

# Million Dollar Emails

*Volume I*

The  
Greatest  
Moneymaking  
Emails Of All Time



Million Dollar Emails

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Good luck!

Yanik Silver, Publisher

[InstantInternetProfits.com](http://InstantInternetProfits.com)

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# Introduction:

## ***Email Statistics***

- Jupiter Communications reports that email marketing will become a \$7.3 billion business by 2005.
- Over 50% of consumers will be communicating via email by 2001 according to Forrester Research. eMarketer reports that by year-end 2001, there will be 111 million email users.
- Email volume has already eclipsed postal mail.

Obviously with startling statistics like this – email should be a major part of your online and offline marketing strategies.

## ***Using Email***

The power of email marketing is truly the “killer app” of the Internet. It is totally revolutionizing direct marketing.

Just by sending out a simple email – you have the power to create cash on demand. Imagine, anytime you need more money, you just hit SEND!

## **Click...Send...Make Money!**

Frankly, I didn't believe it either until I witnessed results like these from my own email marketing campaigns:

- \$9,188.00 in profits in 72 hours
- \$15,558.81 in less than 3 weeks
- \$15,400.00 in 14 days

No wonder I love email marketing and who wouldn't when you consider all these incredible benefits:

- **Instant Results.** Minutes after sending out your email campaign you can start seeing responses and orders.
- **Low cost.** No printing, no postage, no mail house charges. Email is nearly free to send out!

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- **Testing on the go.** How fast do you want to see results? Instead of waiting weeks for responses and test results – you’ll have them in hours. Now, you can make smarter decisions sooner.
- **Quick to create.** You could whip out an email in just an hour or two as opposed to weeks in the “offline” world.
- **High response rates.** It’s not unusual for email campaigns to get 5%, 10%, 15%, even 50% response rates. Something that’s almost unheard of in direct mail.

## ***The Truth About “Opt-in” and “Permission” Email Marketing***

If you’ve been on the Net for anytime, I’m sure you’ve heard of spam. That’s the name for unsolicited commercial email. Mostly the kind of “get rich quick” and “send me a dollar” pyramid schemes that find their way into your inbox. Many short-term minded marketers feel that since email is practically free they can send out thousands and thousands of emails hoping for a handful of sales while dealing with the risks involved. I don’t think that’s a good idea.

You see, there is a big difference between permission email marketing and spamming. I’m not talking about using software that can harvest emails addresses from the Web or even those CD-roms with “10 million email addresses” floating around. The fact is, without getting permission you are just sending out spam and that will land you in some big trouble. I’ve seen sites shutdown, ISP’s cancelled and people basically being “blackballed” from the Internet community. Trust me, it’s not pretty.

In fact, there is new legislation pending that will make spamming illegal. So not only will you have all kinds of angry prospects – but you could also end up with severe penalties against you.

Why would you want to put yourself through any of that?

There’s no point because getting permission is easy once you start using the strategies I’ll tell you about in a moment, plus it produces better results.

I’ve reprinted an excellent article by Jim Daniels explaining the importance of only using opt-in email marketing:

# Bulk Email vs. Opt-in Email

By Jim Daniels

A faithful reader and customer wrote me a letter this past week. In it, he described his frustrating situation. As he was not the first to write about this particular dilemma, I felt I should address it.

Being new to internet marketing, with a limited marketing budget, this fellow had been utilizing many low cost advertising resources. These consisted mostly of free classified sites and newsgroups. As most marketers know, this form of advertising can be very time consuming and the results somewhat discouraging.

His question went something like this...

*"Instead of making sales and getting leads, I seem to be getting more and more unsolicited email. Most of the offers tell me bulk email works much better than other forms of internet marketing. I'm thinking of trying it, are there any reasons why I shouldn't?"*

Okay, just the facts...

There are basically two types of direct email marketing.

1. **"Unsolicited Bulk Email"**
2. **"Opt-in" Direct Email**

## 1. **"Unsolicited Bulk Email"**

This is the practice of transmitting mass quantities of email to large lists of "unqualified" email addresses.

This practice in itself is a very controversial subject. You must be very careful when considering using bulk email to market your wares on the internet.

Why? Let's just say your reputation is at stake.

Unsolicited bulk email is frowned upon by many internet citizens. You may have heard this practice of sending unsolicited bulk email referred to as "spamming." (Yes, the name comes from the famous comedy skit "Spam! Spam! Spam!" by Monty Python.) In the online world, spamming means sending unsolicited email directly to a list of unsuspecting email addresses or newsgroups.

Just why is bulk email so popular? Simple. It's far cheaper than traditional bulk postage mail. The costs associated with traditional bulk mailing can cut deeply

into potential profits immediately. Postage costs alone can break the bank. Bulk email is very cheap.

So why not try it?

The simple fact is, unsolicited bulk email is considered bad "netiquette" by many netizens. If you send unsolicited email to addresses that do not want commercial email, you can get into more trouble than you would expect.

What kind of trouble?

A. Since a large number of internet citizens DO NOT approve of unsolicited email and WILL complain to your Internet Service Provider (ISP).

B. Many ISP's will discontinue your account when they get complaints from angry recipients of your unsolicited bulk email.

Does sending your ad to thousands of unsuspecting addresses really work anyway? Do you really get any genuinely interested leads mixed in with all those flames? Sure you can. Are they enough to offset all the negative factors of bulk email? NO.

But hey, it's your business and it's your decision. If you want to play it safe though, you should consider the next type of direct email marketing.

## **2. "Opt-In" Direct Email**

"Opt-In" Direct Email is the practice sending commercial email to recipients that HAVE approved of commercial email. If you really want to try bulk email marketing but aren't up to the rigors of unsolicited bulk email, consider hiring a company that specializes in direct email.

In addition to advertising in targeted ezines such as my BizWeb Gazette, you can also "rent" Opt-In Direct Email lists. These opt-in lists are targeted email lists which offer marketers a "politically correct" way to reach their target audience on the net. Not only will your offer be sent to a targeted list, you won't have to worry about flames and ISP cancellation. All recipients have "opted in" to receive offers like yours.

Although this targeted direct email marketing can be more costly than unsolicited bulk email marketing, it is far more effective. Here are some excellent resources for targeted Opt-In lists:

\* [www.memail.com](http://www.memail.com)

\* [www.advertising.com](http://www.advertising.com)

\* [www.bulletmail.com](http://www.bulletmail.com)

\* [www.targ-it.com](http://www.targ-it.com)

\* [www.e-target.com](http://www.e-target.com)

\* [www.hitmail.com](http://www.hitmail.com)

\* [www.postmasterdirect.com](http://www.postmasterdirect.com)

\* [www.copywriter.com/list](http://www.copywriter.com/list) (The Direct Email List Source)

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Article by Jim Daniels of JDD Publishing. Jim's site has helped 1000's of regular folks profit online. Visit <http://www.bizweb2000.com/new/d9497> for FREE "how-to" cybermarketing assistance, software, manuals, web services and more. No time to visit the site? Subscribe to their Free, weekly BizWeb E-Gazette: <mailto:freegazette@bizweb2000.com>

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# 7 Ways to Collect Email Addresses Online and Off

Your email campaign starts with a strong list. Without a good list of people who “opt-in” you aren’t going to be able to make email marketing work for you.

**Here are 7 little-used ways to collect email addresses:**

**1. Pop-ups**

One of the most underused and highly effective ways to capture emails is to create a pop-up window on your web site. This can be a pop-up on entry or exit – they are both effective. When we started using this on <http://www.instancesalesletters.com/?10605> we saw a 500% increase in opt-in subscribers.

**2. Subscriber box**

You should prominently provide a email subscriber box on each of your site’s web pages. This will significantly increase your sign-ups.

**3. Postcard**

If your customer list is mainly offline you can send out a postcard and offer an incentive for them to send back their email address.

#### **4. Contests**

Contests are a great way to capture opt-in email addresses because most people will have to give you their correct address so they can be informed when they win.

#### **5. Advertise Your Autoresponder Address**

Many people will run ads advertising their web site. A smarter way is to run ads or promotions and use an autoresponder email address – this way you will capture all email information from interested prospects. The autoresponder will be set-up to automatically deliver your promotion to people that request it. (A complete source of autoresponder information is at: [www.autorespondermagic.com](http://www.autorespondermagic.com))

#### **6. Capture Using Simple Forms**

Most offline stores and businesses completely miss an opportunity to capture the email addresses of their customers. A super example of someone doing this right is the California Tortilla example in this ebook. Any time a customer or prospect phones you, walks in or does business with you is an opportunity to capture their email address.

#### **7. Give Aways (free ebooks, software, etc.)**

Give aways or “bribes” are highly effective means of capturing emails. You need to provide people with an incentive to give you their email address. People are becoming more hesitant to hand out their email addresses for fear of rampant spamming – but if your incentive is big enough you’ll get lots of emails to build your list.

## **Managing Your List**

Once you’ve gathered your email list, you need to have a simple way to manage it and also send out messages. There are several options:

#### **1. Web-based (server side software)**

The first option is using a web-based list server service. List servers are good because you send one email message to your list server and then it broadcasts to your entire list. They also will automatically handle remove requests, subscribers and bad emails (bounces or undeliverables).

There are some free options, but you'll get advertisements (not from you) going with your email message.

Here are a few options for when you are just started out:

<http://www.listbot.com>

<http://www.topica.com>

<http://www.egroups.com>

Then when your list becomes bigger you may want to go with a more professional choice like:

<http://www.sparklist.com>

## **2. Software on your computer (client side software)**

The second option is buying software (a one-time investment) and sending out your own emails. Also, these software packages let you do personalization of email (with email merge) so it looks like a personal message. The downfall is that if you have a big list it takes quite a long time to get out all the emails from your computer.

Here are a few options:

### **Mail King**

<http://www.mailking.com>

### **Group Mail**

<http://www.SellShareware.com/ProgramInfo.asp?AfID=8317&PrID=34362>

# **Tips for Creating Your Winning Emails**

## ***Formatting Your Email***

It's absolutely critical that you format your emails to 65 characters or less per line (I prefer 60 or less). You see, everyone's email programs are different so that's why sometimes you'll see emails you receive look all screwy like this:

Blah, blah, blah, blah,  
Blah, blah, blah, blah, blah, blah, blah,

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Blah,  
Blah, blah, blah....

That's a dead giveaway that you don't know what you're doing.

So the secret is to make your messages 65 characters or less and use a hard return (that means hit the 'Enter' key when you get to 65 characters). I will create my messages using MS Word for spell checking and so I can get a word count.

Also, use a fixed width font like Courier New at 10 point when writing.

Then after I've edited the email several times I'll save that file as .TXT file (it's one of the options under FileSave As).

Then I will open up that .TXT file (text only) and set up a guide to use so I know where 65 character occurs. A text only file will open in your default text-editing program something like WordPad or NotePad.

Here's what my guide looks like:

\* \* \*

-----1-----2-----3-----4-----5-----6-----

I've reprinted another important article from Jim Daniels below giving you some pointers to making your email look good:

## **Are Your Email Messages Good Looking?**

"Good looks" are very important in an email message. This is often overlooked by many email users. It is a fact that an email's content is diluted greatly if the message itself is "not good looking".

Have you ever received an email message that looks something like this...  
Thank you for requesting more information about our services! We here at ABC Company would like to present a special offer to all of our cherished customers. There are two main reasons why email messages turn out looking like this.

Although the reasons are quite simple, many email users don't understand them. Reason number one is called line length. When composing email, most people just type and type without using a hard carriage return. If it looks fine when you're done, your email program probably automatically wraps the words in a nice legible format. This word wrap is usually done based on a line length of anywhere from 70 to 80 characters.

Well, lets say I receive your message, but my email program doesn't have the capability of automatically wrapping incoming messages. Since you performed no hard "end of line" carriage returns when typing your message, my email software thinks it's one long sentence. Now your nice, easy to read message looks like that example above.

O.K. So how do you avoid this problem? Simple! When composing email messages, use a hard carriage return before you get to the end of each line. I have found that a maximum line length of 64 works to alleviate this problem almost completely! Of course, you'll always run into an instance occasionally, depending on your recipients settings, but this should do the trick 95% of the time!

Another reason people encounter "funny looking" email messages is called proportional character fonts. Like I mentioned earlier, all email programs are different. Therefore the fonts used by each program varies widely. Basically, there are fixed pitch fonts like Courier (found on Eudora) and there are proportional spaced fonts (like AOL and Compuserve email).

With fixed-pitch fonts, all characters in a paragraph will line up directly above each other. With a proportional-spaced font, CAPS, space bars and other keystrokes are wider, so each line is a different length. The bottom line is this. If you create a message using one type of font and send it to an email recipient using the other, the message will not look the same when they receive it!

Once again, the solution is simple! By using a hard carriage return before the end of the line you can keep these problems caused by the difference in email programs to a bare minimum. If you plan on sending the same message to multiple recipients, or attempt any drawings, consider testing the message with a friend on another service.

There is a third way for your email messages to look bad. Although it is far less likely to happen, you should be aware of it. Many word processing or text editor programs allow you to save a file as another format. (Such as ascii.) It may look great to you, but when sent via the internet it can become scrambled.

You may have received one of these messages at one time or another. They are easily recognized by the repeated "U" characters in the text. To avoid this problem, simply use the cut/paste or copy/paste method to extract text from a document in other programs.

The last thing you want is an email message with great content, being dismissed simply because it wasn't "good looking" enough!

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Article by Jim Daniels of JDD Publishing. Jim's site has helped 1000's of regular folks profit

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## ***Important Particulars***

There are few more important things you need to be aware of when using permission email without getting in trouble for spamming (sending unsolicited emails).

1. Always give people an option of being removed from your list. Usually the service provider you use will do this automatically for you. Most services have a link at the bottom of your email that says:

**“To stop additional follow up messages click below:**  
<http://www.aweber.com/?40307r.php?i=affaweber&e=email@isp.com>”

This link then automatically removes those people from your database. This is an important feature.

2. You also want to remind people how they got on your list. Many people are forgetful and don't always remember all the places they signed up. So be sure to add a little line about how they got on your list.
3. Making your links 'clickable'. In order to make it easy for people to go straight from your email to your web site you need to make your links 'clickable'. Here's how a link should be written in your email: **<http://www.yoursite.com>**  
Most email programs will recognize this as a link. And if you want to make an email link you should write it as: **<mailto:emailaddress@isp.com>**

You might also want to use an HTML link like this if you have a lot of AOL users:

**<a href="http://www.yoursite.com" Any copy you want to write here </a**

## ***Getting Your Emails Opened and Read***

According to eMarketer, Americans get an average of 15.2 email messages a day and that number continues to rise. That means that unless your email is compelling – your message wind up in the trash faster than you can blink!

Here is a quick email I recently got – do you think it received more than a split-second look before I trashed it?

\* \* \*

Subject: The future is now!

Hello carlos2576(2)! This message is in reply to your message as sent to me from your address [yanik@surefiremarketing.com](mailto:yanik@surefiremarketing.com) (Your message resides in my archives)

We would like to take this opportunity to make you an offer in return...

This is for National & International Entrepreneurs and Professionals

We Need Elite Leaders Now! Our Hi-Tech and Hi-Touch Strategies along with our strategic alliances with a Technology and Global Marketing company, proprietary software, and many other 21st century, patent pending technologies, have positioned us for the ever expanding global market.

---snip---

Disclaimer Your original emails reside in my archives.

Under Bill S.1618 TITLE III passed by the 105th U.S. Congress this message can't be considered Spam as long as I include a way to be removed.

To be removed automatically from future mailings, simply click on the link provided below. Failure to do this will not remove your address.

Do Not incriminate your self by reporting a faulty Spam complaint if you have not attempted to get removed first.

[remove1533@xyz002.com?Subject=Remove\\_from\\_1261sp-183107](mailto:remove1533@xyz002.com?Subject=Remove_from_1261sp-183107)

\* \* \*

I mean come on! This went into my trash folder without a second thought. This kind of marketing is blatantly spam and will do nothing but get your ISP cancelled and land you in a heap of trouble.

But, let's say you are a legitimate marketer there may be a few overlooked things you're doing with your emails that aren't getting them opened, Mark Joyner and master copywriter, Russ Phelps give you some advice in this area:

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# Warning: Your Email is Invisible

by Mark Joyner, CEO, Aesop.Com

What I'm about to show you will increase the number of people that read your email significantly. (I'm talking about legitimate opt-in or one-to-one emails here, not spam.)

Many email clients will allow you to filter out "junk" based on a set of rules. For example, anything that starts with "ADV:" or includes such text as "this email is sent in compliance with..." can be filtered out and sent directly to your trash file.

If you're like me and get tons of email every day, this can be quite useful. I just don't have time to read about every time some South American pharmacy is running a special on Viagra.

The problem is that these rules are not always accurate. That is, sometimes these "junk email" rules filter out important email as well.

Surprisingly, these rules are not very forgiving at times. If I were to write such rules I would do so under the assumption that it is better to let some spam slip through than to erroneously filter out something important. But, we're not so lucky. Many of the junk filtering rules are valid, but others are not.

You should comb through any of the automated follow up emails or newsletters you send out and remove anything that might trigger a spam filter. Since some of these rules are quite arcane, it is probably best to send the email to yourself and receive it with a client that has junk-filtering rules turned on. I've found that the Outlook junk filtering rules are the harshest, so you might try that. If the email is not filtered, you're probably OK. If it is, play with it until the email is accepted.

Here are some things to look for that you may not expect. The following will trigger junk email filters in Outlook and keep your email from being read:

"FREE"

When in ALL CAPS anywhere in your email. You shouldn't use ALL CAPS for anything anyway, though, if you can avoid it.

"sales@anydomain"

If this is in the from address. Believe it or not!

"extra income"

When found anywhere in the message.

"for free?" or "for free!"

When found anywhere in the message. This one is really silly. I can think of quite a few uses for this phrase outside of junk email...

Of course, there are quite a few other rules that will trigger junk email filters, but these are ones that could easily trip you up. Just remember to test the mail yourself to make sure. Doing this will significantly increase the number of people that actually read the mail you send them.

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Article by Mark Joyner, of 1001 Killer Internet Marketing Tactics. Mark is also the CEO of Aesop Marketing Corporation. 1001 KIMT is an absolute \*must have\* for anyone serious about Internet marketing. No other course out there even comes close. It will dramatically boost the results of any campaign in a very real and measurable way. They are offering a special right now where it comes with a bonus database of over 6,000 media contacts (including email and FAX numbers).

<http://www.roibot.com/kt.cgi?R52660>

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### 3 Ways To Get Your Email Opened And Read

By Russ Phelps, [www.russphelps.com](http://www.russphelps.com)

As you may know by now, the battle these days in the "email game" is to get your email message opened and read. Here are three ways to "stack the marketing deck" in your favor. If you follow these three formulas, you'll enjoy greater response, sales and profits!

I know, because my clients and I are using these tested formulas right now to do just that!

If you're like most people, you can barely keep up with the email flooding your mailbox on a daily basis.

The fact is, most people sort through their email by just looking at the "Subject" heading. Then, they often DELETE the email without reading it! (Haven't you done this yourself?)

If the "Subject" heading doesn't grab them by the brain, arouse their interest and curiosity, then your precious email message will often get DELETED without being read...

For education purposes, here's the theory behind what I am saying. (By the way, the purpose of my "Ad Copy Tips" is to not only to tell you what's working, and what to do, but also to explain "why" it works based on timeless direct marketing principles, strategy and tactics. That way, you not only get hot tips you can put to work right away in your business, but you also

get a training session in savvy marketing and advertising.)

Savvy internet marketers know that they must apply timeless direct marketing principles, strategy and tactics to their internet marketing in order to be effective. Here's how profitable direct marketing applies to email marketing on the internet.

1) Think of your email "Subject" line as the teaser copy on the envelope of a direct mail piece. Envelope teaser copy has one over-riding purpose - to get the envelope opened! And the purpose of your email "Subject" line is to get the email opened!

2) Think of the email "Subject" line as the headline on a sales letter. The purpose of the headline is to make the prospect read the letter. And the purpose of the "Subject" line of your email is to get the prospect to open the email and read it!

Keeping that in mind, let's move on. Simply apply the principles of writing good teaser copy and headlines to the art and science of writing good email "Subject" lines.

Here's how:

1) Put the offer in the subject line. For example, here's one I just wrote for an office products company:

1000 Address Labels Only \$12.99 - Save \$6.00!

Clear as a bell, ain't it?

The key is to boil down your offer to the 60 or so characters you have available in your Subject line. Do whatever it takes! Test different ways to word your offer. If it hits them in the head like a bull's eye, they'll open your email to find out how to take advantage of your offer.

2) Put your web site URL, link, response code or affiliate link code in the Subject line, with a "call to action." For example:

Check out [www.greatwidgets.com/12345](http://www.greatwidgets.com/12345)

Simple, isn't it? The truth is, if your wordy and windy email message ends with a call to action that sends them to the same place, why not put it up front in the Subject line? Chances are, many readers will go there directly from the Subject line without even opening the email, just to see what's going on! Mission accomplished!

Then again, some will open the email to find the "reasons why" you want them to go there! And, if your email sales message does the job well, THEN they will go where you want them to go!

3) Apply the "Yellow Post-It Note/Tearsheet Mailing" technique. Did you ever get one of these in your snail mail box? It's a direct mail piece that looks like a newspaper or magazine article, with a yellow post-it note that says something like:

"Bubba - get this! It's great! J"

Well, these direct mail pieces are VERY profitable! I know - I've written dozens of them, and my clients have mailed millions of them, thus raking in much cash! (In fact, I was featured in the book "Million Dollar Ads, Sales Letters And Marketing Pieces" on this very topic!) Now, here's how to apply this to email Subject lines:

For personalized email to your house list:

David - Read this now - It's Great! From Russ

OR

Angie - go to [www.greatwidgets.com/update](http://www.greatwidgets.com/update) - new stuff!

For opt-in email, non-personalized or "cold" email that is NOT spam:

Go to [www.hotstuff.com/offer3](http://www.hotstuff.com/offer3) - It's Great! (From J)

Well, dear reader, does this get your creative juices flowing? If so, GREAT!

Now think: How would you write an email subject line for your business, in each of these three styles?

Now some homework: Write at least one email Subject line in each of the three styles outlined above. Then test it against what you are doing now - or use it to start a new project.

Test and compare many different approaches. Roll out with the winners. And then keep testing new Subject lines and go for a breakthrough! It's do-able! I know! My clients and I are doing it right now!

Now go thou and do likewise.

And let me know what happens, OK?

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Russ Phelps is a master copy writer and marketing consultant, with more than 600 clients nationwide since 1978 - including Fortune 500 companies and many smaller businesses and entrepreneurs. He has written thousands of marketing pieces for direct mail, print, publicity, Internet, email marketing, TV, radio, back-end marketing, ancillary marketing and joint ventures. You can find him at [www.russphelps.com](http://www.russphelps.com) or call him at (858)831-1668  
\*\*\*\*\*

## ***Email Copy Tips***

When writing your email copy throw everything you learned in English 101 out the window.

### ***1. Personalize***

There's nothing better for a person to see their name. Use personalization in the subject line and inside the body of the email (but don't overdo it so it looks hokey).

### ***2. Write just like you talk***

Use plain, easy to understand English. Nobody cares if you can use xenophobia and ostentatious in a sentence. Write almost like you're talking to a buddy over a beer. So that means use contractions. Be friendly and personable in your writing.

### ***3. Put passion into your email***

Since you won't have the luxury of seeing your prospect eye-to-eye to gauge their reactions you need to put extra passion into your message. Even if you think you are overdoing it when you write, your letter will end understated when it gets read. Get enthusiastic!

### ***4. Write to one person***

Try to think of the ideal prospect as you are writing and make the message just for them. Even if your web site will be read by thousands of people each day -- every person will read it one at a time. Use "you" and "your" liberally. Focus on them, not yourself.

### ***5. Keep your sentences and paragraphs short***

Keep your sentences and paragraphs short and simple.

Period.

Sentences (and even paragraphs) can even be one word like that last one. And paragraphs should be no more than 4 or 5 lines. You want your email to look easy to read with a lot of white space. Make it inviting. Long blocks of words are scary. Paragraph breaks do not need to be determined by content.

### **6. Use plenty of compelling subheads**

Subheads should be like mini-headlines. Use them to break up large bodies of text and to bring people back into the body of the letter.

A lot of people will scan your email so you need to make you subheads give a complete selling message by themselves. Also, be sure to use different graphic embellishments.

### **7. Eliminate excess wording**

Simplify. Convey your message in a clear and concise manner -- but remember that doesn't mean keep it short. You need to ruthlessly edit your email for flow.

### **8. Use action verbs whenever possible**

If you see too many "as", "is", "was" or "were" replace them. Sentences using action verbs are more powerful.

When writing your email you want it clear enough so any 6th grader could understand it. Now you probably think your prospects are a lot smarter than 6th graders but nobody has time anymore to sit down and figure out what you're trying to say -- so keep your writing simple and straightforward.

In fact, to help you even more with this important aspect of email marketing, I'm reprinting several articles here:

## **How A Hidden Psychological 'TRIGGER' Makes Prospects Practically Line Up and Beg To Do Business With You**

By Yanik Silver of <http://www.instantsalesletters.com/?10605>

Do you remember the stupid beer commercial a few years back with the tagline "Why Ask Why?" Well, completely unknown to the ad agency -- they had almost stumbled onto a breakthrough marketing concept.

Telling people the reason why you are doing something is one of the most powerful influencers of human behavior.

Robert Cialdini, Ph.D. in his book "Influence: The Psychology of Persuasion" talks about an experiment by Harvard social psychologist, Ellen Langer, that concluded people like to have a reason for what they do.

Her experiment consisted of people waiting in line to use a library copy machine and then having experimenters ask to get ahead in line. The first excuse used was "Excuse me, I have five pages. May I use the Xerox machine because I'm in a rush?" This request coupled with a reason was successful 94% of the time. However when the experimenter made a request only: "Excuse me, I have five pages. May I use the Xerox machine?" this request was only granted 60% of the time. A significant drop. Okay now for the shocker.

It may seem like the difference between those two requests was the additional information of "because I'm in a rush", but that's just not the case. Because in a third experimenter, the experimenter asks "Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?" There's no reason mentioned or new information presented, just the words "because". This time a full 93% of the people said yes simply due to the word 'BECAUSE'! And it didn't even matter that there was no reason given. Just the word because triggered a magic response.

Using this psychological 'trigger' can massively increase your Marketing success. Here's an example: John E. Powers, one of the top copywriters in the 1900's, wrote this ad for a Pittsburgh department store in severe financial trouble:

"We are bankrupt. We owe \$125,000 more than we can pay, and this announcement will bring our creditors down on our necks. But if you come and \*buy\* tomorrow, we shall have the money to meet them. If not, we shall go to the wall."

Instead of yelling 'SALE' like so many other stores would, there's a legitimate reason given why people should spend their money at this store. And this ad was said to be responsible for saving the store. Another ad written by Powers, for a different merchant, proclaimed "We have a lot of rotten raincoats we want to get rid of." This sold out the entire inventory of raincoats by the next morning.

Max Sackheim, famous for the long-running ad "Do You Make These Mistakes In English" and originator of the book-of-the-month concept, says this: "Whenever you make a claim or special offer in your advertising, come up with an honest reason why, and then state it sincerely. You'll sell many more products this way."

And this powerful strategy works just as well today.

Using this secret weapon for a medical equipment company, I helped them produce a massive 1,073% return on investment simply using "reason-why" copy. The premise was how can we sell a product for the incredibly low price of only \$477? (Regularly this product sells for about \$695 - \$895.) Then the ad went on to explain that the reason why the price was so low was because the manufacturer wanted to gain market share and get nurses and doctors accustomed to using their product. It was a huge winner and a big money-maker for the client.

So how can you apply all of this to your business? Easy. Let's say you have a slow time of year and you want to increase your business during this period. Well, write a simple letter to your customers making a special offer, only good during your slow period. Maybe you'll throw in an extra free bonus, an extra service, or a special discount simply because it is your "slow time" and you need to pay your staff anyway.

Let people in "behind the scenes" at your company...

\* Are you overstocked on merchandise because for some reason customers only want the deluxe widget - but you ordered tons of the basic one?

\* Did you have a flood and you need to liquidate (pardon the pun) your inventory?

\* Do you need to raise cash so you can pay for your nose job?

Whatever the reason. Tell them the truth. For some reason everyone wants to be mysterious about their business. If you're lowering the price nobody thinks you're doing it just because you're "such a nice guy". So let people in the reason why.

I know this probably goes against every grain of business sense, but I promise if you give people a good, believable reason why they'll respond with open wallets.

\*\*\*\*\*

How Much Is One Good Sales Letter Worth To Your Business?

Yanik Silver has created the ultimate no-brainer, fill-in-the-blank sales letter writing resource. In less than 3 minutes you can create a winning letter guaranteed to sell your product or service...WITHOUT WRITING! Check out: <http://www.instantsalesletters.com/?10605>

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## **I Almost Flunked English But Went On To Make Millions of Dollars Writing Sales Copy**

**By Joe Sugarman**

The Guinness Book of World Records listed Joe Girard as the "World's Greatest Retail Salesman" for 12 consecutive years. He holds the singular distinction of having sold an average of six cars a day over his career. Recently, Joe Girard told me:

"Joe, I can sell in person to individuals in a personal way – in fact, I can sell more cars per day than anyone else. Yet, I can't do what you do -- you sell millions of products to masses of people through the sheer power of print."

### **Salesmanship in Print**

When you look at it from Joe Girard's perspective, it's hard to deny the awesome power of writing good sales copy - which I call "salesmanship in print" -- a power that anyone

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can take advantage of. You don't need good looks, a charming personality or even great intelligence. In fact, you don't even have to pass English.

This is why it baffles me when people desperately rack their brains trying to find ways to make money -- when the greatest opportunity is staring them right in the face. What's even more mystifying is that those very same people, when presented with ingenious approaches to writing copy that sells, take the skill for granted and don't use it to make personal fortunes for themselves.

