[Free email marketing report](#)
- How to start adding 100 to 200 targeted subscribers every day to your email list, step-by-step.

[How to get 150+ targeted subscribers to your email list every day, for free!](#)