### **Flunking English**

Not many people know this, but I almost flunked English back in high school. In addition, I don't know many big words, unlike the rest of my advertising and marketing colleagues -- and my writing style is quite unsophisticated to boot. Yet, by learning to incorporate into my sales copy all the things about how the human mind reacts to certain words and phrases that I've learned over the years, I have made millions of dollars for myself.

The most important lesson you must remember is this: If you learn nothing else but the proper use of psychological principles in writing sales copy, you will always make more money than you'll ever need.

### **The Million-Dollar Grapefruit Farmer**

If you're one of those people who believes that you're not a good enough writer -- and that you couldn't possibly learn to write ad copy that sells -- I want to tell you the story of a man who attended one of my seminars. This man was a grapefruit farmer who had never written sales copy prior to attending my copywriting seminar. In fact, he expressed his doubts that he would get anything at all from the copywriting lessons he learned. Yet, by the end of the seminar, he was able to write direct mail copy to sell grapefruit by mail which, over a period of ten years, has earned him millions of dollars.

### **Success Leaves Clues**

For many years I specialized in "space-age" products, and my claim to fame was in building and selling "the better mousetrap" -- from state-of-the art smoke detectors to chess computers to new-fangled calculators -- and more recently -- to BluBlocker® sunglasses. But you don't need a space-age product to make a million dollars. In fact, that is the downfall of most people who enter the marketing field. They find a product, fall in love with it, and try to get the market to buy it. With an unproven product, you could lose a lot of money in the process.

Instead what you should do is find a product that's already selling well -- and use compelling copy to sell it better.

### **Harmonize with the Marketplace**

One of the psychological principles I describe in my book, "Triggers," is simply this: Your product needs to harmonize with the marketplace.

Here's a tip that you would definitely find useful: When you're looking for a product to sell, go to the library and flip through the back issues of magazines -- particularly the

tabloids. Note those mail order ads that are running week after week, month after month. There's only one reason why those ads keep running -- they're making money. Those products are already proven to sell well -- they've demonstrated that they harmonize with the marketplace.

Even if there are many companies that are already competing in those product categories (example: weight loss, hair restoration, and wrinkle products, etc.), don't worry. If you apply good copywriting guidelines, your marketing efforts will fare better than those who are making money, despite their poor sales copy.

### **"Splish Splash I Was Takin' A Bath"**

Take a clue from Bobby Darin, a popular singer of the '50s. Darin was a young singer in New York who, for a long time, tried unsuccessfully to break into the music business. He would go from record company to record company trying to convince them to make an album of him singing popular jazz oldies. He was rejected.

So one day, Darin sat down and wrote a song that fitted or "harmonized" with what the public was buying at the time. What was popular at the time was good old rock and roll sung by black artists -- it was called the Motown sound.

The song he wrote was called "Splish Splash" and the words started out, "Splish splash, I was takin' a bath/ 'Round about a Saturday night." It had a good old Motown rock and roll sound -- and it became a smash hit, selling millions of copies.

Darin recognized what the market wanted, and he created something that harmonized perfectly with the prevailing market. From his earnings, he himself produced a record in the music genre that he really loved -- popular jazz oldies. His song, "Mack the Knife" went on to become a multimillion-selling single and made Bobby Darin famous.

To summarize, you must first have a product that harmonizes with your market. If you haven't made a substantial amount of money from your marketing efforts yet, sell only products or services that have a ready market -- this is the path of least resistance. Afterwards, with the money you make, you can blaze new trails with other products of your own preference.

\*\*\*\*\*

Joe Sugarman, the best-selling author and top copywriter who has achieved legendary fame in direct marketing, is best known for his highly successful mail-order catalog company, JS&A, and his hit product, BluBlocker Sunglasses. Joe's new breakthrough book, "Triggers," reveals 30 powerful psychological triggers that influence people to buy what you're selling.

[http://www.roibot.com/r\\_psy.cgi?R52660\\_ptarttext2](http://www.roibot.com/r_psy.cgi?R52660_ptarttext2)

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# How to Hypnotize People into Reading Your Sales Materials!

by Joe Vitale

On a sunny, warm day in August, 1996 I kneeled over the grave of P.T. Barnum and had one of the most remarkable experiences of my life.

I had begun researching the famous showman in order to write my forthcoming new book, *There's a Customer Born Every Minute* (to be released in October, 1997). I had visited the Barnum Museum, the Historical Library in Bridgeport, Connecticut, and met with Barnum scholars, biographers, and collectors of his writings. I wanted to visit Barnum's grave and pay my respects. Little did I know that the incredible, magical experience would change my life forever...

Recently I went online to hunt for old books by some of my favorite authors, this time I went after anything by Robert Collier, mail order advertising genius and author of such classic books as *The Secret of the Ages* and *The Robert Collier Letter Book*.

I typed in his name at one of my favorite book search engines (which I'm going to keep a secret as long as I can), and to my amazement several new (to me) titles came up. I stared wide-eyed, my mouth open, as I saw that someone had two copies of a magazine Collier edited in the late 1920's called "Mind, Inc." I couldn't believe it. I immediately grabbed the phone, called, and bought those magazines. A few days later they arrived.

I opened the brown package, my heart racing with excitement, and nearly drooled as I slid the little paperback sized magazines onto my desk. They were well worn but intact. I thumbed through them and marveled at my find. Here were new articles by one of my heroes, my mentor, a man who changed my life not once but twice with his books. I felt like a happy child on Christmas morning, getting the gifts he longed for and needed most.

As I looked over Collier's magazines, something shifted in me. I saw an advertising technique at work that seemed hypnotic in power. I had one of those "ah-ha!" experiences great inventors write about. I held one of the issues in my hand and read the back cover. Collier had an ad there that began --

"How can I tell if I am working aright?" many people ask. There is an easy, simple rule. With it in front of him, not even a child could go wrong. Just ask yourself one question. If your answer is "Yes." You are on the wrong track, and you will never make much progress, until you get off it and on the right track.

If your answer is "No," then you are working in the right direction, and you have only to keep it up to attain any goal you desire.

That question is the basis of the Lesson in the next issue of "Mind, Inc." If you are looking for a road map to guide you through the mental realm, send for it!

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Did you catch what Collier did?

Let me give you another example. This one comes from Collier's editorial in the opening pages of the other issue I found:

Dear Reader: Twelve years ago, the three examining physicians at the head office of the Life Extension Institute made a thorough physical examination of the writer. They had him hop and jump and do sundry things to stir his heart into action, then they listened with their stethoscopes and nodded knowingly to each other, finally gathering in a corner to whisper earnestly together, with many a meaning glance in the writer's direction.

The upshot of their conference was a solemn warning against all forms of violent exercise. The heart was dangerously affected, in their opinion. Tennis, horseback, swimming -- all these were taboo. Even running for a street car was likely to result disastrously. If the writer wanted excitement, he might walk (as long as he did it sedately) or crawl about the floor on all fours!

That was twelve years ago, remember. A few months back, he had occasion to be examined for life insurance. The examining physician knew of the Life Extension Institute findings, so he asked the Head Examiner of his company to check his report. The Head Examiner came, made the same exhaustive heart tests as the Institute and put away his instruments with a chuckle. "When you get ready to pass out," he said, "they'll have to take out that heart and hit it with a rock to make it stop beating. Work, play, do anything you like in reason. The heart can stand anything you can!"

What made the difference? Perhaps the following lesson may give you an indication."

Collier did it again! Did you catch his method?

Collier told you just enough to intrigue you, to get you hooked, to get you interested -- and then he stopped!

In the first example he cleverly trapped you into wanting to know the question he kept referring to. But he never told you the question. He snared you and then asked you to send for the next lesson, where the mystery of the question would be revealed. How could anyone not send for it? I sat at my desk reading Collier's ad more than seventy years after he wrote it and I wanted to send in the coupon, too. But Collier is long dead. I'll never know the question!

In the second example Collier cleverly told you two intriguing stories, asked the question that every reader would then have on their mind -- put then didn't answer it! Again, Collier generated interest, and then told you to read the magazine to find the answer. Talk about hypnotic writing!

And that's how you get people to read your sales materials. You pull them into it. You grab their attention, keep them reading, get them wanting what you have and then -- stop and tell them to send in a check, or call you, to get what they now so badly desire.

Did you notice how I began this article?

I used the Robert Collier technique to hypnotize you into reading more. I began saying I had an experience at Barnum's grave. What was the experience? What happened? What's my new book about? All of these are questions in your mind as you read the opening. It's hypnotic. And if you've read this far, you know the method works.

The next time you want to write something and be sure people actually read it, remember the Robert Collier technique. Start by writing about something that will interest the people you are addressing. Tell them an interesting story. Get them wondering about something that they want to know more about. And then STOP. Change direction. Write about something else that may still be related to the opening, but don't resolve the opening until the end of the article. And maybe not even there. Maybe you'll want people to send in a coupon or call you for the answer. For example:

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Marketing specialist Joe "Mr. Fire!" Vitale is the author of nine books, including "Hypnotic Writing", which answers the question, "What will \*you\* do when you learn to hypnotize people with the power of words alone and get them to obey your commands?" Click here to find out:

[http://www.roibot.com/r\\_hw.cgi?R52660](http://www.roibot.com/r_hw.cgi?R52660)

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# **A Few Ideas For The Best Ways to Profitably Put Email To Work**

In the pages that follow you're going to find proven examples of winning email messages from some of the top Internet marketing pros and eCommerce leaders. You'll get plenty of ideas to use and model for your own campaign.

Here are a few of the best ways and times to put emails to work for your business:

- 1. Acquiring New Customer at incredibly low costs (not spamming)**
- 2. Special customer-only sales.**
- 3. New product announcements.**
- 4. Contact your email list during holidays and events.**
- 5. Email newsletters to stay in touch with customers and prospects.**
- 6. Endorsing other products and services through your affiliate links.**
- 7. Recruiting Affiliates and joint venture partners.**

Pay careful attention and study all of these samples thoroughly because each one is a proven moneymaker!

# **Email Messages for Acquiring New Customers and Opt-in Subscribers:**

# ***Stephen Mahaney***

Stephen is president of Planet Ocean communications, and he literally “wrote the book” on search engine optimization strategies. He is the author of “The Unfair Advantage Book On Winning The Search Engine Wars” and also "Business Course in Permission Email Marketing". Stephen is a master marketer and someone I’ve learned a lot from.

## **Web sites:**

<http://www.searchenginehelp.com/global>

<http://www.email-solutions.com/global>

\* \* \*

## **Background On Email:**

This email message directly produced about \$800,000 in sales. When taking into consideration the still ongoing renewals, affiliate sales, and new sales that are still being built on the foundation of this email sales campaign, it is easy to say this email message, coupled with the website it refers to, became the cornerstone of what is now a multi-million dollar business -- Planet Ocean's Search Engine News --

The message below was sent out to businesses with websites almost continuously starting in late January 1996 thru early October 1998. Average mail-out was approx 10,000-15,000 email per week. The approximate number of emails sent over this period of time was approximately 1.5 million which also reflects the approximate total number of business websites by late 1998.

<p><b>Results: This email is responsible for \$800,000 in sales and starting Stephen’s multi-million dollar business, Planet Ocean. He was very generous to share a complete explanation of why it worked so well.</b></p>
--

\* \* \*

To: webmaster@yourbizsite.com  
Subject: Your Web Site's Findability  
Reply-to: poc-senews@se-news.com

Would you like to improve your website's  
"findability" in the Search Engines?

During the past year, my company has placed over 100  
webpages into the Top Ten -- the front page -- of the  
major search engines... and, for a small fee, I am  
willing to show you exactly how we did it.

My name is Stephen Mahaney. I am the president of  
Planet Ocean Communications. My web marketing company  
has literally "written the book" on how to position your  
website on the front page -- the Top Ten -- of each of  
the major search engines... guaranteed!

Our 45 page book identifies every trick & technique that  
is being used on the Internet to gain an almost "unfair"  
advantage in landing websites at the top of the search  
engine lists -- right where you need to be so that  
potential customers who are seeking your services or  
products can find you.

Our monthly Newsletter keeps you abreast of the latest  
techniques and frequent changes that take place in the  
dynamic world of "search engine" science.

However, understanding the process does not require  
a degree in "rocket" science -- nor do you need to be  
"technically oriented". Whether your website is a  
"do-it-yourself" project or you are paying someone  
to maintain your site, you (or your webmaster) need  
to know the tricks in this book in order to compete with  
the professionals who are dominating the front pages of  
the various search categories.

To learn more about how you can obtain this essential  
information and receive a free subscription to our  
Newsletter -- Search Engine News,  
go to....

<http://www.searchenginehelp.com/global>

You'll be glad you did.

Sincerely,

**Million Dollar Emails**

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Stephen Mahaney - President  
Planet Ocean Communications

\*\*\*\*\*  
Note: We have contacted you based on information that we gathered while visiting your website - If you would prefer not to receive mail from us in the future, simply reply with the word "remove" and you will be automatically excluded from future correspondence. Thanks  
\*\*\*\*\*

Thought for the day...  
"The only thing a man can take  
beyond this lifetime is his ethics"

\* \* \*

**Explanation:**

This email was technically sent out as "unsolicited" -- although highly targeted. In the beginning the response rate ran a little better than 1% which meant that for every 1000 emails we made 10-12 sales @ \$97 per sale or, approximately \$1000-\$1200 for each 1000 emails or \$1+ for each email sent.

As email blocking, anti-spamming, and the general erosion of responsiveness took it's toll on the effectiveness of unsolicited email, response rates dropped to, ultimately, .1% (1/10th of one percent). Still, in the final stages of this email campaign, we were still taking in \$1000 for every 10,000 pieces of email that went out. At a time when companies thought nothing of "paying" for customer acquisition, we were still "getting paid" about \$70 for every new customer we gained as well as garnering sales from renewals and back-end products.

We stopped "doing it", frankly, because we no longer needed to -- coupled with the fact that we had reached some degree of market saturation. Even more important was the fact that our customer base was, at that point, well established and our renewals, affiliate sales, and ancillary product sales were more than making up for the sales that ceased when we discontinued this initial business building strategy.

As a point of interest, this specific email (we believe) owns the distinction of being the longest running Unsolicited Commercial Email (UCE) in the early history of the commercial Internet. We believe that it worked for the following reasons...

**First:** It was honest. The results were not only true, they were also believable and highly attainable. The unsolicited testimonials we received would pop your eyeballs out. We have better testimonials (every single one totally unsolicited) than most companies that ask for, and/or, fabricate them

**Second:** It was credible. It contained an introduction to a real person and a real company and did not hide behind false curtains like "forged return address", or "faked company names".

**Third:** It immediately identified (in the first sentence) the most common problem that online businesses had (and still have) and suggested that a solution to the problem was forthcoming.

**Fourth:** Instead of trying to cold-close the prospect on an immediate sale via email, it referred the prospect to a web site where he or she could learn more. That, it appears, elevated the credibility factor. At a time when most web sites were being shut down for "spamming", we weren't. This was due to the fact that this message simply did not generate the degree of complaints that others did when sent to millions of recipients without regard to qualified interests.

**Fifth:** We explained (at the bottom of the message) where we obtained their email. This is commonly done these days but frequently done badly. Either the explanation is not credible or is done in such a way that discounts the sales message by "apologizing" for it. Conceptually, saying you are "sorry" for presenting your offer is bad form and will, in every case, hurt sales. Considering the timeframe (1996-98) and maturity level of electronic direct marketing (EDM) at the time this message was being used, this explanation was very effective and satisfied, in the mind of the recipient, the questions of "how" we obtained their email address and "why" we felt they were a prospect for our product and service. This is an important factor to consider in today's electronic direct marketing (EDM) efforts as well because the concept remains constant, only the mechanics of delivery change.

**Sixth:** The "closing affirmation" at the very end worked to reduce complaints substantially. It also inferred that we subscribed to the notion that "ethics" are important - - thereby elevating, to some degree, the recipients level of trust.

**Seventh (and most important):** The response rate was fairly high and, therefore, the campaign did not depend on sending ridiculous quantities of email to gather significant sales. This meant that the lists and mechanics of getting the email out were manageable with relatively low-tech systems -- i.e., the "system" was not cost-prohibitive because the response rates were high enough to justify sending email in what was considered at the time to be miniscule quantities when compared to other UCE campaigns.

By the way, the most frequent comment we heard from purchasers was "Ya know, I never respond to spam but for some reason I responded to your email." Translated: they didn't see it as spam because it was the solution to one of their immediate problems. That is the concept that the marketing student should grasp. Identify the customer's problem first, solve their problem, then sell the solution.

Interesting Note: You might be interested to know that we figured we averaged \$700-

\$1000 for every complaint we received. Translated: for every one person who "objected" to receiving our email 7-10 people opened their wallet and gave us \$100. One of the stats I remember was, for every 10,000 emails we'd average just slightly more than 1 complaint. They were so few, relatively speaking, that our web hosting services pretty much ignored them.

### **In Summary:**

Although the Internet marketing climate has changed to the point that I would NOT recommend an unsolicited email campaign as a part of anyone's overall marketing strategy, I would suggest that the principles outlined and demonstrated by this email example have remained constant. By that I mean that you should strive to craft a message that has the following attributes.

1. The person telling the story must appear as real person.
2. The story and the person telling it must be believable.
3. The problem for which you have a solution must be identified early -- preferably in the first sentence.
4. It is important to project a professional image and a professionally designed web site can do this nicely.
5. People want to know how you found them. Tell them -- and do so in a believable fashion.
6. It will never be possible to please all of the people ALL of the time but you should look for ways to neutralize those who might otherwise complain.
7. If your testing reveals, under a best case scenario, that your response rates are meager or inadequate then you should move on to test another campaign rather than "carpet-bomb" the net with offers that only work marginally.

These days there are a number of options to online businesses that simply weren't available during the start-up days of the commercial Internet. Email lists, affiliate networks, joint ventures, and opt-in name captures are but few of the acceptable list-options that can work very well when presenting your offers online and via email.

For a complete course on how to use "non-spam" email strategies in TODAY's permission email environment, refer to "The Business Guide to Permission Email Marketing" at <http://www.email-solutions.com/global>



## ***Jonathan Mizel***

Jonathan has been publishing the “Online Marketing Letter” continuously since 1993. You'll literally find hundreds of references to Jonathan Mizel on the Internet. He's the president of Cyberwave Media and he consults for companies such as Intel, OnHealth, MyPoints, Microsoft, MotherNature.com and others.

Pay very close attention to what he says. He's one of the most experienced Internet marketers today and he knows exactly what works and what doesn't through actual experience.

### **Web sites:**

#### **Online Marketing Letter**

<http://activemarketplace.com/w.cgi?mizel-15193>

<http://www.amazingpopups.com>

\* \* \*

#### **Background On Email:**

Jonathan shares 2 examples he used to drive new visitors to his site

<b>Results: These emails produced anywhere from 10% - 20% clickthroughs with a cold list.</b>
---

1) This one is probably the most responsive, generating as much as a 20% click through to a targeted list, usually endorsed...

\* \* \*

Dear Friend,

If you are interested in learning how to make your Web site more profitable, boost your traffic, generate leads, and make more sales online, please listen carefully.

Over the past five years, my company has helped thousands of business owners, both small and large, improve their online profitability using simple, proven techniques anyone can implement for little or no cost.

Many companies have spent thousands of dollars on advertising, Mall listings, banner ads, Web site design, and other costs, but still aren't generating any money.

I'd like to share some of the techniques we and our clients have used to maximize our Web site income and literally shoot sales through the roof.

For complete details, please check out the following Web site:

<http://activemarketplace.com/w.cgi?mizel-15193>

Sincerely,

Jonathan Mizel  
President, Cyberwave Media  
Telephone: 303-499-1777

\* \* \*

2) This one was used as a stand alone ad in e-zines (to a cold list), and generated between 10% and 15% click through. We sent them to a content page that built our credibility and gave them some info before asking for the sale.....

\* \* \*

Dear Friend,

If you are interested in learning how to make your Web site more profitable, boost your traffic, generate leads, and make

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more sales online, please listen carefully.

Many companies have spent thousands of dollars on advertising, Mall listings, banner ads, Web site design, and other costs, but still aren't generating any money.

I'd like to share some of the specific techniques our client have used to maximize their Web site income and literally shoot sales through the roof.

The information, and the techniques, are totally free, so do yourself a favor and check them out!

<http://www.cyberwave.com/omt32.html>

Sincerely,

Jonathan Mizel  
President, Cyberwave Media  
Telephone: 303-499-1777

\* \* \*

3) This ad was great! It also was used as a stand alone ad in e-zines (to a cold list), and generated between 5% and 10% click through.

\* \* \*

How To Promote Virtually Any Business Or Idea Using The Internet!

From: Jonathan Mizel  
Publisher, The Online Marketing Letter

Dear Friend,

Listen carefully and I'll tell you how you can make truly insane profits marketing your products and services online and on the Internet.

It's not hard when you know how! The first rule is this . . .

1) "Don't take any advice from someone NOT actually doing it!"

Believe it or not, most of the people selling "how to market online" information aren't actually marketing online themselves (they make all their money in direct-mail - or not at all).

Some don't even own a computer! Either that, or they just began their quest and want to teach you something they learned from someone else! Don't listen to them. They don't speak from

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experience!

The second rule is this . . .

2) "Be prepared to work and \*test\* your ideas using proven techniques!"

If you follow a proven formula (tested time and time again), you can determine quickly and easily whether or not your plan is valid.

Once a system is proven, you can create a rollout that is virtually guaranteed to generate obscene, almost unbelievable profits!

And finally . . .

3) "Remember that often times, you get what you pay for!"

Of course, don't waste your hard-earned money on useless garbage. But on the other hand, the secrets of success (and the training) definitely cost more than a few dollars -- not to mention the careful investment of time.

Over the past eight years, I have developed a practically foolproof way to market any business over the Internet. I generate thousands of high quality leads -- and between \$15,000 and \$30,000 of "online" income each and every month!

Click here to learn more about my techniques:

<http://activemarketplace.com/w.cgi?mizel-15193>

If you are serious about selling your products and services online, you must read this very revealing report immediately!

Sincerely,

Jonathan Mizel  
Publisher, The Online Marketing Letter

# **Derek Gehl**

Derek Gehl is the CEO of the Internet Marketing Challenge and a former protégé of some of the biggest names in the online marketing world. He is a master at building extremely successful businesses on the Internet using his unique and unconventional Internet Marketing strategies

## **Web site:**

<http://www.marketingchallenge.com/cgi-bin/t.cgi/177540>

\* \* \*

## **Background On Email:**

This was an email to try and attract new members from their newsletter list. Here's what Derek had to say about it, "This is the email we used at the beginning of this year that incorporates the anniversary angle and gives a discount on the private site. It was sent out using HTML format and in the first week it made us over \$34,400. It was sent to 100,000 people and closed just over 200 people. FYI when we tested, the HTML pulled 15% higher than the text in this particular promotion.

<b>Results: \$34,400 in the first 7 days.</b>
---

\*\* Note this email appeared as HTML \* \*

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Dear subscriber, friend and colleague,

Did you know that on January 1st, 2001, it will be the **second anniversary** of the Internet Marketing Challenge web site? On top of that, it is also the **100th issue of the Internet Marketing Chronicles!**

As you can imagine, this is quite a milestone for us. So to celebrate this special occasion, I wanted to do something special as my way of saying **"thank you."**

After much **debate and arm-twisting** (and believe me, I had to do quite a bit!), I am going to extend an offer to you I think you won't be able to refuse -- *one exclusive to subscribers only, no exceptions!*

So here's my special anniversary gift to you: After many discussions, we have finally decided that, as our way of saying thank you, we have slashed the price of our private site, for a limited time (until our anniversary date), **at a price never seen before in IMC's history!**

In other words, with the help of **over 1,000 pages** worth of tutorials, tips and tools (which keeps growing each week), right now and only for a limited time you can...

***"Volcanically erupt your online income -- within 90 days, GUARANTEED! -- for an unprecedented, never seen before and never will be seen again low investment!"***

*It's my gift to you.* Learning how to skyrocket your online profits has never been this cheap! But remember, you only have until **January 6, 2001** to take advantage of this extraordinary discount - **it will not be extended and will never be repeated!**

Why is this milestone so important to me? When we started the Internet Marketing Challenge two years ago, I never imagined how big we would become (it only seems like yesterday when I first started with issue 130 back in January, 1999).

*But in those two short years, the growth has been staggering to say the least!*

We started with only 45,000 subscribers. The private site contained only 18 tutorials, 4 forums and 5 Internet marketing tools -- such as a keyword suggestion tool, video tutorials and free software. **And the original IMC investment was \$500!**

But today, we have grown to over 125,000 subscribers, 180 tutorials (nearly 1,237 printed pages!), 41 tools, 13 active forums, and 12 (and growing) contributing Internet (and successful) marketers and moderators -- **all for less than \$100!**

**But that's not all.** We've been adding a new tutorial and a new tool, consistently, almost every single week. (Some weeks we've even added dozens!) And right now, you can take advantage of this at an even **lower price** -- *but only until January 6, 2001.*

***"I was a member before... So what?"***

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If you've never been a member, I can tell you right now that you've got your work cut out for you. **Let me be clear:** *There is no such thing as an "overnight success."* But without a membership, you're needlessly multiplying the time, effort and frustration.

**I know from personal experience!** It took me over **7 years** to achieve the level of success that I'm currently enjoying. Wouldn't you like to know what we did to succeed (and what we did wrong, so you can avoid it and *save yourself* a lot of trouble)?

All the contributors, support team members and moderators have a combined Internet experience of **over half a century!** (And our combined profits range in the millions!)

*If price was holding you back in the past, now is the time to act -- and act quickly!*

But if you were a member before but did not renew your membership for any reason, you'd be surprised -- if not shocked! -- at the changes and the hyper-growth IMC has undergone -- *even in the last 6 months alone!* **We've multiplied a hundredfold!**

So why not give us another try? Remember that you can check us out -- everything is **fully guaranteed for 90 days**. There's no risk! Give us a try and, if you're not happy for any reason, you get every single penny back! *No hassles. No hard feelings.*

While this letter explains the reasons for joining, you may be already convinced of what we offer. *Maybe you are in a rush.* If so, then skip about 3 pages and find out right now about our second anniversary, special, limited time offer [by clicking here](#).

### **"OK, so who's on that panel of yours?"**

IMC's private site is made possible by the contributions of a panel of *successful Internet marketers* -- each selling their own materials that would cost you **100 times** the investment of the private site alone

But there are **two important things** to note here: *First, you're not alone.* Remember the best-selling self-help success book of all time? In "Think and Grow Rich," Mr. Napoleon Hill studied the wealthiest men of his time (almost a century ago).

He found some common traits, which he extolled in a book that became the success bible filled with ageless wisdom. One trait is called the **Mastermind Group** principle. In it, Mr. Hill mentions that all highly successful people have a special group of friends, mentors and like-minded people with which one can *associate* and *interact*.

Look at IMC's private site as **your mastermind group**. You learn from million dollar marketers and have the ability to *pick their brains!* There's no need to be alone and wonder (and worry) with each tactic you try -- which leads me to the second point:

You're not reading static, recycled, outdated content. You get regularly updated, step by step, cradle to grave tips and tactics to help you **explode your business**. And you can interact dynamically with contributors and staff too! *No more guessing!*

### **"Sure, but I've seen some of the stuff elsewhere... And for free!"**

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I admit that some of the content can be found on the Internet. You can take the time (and the frustration that goes with it) to go through the entire world wide web and sift through the muck to find some **true pearls of wisdom**. But let me ask you this:

Do you have the time to search for it, prioritize it, check it's relevancy and, most importantly, **test it to see if it works?** I don't think so. IMC's greatest benefits are:

1. **The fact that the private site content is kept fresh.** Also, if any new idea or important piece of information comes up, you'll know right away. If a new tactic has been profitable for us, you get the privilege of having "**first crack at it.**" *You get firsthand knowledge of any updates and breakthroughs on a daily basis!*
2. **The fact that you can rub shoulders with million dollar marketeers.** Our contributors are active in the forums, offering you thousands of dollars worth of personalized consulting -- **I alone charge \$300+ an hour for consulting!**
3. **The fact that you get thousands of dollars worth of consulting for free.** Do you have a marketing plan or a marketing problem? An idea or a website? An email sales letter or a website script? Then run it by us *beforehand* to see what other successful marketers think! **This alone is worth thousands!**
4. **The fact that the private site content is tested and proven.** The one thing you don't have much of is time! Knowing what works and what doesn't frees you up to **do what you do best** -- to market your business and rake in the cash! *No more guessing. No more testing. And no more blind (and expensive) leaps.*
5. **The fact that only one idea from the private site could help return your investment - perhaps a thousands times over!** And we're not saying this lightly: This has been the experience of some of our members, which we are told again and again and again. Here's just one example:

*"I joined the Internet Marketing Challenge group less than 3 months ago, and must say that I have gotten my money's worth many times over already! The unselfish assistance that I've received on several problems and projects has been worth many times what my membership cost, and I can say without hesitation that I'll be with IMC for a long time to come. The personal attention to requests of 'challenges' that we (as Internet marketers) face cannot be measured in dollars and cents. Everyone at IMC is willing to help and lend assistance to every challenge, and that's impressive. I encourage anyone who is involved with Internet Marketing to join this fantastic group of professionals." -- Ed Hudson, A-1 Webs*

6. **And the fact that it's all **GUARANTEED** for a full 90 days.** If for any reason you're not absolutely thrilled at the end of your trial period, just let us know and we'll send you a cheerful 100% refund, even if you have used thousands of dollars worth of marketing consultation -- *from which you will profit forever!*

**"Fair enough, but what do I get?"**

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You'll discover not a bunch of theory or ideas that sound good but **actionable, easy to use, easy to follow and easy to implement tactics** that are fully guaranteed to multiply your income *within the next 90 days*, while saving you time, effort and money.

*Let me be more specific.* While describing the entire private site would take a book, here's just a **small sampling** of what you'll learn once you become a member:

- *How to choose the right service providers;*
- *How to set up and develop a winning website;*
- *How to manage your time, your energy and your mind;*
- *How to use email the right way to boost your business;*
- *How to find your "perfect product" and your "perfect price;"*
- *How to set up a merchant account and accept payments;*
- *How to multiply your income into ever-flowing streams;*
- *How to keep your books, hire people and manage your business;*
- *How to spy on your competition -- discreetly and legally;*
- *How to gather, manage and use priceless intelligence;*
- *How to write copy that converts browsers into buyers;*
- *How to instantly create credibility in an "in-credible" world;*
- *How to turn your site into a powerful (and profitable) magnet;*
- *How to optimize your site and get top search engine positions;*
- *How to use CGI and Java scripts to make your site "sticky;"*
- *How to develop and maintain your own opt-in list (or newsletter);*
- *How to buy (let alone price and sell) advertising the right way;*
- *How to follow-up with your customer and work your "backend;"*
- *How to implement viral marketing strategies to leverage your traffic;*
- *How to find and develop profitably rewarding joint ventures;*
- *How to find free sales, advertising and publicity opportunities;*
- *How to create and manage your own automated affiliate program;*
- **And much, much more.**

### ***"Not bad, but be honest with me... What do I really get?"***

If you visited the Marketing Challenge public site, you've probably read the sales letter. You've already found out some of the **specific tactics and tips** that the private site offers. But let me refresh your memory a little bit. As an IMC member, you get:

- Four simple, surefire techniques for getting visitors to cheerfully provide you their email addresses! (Plus, I'll even reveal my proven strategy for getting over **60,000+ opt-in subscribers** to my own ezine in less than 12 months!)
- **How to get 10,000+ visitors to your website within 48 hours!** (This simple tactic is free, easy, proven and extremely targeted -- and you can also do it all the time. Don't worry, it's totally legal and it's definitely not spam!)
- Over 20 proven tactics to get anybody and everybody to promote your business and website for you, **24 hours a day**, 7 days a week, *without having to lift a finger*. (And no, this has nothing to do with affiliate or associate programs!)
- **The little-known secret to getting listed on Yahoo.** Well, it's not really a secret. It's a fact though that if you don't follow specific steps, your chances of getting listed is *little to*

*none*. I'll give you our **8-step formula** and the one thing you must provide that could make the difference between being "in" or "out"!

- A simple formula (in fact, it's so simple it's even silly) that we use on a daily basis that has **a profit margin of over 10,000%** -- and 95% of all of our day-to-day activities revolve around this one simple yet proven formula!
- Two mistakes that **9 out of 10 Internet marketers make** when promoting their business. (In fact, these two highly overused and outdated tactics will eat up at least **75% of your time** -- time that could be spent on more profitable activities!)
- One of the most fundamental requirements for success in any business! (It's unfortunate, but I would estimate that at least **85% to 90% of all websites** don't utilize this *proven sales tactic* -- and it doesn't cost you a single penny!)
- **Multiple ways to make money 24 hours a day... Automatically!** (One of them is our "patented" foolproof formula, which we've been using for two years now -- and our friends and family still can't believe it!)
- The biggest mistake that **98% of all businesses** make (both on and off the Internet), and how you can avoid *ever making* this costly error.
- Three **free resources** that will give you access to an unlimited number of products and services you can sell without having to worry about inventory, employees, packaging or customer service! (It's an easy way to make hundreds even thousands of dollars each month -- *and you don't even need a website!*)
- The reason why **95% of your visitors** will never buy from you, even if you have the right product or service! (And 95% of businesses don't even know this!)
- The secrets of doing cross-promotions, strategic marketing alliances and joint-ventures, allowing you to make literally **thousands of dollars overnight**. (Plus, we'll show you foolproof ways to duplicate your results over and over!)

**And tons more!** You'll discover every single tip, trick, idea, concept, breakthrough and strategy that thriving corporations are using to create wealth online. Now, how did we learn all of this? It took *endless hours* and *thousands of dollars* to research, test and refine various strategies. (*Personally, I failed too many times I lost count!*)

**"Enough said... Tell me, what's this special offer?"**

I know that IMC provides one of the **best profit learning tools** on the web. Obviously I'm biased since I'm a part of it. But trust me when I say that *I've tried them all!* All the programs, books, tapes, private sites, ebooks, newsletters... You name it!

Just to give you an idea, I'm currently subscribed to over **2,000 of them**, which is far less than before since I no longer have the time. (I had to cut my list almost in half!)

Nevertheless, in order to celebrate two years of providing you with (hopefully) the best in Internet business and marketing, **this is what I'm prepared to do:**

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**Accept the Internet Marketing Challenge.** *Test-drive the private site risk-free for a full 90 days.* In other words, read the content, apply it, ask questions in the forums, even try out some of our interactive tools, risk-free for a full 3 months...

(One such tool is our **NEW! interactive to-do list**, which is a comprehensive, easy to follow, dynamic checklist that takes you step-by-step with every single tactic you need to implement -- and where information about each tactic is located in the private site so you can learn more about it -- to become effective, successful and profitable.)

... Not for the price of **\$500**, **\$400** or our current price of **\$300**  
... And not even for the current special "early bird" offer of **\$197!**

***Until January 6, 2001, you can give us a try for only \$137!***

**This is a rare occasion!** Over 180 tutorials (nearly 1,237 printed pages), 41 tools, 13 active forums and a panel of 12 (and growing) contributing Internet (and successful) marketers and moderators, as well as first crack on any new breakthroughs we find (and the list grows constantly) **all for just \$137!** *Never before have we done this.*

So if you're interested in adding to your arsenal of marketing tools, learn from the successful and even get free consulting to boot, [click here](#). And don't hesitate... I can only offer this special opportunity until **January 6, 2001**. But that doesn't include all the sales and missed opportunities you're losing by taking your time. *So act now.*

Regardless, I want to thank you for being a loyal subscriber -- and rest assured that I will continue to serve you for **many more months** (if not years) to come!

Sincerely,

Derek Gehl, CEO  
Internet Marketing Challenge

# **Markus Allen**

Markus Allen publishes "The \$10,000 Marketing Tip of the Day" ... A daily e-mail newsletter offering tips, ideas, and strategies guaranteed to generate \$10,000 in new business in 7 weeks (or less). And he's the author of the new ""Markus Allen Instant Postcard Marketing ToolBox".

## **Web sites:**

<http://www.markusallen.com>

**"Markus Allen Instant Postcard Marketing ToolBox"**

<http://www.markusallen.org/postcards/index.html?A=27158&PC=522>

\* \* \*

## **Background On Email:**

Markus is showcasing a series of emails he sent out to Mint Mail subscribers (this was a 3<sup>rd</sup> party list). The goal of the first two emails to Mint Mail users was simply to acquire subscriptions for Markus' "10,000 Marketing Tip of the Day" email newsletter. He managed to get a 42% - 58% subscription rate from all clickthroughs. It's educational to realize that the much longer email pulled in a 16% better subscription rate over the shorter email.

<b>Results: 42% - 58% subscription rates to his email newsletter (incredibly high)!</b>
---

-----  
Long Email Stats:

Web site visits: 475

Subscribers: 56 (58%)  
-----

re: turn your dime into dollars (attn: Mint Mail subscribers)  
FREE marketing alert puts \$10,000 in your pocket in 42 days (or less) -- guaranteed or you get paid \$25.00

Just one of these referral marketing ideas could put that \$10,000 into your bank account:

- How to generate endless referrals with free gifts that cost you nothing ...
- What affiliate programs offer the biggest payouts (and those to avoid) ...
- How to get paid almost every time you sign your name ...
- The magic words to use use to pull referrals out of a hat
- When NEVER to ask for referrals (the answer will surprise you)

Copy and paste the link below to get paid your dime, download your FREE advertising book, and subscribe FREE to Markus Allen's marketing intelligence alert at:  
<http://www.markusallen.com/tips.lasso?A=27158&PC=522>

Marketing expert Markus Allen reveals new strategies like:

- Create a sales letter guaranteed to sell your product or Service... without writing ... in just 2 1/2 minutes
- Four words guaranteed to start a buying frenzy at almost any retail store ...
- How to easily double response from your Yellow Pages(R) ad ...
- Two online resources for finding the best graphic designers and writers ...
- One must-ask question when checking references ...
- What are the best 13 days to promote a sale ...
- How to start an online profit center with no employees ...

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- Why e-mail marketing is bad if you use this one word ...
- Where to find Visa/Mastercard merchant accounts at the best rate ...

Collect your dime, a FREE book on advertising, and a FREE subscription to Markus Allen's marketing intelligence alert now at:

<http://www.markusallen.com/tips.lasso?A=27158&PC=522>

Still not convinced? There's more:

- How to get 1,000 new visitors to your Web site for just \$10 ...
- The absolute best online source to find new employees ...
- Ethical ideas to steal new customers from your competition ...
- How to rank #1 on Lycos and Alta Vista in about 3 days ...
- 135 easy ways to increase revenue & reduce expenses (just send this envelope) ...
- Advertising traps that can get you in hot water with the government ...
- How to write your own ads (and fire those expensive ad agencies) ...
- Dozens of free publicity strategies to get noticed in less than 90 minutes ..
- And much, much more!

Click the link below to get paid your dime, access your FREE advertising book, and your FREE marketing intelligence alert subscription now at:

<http://www.markusallen.com/tips.lasso?A=27158&PC=522>

\* \* \*

-----  
Short Email Stats:

Web site visits: 475

Subscribers: 40 (42%)

-----  
re: turn your dime into dollars (attn: Mint Mail subscribers)  
FREE marketing intelligence service

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guaranteed to put an extra \$10,000 (or more)  
into your pocket in 42 days or less

Copy and paste the link below to get paid your dime,  
and access Markus Allen's marketing intelligence alert at:  
<http://www.markusallen.com/tips.lasso?A=27158&PC=522>

\* \* \*

# Marc Goldman

Marc is the creator of the highly-regarded, "Ultimate Marketer's Resource" Center. Here's what master marketer, Tony Blake has to say about it: *"If you're serious about marketing, running a business both online and off, and making a profit, then you owe it to yourself to join The Ultimate Marketers Resource. Behind the protected walls of this unique website are the hottest and most powerful tools and information that every marketer should have access to... when you go into battle you should have as many bullets as you can... with the UMR, you not only get bullets but nuclear tipped artillery shells aimed at exploding your success and profit potential!"*

## Web site:

### Ultimate Marketer's Resource

<http://goldbar.net/voap/d.cgi?index-240>

\* \* \*

## Background On Email:

Marc used solo mailings in several email newsletter to attract more customers for his Ultimate Marketers Resource private site. Here's how he did:

- Mailed out to newsletter of 30,000+. Received 759 clicks and 32 sales Mailing cost \$70.00. Made \$1598.40 for a profit of \$1,528.40
- Mailed out to newsletter of 15,000 Received 294 clicks and 15 sales. Mailing cost \$40.00 Made \$ 749.25 for a profit of \$709.25
- Mailed out to newsletter of 23,000 Received 479 clicks and 17 sales Mailing cost \$65.00. Made \$849.15 for a profit of \$784.15

<b>Results: Brought in from \$12.06 - \$21.83 for every dollar spent in advertising.</b>
--

Dear Future Internet Marketing Expert,

Imagine what it would be like if you knew EXACTLY what the experts had done to EXPLODE their traffic and BOOST their online sales by thousands of dollars. Instead of trying to reinvent the wheel, you could model after hugely successful people and kick start your own business into high gear!

The successful Internet marketers utilize ONLY TESTED & PROVEN marketing tools and resources to grow their businesses to six and seven figure income-generating profit machines.

What if YOU could have INSTANT access to the ONLY place on the Internet that contains the exact tools that the successful Internet marketers use to build traffic, generate leads, and produce obscene profits? You would have the treasured secrets of the experts right at your fingertips. So you would NEVER have to waste your precious time desperately searching for the right tools to promote your business.

Imagine having instant access to:

- \* Unlimited Follow Up Autoresponders
- \* Your very own Mailing List Server
- \* A Database of Hungry Publishers waiting to receive your Ezine Articles
- \* The Ultimate Viral Marketing Tool
- \* 4 Killer Search Engine Tools to Optimize your Search Engine ranking
- \* And Much, Much More!

The Ultimate Marketers Resource is a marketing goldmine containing only tools that have been proven to help you:

- \* Save valuable time and money \*
- \* Explode traffic to your web site \*
- \* Boost your online sales by thousands of dollars \*

If you're really serious about pulling in visitors to your web site with the irresistible force of a magnet and cramming your email inbox full of orders you MUST become a member of The Ultimate Marketers Resource NOW!

Click Here For More Information:

<http://goldbar.net/yoap/d.cgi?index-240> >  
<http://goldbar.net/yoap/d.cgi?index-240> </a>

Sincerely,

Marc & Terry Goldman

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**Email Messages for New Product  
Announcements and Customer-  
Only Specials**



## **Bob Gatchel**

Bob's story is very typical to many online marketers. He learned the HARD way NOT to build a business online. After spending several thousand dollars on online marketing systems, and wasting countless days, weeks and months on systems that did nothing more than drain his wallet - he decided to investigate the whole online marketing market.

After an exhaustive 18 month study, Bob was shocked to discover that there were incredible opportunities online to make a tremendous income - opportunities, systems, tools and programs that were either FREE or NEARLY FREE.

Needless to say, Bob was not only excited, but very upset. He had seen so many people get "taken" by all of the "dot com" hype and willingly plop down their hard earned money on half baked schemes and marketing programs that did NOTHING but make the promoters rich and leave the marketer out in the cold - with a NON productive online marketing business. So Bob was convinced to come out of "semi retirement" to teach people what he knows about his "internet cheapskate" philosophy

### **Web sites:**

<http://hop.clickbank.net/?GlobalPub/cheapskate>

### **Info Publishing Boot Camp**

<http://www.internetcheapskate.com/infobootcamp>

### **Internet Marketing Boot Camp**

<http://www.internetcheapskate.com/internetbootcamp>

\* \* \*

### **Background On Email:**

This email campaign produced over \$30,000.00 in one weekend for a product Bob didn't own and didn't touch. He's been kind enough to share the entire story...

<b>Results: See the end for a comprehensive breakdown</b>
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Hello I'm Bob Gatchel the President of InternetCheapskate.com and today I want to talk to you about how you can create a very successful and profitable marketing campaign using nothing more than a simple web page and powerful email marketing strategies.

You see, I am a big proponent of being a "cheapskate" – especially when it comes to Internet marketing. Now, before you think I am "cheap", let me give you my definition of a cheapskate. It is not someone that is so stingy with money that they never spend it, in my definition, it is someone that hates to waste money. That is me. I have seen hundreds and thousands of people waste a tremendous amount of money on the internet. They spend thousands and thousands of dollars on tools, system, websites, software and other things to try to build a website and promote it. I feel that that "myth" of having to spend tons of money to be successful on the internet has been spawned by the whole "dot.com" hype and hoopla.

Let's end THAT myth right here.

You do NOT need to spend TONS of money to MAKE tons of money by marketing on the internet. In fact I guarantee it. I am living proof that you can get started with just pocket change and build that into a huge money machine! And that you do NOT need a huge website with fancy graphics and programming. Let me show you how I did it with one of my many profitable and successful "cheapskate" marketing campaigns: Using nothing more than

My Email Account  
A Cheap Piece of Software  
And an ugly three page website created

---

---

How I made over \$30,000 in One Weekend On The Internet,  
Selling a Product I didn't own  
Selling a Product I didn't ship  
All while sitting naked in a hot tub with my wife!

Before I go into the exact wording of the campaign, lets review what system I created and how you can do it to.

I had:

#### THE PRODUCT

An educational tape set for marketers and business people

Huge tape package

3 Manuals

Bonus items and extras

I purchased the resell / duplication and reprint rights for \$300

The company had a drop ship offer

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I took the order and processed it  
Send them the cost of the kit and they shipped it  
Selling Price = \$397  
My Duplication / Drop Ship Cost = \$60

## THE EMAIL LIST

Accumulated List of Marketers Online  
Placed CHEAP Electronic Magazine Ads  
Used Newsgroup Postings  
Online Classifieds  
Wrote Articles  
Kept in Touch with them / Newsletter fashion

Put them into Email Database Program  
Program called "GroupMail"  
Stores Emails / Names / Info on Prospect  
Can email thousands by pushing 1 button  
Program costs \$50 - worth THOUSANDS!

## THE SALES CAPTURE MECHANISM

Three page website  
Nothing more than a long sales letter for first page  
Second page was the ORDER form  
Third page was a page of testimonials about the product

## THE ORDER FLOW

Mailed the list the sales letter  
Directed them to the website  
Website took order  
Website processed credit card  
Website emailed the order information to drop shipper  
Products shipped by them

So ...

All I did was send an email.

- The website educated the prospect about the material.
- The prospect made a fully informed and well educated decision about the product, they ordered.
- The website took the order and credit card information.
- The realtime online processing ran the card and deposited the money into my account.

- The system then sent an email to the drop shipper and to me with the shipping / order information.
- The drop shipper then charged me my cost, and delivered the product to my customer.

THUS – I banked over \$30,000 ... Just by sending an email and selling a product I didn't have to touch or ship all while taking time away with my wife. Completely on autopilot.

This is the kind of system that I have run in the past and will continue to run in the future, in fact, I reference one of my past campaigns in this campaign I am sharing with you!

This all done without struggling with building fancy web pages, fighting search engine wars and trying to get top positioning, etc. Just plain, old fashioned “list building” and promotion using tried and true techniques – and just using the TOOL of the internet to expedite and automate the process!

Lets see how it worked!

Now that I had the system in place, all I needed to do was push the button and send the email. Remember, I had kept in touch with this list and sent them updates about recent training that I was doing, sent them free stuff and also send them a regular “newsletter” of good content to keep them up to date on internet marketing issues etc. This took place while I was building my list (and I still do it while constantly building my list). WHY? People will buy and continue to buy from you when they KNOW, LIKE and TRUST you and you develop that trust by sending regular follow ups to your list and providing them good content to remember you by!

Now – when it was time to send this message to my list – a list of ONLY 9000 people at the time, I sent them this message that mixed the concept of my finishing a project I told them about and announcing another new product.

Mind you this letter / message contained the following concepts:

Familiarity – I brought up thing we discussed, recreating that bond

Excitement – If was not excited about the product, why should they

Personalization – Their name was merged into the letter, it LOOKS personal to THEM

Not too formal – I wrote like I was speaking to a friend, not writing an English essay

Attention – the message has to attract their attention

Interest – I tell them why that would apply to them, they had expressed interest before

Desire – They are on my list a list of folks that want market better online

ACTION – I TELL them what they have to do

Urgency – I put a device in there to make them order FASTER

The Purpose of this message was NOT to get them to buy. The purpose of the email was to get them TO GO TO THE WEBPAGE MENTIONED IN THE LETTER. The letter told the “story” and the “features, advantages and benefits” why they should go to the webpage – the WEBPAGE did the same thing for the course.

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## HERE IT IS:

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SUBJECT - Hi !\*FIRST\_NAME\*! ... just checking in ...

[NOTE the subject is not salesy ... just a checking in message]

Hi !\*FIRST\_NAME\*! ...

I did it ... it's FINALLY done <grin !

It's Bob Gatchel here from InternetCheapskate.com again!  
I just wanted to get back to you about some great new developments in the world of Internet Marketing Training ... two that are really exciting and have never been released before!  
And you're the first to know about it!

As you may know (since I told you about this before ... <grin)

I've been busy, VERY busy doing Internet Marketing Training Classes all over the country BUT the MOST exciting thing has been my writing a chapter for Robert Allen's New #1 Best Seller on Amazon.com ... Multiple Streams of Internet Income!

FINALLY I got the chance to get some of my training in PRINT for a MASS audience, and I'm meeting tons of new Internet marketing friends thanks to this runaway bestseller!

Now ... since I got that project off my plate, I FINALLY had time to finish my "baby" for my internet friends!

If you remember, a little while ago you'd shown an interest (or even attended) one or more of my training courses ... and I let you know that I was working on a KILLER Internet Marketing Training Course that was going to blow the competition away ...

WELL .. it's FINALLY DONE and we're releasing this new training course ... starting TODAY!

You see my friend and mentor Ron LeGrand had to beg and convince me to give a live lecture on how I've made my fortune in Internet Marketing. He literally held me (and three of my best internet marketing guru friends) "hostage" to spill our guts and give away the secrets that allow each of us to earn a huge internet income from home! It was a mind blowing three days and there was a TON of information that we revealed at this "member's only" event.

We finally got this 3 day bootcamp on tape ... every single word ... and it is READY TO GO! This product is NOT yet available to the general public ... instead I'm offering it as a

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special "pre-release" to my customers and students before the product goes into "full rollout" to the rest of the world!

I wanted you ... as one of my customers, students & online buddies to get this course (full of our best secrets, tips and strategies) FIRST before we launch it to the rest of the world! I am very proud of this package ... and this training is creating online fortunes as we speak!

This new product: "The Internet Marketing Bootcamp Home Study Course" ... is a turnkey, step by step "Internet Entrepreneurs" home study course that is one of the most complete in the industry! And due to your past interest in our products, you'll definitely want to take a closer look at this new product at:

<http://www.internetcheapskate.com/internetbootcamp>

This new course teaches you ... step-by-step how you can set up your own Home Based Internet Marketing Business - without ever having to create a product. How you can get started making money with NO technical experience. How you can make big money even without a website! How I made over \$40,000 in 4 days with nothing more than Email. And how to create a completely "autopilot internet money machine" that works for you 24 hours a day!

It comes with TONS of audios ... manuals ... a CD Rom ... and a free bonus course called "How to Get \$1,000,000 in Free Advertising on the Internet" A bonus course that has revolutionized my business and made me a fortune online! THAT course is a HUGE HIT all by itself... it IS that good!

!\*FIRST\_NAME\*! ... if you've EVER wanted or EVER thought of getting into the business of Internet Marketing or marketing ANY product or service on the internet, then you owe it to yourself to just take a PEEK at that special website that reveals ALL of the details about this course!

You can read the FULL report at:

<http://www.internetcheapskate.com/internetbootcamp>

No matter what your background, financial status, or technical ability (even technical newbies who just got on the internet) can FINALLY learn to make REAL money on the internet. Using the techniques revealed in this home study course I've earned a consistently high 6 figure income ... all from home using the POWER of the internet! And so can YOU! We guarantee it! Check out the website to learn more about THAT!

So ... if you're ready to start a HIGHLY profitable business this

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year and start making money in the "Internet Marketing World" where you can do it all from home ... without risk ... then be sure to take 4 minutes out of your busy day and check out the site at:

<http://www.internetcheapskate.com/internetbootcamp>

When you visit that site ... be sure to look over the SPECIAL INTRODUCTORY BONUS that I'm offering to my "private list" before this goes public. Look for the "big yellow box" on the web page for more details!

Again !\*FIRST\_NAME\*! ... I hope that all is going well and that your life and business are both doing well! AND I hope that this year has been your best year ever! I am looking forward to hearing from and working with you very, very soon!

Take care ... and all the best to you!

Your friend in the business,

Bob Gatchel

President

InternetCheapskate.com

As featured in the #1 Amazon.com Best Seller

"Multiple Streams of Internet Income" by Robert G. Allen  
[webmaster@internetcheapskate.com](mailto:webmaster@internetcheapskate.com)

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From that first letter, we generated well over 100 orders within the first couple of days – most of which STILL ORDERED THE PRODUCT AT FULL PRICE and didn't use the installment plan. That mechanism was to get them to at least take a PEEK at the website and the SITE did the selling. The site? Nothing more than a well written sales letter.

Here's the page:

<http://www.internetcheapskate.com/internetbootcamp>

\* \* \*

Now, just because we got those first orders in didn't mean that we stopped our campaign. What good is using a "time limited mechanism" if you do not use it OR REMIND THEM OF IT. The use of the three installment plan allowed me another opportunity to contact the list again – and remind them of the offer once again.

Remember, the fortune IS in the follow up and finding a legitimate reason to recontact your prospects using a device like this will help gather more sales. Some people did forget, some people had to think about it and this mechanism got them over it, and some people MAY just not have been ready and the message coming again caught them at the right time.

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So – the day before the expiration of the campaign (about 24 hours before the offer of the three installments was to expire) I send a “warning” message to remind the list again ... yes ... even to the customers that DID buy! It showed them that I was thinking about them. Yes, some of them wrote in a panic and made sure that their orders were in and I assured them of YES, and I will always keep them up to date, etc. I created more good will with my customers.

Here is that letter:

---

---

SUBJECT - HI !\*FIRST\_NAME\*! ... less than 24 hours left!

Hi !\*FIRST\_NAME\*! ...

Bob Gatchel here from InternetCheapskate.com again!

Hey ... I just wanna touch base with you and drop you this short reminder - that it's less than 24 hours before our special offer expires!

If you remember, we just announced our hot, new Internet Marketing Bootcamp Home Study Course at our website:

<http://www.internetcheapskate.com/internetbootcamp>

AND if you remember, we're offering a great payment plan program - to make it e-a-s-y for you to get your hands on this huge course.

BUT - that special offer EXPIRES at NOON TOMORROW, April 28, and we didn't want you to miss out on that, since after that time, we WON'T be giving you the "three installment billing option" You can check the details of the offer at:

<http://www.internetcheapskate.com/internetbootcamp>

So, if you've been thinking about investing in this new course ... then ... NOW is the time <grin! Order it now before you forget and miss the deadline! You'll get the latest, cutting edge strategies and techniques that can help you make REAL money on the Internet!

PLUS REMEMBER - You still have our unconditional, 100% money back guarantee for the next 6 months! If you are not pleased, just send it back - no questions asked - no hassle and no BS! We want you to test drive the course and start using the training to become our next "internet success story"!

Hope you have a GREAT DAY and look forward to working with

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you on the Internet very VERY SOON!

Your friend in the business,

Bob Gatchel

<http://www.internetcheapskate.com/internetbootcamp>

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When we ran that “reminder message” we got an even HIGHER response than we did with the first message. When this 4 day campaign was over here were the numbers. (mind you ... we got several more orders over the next few weeks from the initial campaign)

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#### **THE RESULTS FOR THE FIRST FOUR DAYS OF THE CAMPAIGN**

**Total Gross Sales - \$43,273**

**Total Cost of Goods Sold - \$7,838.19**

**Other Expenses**

**Reprint Rights - \$500**

**Web Hosting - \$30 for that month**

**Group Mail - \$50**

**List Cost - \$0 !**

**Merchant Account - \$600 set up**

**For a PROFIT OF: \$34,254.81**



## **Vail Resorts**

Vail Resorts comprises of the world-famous Colorado ski resorts of Vail, Beaver Creek, Breckenridge and Keystone. Being the industry leader of ski resorts, it shouldn't be surprise that Vail Resorts' email marketing program is one of the best in the industry.

**Web site:**

<http://www.snow.com>

\* \* \*

**Background On Email Campaign:**

Vail resorts email marketing program originated in October of 1998. Prior to that date, they were collecting emails at various customer contact points with the intent of launching their marketing campaigns. They manage the entire database of over 133,998 opt-in email addresses in-house.

Their email database is divided into 3 mailing lists:

- SteepSavers – sent out every Tuesday to in-state guests.
- e-Mountain Mail – sent out every other week to destination guests
- Snow notices – sent out to people who have been requested to be notified when it snows.

**Results: Vail Resorts has been able to directly trace \$179,987 in additional revenue from their SteepSavers list. Additionally, their email campaign has resulted in significant increases in call volume and room nights.**

### **Sample of Email Sign up Page for Vail Resorts:**

<http://vail.snow.com/email.asp?linkid=vmf8>

### **Refer-a-friend:**

One interesting option on the email sign-up page is the ability for the guest to send their friend an email about Vail Resorts. (Notice the field that says: "Tell A Friend About Emountain Mail...").

Here's what the friend receives in their email box:

\* \* \*

Subject: E-Mountain Mail

Hello from Vail, Beaver Creek, Breckenridge and Keystone Resorts.

Your friend, Joe Skier, recently subscribed to our e-mountain mail program and thought you would also be excited about receiving more information on our world-class resorts. The e-mountain mail newsletter keeps our customers informed on great lodging deals and events at all four of our resorts.

Sign up now at: <http://www.snow.com/emountainmail/>

Please note that your email address is currently not active in our database. In order to receive the newsletter, you must complete the enrollment form.

We look forward to seeing you in the Rocky Mountains.

\* \* \*

### **SteepSavers:**

The SteepSavers program consists of the following:

1. A weekly email sent out every Tuesday to CO residents
  2. A network of lodging partners that participate by submitting lodging deals.
  3. A web site that features special lodging deals.
- Content varies every week, but always includes special deals on lodging. The purpose of this list is to sell distressed and last-minute lodging space for the upcoming week. This has been a very successful program for Vail Resorts.

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- Using unique 800 numbers, Vail Resorts has tracked \$179,987 in additional revenue brought in last season (and this doesn't include properties that participate in the program but are not owned by Vail Resorts).

**SteepSavers sample email:**

Subject: Fat Tuesday Colorado Style

Happy Fat Tuesday, Laura!

If you're not in New Orleans right now, then you should turn your Mardi Gras celebration into a day on the slopes! Vail, Keystone, Breckenridge, and Beaver Creek are all celebrating Fat Tuesday Colorado style with beads, painted faces, hurricanes, cajun cuisine, and plenty of skiing and riding.

IN THIS EDITION:

- Snow Update
- Resort News and Lodging Deals
- Upcoming Performances at the Vilar Center for the Arts
- Buy Ski & Snowboard Equipment Online and Save 40%-70%
- Vail Parking Advice
- Insider's Tip

\*\*\*\*\*

FOR 16 LAST MINUTE LODGING OFFERS VISIT  
<http://promotions.snow.com/12200150.asp>

\*\*\*\*\*

SNOW UPDATE

Fat beads and fat snowflakes are in the air today! It has been snowing at all four of our resorts today giving skiers and riders even more to smile about. Add up the snow accumulation for the week and you'll find that Vail received 13 inches of snow, Keystone received 12 inches, and Breckenridge and Beaver Creek both received 9 inches. Forecast for today and the rest of the week, MORE SNOW!

\*\*\*\*\*

VAIL - <http://www.vail.com>

Don't wait to get your days in at Vail this season - the time is now and the conditions are excellent! Even better - take a day off during the week to burn off some steam on the slopes! Every Wednesday night there's a FREE concert in the streets of Vail Village - this week features Cathryn McGill, a Rhythm and Blues powerhouse. On March 1-4th,

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check out the American Airlines Celebrity Ski fundraiser for the Cystic Fybrois Foundation. Events include ski racing, concerts, and a silent and live auction. As always, visit our website for more great events, snow conditions, mountain cams and daily photos.

EVERGREEN LODGE - Mid Week Special  
\$169 per lodge room  
Rate valid 2/27-3/22/01  
Rate valid Sunday-Thursday only, based on availability.  
Call 1-800-284-8245 for reservations.

\*\*\*\*\*

KEYSTONE - <http://www.keystoneressort.com>

Stay at Keystone and play for free! Each lodging reservation comes with two Mountain Passports - your access pass to a mountain of free activities such as ice skating, cross-country skiing, personalized ski or ride tips by professional instructors, mountain tours, yoga and much more! There are also many free weekly events for guests like marshmallow roasting and storytelling in Keystone Village.

GATEWAY EFFICIENCIES: \$104 per efficiency\*  
RIVER RUN: \$169 per one-bedroom condominium\*  
Call 1-800-468-4991 for reservations.

\*Rates are valid 2/26-3/5/01. All rates include two Mountain Passports. Based on availability. Some restrictions may apply.

\*\*\*\*\*

BRECKENRIDGE - <http://www.breckenridge.com>

The SOS Outreach Series returns to Breckenridge on Saturday, March 3rd for a Giant Slalom competition on Sundown. Riders of all ages and abilities are invited to participate in this USASA sanctioned Giant Slalom benefiting the Snowboard Outreach Society. And don't forget to visit <http://promotions.snow.com/227200110.asp> for your chance to win a bright red, fully-loaded 2001 Chevy Tahoe worth \$41,647 from Breckenridge! For more information on the Perfect Mountain Town, visit our website or call 1-800-789-7669.

GREAT DIVIDE LODGE  
\$109 per lodge room  
Rate valid 2/27-3/6/01  
No minimum night stay required.  
Call 1-800-851-5329 for reservations.

THE CORRAL AT BRECKENRIDGE

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\$150 per one-bedroom condominium  
\$225 per two-bedroom condominium  
Two-night minimum stay required.  
Rates valid 2/26-3/9/01  
Call 1-888-609-9600 for reservations.

COLLECTION OF FINE PROPERTIES

30% OFF available lodging this weekend only!  
Visit the Steepsavers website for rates and details:  
<http://promotions.snow.com/12200150.asp>

\*\*\*\*\*  
BEAVER CREEK - <http://www.beavercreek.com>

MORE SNOW AND LESS LIFT LINES. Get the most out of the Colorado lifestyle and ski at Beaver Creek. With heated cobblestone walkways, outdoor escalators, free cookies and hot chocolate, and no crowds, Beaver Creek is the perfect getaway. We've sustained a 50 inch base for weeks and new snow is just an added bonus to our incredible conditions. Our featured run this week is Loco in Larkspur Bowl. The furthest run off Larkspur Lift (Chair 11), Loco is the least traveled run amongst all the steep terrain in Larkspur Bowl. You'll get tired before you get caught in lift lines at Beaver Creek. Check out our website for all the exciting activities happening in March.

PINES LODGE - located in Beaver Creek  
\$149 per lodge room  
Rate valid 2/27-4/2/01, Sunday-Wednesday nights only  
Call 1-800-859-8242 for reservations.

CANYON RUN - located on the Eagle River in Avon  
\$270 per three-bedroom condominium  
Rate valid 2/27-3/5/01  
Call 1-888-414-6238 for reservations.

\*\*\*\*\*  
BEAVER CREEK'S VILAR CENTER FOR THE ARTS  
UPCOMING PERFORMANCES:

- 3/1 Nestor Torres, Latin Jazz
- 3/2 Movie and Lecture Series - American Beauty
- 3/4 Michael Lauziere: The Fantastic Balloon Man, Family Show
- 3/7 Ballet Hispanico, International Dance
- 3/8 Crazy for You , The new Gershwin Musical
- 3/10 Laine Kazen, Soul

For ticket information, call the box office at 1-888-920-ARTS or visit <http://www.vilarcenter.org>.

\*\*\*\*\*  
BUY EQUIPMENT ONLINE AND SAVE UP TO 70% AT

<http://www.BuySkis.com>

Buyskis.com is the online outlet for the nation's # 1 ski shop, Colorado Ski & Golf. Enjoy the convenience of online shopping and save 40% to 70% on brand name ski and snowboard merchandise, featuring Salomon, Dynastar, Fischer, Elan, Descente and more!

\*\*\*\*\*  
VAIL PARKING ADVICE

If you arrive before 10 am:  
Parking is typically available at the Vail Village or Lionshead parking garages, Ford Park, or valet services located at the Golden Peak ski base and the top deck of the Vail Village parking garage. These spaces usually fill up by about 10 am.

If you arrive after 10 am:  
Read Message Signs for Available Parking. Overflow parking on the South Frontage Road typically begins after 10 am and is allowed until 11 pm. This parking is ONLY available if the information has been relayed on the variable message signs. From the Frontage Road, you can walk or catch the free bus to the nearest mountain portal. Bus stops are located about every half-mile, behind or in front of you. Other late comer parking spots include getting off at the East Vail exit and parking on the East Vail Frontage Road or along the North Frontage Road near the pedestrian overpass.

Other ways to avoid parking and traffic issues:  
Convert your day trip to an overnight stay or arrive the night before  
Carpool or use the transit system.

\*\*\*\*\*  
INSIDER'S TIP

Are you or your kids looking for a unique terrain park? Then check out the Moonshine Snow Park at Beaver Creek - built by locals - run by locals. Located just off the Centennial Lift (Chair #6), the park has a 20 foot long Fun Box, one of the longest rails in Colorado. The Fun Box was built and welded by the locals who run and maintain the park. Complete with a 12-foot transitioned, 380 foot long halfpipe, kickers, spines and rails, Moonshine Snow Park is as unique as the resort itself.

\*\*\*\*\*  
P.S. You are receiving this e-mail because you have subscribed to receive SteepSavers. If you would like to change your subscription options, or remove yourself from this list, please go to the following URL:  
<http://www.snow.com/cpem/profile.asp?email=lstripp@VAILRESORTS.COM>  
If the URL is not clickable, simply copy the URL and paste

it into your internet browser.

\* \* \*

### **e-Mountain Mail:**

e-Mountain Mail is an email sent out to destination guests every other Wednesday during the winter season and once a month during the summer season.

- Content is similar to SteepSavers, however it caters more to the destination guest by featuring airfare, lodging specials, snow conditions, resort news and insider tips.

### **e-Mountain Mail Sample:**

Vail Resorts can segment their list by different states so special deals like this one from Atlanta go out to regional customers on their mailing list. They were promoting a “Fly Delta and Ski Free” package so they pulled out all regional subscribers around the Atlanta area. This email was sent to 1,029 recipients with 126 calls received and 35 room nights booked:

\* \* \*

Subject: Fly Delta & Ski for Free

Dear Laura,

The snow is piling up at Vail and Beaver Creek and so are the savings! With over 100 inches of snow thus far, come experience the best snow we've had in years.

To celebrate the incredible snow, we'd like to offer you a complimentary two-day lift ticket when you book a flight on Delta, from Atlanta to Vail, through Vail/Beaver Creek Reservations.

Vail.....from \$624 per person\*  
Beaver Creek.....from \$692 per person\*

Packages include:

- Roundtrip air on Delta from Atlanta to Vail/Eagle Airport
- 4 nights lodging at the Vail Village Inn or the Seasons at Arrowhead
- Round trip ground transportation
- Complimentary two-day lift ticket valid at Vail and Beaver Creek

\*\*\*CALL 1-888-891-2286 FOR RESERVATIONS!\*\*\*

Must mention Fly Delta/Ski for Free promotion at time

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of reservation.

\*Delta flights to Vail/Eagle Airport must be booked through Vail/Beaver Creek Reservations in order to receive lift ticket.

Packages

are based on double occupancy and include tax or surcharge. Package prices are valid from 1/8-2/15/01. Package prices may vary, other options are available. Subject to availability.

\*\*\*\*\*

LEARN TO SKI OR RIDE PACKAGES FROM \$99

Learning to ski or snowboard has never been easier, or more affordable. For a limited time only, first time adult skiers and riders can receive a three-day lesson and lift ticket for just \$99 at Vail\*, and \$109 at Beaver Creek\*. A three-day equipment rental can be added for an additional \$20. Call 1-800-475-4543 for more information.

\*Offer valid from 1/1-2/14/01. Days must be used consecutively. Offer valid for participants 15 years and older.

\*\*\*\*\*

NON-STOP FLIGHTS TO VAIL & BEAVER CREEK!

Delta Air Lines is proud to offer daily, non-stop jet service from Atlanta to the Vail/Eagle Airport. The airport is located just 30 minutes from Vail and Beaver Creek, allowing you to ski the same day you arrive!

\*\*\*\*\*

20% OFF RENTAL EQUIPMENT

Receive 20% off ski or snowboard rental equipment when you purchase either of the above packages. Vail Sports is located slopeside in Vail Village, Lionshead and Golden Peak. Beaver Creek Sports is located slopeside in Beaver Creek Village. Can not be combined with any other offer. Book your rentals by calling 1-800-544-6648 and mention the Fly Delta/Ski for Free offer to receive your discount.

\*\*\*\*\*

P.S. You are receiving this e-mail because you have subscribed to receive e-Mountain mail. If you would like to change your subscription options, or remove yourself from this list, please go to the following URL:

<http://www.snow.com/cpem/profile.asp?email=lstripp@VAILRESORTS.COM>

If the URL is not clickable, simply copy the URL and paste it into your internet browser.

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\* \* \*

## Targeted Email Campaigns:

Not only does Vail Resorts utilize their in-house lists they also turn to 3<sup>rd</sup> party lists. This campaign used lists from sources like, Ski and Skiing Magazine, Outside Magazine, Powder Magazine, Bon Appetit, Conde Naste Traveler, etc. etc.

This campaign was used to announce the great early season conditions and the incredible lodging and lift ticket offers.

Here are the numbers:

**Emails sents: 434,373**  
**Clickthroughs: 5.53%**  
**34 Room Nights booked**

\* \* \*

Subject: An Invitation to Ski & Save

\*\*\*EARLY SNOW! EARLY SAVINGS!\*\*\*

Ski season has arrived in Colorado! The snow is piling up at Vail, Beaver Creek, Breckenridge and Keystone - and so are the savings. The resorts are now open and we invite you to get in on the action with two spectacular early season deals:

\*\*\*\*\*

BUY ONE, GET ONE FREE - LIFT TICKET AND LODGING!

\*\*\*\*\*

Purchase a night of lodging and a one-day lift ticket, and we'll give you the next night of lodging and day of skiing FREE! You can also purchase an adult ski or snowboard class lesson and get the next lesson free - or rent your equipment and receive the next day's rental free.

Offer available from opening day until December 21, 2000, excluding November 23-25, 2000. Restrictions may apply. To book online or for more information, go to <http://promotions.snow.com/11080002.asp> or call 1-888-605-7586.

\*\*\*\*\*

THE COLORADO DEAL - 10 DAYS OF SKIING FOR JUST \$299!

\*\*\*\*\*

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For just \$299, you can get 10 days of skiing and snowboarding at Vail, Beaver Creek, Breckenridge, Keystone plus Arapahoe Basin. And you can spread out your 10 days all season long. For less than \$30 per day, you can enjoy four resorts that were all ranked in the top 10 by readers of Ski Magazine. Not valid December 23, 2000 through January 6, 2001. Other restrictions apply. To find out more or to book online, go to <http://promotions.snow.com/11080002.asp> or call 1-888-605-7586.

DON'T MISS OUT ON THE BEST EARLY SNOWFALL IN YEARS - and the best deals in the Rockies!

P.S. To receive additional offers, click on either link above and sign up to receive free e-mail updates featuring special lodging deals, resort news, snow conditions and more!

From time to time we send out an update to our readers about what's happening on our site. If you don't wish to receive this update, please send us an e-mail at [bon\\_appetit\\_rls@response.etracks.com](mailto:bon_appetit_rls@response.etracks.com) with "REMOVE [Lstripp@vailresorts.com](mailto:Lstripp@vailresorts.com)" in the subject line.



## **Corey Rudl**

Corey is the owner of the Internet Marketing Center®, which consults and has helped train thousands of clients from "mom and pop" or "home-based" businesses to large multimillion dollar corporations. The Internet Marketing Center® specializes in showing small businesses unique and unconventional ways to promote their business on the Internet.

Corey started his first online business in 1994 (the birth of e-commerce on the internet). He has many large online successes "under his belt", and currently owns four online businesses. These businesses gets over 500,000 visitors to their websites EACH MONTH and do over 5.2 million dollars in sales online every year (yes, that is \$5,200,000!)... and that is not including the millions of dollars in sales he helps generate for clients. So he knows what he's talking about when it comes to starting and promoting a business on the Internet.

### **Web sites:**

**“The Insider Secrets to Marketing Your Business on the Internet”**

<http://www.marketingtips.com/t.cgi/649326>

**Mailloop Business and Email Automation Software**

<http://www.marketingtips.com/mailloop/t.x/649326>

**Ebook Pro**

<http://www.ebookpro.com/t.cgi/649326>

**AssocTrac Affiliate Software**

<http://www.marketingtips.com/assocrac/t.x/649326>

\* \* \*

### **Background On Email:**

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This email generated over \$400,000.00 in less than 60 days. Because of the powerful results – Corey is still using it as a web site pop-up (hint, hint). It is a good example of important news that results in immediate sales and profits.

**Results: \$400,000.00 in less than 60 days.**

\*\*\* IMPORTANT NEWS FLASH! \*\*\*

As of earlier this year, the Internet has completely changed...

The ".com" domain gold rush is back on!

We just received some extremely profitable information, that we wanted to share with you first...

We would normally save this kind of information for our "Internet Marketing Tips" newsletter, but we could not wait to tell you about this and it is a VERY TIME SENSITIVE ISSUE so the sooner we tell you the faster you can capitalize on this exciting, money making opportunity!

Are you wondering what I am so excited about yet? Well here it is...

As of not too long ago, you can now register domain names up to 67 characters in length, including the ".com" or ".net" or ".org" extensions. No longer will you be limited to the previous 23 character domain names!

You maybe saying "So what? What good is this to me?"

Well here are the cold hard facts... so pay close attention because you need to protect your business... and this is also an exciting opportunity to make a lot of money in a very short time and with very low investment costs!

Let me summarize a few reasons then I will explain the details in a moment about each one:

Register domain names that are "catchy" and in demand in the hope to sell that domain for a large profit in the future (ie. bingo.com sold for 1 million dollars this year!)

Register domain names for your company and products that are over 23 characters long. (For example, we registered "internetmarketingcenter.com" when before, this was something we could not do)

Register a better domain name than what you have now (for example, if your domain name is difficult to remember, has a .net

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or .org extension... you can get a .com address that will much better suit your business)

Register "KEYWORD RICH" domain names that are going to help skyrocket your search engine rankings! (That's right just by using keyword saturated domain names you can drastically improve your search engine rankings... really it's that easy!)

Register your own name as a domain. For example, I registered www.coreyrudl.com, and I also registered a few domains for my family members as gifts! You can place whatever you want since www.yourname.com is unique to you. Not to mention how neat it is to have your own name on the Internet.

About 5-6 years ago when the Internet was still very new, a few people saw an opportunity. Relying on the idea that the Internet was going to become massive, they started buying up domain names. Why? So when the Internet did become huge and the large corporations decided it was time to capitalize on this new marketing medium, they could turn around and sell these domain names to the big corporation for 1000 times the price they paid!

Imagine if you had purchased mp3.com or gambling.com when they first became available! You would be a millionaire today with almost no work or investment on your part! Heck, the domain "business.com" was just sold for \$7.5 million (that's right, \$7,500,000)... I don't know about you, but most people could retire off of that quite comfortably! Bingo.com (a site a personal friend of mine owned) sold for \$1,000,000. WallStreet.com also sold for 1 million dollars this year... and the list goes on and on.

Now don't get me wrong, this quality of domain names is no longer available... but allowing domain names up to 67 characters has completely expanded your opportunity to register domain names that would not have been available otherwise. All of the good one word ".com" domains are still taken but catchy phrases and longer company names over 23 characters are now available! There are thousands of domains sold every day, some for tens of thousands of dollars, to corporations that want the domain you own.

You also want to protect your business and product names.

To give you an idea, we were never able to register the domain name "internetmarketingcenter.com" because it was too long, but as of a few days ago, we were able to register it. If someone had registered the name before us, we would have had to buy it from them at an elevated cost. All they had to do was register this domain for a mere \$60 US and they could have charged ten times that in pure profit! (Fortunately we got to it before anyone else did!)

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I am not telling you this so you can do this to other people or companies... I am telling you this so you can protect your own company names, product names, etc from people that ARE low enough to do this to you. Register your domains now! Protect yourself and your business interests.

When I say this is time sensitive, I am very serious. If you do not jump on the bandwagon now, and if you even wait a few weeks... you are going to lose out. All of the ".com" domain names that are in demand over 23 characters are going to be registered. (And trust me, there are a lot!)

This is also an opportunity to get that domain name that really suits your business.

If you were one of the unfortunate ones that had to settle for a name that really did not suit your Internet Business or were even stuck with a .net or .org address, this is your chance to get the domain name that reflects your company and will be easily remembered!

We have people asking us everyday "Is there a difference between .net and .com?" and we tell them the same thing every time... if you are only using a ".net" address and not a ".com" address, you are losing your hard earned visitors. Everyone remembers ".com" before ".net", it's that simple. Even most web browsers, if the extension is not entered, will default to ".com". So like I said before, if you only have a .net address because and you could not find a .com that suited your website or business... NOW IS YOUR CHANCE!

"Keyword Phrases" are now a HOT opportunity... a catch phrase alone can generate a giant source of traffic to your website. We just registered:

[www.you-win-some-you-lose-some.com](http://www.you-win-some-you-lose-some.com)

Why? Because it is catchy!

Not only are these phrases catchy but they can also boost your search engine rankings.

Search engines love url's that are saturated with keywords!

Think of all the keywords and keyphrases for your product/service/website and put them in your URL. Load the domain name with your best keywords to get ranked higher in the search engines. Then submit that URL to the search engines... and have it redirect to your main site or use it as a "doorway" page as we talk about in the course (to get a much higher ranking in the search engines) to forward traffic to you.

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Here are just a few of the exciting URL's that will pull great in the search engines and only took a few minutes of brainstorming to come up with... The last two are example of registering your first and last name as a domain.

www.computer-networking-technical-support.com  
www.computernetworkingtechnicalsupport.com

www.discount-christmas-gifts.com  
www.discountchristmasgifts.com

www.mp3-music-songs-artist.com  
www.mp3musicsongsartist.com

www.pokemon-cartoon-game-toys.com  
www.pokemoncartoongametoys.com

www.discount-computer-software-store.com  
www.discountcomputersoftwarestore.com

www.easter-birthday-christmas-wedding-cards.com  
www.easterbirthdaychristmasweddingcards.com

www.coreyrudl.com  
www.hoperudl.com

It is that easy! Imagine if you spent a few hours racking your brain what you could come up with.

You may have noticed that I gave examples with hyphens and without hyphens... it is a little known fact that search engines prefer URL's with hyphens and visitor prefer them without so make sure you register both!

There are only a few companies that are registering the 67 character domain names, and even fewer that are reliable companies... so go to <http://www.marketingtips.com/domains.html> and start registering your domain(s) now!

Start brainstorming and coming up with names right away and register as soon as you can... for a mere \$60 you cannot go wrong. That is only \$30 a year for 2 years... it does not get any cheaper than this! YOU CAN'T LOSE!

I guarantee a good ".com" address is going to pay for itself a thousand times over... faster than any ".net" or ".org" address ever could.

Thanks, and good luck!

Corey Rudl  
President

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\* \* \*



## **Yanik Silver**

Yanik Silver is a “results-only” direct response copywriter and marketing consultant who specializes in creating powerful tools and resources for entrepreneurs to enhance their businesses. He is the author of several marketing books including “Instant Internet Profits”, *“Surefire Sales Letter Secrets”*, *“The Ultimate Sales Letter Toolbox”* and *“Autoresponder Magic”*.

### **Web sites:**

<http://www.instantsalesletters.com/?10605>

<http://www.instantinternetprofits.com/?10605>

<http://www.autorespondermagic.com/?10605>

\* \* \*

### **Background On Email:**

Both these emails introduced new products. One was for the “Instant Internet Profits” course and the second was for “Autoresponder Magic”.

“Autoresponder Magic” was a 2-week project that resulted in \$9,188.00 in profits in 72 hours, plus there are continuing sales and ongoing affiliate commissions. You’ll notice it identified the recipients as customers and that’s why they were receiving this announcement. Plus, it mentions that we were listening to what they wanted.

**Results: \$14,223.25 after the first month of its release (and this was during the Holiday season when people are always strapped for cash). The second email created \$9,188.00 in pure profits within 72 hours.**

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## **Instant Internet Profits introduction:**

\* \* \*

[[firstname]] - I'm finally spilling my guts...

Hi [[firstname]]

Several months ago my friends were rolling on the floor laughing when I told them I was going to build a profitable web site. "Yeah fat chance" they all said since I had absolutely no web site design skills, zero HTML or coding knowledge... in fact, not much computer "know-how" whatsoever (still don't).

Their laughter quickly turned to amazement after I created a simple 2-page web site and the flood of orders haven't stopped. (That site is: <http://www.instantsalesletters.com/?10605> -- and that's how you and I met).

So what does this have to do with you?

Actually lots. Because for the first time ever I'm willing to reveal everything about how I started from scratch and built an automatic web site that spins off more money than when I was punching the clock and working 50+ hours per week, at my \$65K/year job. In fact, I'm going to lay it all out for you so you can duplicate exactly what I've done.

You'll discover how a completely different approach to Internet marketing took me from zero to bringing in \$51,351.94 in just 6 1/2 short months and why I'm convinced nearly anyone can copy what I'm doing.

Forget just about everything you've seen or heard from other Internet "experts". What I've done is put together a complete step-by-step blueprint for your success. Every step is carefully explained. Nothing is left to your imagination to guess how to put it all together or which tools to use.

You could waste months (and thousands of dollars) - trying to figure out what really works on the Internet. Or you could save yourself the frustration, time and mistakes by following my lead.

Here's the link to take a look at the new program:

<http://www.instantinternetprofits.com/?10605>

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You'll be glad you did!

All the best,

Yanik Silver

P.S. [[firstname]], if you're looking for a complete, step-by-step blueprint to Internet success you've got to check out:

<http://www.instantinternetprofits.com/?10605>

P.P.S: If you are on AOL or the link above isn't highlighted, click below:

<a href="http://www.instantinternetprofits.com/?10605" Discover My Proven Formula for Instant Internet Profits From a Simple 2-Page Web Site!</a

=====  
Notice: This e-mail is NEVER sent unsolicited. You are receiving it because you visited the Instant Sales Letters Web site and requested updates about marketing or because you subscribed (or someone subscribed with your address) by e-mail to our Marketing Tips E-Zine.

This e-mail is intended \*only\* for opt-in subscribers. We keep copies of all opt-in requests.

\* \* \*

### **Autoresponder Magic Announcement:**

\* \* \*

Subject: [[firstname]], Announcing Autoresponder Magic!

Hi [[firstname]],

As an Instant Sales Letter member I couldn't wait to let you know about the new Autoresponder Magic ebook I've just released.

In a bunch of the member surveys you guys told us, "Give us follow up examples we can use!" - so that's exactly what you'll find inside this brand, spanking new ebook.

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I think the subtitle really says it all. It's...

"Autoresponder Magic: The Ultimate Collection of Winning Autoresponder Messages To Put Your Web Site on Autopilot"

-----  
Check it out at: <http://www.autorespondermagic.com/?10605>  
-----

Probably the biggest mistake I see most businesses making is not following up enough with prospects (or even customers).

But that will all change if you get a hold of this new ebook...

Inside you'll find some of the most successful and persuasive autoresponder messages ever written by the top Internet Pros. Over 500 meaty pages!

For example, one series written by Declan Dunn has been used successfully for over 2 years (and it's on complete autopilot - he doesn't even lift a finger) to sell hundreds of thousands of dollars of his products and services.

Wouldn't you want to get your hands on that autoresponder series?

Well, that's just one of winning messages in this incredible collection. You won't find a single loser in here. Each series has been market tested and proven to pull in sales by the sharpest Internet marketers around. People like...

- \* Declan Dunn
- \* Terry Dean
- \* Ken Evoy
- \* Jim Daniels
- \* Joe Schroeder
- \* Sam Robbins
- \* Jonathan Mizel
- \* Ken Silver
- \* Scott Covert
- \* Dale Armin Miller
- \* Harmony Major
- \* Yours Truly

And many others...

But now here's the best part. For a limited time, I'm giving away free resale and redistribution rights to this ebook so you can keep all the money. Yes, you read that correctly. You keep 100%!

That means you can sell "Autoresponder Magic" or give it away. Use it as a free bonus to get people to subscribe to your Ezine.

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Bundle it with any other offers. Or whatever else you want to do with it, it's your choice.

Not only are you getting a ton of incredible autoresponders to model, study and learn from - but you're also getting the opportunity to start making money from it right away. Imagine, the first copy of "Autoresponder Magic" ebook you sell - you'll make back your money!

Do yourself a favor and check out the full story at:

== <http://www.autorespondermagic.com/?10605>

Take care,  
Yanik Silver

P.S. Stop banging your head against a wall trying to come up with your own powerful autoresponder sequences! Now you can get your hands on a massive collection of winning autoresponder messages to model, copy and swipe (plus you get the rights to sell this new resource and keep ALL the profits!)

P.P.S: If you are on AOL or the link above isn't highlighted, click below:  
<a href="http://www.autorespondermagic.com/?10605"Autoresponder Magic</a

=====  
Notice: This e-mail is NEVER sent unsolicited. You are receiving it because you're an Instant Sales Letters Web Site member.

\* \* \*



## **California Tortilla**

Pam Felix and Alan Cohen opened the first California Tortilla in Bethesda, MD in August of 1995. And while their original goal was to open a quick-service restaurant that served fresh, delicious Mexican food, they soon realized that what they wanted almost as much was a place where they could be goofy and people would pay them for it. Five wildly successful years later, they've achieved both goals. They, and their friends and family, continue to be amazed.

### **Web site:**

<http://www.californiatortilla.com>

\* \* \*

### **Background On Email Campaign:**

“Cal Tort” as my friends and I like to call it, is a great example of a small local business using email correctly. (BTW - If you're ever in the neighborhood you should definitely stop by for a terrific Burrito and some good marketing lessons.) After looking at the email samples you can tell that the owners actually put their somewhat silly personalities into it. Plus, you definitely know the emails aren't coming from some impersonal corporate office, but actual people. Here's what Pam told me about her email campaign:

“I can tell you that when I send out an email for free food on rainy weather days, it's a great response. Right now there are about 1200 people on the list (and growing daily) and we get about 130 people who come in for free chips and queso when we send out an email on a rainy day - which is great because otherwise we wouldn't be nearly as busy that day.”

Cal Tort's simple strategy for collecting emails is to bribe customers (what a novel idea!). They have brightly colored flyers that ask for email addresses in exchange for a free burrito. Simple, yet extremely effective way to take offline traffic and convert it to an effective online promotional opportunity. I don't know why more people don't do this!

**Results: Email is responsible for bringing in significantly more business plus it gives California Tortilla the ability to control business.**

\* \* \*

Subject: Free Food, January 18!

Good Morning and Yee-ha!

Yep, it's snowing today, so that means that anyone who orders an entree from CT today - Thursday, January 18th - gets a free order of chips and queso when they write the word "fungible" (it's a secret password and a vocabulary lesson all rolled into one!) on a piece of paper and give it to a spunky cashier.

And remember, you can tell your friends, your co-workers, your family, your fellow cult members etc., but you can't tell the people already in line at CT. This is top secret information. (I was very impressed with how strictly everyone followed this rule last time. You'd all make very good spies.)

We'll see you at CT...

Pam

P.S. Don't forget, every Wednesday is "Free Dessert with Pam and Alan Night" at the Bethesda CT.

\* \* \*

Subject: Free Food, May 22!

Hi My Little Rubber Ducks -

It seems like it's been ages since I've bugged you, doesn't it?

Well, in a burst of organization, I called the weather bureau and found out that tomorrow's going to be a miserable day - so I'm actually able to give you advance notice that tomorrow is free food day. Isn't that exciting?

With that in mind, tomorrow, Tuesday, May 22nd, we're giving Free Chips and Queso to anyone who purchases an entree and gives the spunky cashier a piece of paper with the secret password "penultimate" written on it. Not sure what it means? Here are some handy examples:

Example 1: November is the penultimate month of the year.

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Example 2: I wouldn't date him if he were the penultimate man on earth - with Alan being the last.

As always, you can tell your friends, your family and your co-workers - just not anyone who's already in the restaurant. (After all, they're strangers who didn't have to endure the torture of these emails.)

Hope to see you here!

Pam

\* \* \*

# ***Allen Says***

Allen Says is the creator of the incredibly successful “Internet Marketing Warriors” private site. He was one of the first people on the Internet to sell a private membership site.

**Web site:**

<http://www.thewarriorgroup.com/cgi-bin/a.pl?warriors&12960>

\* \* \*

**Background On Email:**

This email was sent when Allen needed to purchase an autoresponder script. Here’s what he said, “All I needed was 50 Warriors to put up \$50 for a copy of this autoresponder script we have. Their \$2500 plus my \$2500 bought the rights to the script. Each one that paid got the script when I got it. What I didn't realize was that over 300 Warriors would order it. Took in over \$15000 in a single day on that one. A Sunday at that.;-)”

<b>Results: This email pulled in over 300 participants and \$15,000.00 on a Sunday</b>
--

Hello Warrior,

I have (after a month of under cover work and Internet espionage) finally found a follow-up autoresponder script that actually works.

One of the biggest hosting services online (one who's business moves I trust) also just bought this script and they are installing it for their customers now.

I am about to purchase the full rights to the software. I am looking for 50 Warriors who want the 'full script' for their own servers. This could be for your own use or for giving away free autoresponders to hundreds of people and letting them drive traffic to your site. Or you may want to sell follow-up autoresponders like aweber.com does. It is up to you.

To purchase the professional version of the script for your own server right now is \$850.00

If you join with me right now you get the SAME script for \$50.00

Saving you \$800.00

This is not any type of ploy to get you to buy something. I'm looking for 50 serious Warriors who know that they will not see this type of script available for \$50 again.

Some of you may know what script I am talking about. If so, you also know the price is very steep. But it's not when we come together. 50 Warriors at \$50 each is \$2500. I am putting up the other \$2500 to buy the full rights to it.

This system will also replace the current AR system I have up for all Warriors. The current script is still not working correctly.

This new script has many protection features our current one does not that will protect it from abuse both intentional and unintentional.

It is also MUCH easier to install. Even I can install this one (if I can remember those damned telnet commands:-)

Here are the requirements your domain must have to run this

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script:

1. Your system must be Unix.
2. You must have a cgi-bin directory.
3. You must be able to run cron jobs.
4. You must have telnet access to set up the cron task.
5. You must have the ability to specify multiple email addresses for your domain.
6. You must have the ability to set up a '.forward' file in your login directory.

-----

Here are some of the features of this script:

Fully automated operation of autoresponder feature. Prospective customers send an email to an address you create and the entire marketing sequence goes out automatically.

Ability to program 100 or more different autoresponder sequences into the system.

Ability to define a specific reply to address for each autoresponder sequence. This lets you run an autoresponder at "[info@xyz.com](mailto:info@xyz.com)" and have the customer hit reply to the message and have it sent to you at "[sales@xyz.com](mailto:sales@xyz.com)"

Ability to send sales messages of any length. Automatic upload of sales messages through the web browser. No need to use FTP or any other fancy web tools to set up your autoresponder sequence. Everything is done through your browser.

Each autoresponder sequence can deliver up to 10 different messages. The first message is delivered when someone initially gets added to the autoresponder system. The remaining 9 can be triggered to be delivered at specific time delays from the first message. In other words, message 2 can be delivered 3 days after the first message; message 3 can be delivered 8 days after the first one, etc.

Ability to specify a different subject line for each follow-up email message.

Admin features are password protected with an automatic logoff feature so if others use your computer, they will not be able to get in and change things on you.

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Ability to replace an email profile once it is created so that all new messages that arrive will have the new time schedule/message sequence.

Ability to change your password whenever you desire.

Ability to run the system completely manually. Some web hosting companies do not give you full access to all Unix features which means the automatic subscribe feature might not work for you but you can still add and delete prospective customers manually. Not quite as efficient as fully automated operation but still much more efficient than trying to do everything manually.

-----

And the MAIN feature in the version you will be getting for \$50 allows you to sell/give away an unlimited number of follow up autoresponders to your customers.

If you would like to get in on this please understand that I provide no installation help. The package itself will have full installation instructions included. The Warriors I am looking for need to know how to install it themselves or know someone who can.

I am buying the script Tuesday whether I have 1 Warrior with me or 50. This is the 'only' chance to get this same script for \$50.

Those who know that and want the script for their own server please send me an email today at:  
[webmaster@thewarriorgroup.com](mailto:webmaster@thewarriorgroup.com)

All I need right now is for you to let me know that you want it for certain as soon as it is available for \$50. It should be ready by Tuesday night.

Thanks for reading..

Allen Says  
The Internet Marketing Warriors!(tm)  
<http://www.thewarriorgroup.com>

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## **Robert Allen**

Robert Allen is the author of two of the largest selling financial books in history “Nothing Down” and “The Challenge”; both #1 New York Times best sellers -- read by millions of people in the past 20 years. His current best-selling audio program from Nightingale/Conant is entitled **Multiple Streams of Income**: How to Generate a Lifetime of Unlimited Wealth.

### **Web site:**

<http://www.multiplestreamsofincome.com>

\* \* \*

### **Background On Email:**

This email was sent to drive sales of his new book to the top spot on Amazon’s best sellers list. Here’s what he reported to me, “Our goal was to drive my new book from #450 on Amazon.com to the number one spot in 24 hours. We made it to the number 2 spot and held it for almost 24 hours. In the process, 1,400 people responded to our offer. Selling over a thousand books in one day is pretty amazing, don't you think?”

**Results: This email sent out to 18,000 people and drove 1,400 people to purchase Robert Allen’s new book – moving him from #450 to #2 on Amazon’s best-seller’s list.**

To: Subscribers to Real Streams of Cash Netletter  
From: [robertallen@robertallen.com](mailto:robertallen@robertallen.com)  
Subject: Who really wants to be a millionaire?

Dear Subscriber:

Don't delete this message!

It may be worth a million dollars to you.

I know you're busy but if you'll agree to read this message now I'll make it worth your while.

Frankly, I need your help.

I'd like to give you 3 valuable gifts for helping.

- 1). My bestselling book The Road to Wealth in PDF format for easy downloading. A \$20 value.
- 2). My brand new real estate book, never before released. Real Estate Millionaire: Step by step guide to making millions in real estate. \$50 value.
- 3). My brand new 4 week Internet Millions teleconference where I personally show you how to make millions on the 'Net. \$195 value.

Now, here's why I'm giving you these valuable gifts.

I just released my latest major book through my New York Publisher, Wiley and Sons. They've been very good to me and I want this book to do well for them. It's called Multiple Streams of Internet Income: How Ordinary People Make Extraordinary Money Online.

With your help, I'd like to make it a #1 bestseller at Amazon.com. It's been as high as #30 in the past week. But that's not good enough. I want the number one spot.

If you'll help me, I'll be VERY appreciative.

Here's what I'm asking you to do.

Register for My Free Internet Class

[www.multiplestreamsofincome.com/registration/24k](http://www.multiplestreamsofincome.com/registration/24k)

Then, click on the link below.

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[www.multiplestreamsofincome.com](http://www.multiplestreamsofincome.com)

It will take you to my website. In the bottom left hand corner, click on the picture of my new book, Multiple Streams of Internet Income.

Please pull out your credit card and buy it.

Amazon will immediately email you a confirmation number verifying that you have bought it.

In a few days we will e mail you and give the dates and tell you how to get your \$250 in free bonuses. Here's my promise.

I guarantee you'll love my new INTERNET book. I promise that it will show you dozens of ways to make money online.

If you don't love it, I'll REFUND EVERY DIME. You keep the book and the free bonuses as my gift for your trouble.

In other words, you can't lose. Either you love it and get \$250 in free bonuses. Or you hate it, and still keep everything and I'll refund every dime.

Why would I do this?

Because I want to claim the number one spot at Amazon.com.

Remember, it's a perfect gift for:

Graduation  
Father's Day  
Mother's Day  
Your Birthday  
Any Birthday  
Summer solstice  
July 4th  
Earth Day  
Memorial Day  
Labor Day  
Christmas  
Easter 2002

If you'll buy 2 or 3 of them, I'll offer you a SECRET bonus. Something so good, I don't dare reveal it to my general list.

Your friend and money mentor,

Robert Allen

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## ***Michael Campbell***

Michael Campbell is a search engine optimization specialist and top Internet marketing consultant. He has written a step-by-step training system to online success in the book called “**Nothing But 'Net**”. It details how he generated over \$750,000 in internet revenues in less than a year, with no advertising costs, not even so much as a business card.

In addition to writing the Internet Marketing Secrets newsletter, Michael has produced: Search Engine Commando, an industry leading search engine submission software package. Search Engine Positioning, a series of revealing reports on how to get listed at the top of the search engines and stay there. The Secret Vault, a private search engine and marketing resource for customers only. Michael has served on several advisory boards, given hands on training seminars, spoken at lectures and conferences. He is president and CEO of Dynamic Media Corporation and currently resides in Vancouver, British Columbia, Canada.

### **Web sites:**

#### **Search Engine Commando**

<http://activemarketplace.com/w.cgi?sec-15194>

Automatically submit your web pages to the top search engines even while on vacation or while sleeping. Safe, slow and steady submissions with virtually undetectable stealth technology, ensures your best chance for success.

<http://www.SearchEnginePositioning.com>

Discover how you can get "evergreen" status and permanent top 10 positioning. Detailed reports revealing exactly how search engine expert Michael Campbell plays and wins the search engine game every time.

<http://1-internet-marketing.com/hosting/>

Kudosnet web hosting and hassle free domain name registration, from people that really care about the success of your business.

<http://www.InternetMarketingSecrets.com>

A free newsletter containing all the tools and information you'll need for successful internet marketing, online advertising and web site promotion.

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\* \* \*

**Background On Email:**

Michael was generous enough to submit several campaigns and some very important lessons for any e-mail marketer. I'll let him take it away inside this special chapter...

<b>Results: See the detailed analysis inside Michael's chapter</b>
--

**MICHAEL CAMPBELL'S MILLION DOLLAR EMAILS**

by Michael Campbell

Author of Nothing But 'Net

<http://www.internetmarketingsecrets.com>

**CONTENTS:**

1. Building a Relationship with Your Readers
2. Christmas Sales Letter Gets Whopping 35% Response
3. Secrets to Michael's Campbell's \$120,000 Email
4. Over \$10,000 and a 68% response by asking one simple question
5. Short Email Announcements that Earned Over \$5000 in Commission
6. How I Used Long Email to Generate Over \$4000
7. Playing the Permission Email Game for Profits

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1. Building a Relationship with Your Readers

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Yanik Silver - the publisher of this book - asked me to share with you some of my top producing email campaigns and email marketing secrets. I was more than delighted and got so juiced that I ended up writing an entire chapter. First I'll share some successful email examples I sent while I was with Cell-West and later move into email promoting digital products through affiliate programs.

The most valuable thing any online marketer has is their opt-in email list. When you understand the lifetime value of a customer and respect the power of direct email marketing, you'll provide good service to your readers while making money for yourself at the same time. It's easy to let an abundance of knowledge and wealth flow through you, once you know how.

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To me, its all about relationship building. The most important thing to remember is that your readers come to think of you as their friend. Try not to sell them or tell them too much, too fast.

One of the biggest complaints and reasons for people opting-out of a mailing list is because someone is trying to get rich fast by over selling to the same list. Never forget the feelings and the emotions of the person at the other end of your email offer.

Be sure to give great content and great effort. You are building a relationship with each and every one of your readers. The better the relationship and the more value you provide, the more sales you will get.

---

## 2. The Christmas Sales Letter that Got a Whopping 35% Response

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This sales letter was sent to all customers and prospects. The message was sent in the first week of December, when most people are actually starting to think about shopping for the holiday season.

After running an A/B/C/D split testing several different subject lines to small portions of the mailing list, the subject line "What do you want for Christmas?" was the clear winner, out pulling all others by a margin of 3 to 1

In various spots in the letter, you will notice numbers in between % signs. The %1% is how Arial's Email Merge Software, (which comes free with Planet Ocean's Business Course in Permission Email Marketing), knows where to customize the email. %1% means insert first and last name here, and %2% is first name only. Of course the % signs disappear, leaving only the name of the person showing.

I encourage you to study this sales letter, emulate it, and send something like it to your customers, prospects and everyone on your opt-in lists. If you follow this sample, I know you'll make some decent money from your email direct marketing this year.

\* \* \*

Sent: December 5, 2000 3:04 PM  
To: Michael Campbell  
Subject: What do you want for Christmas?

This is a message for %1%

Hi %2%,

Hope this finds you well.

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I personally want to thank you for shopping at cellwest.com this past year. Thanks to people like you, cellwest.com has become a growing online shopping destination.

%2%, please accept our gift to you in the following savings off our already low warehouse prices from now until December 22nd 2000. Just mention special offer ID# TCL500.

\*\*\* 10 percent off any lithium battery - longer talk time, lighter weight, no memory effect, never needs discharging.

\*\*\* 10 percent off any personal hands free kit - talk while driving, biking, rowing, taking notes, leaving both hands free.

\*\*\* 20 percent off all leather cases - protect your phone from bumps and scratches, cushion against drops, clip it to your belt or bag.

\*\*\* 30 percent off plug in car chargers - rapid charge your phone battery while driving, talk at the same time, you can arrive fully juiced!

Plus you'll get:

- \*\*\* our 30 day no hassle "love it or send it back" guarantee
- \*\*\* our full 1 year warranty against defects in workmanship
- \*\*\* the option of FREE shipping within North America
- \*\*\* no sales tax on purchases for US residents

Call the toll free order line 1-888-462-2599 and get what you want at the savings you need. Thanks again %2% for being our customer. Best wishes for you and your family in the coming year!

Finest regards,

Michael Campbell

\* \* \* \* \*

Cell-West.com  
The Everything Wireless Online Superstore

Business hours are from 7:00 am to 6:00 pm,  
Monday through Friday, PST.  
Our web site address is <http://www.cell-west.com>  
International orders call (001) 604 647-0308  
Toll Free Ordering 1-888-462-2599

\* \* \* \* \*

P.S. Because the mail moves a little slower at this time of year, and you want to be confident about the gifts you're giving, we're extending our 30 day money back guarantee an additional 30 days. You get a full 60 day no hassle "love it or send it back" money back guarantee.

P.P.S. Remember to mention special offer ID# TCL500 when ordering, but hurry, these discounts are in effect only until December 22nd.

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### 3. Secrets to Michael's Campbell's \$120,000 Email

---

Right off the bat this email is personalized, which means it is not likely to be misinterpreted as spam. After stating the person's name, I reestablish the existing relationship that the customer has with me. Once the relationship has been established I thank them for their relationship. This is little something that I learned from the Planet Ocean Email Marketing Course.

Other helpful hints I picked up from the course include formatting the sales letter with hard carriage returns or line breaks. This means that the letter wouldn't arrive with strange line breaks. I also seeded the mailing list. I put several of my own email addresses throughout the list. The most important is that my email address appeared first and last on the list, so I could ensure all messages were sent successfully.

Now let's move on to the actual selling portion of the letter. The great sales copy writer Marlon Sanders, will tell you that 50 percent of any sales letter should be \*\*\* bullets.

\*\*\* feature = benefit, benefit, benefit  
\*\*\* feature = benefit, benefit, benefit  
\*\*\* feature = benefit, benefit, benefit

Note that the entire middle of the sales letter is all bullet related. Even though the guarantee and warranty are regular items, you probably want to bullet them as well, to make it seem like the offer has more weight to it than just savings.

Another Marlon Sanders trick, is to immediately follow a feature with a benefit. Note that the percentage they would save on any particular item, was followed by an immediate benefit. We can find the benefit of any feature by asking the question, "What's so great about that?" or "Which means what?"

For example, the feature item is "30 percent off plug in car chargers. Then we need to ask "What's so great about that?" The answer is "rapid charge your phone battery while driving, talk at the same time, you can arrive fully juiced." Just remember to follow Marlon's formula of "Feature + what's so great about that = benefit."

Then encourage your customers to call the toll-free 800 number again, thank them again and wish them well. Be sure to state the store hours, the web site address and toll-free order lines. Make it easy to do business with you. Make it seem they are only a phone call away from immediate savings.

Now we move to the P.S., or the deal clincher. I wanted to remove all doubt, all risk, from my offer (risk reversal is something I learned from Marlon and Planet Ocean). By doubling the money back guarantee to 60 days, I insured that any product given as a gift would have ample time to be returned if it was not suitable.

The P.P.S., reminds them to state the tracking number of the offer so we can enter it into the database and track the effectiveness of the email offer. It also serves to imply a sense of urgency, that the offer is time limited and remind the customer to act now.

If you would like to learn more about how to create effective sales letters like the one you just read, then I highly recommend Marlon Sanders Amazing Formula. If you follow Marlon's method of sales letter writing, not only will you get a response, but the chances are the response will be much higher than your wildest expectations. I never would have dreamed of getting a 35% response from my first ever sales letter.

If you want to take advantage of email direct marketing, I urge you to get the Planet Ocean Business Course in Permission Email Marketing. It will teach you how to build up your opt-in email list quickly. It will help you stay out of trouble with your service providers when sending out thousands of email. It comes with very sound marketing advice and hundreds of tips on successful email marketing. It also includes Arial Email Merge software, that allows you to send a personalized e-mail messages and sales letters to as many people as you want.

I know, a lot of you a wondering if it's worth it? Yes, for under \$200 you can get both Marlon's Sanders Amazing Formula and the Planet Ocean Email Marketing Course. Take Cell-West as an example, which at the time had only 2000 customers on their list. Thanks to the effective sales letter you just read, they received a 35% response. That's 700 people that just happened to spend an average of \$45 each. That's over \$31,000 return on investment. All I had to do was spend \$200, get the two courses, and take three days of my time to learn the new material.

Isn't \$31,000 worth \$200 and three days of your time? No? How about \$120,000. What would you do for \$120,000?

Over the next year, I emailed the list (which was growing all the time), with a spring savings, a summer holiday special, and a back to work & school special. That's over

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\$120,000 from a paltry \$200 and three days of my time. The point is, the knowledge you learn from the courses keeps giving back to you all year long.

So next Saturday morning, what are you going to invest in? The future of your online business or cartoons? The choice is yours....

Planet Ocean Business Course in Permission Email Marketing

<http://1-internet-marketing.com/poe/>

Marlon Sanders Amazing Copy Writing Formula

<http://1-internet-marketing/msf/>

Michael Campbell's Internet Marketing Resources

<http://1-internet-marketing.com/store.htm>

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4. Over \$10,000 and a 68% response by asking one simple question

---

This question if asked while the customer is placing an order will make thousands of dollars over the course of the year. Once you have asked the question, all you need to do is email the answer to your mailing list and if you're like me, receive a 68% response.

This 68% response was actual purchases! Of course no one believes me except for the people that had to pack the orders ;-)

We asked, "What are you most likely to buy within the next three months." Sounds simple enough, but how does it work?

While the customer was placing their order, the customer service reps were instructed to be very chatty and do their best to engage the customer in conversation. While talking, the reps were building a complete profile of the customer.

We wanted to know what type of cell phone they had, extra batteries, car chargers, how well they liked their phone and what they were most likely to buy in the next three months. We typed in all the info about the customer and stored their profile along with their purchase information into a central database.

How it works is simple. When a hands free kit for Sony phones became available from the wholesalers, we did a sort on the database for all Sony phone owners that said they were likely to buy a hands free kit in the next three months. There were around 200 of them in the database. Now this was also a new product, we were the first to announce we had hands free kits for these phones.

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The result, 136 of them purchased an average of \$75 worth of product. That's over \$10,000 from a single email that simply said, "Sony hands free kits have arrived!" The rest of the offer looked almost identical to the Christmas email offer you read earlier. I didn't change the format of the email offer because it worked so well in the past.

You can even expand on this idea of asking the customer what they want by extending the time period or doing surveys. You could ask what are you likely to purchase within the next six months, or the next year. Or, do a survey and give them a ten or so related items choices to choose from, but be sure to include a field where they can input their own info.

A friend of mine just ran a survey of ten items asking his customers what they are likely buy within the next six months. He asked the usual cellular phone, extra batteries, leather case, but to his surprise, the second highest likely to buy item was a digital camera. This was not even an option on his survey but was typed by the customers into the "other" field. Needless to say he is busy putting up a new web site. His customers have spoken.

Another thing that worked well was a "pass it on" savings or virtual coupon. The pass it on savings allows a viral reach beyond your current opt-in list and gets friends sending offers and coupons to other friends. 25% Cellular Savings... Pass it on! After all 1 in 4 Americans has a cell phone, so why not pass it on to a friend or someone you know? They'll thank you for it.

So there you have it, if you want to make thousands of dollars in additional sales this year, simply engage your customers in a conversation, ask them what they want, listen to the response and provide the answer for them.

You already have their email address, permission to mail them, and they are telling you what they will buy. It doesn't get any better than that!

If it means setting up a new web site to sell the product, go for it. It's easy to assemble five pages, featuring top selling models and most popular accessories. Not only will you be providing a wonderful service to customers who already know you and trust you, I'll bet you'll be making a good living because of it.

---

## 5. Short Email Announcements Earn Over \$5000 in Commission

---

The previous examples dealt with my experience at Cell-West, selling physical dirt world product to businesses and consumers. These next examples feature information and digital products. It still involves sending email to an opt-in list, but the approach is slightly different.

If you have built a lot of value into your mailing list and provided good research and content in the past, most readers do not mind the occasional stand alone product announcement. Especially if it is a product that will help them make money, save time or make their lives better.

Here are two such examples of short email announcements that earned over \$5000 in commissions. In both cases, I received the product, reviewed the product for a couple of days, and only once I was completely confident in the quality of the product, did I endorse it and announce its availability to my subscribers.

Both of these products required only a short announcement. There are times when a long email is required and I'll cover that in more detail later, but since both of these products have star quality (what's known in advertising as a familiar name on a product) a short email was all that was needed. In the short email, your only goal is to sell the link.

This is an important point for you to understand. Let me repeat it. The only action you want the reader to take is to click on the link. Don't waste the readers time. If they are interested in the product they will click through to the sales page, where the nicely formatted sales letter will do all the work for you.

-----

This email to my opt-in list announced an ebook written by several authors. It resulted in thousands of dollars in commission for me and thousands more for the publisher.

\* \* \*

Subject: CUSTOMER NAME, here are 30 success secrets.

Hi CUSTOMER NAME,

Ten top Internet experts - including me - reveal their top 3 secrets to internet success in one of the most powerful ebooks ever written.

Corey Rudl, Declan Dunn, Marlon Sanders, John Audette, Ken Evoy, Allan Gardyne, Jim Daniels, Michael Campbell, Jonathan Mizel and Rob Frankel.

No filler, no fluff, this is the hard core THIRTY top success secrets from the top ten online marketers! Are you ready to profit from their knowledge?

<http://scamfree.com/t/c/>

Have a fantastic day!

Best regards,

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Michael Campbell  
Author - Nothing But 'Net

-----  
This second short email to my opt-in list announced video tapes of a well known public speaker. It again resulted in thousands of dollars in commission for me and thousands more for the publisher.

\* \* \*

Subject: CUSTOMER NAME, here's something I think you'll like...

Hi CUSTOMER NAME,

Corey Rudl asked me if you'd be interested in seeing his latest product. I thought you might be. It's over 4 hours of video from his London Seminar.

No book to read, no software to install. Just video that you can watch and learn from while you relax at home. Please let me know what you think about it, and if you would like to see me do something similar. Thanks.

<http://1-internet-marketing.com/crv/>

Have a fantastic day!

Michael Campbell  
Author - Nothing But 'Net

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## 6. How I Used a Long Email Announcement to Generate over \$4000

---

If the product does not have a star quality, or if it is complicated, has many features and benefits, caters to a niche market or is expensive, some form of pre-selling will be required. The best method of pre-selling for me is with a product review, as demonstrated in this next example.

\* \* \*

Subject: CUSTOMER NAME, here's how you can land the deal and close more sales....

Professional proposals, sample contracts, estimating spreadsheets, templates and checklists, mean your web design

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business will close the sale, make more deals, make more accurate estimates and be more profitable...

Hi CUSTOMER NAME,

If you're a web site designer looking to close more sales, land more deals, make accurate estimates and be more profitable, then Proposal Kit may be the most important investment you'll ever make.

Now you can make professional looking proposals that land you the contracts, close deals and get you the business.

These tools will help you create a successful web site on time and on budget. Your client will be happy. And when you have happy client, it means more referrals and more sales.

Take it from someone who has been there, seen it, done it, and won the t-shirt. I spent over two years in the trenches of web site design and nearly lost the shirt off my back. I was continually having to educate the clients and provide proposal after proposal, just to land a few sales.

We've all had that "client or design job from hell". The "artwork" that arrived in a 20 lb bag of scraps and clippings. The client who wouldn't pay on time... if at all. The client who would go thru invoices "after the fact" and decide what he would and would not pay for. The "changer" who likes to change things - against your better judgment - and then changes them back.

Well, those days are over! Sorry for the rant. Take it to heart my friends, this will never happen to you again. You will be prepared. All the hard work that used to go into the "business" of running a design business, just got a whole lot easier.

The product is "Proposal Kit Pro" from Cyber Sea Inc., which recently won the editors pick award from the Ziff Davis publishers at ZDNet! It comes in three versions, Lite, Standard and Pro, with most everything in each kit being offered in several formats, Word 2000, Word 6, as well as HTML Documents. There is also a Mac version of the Kits available.

The Lite version contains important business documents and contracts. Standard has everything from the Lite version, plus storyboard diagrams, and anatomy of a performance marketing site. Pro has everything from the previous two versions, but adds in a couple of sample web sites and the extremely valuable estimate spreadsheets, that I will talk about later.

\*\*\* Lite Version Business Proposals and Sample Contracts

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Something very important, that few web site designers do, is the questionnaire. This is a critical step to ensure the client will get what they want. You have the client specify, in detail, what their goals are, why they want a web site, what they need to consider the site a success. If you address the specific concerns of the client at the outset, then there is no room for disappointment later on.

This is the most complete questionnaire I have ever seen. It includes demographics, target audience, purpose of the site, how to merge their online presence with their dirt world business, style or voice of the site, USP, company descriptions, design elements, back end programming and more. It will prepare both you and your client for the web site, and the tasks that lie ahead. (Just a little side note here, if your client is not willing to fill out a survey, believe me, you will not want to have them as a client.) This is an essential step that cannot be missed.

The software development agreement is a good idea, unless you like walking a tight rope without a net. You need to have a legal document, a contract that spells out who owns the copyright in what. Who owns the domains names. Who is responsible for what task. This contract means business and shows professionalism. It will prevent misunderstandings down the road.

In addition to the questionnaire and development contract, there is a cover letter for your proposal, a non disclosure agreement, a specifications sheet, payment terms agreement (to prevent you from getting stiffed), and very extensive web site development checklist.

You could pay your lawyer over \$2500 to draw all these contracts up for you. Or if you can use the ones in the Proposal Kit, save your money and put the profits back into your business.

\*\*\* Standard Version Graphic Designer Story Boards and Website Design Templates

The Standard Version includes many samples of web site story boards. These are block diagrams or flow charts that describe to the client in detail, exactly how the site will look and what it will contain. They cover everything from content pages to navigation systems.

Not only do they paint a crystal clear picture to your client, they will also keep your project on time and within budget. They will also get you thinking about the layout and contents

of the site you are about to build, rather than it just being a nebulous task in the back of your mind.

The anatomy of a performance web site shows the big picture on how to set up a top income generating web site. Looking at the first page of this diagram, I could tell that Cyber Sea Inc really knows what they are doing when it comes to building a money making web site.

The site in the diagram looks exactly like the model I use. It shows in explicit detail how the various affiliate programs, search engine positioning and email to opt-in lists combine together, to generate revenue while functioning on auto pilot. This diagram alone will help close the deal on many sales, as it shows you have a clear understanding of the "big picture" and the various revenue streams of the internet.

### \*\*\* Pro Version Sample Web Sites and Estimating Spread Sheet

This Excel format estimating spread sheet will save you a ton of time. I spent weeks creating something similar to it a few years ago for my design business, and after comparing Cyber Sea data with my own, their times for each task are very similar to the ones I calculated.

Using this spreadsheet you'll know at a glance, the cost, the time and the profit of each project. It allows you to enter each step of the production process, each style of web page, the back end programming, domain costs, pretty much everything that goes into setting up a web site. You can customize the values to your particular production requirements. And best of all, you'll have an estimate to your client in a matter of minutes, not hours or days like it used to take.

Only One Complaint....

I do have one complaint about this product though. I just wish that it had been available five years ago, back when I was a struggling web site designer. I'd like to get back all those thousands of dollars in legal fees, getting lawyers to draw up contracts. I'd like to get back the money I was never paid by less than desirable clients. I wish I had the story boards and the estimating spread sheet, I would have landed a lot more clients. I never would have gone into debt setting up my design business, if I would have had these tools back then.

### Business Proposal Summary

If you are a web site designer, and you want to steer clear of the pitfalls out there, come armed with professional looking proposals and "close the deal", then this product is for you. It's 100% guaranteed for one full year, so that means you

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don't even have to make a decision. Just download the product and start using these tools in your web design business, and you'll be playing in the big leagues, without the learning curve that's normally associated with setting up a design business.

<http://1-internet-marketing.com/pk/>

Here's to your success!

All my best,

Michael Campbell  
Author - Nothing But 'Net

-----

A short email version announcing this same product with the same headline was also tried. As expected, the long version or product review outpulled the short version by a 10 to 1 ratio. The reason being the amount of detail I could go into and the story I could unfold. One that every web site designer could relate to.

Here is the short version for comparison sakes.

\* \* \*

Subject: CUSTOMER NAME, here's how you can land the deal and close more sales....

Hi CUSTOMER NAME,

If you're a web site designer looking to close more sales, land more deals, make accurate estimates and be more profitable, then Proposal Kit may be the most important investment you'll ever make. It recently won the editors pick award from the Ziff Davis publishers at ZDNet!

It features professionally written contracts, spreadsheets, and checklists to help you create successful web sites on time, and on budget. Your client will be happy. And when you have happy client, it means more referrals and more sales.

So if you want to steer clear of the pitfalls out there, come armed with professional looking proposals and "close the deal", then this product is for you.

<http://1-internet-marketing.com/pk/>

Have yourself a great day!

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## 7. Playing the Permission Email Game for Profits

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When it comes to announcing an information product to your opt-in list, the most important thing is to be truthful and honest with yourself. Is it a good product? Do you want your name associated with the product. Will the product be of genuine benefit to your readers? Is it something that you would buy and use yourself?

As you answer these questions, let your conscience be your guide. You know your audience better than anyone. And most important of all, remember that you are building a relationship with your readers. The amount of work and effort you put into the relationship will ultimately determine the quality of the outcome.

Here's what you need to do, to maximize the VALUE of your opt-in list.

- Write a stand alone announcement to your opt-in list, not promoting any other product.
- Depending on the nature of the product, do either a full review or simple mention of what you have discovered.
- If using a short email announcement, write about solving a problem the reader might have, not too much about the product itself. Remember that you simply want your readers to click on a link. Let the sales letter do the work once they arrive at the web site.
- Tell them, don't sell them. Simply tell your readers in a very disarming way what you've discovered. After a stand alone email announcement, mention the product in your regular newsletter and post a review on your web site.
- Be passionate in your words. Really believe in what you are talking about.
- Spend time writing your review, endorsement, or testimonial. Be sure to read it out loud. Make sure it flows smoothly and sounds like you are talking during a conversation.
- Don't waste anyone's time. Talk about them. Use words like "you", and "you'll" and "you will". Try not to talk about yourself too much using the word "I".
- When you email your list, remember that they've given you permission to do so. Be kind, be gentle, try not to be too pushy or overly persuasive.
- Keep going, persevere! Don't let fear, what anyone says, or anything else for that matter, stop you or get in your way!

There you are my friend. You now have the same email tools as the super affiliates and million dollar marketers. So what are you waiting for? Go clean your office, pick up the kids, do the dishes, whatever else needs to be done, then come back, sit down, and write that email offer.

Here's to a prosperous future together!

All my best,

Michael Campbell

P.S. I hope sharing what works for me, will make your business more successful and profitable in the future. And please do keep me posted. I get juiced by all those success stories from people like you. People that have benefited from what I have shared, and shown the courage and passion to put their plans into action.



**ey**

ey is a successful Internet entrepreneur who runs an online business from his home in Houston TX, USA. His original work and ideas have often been "borrowed" and copied by other well-known cybermarketers. Because of his expertise, some refer to him as an Internet "guru," but Marty is a down-to-earth person who also happens to know a lot about successful Internet commerce.

His latest book, Internet Marketing Goldmine, which is highly acclaimed by a growing number of Internet marketing veterans and newbies alike as a top-notch resource for learning how to earn ethical profits online.

**Web sites:**

**Internet Marketing Goldmine:**

<http://profitinfo.com/cgi-bin/v3.cgi?PI972>

**Scientific Web Marketing System:**

<http://profitinfo.com/cgi-bin/v4.cgi?PI972>

**Insiders Private Site:**

<http://profitinfo.com/cgi-bin/v5.cgi?PI972>

**Opt-In List Builder:**

<http://profitinfo.com/cgi-bin/lb.cgi?PI972>

\* \* \*

**Background On Email:**

This email was sent to Marty's ezine subscriber list to announce a special, pre-publication offer.

<p><b>Results: This email produced \$2,000 in sales in just a short period. Considering the size of the list this was tremendous.</b></p>
---

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\*\*\*\*\*

PROFITINFO NEWS FLASH!

~~~~~

Special Announcement For Readers  
Of ProfitInfo Email Newsletter

\*\*\*\*\*

=====

"Internet Marketing Goldmine" Now Shipping!

=====

Dear ProfitInfo Newsletter subscriber,

The purpose of this brief News Flash is to announce the immediate availability of my new book, entitled: "Internet Marketing Goldmine: Proven, Step by Step Strategies, Tactics and Insider Secrets for Building Your Business and Making Real Money Online."

(Only rarely will you receive a "News Flash" like this as a ProfitInfo Newsletter subscriber. The next regularly scheduled issue of ProfitInfo Newsletter is due May 8th. I think you'll like the new article scheduled to appear in it.)

\*\*\*\*\*

Special Early Bird Discount

I earlier planned to make this new handbook available through a "Pre-Publication Discount" offer, but since the book printer already finished and shipped the books to me sooner than expected, I'm calling this a "Special Early Bird Discount," instead.

For a limited time, ProfitInfo Newsletter subscribers can get a copy for only \$29.95, a discount of 25% off the regular price of \$39.95.

To enjoy this savings opportunity, your order must be placed before XX/XX/XX, Central Standard Time (or postmarked before that date, if you order by postal mail).

You can order now, at: <http://profitinfo.com/cgi-bin/v3.cgi?PI972>

\*\*\*\*\*

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To Unsubscribe: Send blank email from the address where you no

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longer want to receive issues: <[Cancel-NL@ProfitInfo.com](mailto:Cancel-NL@ProfitInfo.com)>

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Place your order now, at: <http://profitinfo.com/cgi-bin/v3.cgi?PI972> and your copy of this new book will be processed and shipped within 24-48 hours.

<End



## ***Logos Research Systems, Inc***

Logos Research Systems, Inc. was founded in January, 1992 by Kiernon Reiniger, Dale Pritchett, and Bob Pritchett. Their only product was Logos Bible Software for Microsoft Windows v1.0, one of the first Bible study software packages for the Windows platform. That release quickly became the high-end standard for Bible study software, and subsequent releases have kept Logos Bible Software on the leading edge of Windows software design.

The past eight years have seen Logos grow from a couple of programmers in a basement into one of the largest developers of software for the Christian market and a world-wide leader in multilingual electronic publishing.

### **Web site:**

<http://www.logos.com>

\* \* \*

### **Background On Email:**

The company wanted to gauge customer interest of taking the Unabridged Theological Dictionary of the New Testament (a massive 9,000+page, 10-volume reference work) and putting it into an electronic text. This would be a significant task because of the complexity of the work. So before the Logos investing in creating the electronic text, they wanted to know if it would sell.

This mailing was sent out to the more than 60,000 members notifying them about a special pre-publication offer.

**Results: This email was the start for Logos selling \$300,000 worth of pre-publication orders. This covered all the publication costs involved in the new project and turned a sizeable profit!**

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HAPPY NEW YEAR!

1. New Year's Greetings!
2. Codename Titus -- The New Logos Bible Software!
3. Unabridged Theological Dictionary of the New Testament
4. Save 25%-30% off every individual unlock!
5. Camp Logos coming soon to a town near you.

---

1. New Year's Greetings!

Dear friend.

As Logos moves into the year 2000 I would like to take this opportunity to let you in on state of the technology and our view of the present market and the future.

The way things are today:

Logos was the prime mover behind the design concept of moving away from traditional Bible Study software based on "a Bible with attachments" to the newer "library model" which allows all books to link to one another with or without a Bible open. More than eighty publishers now have books in the Logos Library System. The collective sales of products based on the Logos Library System dominate the Bible reference market around the world.

The Logos concept of one viewer for many products has proven to be a more popular model than the STEP model of one file format for all viewers.

Logos has created a new electronic publishing services company called Libronix which sells services and licenses to traditional print publishers. Logos will remain the product trademark for retail products.

Logos is busy acquiring publishing "rights" to hundreds of additional titles.

Libronix is assisting publishers in the role of "repurposing" data for print, print on demand, and electronic publishing.

Libronix is now developing the next generation of electronic library software which promises to be the most technically advanced product of its kind. It represents a quantum leap in capabilities beyond the present LLS software and at the same time achieves a new ease of use for the first time user.

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Publishers who have never featured electronic products are now preparing Logos compatible products for introduction in 2000. We expect to see a minimum of six major announcements this year.

What you can expect in 2000 and beyond

More books. - There will be a flood of new titles in 2000 and beyond as digital libraries come of age. You can begin to think in terms of digital libraries with thousands of titles. Schools, churches, missions and individuals will have access to tens of thousands of books and periodicals at any point on the globe.

More publishers - Scores of additional publishers will release products compatible with the new Libronix technology.

New business models for digital libraries. In the future you will have similar options to those offered in the video world. You will be able to purchase or rent access to books or commercial libraries on the Internet.

Consolidation - The Libronix technology will allow you to access and search non-LLS books, periodicals, and remote libraries simultaneously from a single viewer and a single search dialogue.

Self Authoring - Libronix will provide several self authoring kits designed to allow the user to create his own library resources. A commercial version of the kit will create "locked" books, e-commerce enabled for downloading and selling on the Internet.

Internet Gateways - The Libronix technology will enable web information providers to sell compatibility modules that will enable their data to show directly in the Libronix catalog, viewer and search engine.

This is just a taste of what is coming. As a Logos Library System customer, you will be entitled to a free upgrade to the Libronix viewer if you download off the Internet. All your present LLS books will work in the new viewer.

Dale Pritchett  
Vice President for Sales & Marketing

---

2. Codename Titus -- The New Logos Bible Software!  
<http://www.logos.com/titus>

If you would like to get a preview of the next version of Logos visit  
<http://www.logos.com/titus>

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There's also a link there to our new online localization site where you can help us translate it into different languages!

---

### 3. Unabridged Theological Dictionary of the New Testament

A new concept for publishing especially large and expensive classic works in the Logos Library System

The following description of the Theological Dictionary of the New Testament comes from the catalog of Christian Book Distributors. As you can see, TDNT is a massive reference work. The abridged 1392 page version of TDNT is already available in the Logos Library System. Over the years we continue to receive requests for the full unabridged 9081 page version described below.

Description: Kittel's TDNT is a necessity for serious Greek students! It treats more than 2,300 theologically significant words, including important prepositions, numbers, and proper names. Each entry discusses a word's secular Greek background, its role in the Old Testament and extrabiblical literature, and its various uses in the New Testament. Volume 10 includes indexes of Greek and English keywords, Hebrew and Aramaic words, and Scripture references. 9081 pages total, 10 hardcovers from Eerdmans.

Retail Price: \$650.00 CBD Price: \$199.95 Winter Catalog  
We have no way to judge the breadth of demand for this work in Logos Library System format. In terms of creating electronic text, Kittel is a "worst case" scenario. It is huge. It contains more than a dozen different languages and it needs an extraordinary number of links to other Greek, Hebrew, and English works. There is no electronic text. The entire work would have to be rekeyed. In our terms, it represents a hundred thousand dollar project, plus royalties to Eerdmans. Is there a sufficient audience to recover the cost of such a project? I tell you all of this because we don't want you to think we are not listening to your requests and don't value your suggestions. Some suggestions just have too much risk associated with them. Therefore, I have a proposal for you. It follows in two steps.

Step One - If you would be willing to purchase the unabridged Theological Dictionary of the New Testament in Logos Library System format for the extraordinary pre-release price of \$150, I would like you to please respond by putting "Kittel" in your subject line and sending an email. If we do not receive sufficient response, the project will die immediately.

Step Two - If the number of responses is sufficient I will then email you with additional information for forwarding your prepayment commitment. If we receive a sufficient prepayment

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commitment, we will immediately begin the project and attempt to have the completed work in your hands in less than 120 days. If we do not receive sufficient prepayment commitment, or match the Step one commitment numbers, we will cancel all commitments and kill the project.

Although we will ask for your credit card order in advance, your card will not be charged until we ship.

If this is a successful approach, we will be encouraged to go ahead to take on the large expensive sets which represent high financial risks. Unless somebody finds a way to minimize these risks, many of these great works will never be rekeyed for electronic text. Working together we can build an extraordinary digital library which will benefit many for years to come. Please feel free to suggest other works that you think might be candidates for this approach.

Now if you are ready for Kittel, please follow the suggestion in Step One by putting "Kittel" in your subject line and sending a reply email.

---

4. Save 25%-30% off every individual unlock!

Now through January 31, 2000 receive up to 30% off all of our individual Logos Library System unlocks!

25% off when you buy 5 books or more  
30% off when you buy 10 books or more

Call 1-800-875-6467 to order now!

---

5. Camp Logos coming soon to a town near you.

<http://www.logos.com/seminars/regional.htm>

Washington, DC - January 10, 11

Louisville, KY - February 3, 4

Oak Harbor, WA - April 6, 7

To receive more information call Morris Proctor toll free at 1-877-237-3168

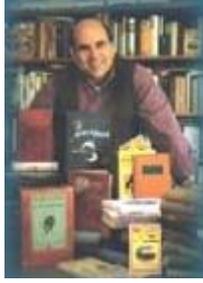
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++++  
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account, or to unsubscribe- log on to your NewsWire account at:  
<http://www.christianemailservice.com>



## **Joe Vitale**

Joe "Mr Fire" Vitale is an explosive "results only!" marketing consultant. He has helped over 200 authors and publishers write, publish and promote their books. He has also helped large companies, from The American Red Cross to Hermann Children's Hospital in Houston.

His reputation for writing powerful copy is well known:

- One of his sales letters achieved a record-breaking 91% response.
- One of his ads brought in 500 responses in only 30 days.
- A press release he wrote got a reporter to call only 7 minutes after it was released.

### **Web sites:**

<http://www.mrfire.com>

### **Hypnotic Writing**

[http://www.roibot.com/r\\_hw.cgi?R52660](http://www.roibot.com/r_hw.cgi?R52660)

### **Advanced Hypnotic Writing**

[http://www.roibot.com/r\\_adhyp.cgi?R52660](http://www.roibot.com/r_adhyp.cgi?R52660)

### **Create Advertising That Sells Video**

<http://www.roibot.com/create.cgi?R52660>

\* \* \*

### **Background On Email:**

Joe created a new training course called "Guaranteed Outcome Marketing". He released it to his tiny (but very responsive) mailing list and pulled out \$50,000.00 nearly immediately. Joe has also graciously shared several other email examples along with his commentary in parenthesis.

**Results: Joe's commentary is in the parenthesis before each email.**

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**(I sent this letter by email to my own email list. Within three days it raised \$50,000 in cash.)**

\* \* \*

Announcing: Guaranteed Outcome Marketing

Dear Friend,

If you are ready to start your New Year's sales with a BANG!, read this carefully. It may be the most important message you read all year.

I'm writing to you with some urgency. Over the past year I have quietly perfected a powerful new marketing strategy with just a few of my high-end clients. It's a complete system of marketing, sales and publicity. What makes it unique is it's based on E-DR Publicity Marketing, which I invented.

Results? They've been explosive. Businesses catapult to market leadership in record time. One client told me, "The phone now rings when it didn't before." Another client got a 30 times increase in sales! Another client became a millionaire. The list goes on.

As you can imagine, this marketing strategy involves creating, launching, synchronizing, and fine-tuning several "moving parts" across several marketing disciplines - Internet, direct mail, publicity - and is appropriately expensive. \$19,500, to be exact. I've never publicized this service before. But for some very personal reasons, which I will reveal to you shortly, I'm going to let a few people get the exact same customized marketing program, complete with outcomes guaranteed, for a little less than half that amount.

Interested? Let me tell you why this opportunity is available (only for a few days). Frankly, I'm in a jam. And you can be the beneficiary.

You may not know it, but I'm getting divorced. And moving. Into a new house with my girlfriend Nerissa. Fine, you say. But so what?

Well, the new house is in Austin, one of the hottest real estate markets in the country. And, to put it mildly, the new house is e-x-p-e-n-s-i-v-e.

Part of my amicable settlement with my wife is, I will keep up the mortgage payments on our old house in Houston. Ka-ching, ka-ching, ka-ching.

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Now, a confession. Both my financial planner and my accountant told me - almost in the same words (Do they give these guys scripts for counseling entrepreneurs?) - to "stretch things out, act logically, do things methodically, all in good time." Don't do everything all at once, they warned me.

Great advice. But no way! I'm too much of a romantic for that!

So - the one-time expenses for the all-at-once divorce, move and house purchase are turning out to be a little more than I expected. Well, more than a little more.

And that's how you can benefit. You see, I need to raise some additional money for things like attorney's fees, closing costs, movers, new furniture, landscaping and all the other "money pit" expenses - you get the picture. And, I need to do this quickly.

That's why I'm offering three people - and only three people - a chance to use Guaranteed Outcome Marketing to skyrocket their sales and get name recognition and market-wide branding - for a little less than half of the regular price. Instead of paying \$19,500, you can get it all for only \$9,500. You'll get a complete set of tools to have the media drive qualified prospects directly into your sales system. Your profits will rise exponentially. And you'll become a "household name" in your marketplace. Guaranteed.

Naturally, as you might expect, there are a few reasonable conditions:

- 1) You must already have a successful information publishing or software business. If you're selling anything other than information (books, tapes, reports, CDs, etc) or software, I'm sorry I can't help you at this time.
- 2) You must be what I call "market-embraceable." What I mean by that is, you must have a product that, in my estimation, you can rapidly grow to be the leader in your marketplace. Because I'm guaranteeing outcomes, I need to make that determination before we go ahead.
- 3) You really need to be able to afford this. I'm usually able to work with clients on payment plans, and will do so in the future. But - because I listened to my heart instead of my financial planner and my accountant - I have to insist that this is something that won't cause you financial strain, since I'm requesting you pay my greatly reduced fee up-front. That's the trade-off to get this incredible new, guaranteed service at more than half-off.

So, if this is going to be too much of a stretch for you, better to pass for now.

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However, if you are eager and itching to make rapid strides in publicity, name recognition, and immediate sales, in very short order, we need to talk right away. Please email me immediately. We will then set a time to talk by phone. After I get my three January clients at this special reduced fee, the price goes back up to the old five-figure amount.

It's first come, first served, so email me right now:  
[offer@mrfire.com](mailto:offer@mrfire.com)

Sincerely,

Joe Vitale

P.S. - If you have any concerns that I won't have enough time to work on your project with all the upheaval caused by moving, you can relax. I've made arrangements to have almost all the details of the move handled by professionals and friends, so I really will be able to focus on your project. I'll give you all the details when we talk.

\* \* \*

**(After the above letter went out and while interest was still high in my new service, I sent the following letter by email to my same list of email contacts. It raised \$12,500 almost overnight.)**

\* \* \*

GUARANTEED OUTCOME MARKETING -- MADE AFFORDABLE

Dear Friend,

I'm in a dilemma.

I'm offering a new service, and a lot more people want it than I can possibly serve at this time. Many of them have told me they want it right away. But I think I've come up with a fair solution, and I'd like to know what you think.

Here's the background:

Remember the letter I emailed to you a few weeks ago---on January 1st, to be exact---announcing my Guaranteed Outcome Marketing?

Within 24 hours, nine people were emailing and calling me, scrambling to be the first to grab this new service at such a bargain-basement price. Even more people contacted me after that. I picked only two clients to take on---one for three projects needed to be done this month, and the other for

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a longer project.

I raised \$50,000 within 3 days.

Obviously, that's good.

But there were two problems with what happened:

1) I ended up booking more than twice the work I expected.

2) Several people told me they were *\*very\** interested in this program, but they couldn't afford the \$9,500 fee - which was *\*already\** heavily discounted. In short, I had to turn a lot of people away.

Because of the heavy demand, I've now raised the fee to \$25,000 for all future Guaranteed Outcome Marketing clients.

But I don't want to leave others who are interested in using this powerful, 21st Century marketing technology out in the cold.

So here's the solution I've come up with: Instead of charging \$25,000, I'll share the technology of Guaranteed Outcome Marketing with you, and help you put it to work in your business. Much more affordably for you, if you agree to do some of the work yourself.

I've decided to offer a one-time, private and exclusive online class in Guaranteed Outcome Marketing for a very reasonable price, which is a small FRACTION of the cost of having me do all the work (right at a dime on the dollar, in fact).

The class will be very interactive. I'll be coaching you every step of the way, critiquing your copy, encouraging you along, fine-tuning your strategy, and helping you "get" the unique concept which, as far as I can tell, no one else understands yet - or at least no one else is using effectively in marketing.

Here's the GOM (Guaranteed Outcome Marketing) concept in a nutshell:

First, you leverage the enormous power (like a hydro-electric dam) of free publicity to drive hoards of qualified customers to your Web site - and second, you use subtle, even subliminal techniques to turn your Web site into a 24/7 selling machine.

I know this may be hard for you to believe. I imagine that's because you've never seen this happen before. In fact, what you've probably seen is just the opposite.

Here's what I mean: Most publicity campaigns go nowhere. A lot of dot-coms have failed. The majority of sales letters under-

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perform. All because they stand alone. That is, no one coordinates the publicity with the Web site. Nor does anyone tie the Web site to the sales letter.

When all the marketing elements stand alone, people don't get maximum sales and marketing power out of their efforts-- and they don't get maximum bottom-line results.

It's a crime against marketing, but, this is exactly the way big companies often blow hundreds of thousands and even millions of dollars on wasteful marketing. Why?

Because, as strange as it seems, they can afford to. You see, they already have market domination, established distribution, and customer habits on their side. So they can blunder forward, still making adequate profits and staying in business.

You and I can't do that!

As entrepreneurs, we have to make not only every marketing dollar count, but also every marketing \*action\* count. That's what I bear in mind whenever I do a marketing campaign, and that was the kind of leverage I built into Guaranteed Outcome Marketing.

If you're wondering whether you should take this class, ask yourself this question:

What difference would it make to have a powerful marketing campaign that \*hypnotizes\* customers into accepting you, so they eagerly buy your products and services? The same way they already do with big companies?

I say "hypnotize" because that's what the media does to most people. It hypnotizes them. Think about it. People pretty much do what TV and the newspapers tell them to do. So once you can get the media to eagerly recommend people to go to your Web site, you've won half the battle.

But it gets even better.

Once you have prospects on your Web site, what do you do with them? Most people don't know what to do to turn visitors into customers. Imagine you could make your Web site a \*subliminal seller\* by offering prospects information that leads them to buy from you.

This works because everyone wants free information, if it will lead them to solving a problem or fulfilling a desire. I'll show you how to set up your Web site to become a traffic magnet and a selling machine!

Here's another place where a lot of people miss the mark. It's

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very easy to fail at this point in the process.

That's because, what you SAY in the information you give your prospects to download from your site has to be more than merely useful, valuable, interesting and enticing. It has to be hypnotic!

The ability to write persuasively is rare, and the payoff is huge. You can increase your monthly revenues by thousands or even tens of thousands of dollars once you learn this skill.

Of course if you don't have it yet, you're losing valuable sales every time people read what you've written.

Now, suppose you put all of these things into a plan - first, publicity that drives prospects to your Web site. Second, Web copy that persuades prospects to download your free information. And third, hypnotic writing throughout your free information that leads to massive sales.

Those are the 3 legs of GOM.

Put them together, and then you have the closest thing to a legal, automatic money machine that's ever been invented.

Will this work for your business?

If you think it might but you're not sure, just send me a note and I'll be glad to give you my honest professional opinion. I don't want you in this class if it can't help you. But if it's a good opportunity for you, I certainly want you to take full advantage of it.

All I can tell you now is that Guaranteed Outcome Marketing has produced amazing results for other businesses.

- \* One client became a millionaire in a matter of months.
- \* Another client increased response by 30 times.
- \* Most recently, one of my clients was owner of an Inc. 500 company.
- \* Another client got a call from Bottom Line Business within hours of faxing out a press release.

I can tell you "this stuff works" when you put your intention, energy, and action behind it. In fact, at that point, miracles are possible.

Here are the five class sessions:

1. GOM Mindset
2. E-DR Publicity
3. Web site twist

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4. Hypnotic sales copy
5. The GOM Blitz

You'll finish this class knowing how to think like a direct marketing publicist through Hidden Selling. And you'll finish the class with a plan that works, to skyrocket your business to new levels of regular high income and massive profits.

A couple final notes:

\* This class is guaranteed. If after the first session you realize you're not up to doing the work, or for any other reason it's not for you, I'll refund your money on the spot. No hassles and no hard feelings. Fair enough?

\* Also, you will be required to submit an application to this class, and sign a non-disclosure form if you are accepted into it. This is a proprietary technology I am sharing with you and I must insist that you keep it private. Agreed?

\* Everything in the class will be handled by email, for your convenience as well as mine. But if need be, we'll set times to talk live by phone. This way you are guaranteed to get my complete attention.

Class will begin March 7, 2001---Giving me enough time to move into my new country estate in Wimberley, Texas, and get my office up and running. I'm accepting applications now for this 5-week e-class, so I can lock in the seats, fine-tune the material, and prepare the lessons.

Like I said, the tuition for this class is a small fraction of the \$25,000 others have paid - and will have to pay in the future - to hire me to do Guaranteed Outcome Marketing. I'm not sure if I'll ever offer it again.

Your cost is only \$2,500, and that includes coaching, consulting and editing what you've written, to make sure you have a Guaranteed Outcome Marketing program and plan that will work for you. (I accept credit cards, to make paying for the class easier for you, and the tuition is probably tax deductible as a business expense.) All in all, this is a very fair price for such money-making, practical information and personal tutoring.

Now remember---

I'm limiting this class to 10 spaces and will take people on a first-come, first-serve basis. (Assuming they fit my criteria, fill out an application, and sign the non-disclosure agreement.) You'll learn a skill that will set you financially free as you use it to bring in more business than you ever believed possible. But make sure you act now to secure your place.

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Email me back for an application today. Write [email@mrfire.com](mailto:email@mrfire.com)

I expect the response to this to be huge, so let me hear from you today!

Joe Vitale

PS -- I'm only offering this class to the people on my email list at this time. That's you. You are the first to get an invitation to attend this breakthrough in online education. The thing is, I can \*only\* accept 10 people in this class! If you're interested, contact me RIGHT NOW!

PPS -- If you want a Q&A overview of Guaranteed Outcome Marketing, or if you want to see the original letter offering the service, visit my newly redesigned website at <http://www.mrfire.com/profitcenter.html>

\* \* \*

**(I sent the following exuberant letter by email to my own list of email contacts. I sold \$4,000 worth of books in less than three days.)**

\* \* \*

YES! A Swiss Copywriter Finally Unveils His Secret Weapons To Write More Persuasive Letters, Ads, and News Releases!

(His "Headline Generating" software ALONE is enough to make you fall to your knees and thank me for writing to you today!)

Dear Friend,

On April 2, 2001 I received shocking news from Switzerland.

On that day, Christian Godefroy wrote me an email that rocked my world.

But what he said---and what he said I could offer to YOU---stunned me even more than the arrival of the email itself.

Let me explain.

Christian is the greatest living copywriter in the world. He sells more than 25 million dollars (!) worth of products EVERY YEAR through his truly legendary sales letters.

And he has been doing this for OVER 25 years!!!

More than that, he is the author of the greatest book ever

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written on how to write sales letters.

I mean it. If you've read my "Advanced Hypnotic Writing" e-book, you know what I'm talking about.

I rave about his book and quote from it in my own ebook. His book is a legend, and a secret tool of many of the world's best copywriters.

Christian wrote the book, "How to Write Letters that Sell." It was first published in 1994, in London, England. It's a colossal book. It helped me improve my own sales letters--which weren't too bad to begin with --and it has helped hundreds of people lucky enough to get the book to write better letters, as well.

In it he (and co-author Dominique Glocheux) explained such feats as these---

- \* How a simple letter can make people open their wallets
- \* How to write words on paper or in email to get people to send money
- \* Your greatest secret enemy---and how to eliminate it
- \* An infallible way to select your best headline (!)
- \* How to convince people who can't make up their minds (This trick alone will give you at least 23% more sales!)
- \* How to use a "Discovery Matrix" to uncover selling arguments
- \* and that's just a tiny sampling of what's in the book!

One of the most valuable tools in the book--- a device I use whenever I write sales letters --- is the "Sales Letter Check List."

Listen.

That list ALONE is a priceless diamond. (I actually typed out the check-list and taped it to my computer, so I could see it and refer to it EVERY day.)

In fact, just a few weeks ago I used that very check-list to rewrite a letter that a famous, successful copywriter had written. My new and improved letter---using Godefroy's secret check-list--- helped my client get \$45,000 from one client from one test mailing to only 20 people! Whew!

And get this:

When I moved from Houston to the Austin area, Godefroy's book was one of only three books I put in my car with me for safe keeping.

I wanted this book by my side!

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Now, the bad news is the book is out of print. You'll get very frustrated trying to find a copy anywhere. Believe me, I've tried.

But the good news---the in fact WONDERFUL news---is that Christian Godefroy now has the book available as an e-book, and...

...he said I could sell it to YOU!!!!

Now grab the arms of your chair and hold on. I'm about to tell you something you may find hard to believe.

Ready?

Christian also invented a breathtaking software program that helps you generate headlines for ads, sales letters, and news releases. He invented the program for himself, but a few copies have slipped into the hands of a few copywriters, and they now secretly use it.

As you probably know, a headline will make or break a sales letter. Everyone from David Ogilvy to John Caples has stated and proven that you MUST have a riveting headline to get anyone to read your sales letter. A good headline can multiply your results by at least EIGHT TIMES! (Some say as high as 500 times!)

Well, Christian's software helps you create headlines in less than three minutes. I know. I used it and was BLOWN AWAY. It actually turned headline-making into a type of brainstorming game that was FUN.

For example, I had a web site to rewrite. I was frustrated. It had been a long day and my mind was all over the place.

So I used Christian's software and it helped me write FANTASTIC copy by helping me create irresistible, even hypnotic, new headlines.

And it was thrilling to use!

I'm sure you can imagine ways you could use this software right now, for your own needs and desires.

Now here's the deal:

You can buy Christian's ebook from me direct, right now, and you can have his headline creating software for FREE. (It is Windows based, so you need a PC to run it.)

Surely you understand how significant this is.

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Christian's book is the best thing I've ever seen in my entire life on how to write sales letters. And if you know me, you know I've read a lot in this area and own one of the largest private collections of marketing books in the world.

His book is fantastic, and it's now out of print.

But I have a copy for you!

What does it cost?

I ought to charge thousands for it---since it can help you make hundreds of thousands -- even millions -- of dollars in return. (It already did for many lucky early readers.)

Heck, his powerful software ALONE is worth thousands!

But this is an ebook, so both it and the headline software can be emailed to you---meaning I don't have any shipping, production, employee, or warehouse costs to deal with.

So, for a limited time only, you can have the book for only \$49.95.

Once you learn the tricks in his book---and play with the headline making software---you could promote yourself as a copywriter and make THOUSANDS of dollars for every letter you write!

But even if you use the book and software for your own needs, you'll EASILY multiply your investment of \$49.95 MANY times over.

Remember, you get the entire book AND you get the software!

To order, just click here:

<http://www.mrfire.com/secrets.html?hop=GlobalPub.outrageous>

Do it right now and within minutes you can be writing with all the power of the greatest copywriter alive today -- Christian Godefroy!

And yes, your satisfaction is of course GUARANTEED!

If you apply the secret formula revealed in his e-book---and use his fantastic headline generating software---and don't get at least 100 times your investment in profits, you'll get your money back.

Sincerely,

Joe Vitale

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[joe@mrfire.com](mailto:joe@mrfire.com)

PS - I'm serious. This book is the hands-down best I've ever seen. It reveals how to come up with headlines, psychological tricks for getting and holding attention, the famous sales letter checklist, and much more. And his headline making software---worth millions all by itself---is yours FREE when you order the ebook from me. So what in the world are you waiting for???? Order right NOW!

\* \*

**(Three days after that above letter went out, I sent this one out, to build my affiliate program.)**

\* \* \*

You probably just got my letter about the Swiss copywriter's book that I managed to get the exclusive rights to sell.

What you may not know is that you can make easy money telling others about it. All you have to do is sign-on to my new affiliate program. Then tell everyone you know---with a quick email to your own list of contacts, for example---about this amazing book. You can then make 30% for every unit sold!

Click here for details: <http://www.mrfire.com/affiliates.html>

Like you, I'm after more passive income. Here's a great way for both of us to achieve it. Let me know if you have any questions.

Thanks,

Joe

\* \*

**(Within a week of sending out the first sales letter for the Swiss copywriter's book, and then the letter to get affiliates, I sent this follow-up letter out, to drum up even more sales from my same email list.)**

\* \* \*

You recently received my excited letter about the Swiss copywriter's amazing e-book on how to write letters that sell, and about his free Headline Generating software.

But you weren't convinced enough to buy, were you?

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I don't blame you. In this skeptical age, we all need more proof before parting with our money. To that end, here's what one person said---

"I got your email about Christian Godefroy's book yesterday. I'm pretty used to being hyped up by people trying to sell me things on the internet. So when you talked about how fantastic the book was, how much I was going to love it, and how just the headline generating software would be worth thousands to me, I was a bit skeptical. You made some pretty bold claims.

"I bought it, and you were absolutely right! I've already begun to read through the ebook. Although I'm only just starting into it, I've \*already\* picked up tons of great advice. The book really helps you understand the true essence of copywriting. And the headline generating software alone is worth ten times what your charging for the whole package."

-- Ryan Berg <http://www.ultimatemarketingsecrets.com>

And here's another one---

"I want to tell you that this headline writing software is just wonderful. The worst part of writing anything is that darn headline. I have spent so many hours grinding my teeth and glaring at my paper or computer screen! This wonderful program just spits out headline after headline."

-- Sydney Johnston, <http://www.auctionknowhow.com>

And this one just showed up today---

"I love the software. It's magical. Within 5 minutes of using the software I was inundated with more powerful, hard-hitting headlines than I could count. With this tool I can now write 80 percent of a sales letter in no time... A sizzling hot, attention-getting headline and bullets, bullets, bullets."

-- Randy Diefel

Of course, the REAL proof will be when YOU read the ebook and use the software and see how it helps YOU make more money.

To see my sales letter again, go here  
<http://www.mrfire.com/secrets.html>

To just order the book and get the software for FREE right now, go to:

<http://www.mrfire.com/secrets.html?hop=GlobalPub.outrageous>  
(Your satisfaction is of course guaranteed.)

Why not act now and start getting the results you REALLY want?

Sincerely,

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Joe Vitale

PS -- STILL skeptical? Go and read an amazing excerpt from the ebook itself: "How to Stimulate People's Demons In Order To Sell." It's at: <http://www.mrfire.com/articles/0053.html>

PPS -- Already bought the book and software? Then join my new affiliate program and make money selling the package to others. Get all the details here: <http://www.mrfire.com/affiliates.html>



## ***John Harricharan***

Outstanding businessman, lecturer and award-winning author, John Harricharan, is a unique blend of East and West. A naturalized U.S. citizen born in Guyana, South America of East Indian heritage, he is truly a multi-cultural, global personality. Yet, with his professional background, he also exhibits a rare sensitivity and charismatic delivery which have earned him well deserved respect and acclaim.

His award-winning book, “When You Can Walk on Water, Take the Boat” was named 'Best Book of the Year' by the American Bookdealers Exchange. Its sequel, “Morning Has Been All Night Coming” has been drawing rave reviews.

### **Web sites:**

<http://www.powerpause.com/cgi-bin/at.cgi?a=177452>

<http://www.insight2000.com>

\* \* \*

### **Background On Email:**

This is the email that launched John’s newest product, “Power Pause”. You can see the email is like one long sales letter. So anyone that tells you long copy doesn’t work – doesn’t know what they are talking about. This email was the forerunner for the copy on his web site.

|                                                                                  |
|----------------------------------------------------------------------------------|
| <b>Results: John has graciously shared the insight behind his winning emails</b> |
|----------------------------------------------------------------------------------|

---

## The Magic of Email by John Harricharan

There is a common notion that writing a letter, an email or any type of message to prospective customers would bring tons of orders and a fortune. And, yes, once in a while, this occurs. But more often than not, the email that produces the best results is the one that appeals to the deeper emotional make-up of the prospect.

People buy on emotion and justify by logic. They respond to feelings much more than to logic. So the aim of good copy is to get prospects to feel what you're feeling about your product or service. And therein lies one of the biggest problems: If you don't feel good about what you're selling, you'll convey that feeling to your prospects.

Words are not just words. Words are the messengers of meaning. Words are just a bunch of letters put together to convey a thought, a feeling and a meaning. The words themselves do not do much. It's the combination of words that does the work.

When we speak to someone face to face, we convey a thought in various ways. Our tone of voice, our body language, even the way we look at someone will serve to let them know what we are trying to explain.

When we write, it is an entirely different matter, especially if we do not personally know the one to whom we are writing. Therefore, if we want to have an impact on the recipient, we must choose our words carefully, very carefully indeed. If we are asking someone to buy a product or service, we must make sure that we lead him or her gently through the process of reading our email.

With all that said, I want to give you some tips on writing copy that **WILL BE READ**. Because, if no one reads your copy, no one is going to buy. Why would they read what you've written? Here's the number one reason: it's interesting to them; they'll get something out of it.

Remember, customers are much more interested in themselves than in your company. They want to read about things that could make their lives better. How will the product save them money, enhance their lives or bring them some benefit they've been longing for? They want to know what's in it for **THEM**.

So, before I share with you one of the most successful emails I've ever written, I want to give you a few points about people -- what they long for, what they hope for, how they feel and how you can help them get what they want. And if you help enough people get what they want, **\*YOU\*** become rich.

1. Hope is one of the most powerful things to sell. If you are selling to a target market of entrepreneurs, you are really selling them <sup>3</sup>hope.<sup>2</sup> You are selling them the hope that your product or service would solve their problems and bring them success.

2. People are not stupid. Don't tell someone who has been earning \$15,000 per year that your \$47 product will provide a fantastic income of \$50,000 per month starting in two weeks.

3. Don't insult people's intelligence with lots of hype and statements that are not true. This doesn't mean that you shouldn't explain the benefits of your product with enthusiasm. All it means is that most people know when you're trying to <sup>3</sup>hype<sup>2</sup> them.

4. Write as if you were talking to a friend sitting across from you. You must create, in the prospect's mind, a feeling of trust. Trust is so very important.

5. Write in a simple manner -- not as if you're writing to a quantum physicist. One of the best-selling books of all time, Jonathan Livingston "Seagull" was written at a 6-7th grade level. My book, "When You Can walk on Water, Take the Boat" has been an international best-seller for years. And it keeps selling and selling and selling. It's written at the 7-8th grade level. (Pick up a free, pdf copy at <http://www.waterbook.com> and see what I mean.)

6. Use short sentences for effect. You don't have to be an English major to convey meaning through words. A sentence such as <sup>3</sup>You won't believe this<sup>2</sup> carries clear meaning compared to <sup>3</sup>I don't believe that you are going to think that there is credibility in what I'm going to tell you.<sup>2</sup>

7. Use stories to illustrate a point. People love stories. It doesn't matter what country they live in, what creed or culture, how old or young; people love stories. They may not remember your copy but they will remember your story.

8. Please, please proofread your email before you send it out. This alone will put you in the top 25% of those who market by email. This simple tip can eliminate about 75% of your competition. Most word-processors have spell-check and grammar software.

(Alert: Watch your usage and spelling. Don't confuse "your" with "you're," "its" with "it's," and learn to choose the correct "there," "their" or "they're." Chances are your prospective customer may know the difference.)

9. Don't force yourself to write good copy. Just relax, be yourself and let your writing flow. Don't try to do it all in one sitting. Take a break. Put it off for the next day. Come back to it again. Let the essence that's you come through your words.

I could go on and on explaining about communicating by email, but that would take too much time. Instead, as promised earlier, I will share with you parts of an email designed to sell a product called <sup>3</sup>The PowerPause -- 3 Steps, 3 Minutes to Personal Success and Real Happiness.<sup>2</sup>

The <sup>3</sup>PowerPause<sup>2</sup> is an ebook that sells for \$97. It is an ebook that tells a strange story. In the story is a three-step, three-minute exercise that could change the lives of its readers. And it's only slightly over a hundred pages long.

A survey of those who've read this ebook found that a large percentage made their purchase because of the sales letter. The ebook continues to sell from London to Los Angeles, from Sydney to San Francisco and from Hong Kong to Helsinki.

Here are parts of the email that sells the "PowerPause":

<http://www.powerpause.com/cgi-bin/at.cgi?a=177452>

\* \* \*

Dear Internet Friend:

I am about to tell you a true story.

It could change the very way you look at business or life. It could even make your life a glorious adventure. I will also share with you what others have said and how they have benefited from this simple formula. Then I'll make it worth your while to learn it.

How it all got started...

Robert "Butch" James is a good friend. He not only knows marketing but is also considered an expert in the field. He has an eye for good products.

But better still, he has a knack for conveying the benefits of a good product to his customers. They love his honesty and integrity. They buy from him time and time again. Over the years, this has made Butch a very comfortable living.

I visit him often, by phone or in person. His worst ideas about success and happiness are usually far superior to the best ideas of most experts.

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So, I listen very, very carefully to what he has to say.

One evening, after dinner, I handed Butch a bunch of papers and asked him if he would read them and give me his thoughts.

First thing next morning, I saw him standing by a window. He was holding the papers I had given him the night before. There was a distant look in his eyes.

"Good Morning, Butch! Did you sleep well?" I asked, hoping that he would tell me he had looked at the papers I had given him.

"This is amazing, absolutely amazing," he said...

Imagine my surprise when he replied, "This is amazing, absolutely amazing, John! What made you put it together?" as he pointed to the papers.

"Why, what's the matter?" I asked. I had only expected him to say "Good work," or "Keep it up" or something to that effect.

But his words stunned me. "If you were to make this available to others, you would change the lives of many people. They would see how simple it is to solve problems, create wealth and feel happy. The whole world needs this."

I had to remember with whom I was talking. Because he is my friend, I usually forget about his past successes. Many times I forget that I am in the presence of greatness.

This is the man who has made fantastic deals over the years. This is the same Butch James who is friend and consultant to some of America's top executives. (He personally knows two of the ten richest people on Earth.) The list reads like a "Who's Who".

But this also is the same man who helped many entrepreneurs and small and home-based businesses to find new and better ways to prosper. Not only has he shared his wisdom about business, but more important, he shared his views on life.

The same principles that make a successful life, make a successful business...

Butch believes, as I do, that the same principles that work in personal life will work in business life. There is no difference. There can be no double standard.

What is this material I am talking about? It's called "The PowerPause - 3 Minutes, 3 Steps to Personal Success and Real Happiness."

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The PowerPause is a 3-minute, 3-step formula for success

But enough of the story. You are probably asking yourself, "What does this 'formula' have to do with me and my ability to succeed?"

Let me explain.

\* You may have bought every book and every course ever written about becoming successful and still success seems to elude you. You may have gone to every seminar available and bought every cassette album about making money and still find that you're struggling to make ends meet. Why? I'll tell you.

\* You may have gotten to the point where you're about to make the "Biggest Deal of Your Life" or close the "Biggest Sale," or, perhaps, have the "Greatest Relationship on Earth" and in one little, crazy moment, you blow it all. Why? I'll tell you.

\* You may be earning a decent salary and just want to make some extra money from a business of your own and you find yourself stopped by fears and doubts. Why? I'll soon tell you.

\* Here's one more (and there are many other examples). You see what's happening on the Internet; you really want to get your piece of the pie. You have a great product or service; you set up a website; do some advertising, register with every search engine, join every forum and very little happens. Why?

Let me tell you why.

Because becoming successful is not about struggles or working hard or money. Making money is not about making money. Becoming rich is not about marketing and advertising alone. It's not only about websites and search engines. It's not even about abilities or talents. (I've known many talented people with fantastic abilities who were always broke.) Becoming successful is about having a certain "mind-set." Being happy and successful are choices we make.

"A certain mind-set," you say? Choices?

YES! A certain mind-set, choices, attitudes.

A certain way of looking at the world and what you want.

A certain way of thinking about what's happening around you.

Knowing that what's happening around you is not nearly as important as what you think about what's happening around you. In other words, what's happening in you is much more important than what's happening around you.

Some important reasons why you'll want to try the 3-minute, 3-

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step formula:

\* First: I am not saying that you'll become the most successful person on Earth. I don't make such promises. I can't promise you'll be the happiest person around. What I can do is provide you a simple formula for success that you can start using today. Putting this formula to use will make it possible for you to achieve wealth, success and happiness beyond your fondest dreams.

\* Second: Many people, the world over, have paid well to hear me share my information. (I want to reassure you that the information I'm giving you has the stamp of credibility.)

\*Third: There are many people who sell "How to make money" and "How to be successful" info. A large percentage of them have never used the material they claim will make you successful. The PowerPause is proven to work. I personally use it everyday.

\* Fourth: I have a busy life outside of selling information on the Internet. Before this product took off, my passion was using my simple, 3-minute, 3-step formula to help my clients become successful. And they love it.

\*Fifth: I'm easy to locate. I don't hide behind fake email addresses or any other address. You'll find my address at the end of this letter. My office number is (770) 591-7650. I answer my own telephone when I can. At other times, my trusted assistant of many years, answers for me. I DO return calls. I answer my email. You can also find me at my websites.

\*Sixth: There are quite a number of genuine testimonials about me and my work. They are from real, live people who actually exist. (Any rip-off artist can type made-up testimonials and stick them on a web page.) The ones listed here are real and legitimate and I've used their real names. Just click on this link: <http://www.powerpause.com/cgi-bin/at.cgi?a=177452> and go about halfway down the page when you get there.

With three steps, in about three minutes, you can start on a life of success, wealth and happiness.

What do you want? What is your dream?

\* An extra twenty or thirty thousand dollars (or any amount for that matter) a year?

\* Perhaps to own your own, full-time, successful business, which generates thousands of dollars or hundreds of thousands each year?

\* Or would you just like to have enough money so you wouldn't

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have to endure endless struggles?

\* Are relationships never stable, never fulfilling? Would you like to find the "perfect" relationship, or, maybe, just improve on the one you have?

\* Maybe you just want a bit more peace and happiness.

\* And then again, it might be all of the above.

Whatever it is, is not anywhere as important as your attitude toward it.

The "PowerPause" shows you how to get to the place where making any amount of money, having all the happiness, health and peace you can imagine become as simple as following a roadmap.

This material will show you, in story form, the three "principles" to success and happiness. What does it require to be able to use this material?

First, let me tell you what it doesn't require:

\* It doesn't require education. I know people without a high school education who've successfully used this method. I also know those with masters degrees or doctorates who have benefited from the "PowerPause."

\* It doesn't require a fantastic IQ. Just ordinary, everyday common sense and a willingness to try a slightly different way.

\* It really doesn't even require "capital." Many successful and wealthy individuals have never had the luxury of lots of capital.

\* It doesn't require business experience. Experience may help but is not absolutely essential.

What, then, does it require?

All you need is an open mind. Open enough to take a chance on you and the material contained in the "PowerPause". This simple, step-by-step formula has led thousands of people to the success and happiness they desire. You just need to believe enough to put the three, simple steps into action. Just need to give yourself permission to think slightly different for a short while.

Does it really work?

Here's what Michelle Lawley, real-estate agent from Georgia said:

"The 'PowerPause' principles have helped me personally and

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professionally. The powerful insights really helped in dealing with and overcoming real-world issues."

And here's what Porter Poole, President, WowSolutions, Inc., speakers bureau in Atlanta said:

"Sometimes the simplest truths are the most powerful. Such is the case of the 'PowerPause.' Anyone seeking tools to success should take advantage of this strategy. Read it and take action."

Over twenty years in the making

It took over two decades to bring the "PowerPause" into its present form. It wasn't that I just woke up one day and discovered the formula. Neither did I find it hidden in a cave in a remote jungle area. Long before my friend, Butch James, asked me to make it available to others, I had already laid the groundwork. I was already teaching this magical formula to my clients.

The PowerPause was developed over a period of many years from my contacts with some of the world's most successful people, from my extensive travels, my work at various levels in corporate America, my entrepreneurial ventures and many journeys, too numerous to mention.

It wasn't always easy. There were moments of desperation, anxious moments of loss and suffering.

I know what it feels like to have my car repossessed, my house foreclosed, my wife die when she was only in her thirties. I know what it feels like to have my electricity and telephone turned off. And, of course, I know what it feels like to have creditors hound me all the time. Things are much different now, but it wasn't always easy.

Out of all these experiences and associations came the final form of the "PowerPause".

Even with the best information and success techniques available, you need to create a climate where success grows quickly. This is what this fantastic formula does for you.

A climate where success grows

It's like having the best seed-grain, but there won't be a harvest unless the soil is prepared. What this formula does is prepare the soil where the seeds of success will take root. It makes your success seeds grow a fantastic crop of money and all good things.

The "PowerPause" is written in story form and is fast and easy to

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read. The three steps to wealth and success are easy to understand and follow.

What are some of the benefits of using "The PowerPause" formula?

- \* You project a powerful personality that makes people want to do more for you.
- \* You become more self-confident and your self-esteem is enhanced. You are then much more capable of drawing others into your circle of influence.
- \* Your "luck" is changing for the better and then you discover that it's not luck at all. It is only your preparedness that is meeting opportunity. Most people call this "Luck".
- \* You are no longer stressed out by daily events in your home or workplace. You own a practical, simple method to reduce and manage stress to your advantage.
- \* You are less exhausted and more energized and creativity flows. You become more productive and less time is wasted.
- \* There is less anxiety about the problems of money, health and relationships. Money comes to you not because you chase after it, but because you have created a climate that attracts it. Health and relationships are enhanced.
- \* You look forward to every day with excitement, hope and joy instead of fear, stress and anxiety.
- \* Others who could be helpful to you are drawn to you. You create strategic alliances that help your business grow much faster at less cost. The end result-- success.
- \* But the greatest result of all is you are in control of your life instead of your life and circumstances controlling you. You manage events instead of being controlled by them.

There is no competition

And about competition? Really, there is no competition! Your competition is actually yourself of yesterday. Only YOU can do what you do. No one else can make you successful but you. Only YOU decide whether you succeed or fail.

My personal guarantee comes with "The PowerPause". If you are not satisfied, just let me know anytime within one year and I'll give you a courteous refund of the purchase price.

The "PowerPause" is worth thousands of dollars but I am not going to give you all kinds of hype as to how I am reducing the price

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from a fantastic amount to a bargain basement price. I am making it available with some bonuses, for a price of \$97 (USD)

Order now. Click on this link:

<http://www.powerpause.com/cgi-bin/at.cgi?a=177452> to go to my web page. We accept Visa and MasterCard. While there, read what Declan Dunn, Jonathan Mizel, Joe Vitale, Bob Scheinfeld, Marlon Sanders and many others have said about the 'PowerPause.' You'll be surprised.

One final note....

Now that we've reached this point, I urge you to order your copy of the "PowerPause" right away. The simple, 3-step, 3-minute formula could change your life as it has changed the lives of countless others. Everyday, I hear from many who've been using the "PowerPause." They tell me of the changes that have occurred in their lives, how tragedy has been turned into triumph and how poverty has been transformed into plenty. Perhaps, this is the opportunity you've been waiting for.

All good things...

John Harricharan

P.S. Here's a letter I'd like to share with you. It's from nationally acclaimed, professional business coach, Robert Imbriale. ([www.ultimatewealth.com](http://www.ultimatewealth.com))

Good morning, John!

I just now finished the "PowerPause." Actually, I began and could not stop reading until I reached the very end! It absolutely captivated my attention!

When I got to the end, my mind was racing, but with a distinct calmness... one that had been all-too-rare in my life lately. In fact, after reading the material, I was not inclined to go to bed! I got up and began writing, and enjoying the process as I had the very first time I wrote an article!

Three simple little steps... yet how powerful they really are. I can see how adapting these 3 steps into my life will bring a new level of satisfaction to my work, my relationships and to my entire life!

Thank you, John for such enlightening material!!

I will celebrate these new lessons each and every day!

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Warmest regards,  
Robert Imbriale

\* \* \*

# **Jimmy D. Brown**

Jimmy D. Brown is the author and creator of several marketing courses, member's only sites and ebooks, including "Info Publishing Explained", "The Profit Vault", and the "Info Publishing Tool Box".

## **Web sites:**

<http://www.123webmarketing.com>

## **Profits Vault**

<http://hop.clickbank.net/?GlobalPub/thevault>

\* \* \*

## **Background On Emails:**

Jimmy has submitted several emails. Here are his comments, "All of these offers were sent to my mailing list of just over 5,000 \*loyal\* subscribers ONE time. "freeadvertising" resulted in \$1,097 in profits in one 24 hour period. (was only mailed to just over 5,000 subscribers, so it was a phenomenal puller!). "Trafficvirus " was the shortest of my emails included, but resulted in 592 downloads of the version 2 viral marketing tool mentioned in it. While it did produce immediate sales for me, the real money was made on the back-end. This tool is designed to be given away as a viral marketing ebook and has (through being passed around) been confirmed to have been downloaded over 20,000 times AND has been tracked to over \$18,000 in sales through links contained in it. All of this within a 4 month period. "Ezineadprofits" resulted in 305 sales from my website within 72 hours. It came with resell rights and has been promoted heavily online by hundreds of others within 2 weeks of its release. Hmmm. Does email marketing work? You betcha!"

|                                                                    |
|--------------------------------------------------------------------|
| <b>Results: Various results as noted in Jimmy's comments above</b> |
|--------------------------------------------------------------------|

## “Free Advertising Email”

\* \* \*

You are receiving this update notice because you requested our free report "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month" at the following email address !\*EMAIL\*!

=====

I just couldn't wait to tell you about the brand new product from Jimmy D. Brown, creator of the Profits Vault. Rarely does a product come along that lives up to its ad copy, but Jimmy's new FREE ADVERTISING SYSTEM actually \*over-delivers\*!

100% original content, Jimmy wrote every word in this fresh, up-to-date course. His new release is a one-of-a-kind approach to advertising ANY product on the internet without spending any money on promotion...

How to get THOUSANDS of other people selling YOUR PRODUCT and NEVER spend a penny on advertising again!

With the FREE ADVERTISING SYSTEM you will \*literally\* NEVER pay for advertising again as you discover a unique system for promoting ANY product or service online with a ZERO-DOLLAR budget.

The Free Advertising System reveals to you...

\*\*How to get thousands of other people selling your products for you in just a matter of days without spending one red cent!

\*\*How to implement an easy-to-understand, step-by-step promotion system for your own product that will allow you to NEVER pay for advertising again!

\*\*How to advertise your product in almost ANY ezine newsletter online without paying for it...in fact, how to use virtually ANY advertising option online without paying for it! (Yep, you'll discover how to reap the benefits of pay-per-click search engines, solo mailings, banner ads, rented opt-in mailing lists, and much more - at ZERO cost to you!)

\*\*A unique, 13-step "recipe" for your internet success that details \*everything\* you need to know in order to get others doing your web promotion for you!

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\*\*How to automatically grow your mailing list day after day without even trying! (And then reap the \*real\* profits through back-end, follow-up offers.)

\*\*How to get continual free advertising to over 80,000 subscribers and your ad in over 50 ezines week after week.

\*\*9 easy ways to use your eBooks as your own 24 hour a day, nonstop salesman.

And MUCH, MUCH More!

Tired of wasting your MONEY on a bottomless pit of costly "paid" advertising?

Tired of wasting your TIME on a bottomless pit of ineffective "free" advertising?

Then find out why droves of people are picking up the ONE and ONLY TOOL you'll ever need to advertise your product online!

If you are interested in NEVER spending another penny on advertising and yet watching your sales skyrocket, then visit...

<http://www.freeadvertisingsystem.com>

<If you would like to be removed from these updates, send any email to [removeupdate@123webmarketing.com?Subject=Unsubscribe](mailto:removeupdate@123webmarketing.com?Subject=Unsubscribe) Please make sure you mention this email address !\*EMAIL\*!

\* \* \*

## **Traffic Virus 2.0 Email**

\* \* \*

You are receiving this update notice because you requested our free report "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month" at the following email address !\*EMAIL\*!

=====

TRAFFIC VIRUS 2.0 Marketing Tool is Now Available!

You may download your 100% FREE copy of the web's hottest new marketing tool, Traffic Virus 2.0.

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Traffic Virus 2.0 is TEN TIMES as good as 1.0...

...with the same low price... FREE! :-)

You may immediately download your free copy at  
<http://www.123webmarketing.com/trafficvirus/index.html>

Best regards,  
Jimmy D. Brown

\* \* \*

### **“Ezine Ad Profits Email”**

\* \* \*

Since there isn't much time to waste on this one,  
I won't waste any.

Ezine Ad Profits, the hot new 45-page manual from  
Jimmy D. Brown is available for a limited time with  
100% ROYALTY-FREE resell rights for under ten  
bucks!

Yep, for only \$9.97 you receive the 45-page manual,  
a killer sales letter and a professional webpage to load  
to your site, and you can sell an unlimited number of  
copies of this new product and keep EVERY penny of EVERY  
sale you make.

And since this product is just being released TODAY,  
you have a tremendous opportunity to earn some quick  
and easy sales.

For a complete look at the new product visit the Ezine  
Ad Profits website at  
<http://www.123webmarketing.com/ezineadprofits/index.html>

But, don't delay. Today is the only day that I can  
guarantee the resell rights license will be offered for this  
one!

OTHER PRODUCTS WITH RESELL RIGHTS

8 Turnkey Businesses for under \$20  
<http://hop.clickbank.net/?GlobalPub/thevault>

\$1.75 buys your own information product to sell  
<http://www.123webmarketing.com/instant/index.html>

Resell rights to over 750 pages of web marketing information  
<http://www.123webmarketing.com/profitpak/index.html>

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FOR SERIOUS MARKETERS ONLY

I also have resell rights licenses available for three high-end products:

Terry Dean's Magical Formula for \$199.00  
eBook Creator Compiler Software for \$299.00  
Free Advertising System for \$697.00

If you are interested in information on the licenses available for these high-end products, please email me with your request and I'll forward you more information. Mention "high-end products" in your email.

\* \* \*

# **Wes Blaylock**

Wes Blaylock first logged on to the Internet in early 1997 and started his first Internet business in 1998. He is widely known for his Marketer's Pick Newsletter which goes out twice monthly to just under 20,000 subscribers.

Wes is also the author of "7 Steps to Unlimited Profits", his success system for generating an Internet cashflow.

Although he is known for his CGI programming abilities, he is much more involved in marketing and he continues to develop new response generating techniques.

He continues to help people through his articles, consultations, and products with his new project - <http://www.InstantVisitors.com> soon to be released. Wes has successfully sold over 11 product packages with his first being a set of golf tapes which netted him almost \$4,000 his very first month in business. Just turning 21 years old, Wes is just getting started.

## **Web sites:**

<http://www.cgitoolbox.com>

[http://www.hiddensolutions.com/c.cgi/global\\_ad](http://www.hiddensolutions.com/c.cgi/global_ad)

[http://www.ebookpaper.com/c.cgi/global\\_ad](http://www.ebookpaper.com/c.cgi/global_ad)

[http://www.profitsteps.com/c.cgi/global\\_ad](http://www.profitsteps.com/c.cgi/global_ad)

\* \* \*

## **Background On Emails:**

Both these emails were for launches of new products to Wes' list. They received a 11% - 13% clickthrough rate.

|                                       |
|---------------------------------------|
| <b>Results: See before each email</b> |
|---------------------------------------|

-----  
**This email went to my CGI Toolbox newsletter to release  
my affiliate script. It produced over \$5,000 in 48 hours.  
It was sent on a Wednesday, so they only had 48 hours  
to get it at a discount.**  
-----

Subject: The CGI Toolbox Newsletter!

<fname> ,

The Little Salesmen Affiliate System is now available!!  
+~~~~~+

THATS RIGHT!! It is finally here. The script that many of your have eagerly been awaiting. This is where the big boys play. Every big marketing guru will tell you that starting your own affiliate program for your products is an absolute MUST. The Little Salesmen Affiliate System can make it happen!

As I said the last time I sent out an email, I was going to be adding MANY features to this affiliate script that nobody else has done yet. When you go to the webpage below, you will see what I mean. One of the features is that every affiliate has unlimited amount of tracker IDs so they can track advertisements. This, in turn will help to keep your affiliates to remain active!

Okay, I don't want to give too much away in this email, and I do still remember my promise to the CGI Toolbox newsletter subscribers for offering it at a discount(Although I told a few of my friends that, and now they think i'm insane) So you can buy it for cheap until this friday. After that, you will have to pay the regular price of \$347(and even that price is seriously low for this script).

Go check out my NEW pride and joy by going to:  
<http://www.littlesalesmen.com/>  
<a href="http://www.littlesalesmen.com/">Click here</a>

To your success,  
Wes Blaylock  
CGI Toolbox  
<http://www.cgitoolbox.com>

\* \* \*

-----

**Sent to my Marketer's Pick Newsletter to release my e-book software. It produced much better than I thought it would, selling the first 200 EbookPaper copies very quickly.**

-----

Subject: <name> and Viral Marketing Magic

Hey <name>

Wes Blaylock here. I rarely send out solo emails to this newsletter, but I wanted to announce a new product of mine that will skyrocket your website's exposure for virtually pennies!

Discover How to Boost Traffic and Gain Instant Credibility With This Revolutionary New E-book Software!

This new e-book marketing breakthrough will show you how to use the power of multiplication to conquer your website traffic dilemma.

How to implement "Viral Marketing Magic" into your website marketing strategy to crush your competition.

Go check it out today!

[http://www.ebookpaper.com/c.cgi/global\\_ad](http://www.ebookpaper.com/c.cgi/global_ad)

<a href=" [http://www.ebookpaper.com/c.cgi/global\\_ad](http://www.ebookpaper.com/c.cgi/global_ad)">  
AOL Click Here!</a>

Thanks,  
Wes Blaylock  
EbookPaper & Viral Marketing Magic  
[http://www.ebookpaper.com/c.cgi/global\\_ad](http://www.ebookpaper.com/c.cgi/global_ad)

# ***Kunle Olomofe***

Kunle has been in the business offline world since 1995, when he started his first business at the mild age of 17 and since has been fast moving ahead year after year. He's the author of "It's Time to Kick Butt and Make Money" ebook.

## **Web site:**

<http://www.adtwist.com>

\* \* \*

## **Background On Email:**

This email campaign was for a new product launch allowing existing customers and opt-in subscribers to purchase a customized ebook. You'll notice the first email is extremely l-o-n-g, but it works and the second follow-up is quite short.

|                                                                                 |
|---------------------------------------------------------------------------------|
| <b>Results: 148 orders at \$67/each within 2 weeks for \$9,916.00 in sales.</b> |
|---------------------------------------------------------------------------------|

\* \* \*

Subject: How to get \$128 in Brand new, UNIQUE Free Gifts!

Below is a simple tactic I used to boost sales 9 times!  
..And how YOU can use it too!

If you ACT quickly, I promise you access to my widely acclaimed "10,000 Eager & Loyal Subscribers In 2 Weeks" \$79 Special Report - FREE! PLUS you also get another of my hottest \$49.95 reports "\$10,000 Immediate Cash Systems!" this one comes with Full resale & redistribution rights so you can sell it or give it away free!

But first...

This is a very special message from Kunle Olomofe  
To be removed from this list, see right below...

=====  
You're a customer of Adtwist Publishing and you're getting this email because you bought the eBook -- "It's Time To Kick Butt & Make Money!" from <http://www.adtwist.com> Or you bought the Customization Rights to the eBook - "The 7 Power Steps To Making Money Online!" from the same web site. If you wish to be taken off this list, please email [unsubscribe@adtwist.com](mailto:unsubscribe@adtwist.com) Thanks.  
=====

Hi, dear friend...;-)

Kunle Olomofe here with really interesting updates  
and customer ONLY specials.

On Tuesday, 27th of February, we're officially  
celebrating our infopublishing business  
anniversary..;-)

Midnight of the same day, I'm doing a solo mailing  
to Jeremy Young's VMT newsletter (3,552 readers)  
and Kim Skinner's Answers newsletter  
(3,488 subscribers).

These are just 2 newsletters I and close friends  
have placed business ads in and gotten fantastic  
results from.

Finally, on or about the 1st & 2nd of March, I'll be  
rolling out to bigger newsletters like...

# Kris Needham's Ezinehits,

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# Teresa Williams' Top Biz News,  
# Memail.com's Biz Opp list,  
# Tommy C's Cammnet solo ad list

..and lots more tested mailing lists like these.

Altogether that's more than 50,000 or more readers seeing the same message you're about to read in a minute.

What's the importance of this information to you?

You have a Special Limited Time Opportunity to grab the following offer by midnight today - Mon. 26th February, or, by Midnight Tue. - 27th of February 2001 (before I have the chance to roll out with full public announcements) or, this offer will be gone, never to return.

What's the Special Offer?

We want to share our celebrations with you by offering you the rights to sell or give away the \$67 customization rights to our highly acclaimed free book - "7 Power Steps To Making Money Online."

More info on the customization rights can be found here: <http://www.adtwist.com/ebookcustomize.html>

What's so special about these rights?

These customization rights have been responsible for an increase in sales of 9 times of our Kick Butt Package at <http://www.adtwist.com> over the past few months.

How does this help you?

I won't feed you with any nonsense promise that you will become stinking rich or earn X amount of dollars selling or giving away these rights.

I WILL tell you though that giving away these rights as a bonus to ordering our own Kick Butt Package had several people who were ALREADY paid up customers actually come around to BUY ACCESS AGAIN (to the exact same package) just to get their hands on those customization rights.

In other words, they're working magic for our sales.

Since you're already a Kick Butt reader:

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+++++

If you're already offering your own customized version of The 7 power Steps book, then you're in an even better position to simply add this FULL rights offer to your own site.

Simply tell your current prospects or customers that not only will they get access to one of the best free e-books on direct marketing online, but they also get customization rights to it (worth \$67.00) absolutely FREE.

Also you can let your prospects know that these rights are currently BEING sold at \$67.00 to others who don't know of your new "hidden" \$67 free offer.

HINT: Believe me. Giving away these customization rights as a free bonus to ordering our main product has been causing us a ton of extra sales.

When I set this up myself it was only as "an added touch" to boost response a little, but even my own expectations have been pleurably exceeded!

Simply using this added free bonus in a strategic position on our sales page caused 1,479 "extra" sales I'm certain we may never have seen.

We'll talk in FULL details about the increase in sales, and how this happened in a minute...

First, An added benefit for you:

+++++

When you order today, I'll let you use the exact words I'm using right now on my site, and that are causing our huge boost in sales.

If you like, you can add the same proven text right on your own site (or tweak it to suit your sales page).

You can see the text I mean by going to:  
<http://www.adtwist.com> and scrolling down to the part of my letter that offers FREE bonuses for ordering right away.

The text in question is FREE bonus # 1.

At this point, I feel I can hear you asking...

"Exactly what makes this one of the best free

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books on direct marketing online?"

Nothing Simpler.

"The 7 Power Steps To Making Money Online!" (which by the way, I revealed early in the year 2000), are still the same 7 Power Steps I and EVERY online direct marketing expert - bar none - make use of EVERYDAY to pull in \$1,000's selling valuable infoproducts to targeted prospects and our already happy customers.

If anything, the current cash creating systems of today are ALL set up using our precise 7 Power Steps.

From \$400/day marketers to \$1M/year Experts, there is absolutely NO online direct marketer that has a web site set up not PRIMARILY based in these 7 steps!

But, how does this help the everyday guy?  
+++++

Frankly, anyone that has a business set up differently from what I have laid out in my simple "7 Power Steps To Making Money Online" ebook, is losing money, energy and time everyday they do not follow that advice.

These 7 steps can work for anyone. If they can work for me (all the way out here in Russia), they'll work for anyone who uses them wisely. Period.

Back to the customization rights:  
+++++

Here's how I found out what caused the tremendous increase in sales at our own web site after adding on these hot customization rights. (In case you were wondering)...

I got very curious as to whether giving away the \$67 customization rights (as a rare bonus) was indeed causing the increase in sales or not.

After getting up to 5 - 7 RE-ORDERS from old buyers of the same package (just so they could dodge paying the full \$67 price for these rights) and only pay me \$39.95 to get them, I decided from then to keep track of each order that came in.

Keep in mind, these were 'unrequested' repeat orders we'd been getting. So naturally I decided to find out WHY.

Step #1 of my tracking attempt:

+++++

I gave a secret email address in the private download area as my way of tracking interest in these rights. New buyers wanting the rights would need to send an email directly to me to get those rights.

I was doing all this manually at first till orders started trooping in and people were quickly bombarding me with incessant but polite emails requesting their customization rights asap.

That was when I put the access to the rights up on an autoresponder to keep my hands free and also get them instant response and access to their \$67 rights.

Step #2 of my tracking attempt:

+++++

At recent count, 1479 of the people who recently bought our Kick Butt Package all did an amazingly similar thing.

It was as though they all had an agreement that this was EXACTLY what they would do.

Here's precisely what happened with each new order...

Each time an order for \$39.95 came in, the same person who ordered would of course gain instant access to the private download area within 2 - 5 minutes.

Usually another 2 - 5 minutes (or at best 12 - 24 hours) after gaining access to the private area, EVERY single one of these people would RUSH to access their FREE customization rights.

This happened each and every time - 1,479 times!

Further proof that these rights are working magic:

+++++

I should add that though I stuck the customization rights ALL the way down in the private download area, that didn't stop folks from scrolling all the way down there and still instantly (right after ordering)

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demand for their free access to the customization rights.

I'll repeat that tracking their actions like this was not intentional until I indeed noticed a trend and decided to keep an eye on the stats.

How you can benefit from these proven rights:

+++++

As a thank you for being with us this far, I want to help you enjoy similar results from your own sales and business.

I'm confident that if this little sales booster has been working so hard for us for months, by upping our sales so tremendously, and it still IS working this hard for us - each and everyday, then it will work for almost any sensible package offered by any sensible net marketer, for increasing response and sales at your own web site.

Exactly who should order this package?

+++++

This particular offer is really meant for you if you want to duplicate the kind of increase in sales we've been getting over at Adtwist.com

Please do not order this package if you want to simply give it away as a free gift. My offer is far more meaningful and valuable than that.

So I'll repeat this again - Please don't order these rights so you can give them free to everyone and their mother.

This is a very powerful bonus offer that is currently making us a lot of money and we're offering it to marketers eager to see an increase in orders of their own packages as well.

Also, buying these rights from us gives you the right to sell the \$67 customization rights at the full price if you choose, and you can actually keep 100% of the profits.

By the way, if you'd also like to use the proven sales page I have up right now currently selling the full \$67 rights, you get that as well with your order today.

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The sales letter you get is located here:  
<http://www.adtwist.com/ebookcustomize.html>

Now Here's a secret tip:  
+++++

Besides the increased sales, some people still order full \$67 rights from us who don't know (or who don't care) that these rights are available as a secret \$39.95 special, way down on our main site sales letter.

That means in essence, that you can have a system just like ours set up where you use the \$67 rights to close more sales (as a valuable rare bonus) and on the other hand, for those who are willing to pay \$67 for the same rights, they can access the offer for the full price when they buy it from you.

When you order full rights today, instead of having me add on a 50% affiliate link to your customized version, you get to have the whole package to yourself.

The link in that book will always earn you your full \$67 and you can even start your own affiliate set up where your targets pass around your version of this book and make you 50% per sale from within it.

Frankly I could go on and on and on telling you different ways you can use my book to make money, but I'm really too excited about this myself and would rather just spill the beans, save us both a ton of time and let you grab these rights instantly.

How much will this cost you?  
+++++

I won't waste words with you here. Usually, I sell the full rights to the customization rights package for only \$97.00 and considering the powerful effect this added bonus has been having on our own sales, I'm convinced they're worth every cent.

However, as a special customer ONLY offer, I'm willing to knock off a full \$30.00 off the usual \$97.00 price if you order by midnight today - Mon. the 26th of Feb. or by Midnight on Tues. the 27th of Feb.

If you order by the above deadline dates, you can get these powerful money making rights for only \$67.00 and not \$97.00 as others have to pay.

That's a full savings of \$30.00 if you act now.

If you're ready to order now, simply click here:

<http://www.adtwist.com/ebookrights/order.html>

But that's not all I'm throwing in here...

I'm Turning Up The Heat:

+++++

I'm turning up the heat a few notches because I don't want you to even put this aside for tomorrow.

So, if you act right now and order today, Mon. 26th, Feb, you'll get the following Hot, New Bonuses thrown in for no extra charge....

If you move quickly and order access right away, I'll be FORCED to give you Free Instant Access to 2 of my soon-to-be-ready Killer money making reports.

When these reports are finished I intend to sell them for \$49.95 and \$79.00 respectively including reprint rights to the former report.

These are 2 reports that I have tested interest in, and got an amazingly positive response each and everytime from everyone I whispered their existence to.

If you act now, you get FREE instant access when I do send them out, and not only that, but you also get FULL redistribution rights to the \$49.95 report as well - FREE.

What are these reports about and how can they help you increase sales and response at your web site?

Here they are...

+++++

SPECIAL REPORT # 1: The Simple "How-To" For Getting 10,000 Eager, New Subscribers For Your Ezine In 14 Days!

+++++

Report Contents: The basics of ANY subscriber aquisition system online will ALWAYS remain the same.

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It's their unquestionable simplicity that makes them work so perfectly in the first place.

Here they are...

1. Offer very HOT, authentic information for free.
2. Capture prospects on your list by asking them for their subscription immediately.

OR...

1. Offer prospects enticing free gifts to get them subscribed to your list.
2. Capture them on your list by asking them for their subscription immediately.

Those ARE the basics.

However they appear not to work well anymore.

Or at best they work SLOWLY guaranteeing that you build your opt-in list of 10,000 within the next 5 - 6 years.

That's not good enough.

In my report, I'll tell you why all the other methods you've been taught for years are not working the way you expect.

And what I'll show in this special one-of-a-kind report will SKY-ROCKET any sensible marketer's subscribers virtually into orbit within only 2 weeks.

If you're really good at what you do, you can even start seeing results in LESS time than 2 weeks!

That's just how lethal this report is. Remember if you order now, you get FREE access to this \$79 report - no strings attached.

If you're ready to order now, simply click here:

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<http://www.adtwist.com/ebookrights/order.html>

++++  
SPECIAL REPORT # 2: The Simple  
"How-To" For Setting Up Your Own  
\$10,000 Immediate Cash System.  
++++

Now it all gets even better...

I had this report sitting and waiting on my hard drive. Then I saw some high class internet marketers also pick up on the hot trend which my report actually talks about and reveals in simple, no fluff, no filler, nuts-and-bolts plain language for making instant money, getting fantastic free publicity and getting paid BIG time everytime they use this technique.

I'll be straight with you though, there are three types of people this report will NEVER help...

1. This immediate cash system will not work for you if you're lazy.
2. It won't work for you if you're searching for a get rich quick system.
3. This might sound ironic, but is a fact, this system won't work for you if you're already INLOVE with "complex" or "over-complicated" money making systems that turn a profit in 2 - 3 years!

No. If you fall into any of those categories, don't bother with this report and the system it will reveal. It simply will never work for you.

Now why do I say all that?

You see, though this system creates such fantastic instant results - each and everytime, you have to know your stuff AND be ready to share it ASAP with people who will happily pay you for access.

If you're simply not bold enough to face the amount of attention and income this simple, killer system will bring you, don't even bother

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with it. It won't ever work for you.

However if you KNOW what you're doing, it's a completely fast, easy to run, quick cash business-in-a-box system that when run properly, could make you very rich.

And did I mention VERY VERY famous?

I guess I did.

With this system, people will be PAYING YOU to give you FREE publicity!

Talk about making instant cash you can spend right away, and you and your clients will actually have a ball doing it!

That's what this report will reveal to you.

If you order right away, you'll also get FREE access + FULL resale rights to this second killer \$49.95 report - FREE - no strings attached.

If you're ready to order now, simply click here:  
<http://www.adtwist.com/ebookrights/order.html>

3 reasons you'll want to order right away!  
+++++

1. If you wait till Tue. 27th to order, you can still get the FULL rights to my customization rights package for the \$67.00 special price reduction.

However, if you do wait till Tue. 27th to order, you WON'T be able to get FREE access to the 2 hot new reports and \$49.95 resale rights I mentioned to you above.

If you're ready to order now, simply click here:  
<http://www.adtwist.com/ebookrights/order.html>

2. If you wait to order after my full release of this offer (after midnight on Tue. the 27th of this month), you'll still be able to get access to these FULL rights to sell or give away the customization rights.

But then, you'd have to pay the full \$97.00 like everyone else and of course - again, you WON'T be offered FREE access to the 2 reports mentioned above.

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If you're ready to order now, simply click here:  
<http://www.adtwist.com/ebookrights/order.html>

3. Since I'll be going public with this same offer by midnight, Tues. the 27th, the sooner you get your own site set up with these exclusive rights, the sooner you'll be able to mail out to your own list of prospects and customers before somebody else grabs their attention, and steals YOUR profits in doing so.

If you're ready to order now, simply click here:  
<http://www.adtwist.com/ebookrights/order.html>

So, if you want your special customer discount, PLUS the 2 added exclusive bonus reports to be written by me, please order right away - today.

There will be no exceptions if you miss the deadlines in this email. Period.

If you're ready to order now, simply click here:  
<http://www.adtwist.com/ebookrights/order.html>

Exactly how to order quickly and get your bonuses  
+++++

Ordering is simple. Just click over to the link below and place your order via the secure order page I've set up specially for you.

You will be able to place your order for only \$67 and NOT \$97 as others will have to pay.

PLUS you'll be forcing me to give you FREE access to my 2 special one-of-a-kind money making reports (one of which will offer you FURTHER \$49.95 rights absolutely FREE).

When you order right now, you'll get instant access in just minutes containing FULL access to your rights, plus any further instructions you'll need to set this up on your own site and via email.

To order now through our secure order page, simply follow this link:  
<http://www.adtwist.com/ebookrights/order.html>

Thanks for taking action immediately.

I'm looking forward to doing business with you again!

Sincerely,  
Kunle Olomofe  
kunle@adtwist.com  
<http://www.adtwist.com>

\* \* \*

**Follow-up email:**

\* \* \*

Dear <customer name>,

Orders have been coming in steadily and we're really thrilled with the results, but I'm worried why YOU haven't ordered.

If you're experiencing delays like others who emailed me, note that I've extended the offer specially for you incase you're still interested in grabbing access but have to delay for any reason.

You can still order anytime within the next 4 days only, so act quickly to be sure you're not left out and you still get your special discount + the promised bonuses.

If you missed the initial letter, please find it attached below. If you need to speak with me, I'm available anytime, just hit reply and let me know.

Looking forward to your response,

Kunle Olomofe  
[kunle@adtwist.com](mailto:kunle@adtwist.com)

\* \* \*



## ***Harmony Major***

Harmony Major has been marketing online since 1998, and is the author of *Simply, eBusiness*, an e-business and marketing startup guide, and *Yahoo! Secrets*, a guide to getting a #1 listing on Yahoo. Now Harmony helps e-commerce webmasters increase the selling power of their websites using aggressive, power-marketing strategies.

Through much hard work, perseverance, and many long hours, she was able to go full-time with her e-business by her 20th birthday, after only one year in the field.

### **Web sites:**

<http://www.homebasedheaven.com>

<http://www.yahoosecrets.com>

<http://www.expertonebiz.com>

<http://www.simplyebusiness.net>

\* \* \*

### **Background On Emails:**

Harmony was transitioning from one newsletter to a paid version of another. She was trying to get the “freebie seekers” to sign-up for the paid version using this email.

|                                           |
|-------------------------------------------|
| <b>Results: 8.77% hits to sales ratio</b> |
|-------------------------------------------|

Live, on-going test results of low-cost, online infoproduct marketing & publicity-building strategies.

OUR FINAL ISSUE  
-----

Hi, Harmony Major here.

I have some pretty sad news for you today. Okay, not really. It's actually GOOD news. No, no -- GREAT news.

This is the final issue of the free version of The Online Marketing Diary. It's true, it's true!

Now wait, notice I said the final issue of the FREE version. I've just created a PHENOMENAL new newsletter site called Ready, Set, PROFIT! < <http://ReadySetPROFIT.com> .

This new combination interactive e-Magazine and private site will INCLUDE "The Online Marketing Diary" as only ONE of the numerous, profit-boosting benefits of a subscription. Here are details...

"If You Want to Learn How to Consistently INCREASE the Amount of PROFIT Your Website Generates Each and Every Month, Here's a Secret..."

It's NOT as hard as some marketers would have you believe.

As a matter of fact, starting just a few short minutes from now, you can:

- Learn a simple, easy to apply, 3-STEP FORMULA for steadily increasing your website profits each and every month;
- Follow the ad campaign results of a 3-year marketing veteran, to discover EXACTLY what's working AND what fails miserably in promoting your website online;
- Discover how to make MEGA-SALES with your website, from experts who have "been there and done that," and will gladly reveal their trade secrets and personal success strategies to you for FREE each month;
- Get UNLIMITED free consulting from a search engine

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specialist willing to answer your personal questions on search engine & directory marketing every month;

- Learn where to go to generate \*explosive\* publicity and increase the traffic to your website WITHOUT a million-dollar ad budget;
- Reclaim up to 80% or more of your valuable time each week, to do the things that YOU want to do;
- AND TONS MORE.

Discover the shocking truth about highly profitable websites that may be costing you \*THOUSANDS\* of dollars each month ... and what you can do about it, starting TODAY.

Go to < <http://hypertracker.com/go/emag/ysem/> now for an EASIER way to profit online.

BUT WAIT!

You can go there to check out everything Ready, Set, PROFIT! has to offer, but please don't sign up. Because you've remained a loyal subscriber to The Online Marketing Diary, you're going to get 30 days FREE ACCESS to the site.

I think that's only fair, don't you?

After all, I've been publishing the free version of The Diary since January 1999 (or thereabouts), so I wouldn't think it very fair to just up and stop publishing the ezine without giving my readers one last whopper of a bonus.

I know you'll LOVE Ready, Set, PROFIT. So here's what I'd like you to do today.

First, find out more about the site at:  
<http://hypertracker.com/go/emag/ysem/>

Then, sign up for your FREE 30-DAY SUBSCRIPTION  
at: URL DELETED

The premium version of The Online Marketing Diary that's included as one of the four meaty sections of Ready, Set, PROFIT! is even better than the one you've been getting. It offers very DETAILED statistics of my ongoing marketing campaigns to promote both my websites and products, including:

- My conversion (hits-to-sales) ratio of every campaign listed;

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- The exact number of sales generated from every campaign listed;
- The return on investment of every paid solo ad placed, pay-per-click ad campaign, etc.;
- The total cost of each campaign (did it turn a profit? lose me money? break even?)
- And more...

Also, this "Diary" is published much more frequently than the one you're used to. Right now, there are about 10 issues of The Diary that cover a 1-month period. These AREN'T huge issues.

Instead of covering customer service stories and that sort of thing, these are detailed, up-to-date, "behind the scenes" accounts of marketing campaigns that have worked or failed miserably for me.

In the coming months, I ALSO plan to do case studies of member sites, where I promote THEIR website "on the house," and report those results in the member's area.

Okay, enough of my yappin'. ;-) Remember...

First, find out more about the site at:  
< <http://hypertracker.com/go/emag/ysem/>

Then, sign up for your FREE 30-DAY SUBSCRIPTION at:  
< URL DELETED

Have a wonderful evening!

Respectfully,  
Harmony Major

P.S. I was going to wait until Tuesday morning to send out this notice, but I'm sending a notice to subscribers of my other ezine in the morning. Since the FREE 30-DAY SUBSCRIPTIONS are ONLY being offered to readers of "The Online Marketing Diary," I needed to get this out to you first -- so you wouldn't miss out on your free trial in case you're subscribed to my other ezine.

Get it at < URL DELETED .

# ***Jeff Paul and Jim Fleck***

Jeff Paul and Jim Fleck are two well-respected direct marketers and partners of Instant Profits Marketing. Jeff is famous for his book "How You Can Make \$4,000 A Day Sitting At Your Kitchen Table In Your Underwear!" (80,000 copies plus 9,000 home study courses sold through direct mail). Jeff is also the co-author of "Zero Resistance Selling", Prentice Hal and a partner, Psycho-Cybernetics Foundation

Jim Fleck is...Author "The Most Powerful Marketing Strategies Ever Written For Contractors" HVAC Profit Systems, Inc and co-Author (with Jeff) of "How To Get More Customers, Clients And Patients In A Month Than You Now Get All Year!"

Both Jeff and Jim have been guest speakers at several multi-thousand dollar, boot camps.

## **Web sites:**

<http://instantprofitspublishing.com>

<http://instantprofitsmarketing.com>

<http://killercopywriting.com>

\* \* \*

## **Background On Emails:**

This email campaign was to introduce a new marketing software. The concept was to offer "beta testers" a special deal. Jim relies on using very short teaser emails, here's what he said: "We try to keep our emails short when we are trying to sell something. We like them to come to a web page where we have more control over the formatting. Here's a few of the ones we've used to make as much as \$29,910.00 within 48 hours."

|                                             |
|---------------------------------------------|
| <b>Results: \$29,910.00 within 48 hours</b> |
|---------------------------------------------|

Email # 1

\*\*\*\*\*

Subject: Jim, you've got to see this...

Hi Jim

This month's issue of The Instant Profits! Report answers the question:

"Which marketing technique helped earn an average guy over \$25,000,000.00 (25 million) dollars starting with just a \$138 dollar ad, and enabled him to live the life of his dreams?"

Hint: Anyone can do what he did -- use this technique and earn a fortune!

Click here to learn the answer:

<http://instantprofitspublishing.com/sw/>

All the best,

Jeff Paul  
Instant Profits Marketing

P.S. Please don't forward this to anyone! For Your Eyes Only!

\*\*\*\*\*

If you have received this mailing in error, or do not wish to receive any further newsletter mailings or updates from us, simply send any email to:

<mailto:remove@instantprofitspublishing.com>

If this was forwarded by a friend and you'd like to subscribe to our "Instant Profits Report", send an email to the following address:

<mailto:subscribe@instantprofitspublishing.com>

This message has been sent to the following email address:

[jimfleck@instantprofitspublishing.com](mailto:jimfleck@instantprofitspublishing.com)

Email # 2

\*\*\*\*\*

Subject: Jim, here's the answer you've been looking for...

Hi Jim

This month's issue of The Instant Profits! Report answers the

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question:

"How can you live the life of your dreams, and instantly end money problems using the same marketing secret that earned a flat broke guy with no special education over \$25,000,000.00 (25 million) dollars...starting with a measly \$138 dollar ad?"

Hint: Anyone can do what he did -- earn a fortune with this remarkable secret, no matter how broke or frustrated you are!

Click here to learn the answer:

<http://instantprofitspublishing.com/sw/>

All the best,

Jeff Paul  
Instant Profits Marketing

P.S. Please don't forward this to anyone! For Your Eyes Only!

\*\*\*\*\*

If you have received this mailing in error, or do not wish to receive any further newsletter mailings or updates from us, simply send any email to:

<mailto:remove@instantprofitspublishing.com>

If this was forwarded by a friend and you'd like to subscribe to our "Instant Profits Report", send an email to the following address:

<mailto:subscribe@instantprofitspublishing.com>

This message has been sent to the following email address:

[jimfleck@instantprofitspublishing.com](mailto:jimfleck@instantprofitspublishing.com)

Email # 3

\*\*\*\*\*

Subject: Jim, you're going to love this one...

Hi Jim

This month's issue of The Instant Profits! Report answers the question:

"How can anyone instantly end their money problems using the same, exact marketing secret that earned a desperate and broke guy over \$25,000,000.00 (25 million) dollars starting with a tiny, \$138 dollar ad?"

Hint: This marketing secret is so powerful, it brings in money

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24/7 whether you're working or not!

Click here to learn the answer:

<http://instantprofitspublishing.com/sw/>

All the best,

Jeff Paul  
Instant Profits Marketing

P.S. Please don't forward this to anyone! For Your Eyes Only!

\*\*\*\*\*

If you have received this mailing in error, or do not wish to receive any further newsletter mailings or updates from us, simply send any email to:

<mailto:remove@instantprofitspublishing.com>

If this was forwarded by a friend and you'd like to subscribe to our "Instant Profits Report", send an email to the following address:

<mailto:subscribe@instantprofitspublishing.com>

This message has been sent to the following email address:

[jimfleck@instantprofitspublishing.com](mailto:jimfleck@instantprofitspublishing.com)

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# **Endorsement Email Messages**

**Using endorsed emails is a profitable way to create profits without creating a product or service yourself. The easiest way is to direct people to an affiliate link. It helps when you truly have used the product or service and you can vouch for it personally.**



## ***Yanik Silver***

You've already seen Yanik's new product announcement emails in another section. Now, you'll see how he successfully uses endorsement emails.

### **Web sites:**

<http://www.instantsalesletters.com/?10605>

<http://www.instantinternetprofits.com/?10605>

<http://www.autorespondermagic.com/?10605>

\* \* \*

### **Background On Emails:**

Notice that in these emails I use a very powerful psychological trigger to sales – stories. All the emails start with my personal experience with the product. This makes the endorsement very powerful and effective as you can see. These are really “teaser” emails to drive recipients to the web site of our endorsement partner.

|                                                                        |
|------------------------------------------------------------------------|
| <b>Results: See the end of each email for a comprehensive analysis</b> |
|------------------------------------------------------------------------|

Subject: [[firstname]] - 3 minutes to greater joy, wealth and happiness?

Hi [[firstname]]

I stumbled across something unusual recently....

And as a valued subscriber I wanted to let you know about it.

A few months ago I met a man named John Harricharan at a seminar, who graciously offered me his material to review.

I smiled and politely thanked him but I knew that I probably wouldn't get around to reading it anytime soon. (You should see my stack of reading material to get to and I'm actually a quick reader.)

But as luck would have it, I was going away on my honeymoon one week after this seminar and I decided to bring some 'lighter' reading along.

Honestly, I can't remember the last time I read a book that didn't deal with the subject of marketing or advertising, but once I started reading John's material on the airplane and I couldn't put it down.

It was simply incredible!

His manuscript combined every success principle I've ever been taught and wraps it all up into one succinct exercise called a "Power Pause". And the best part is it only takes just 3 minutes and 3 steps to achieve.

Yep! Only 3 minutes!

The truth is, I constantly find myself applying John's simple (yet extremely powerful) "Power Pause" principles in my life now and I feel like there is no problem or situation I can't conquer. (Frankly - I'm not one of those spiritual 'walk on hot coals' type of guys - but this stuff really has had a profound effect on my life.)

What's more, other top marketers like Declan Dunn, Jonathan Mizel, Monique Harris, Joe Vitale and Marlon Sanders all vouch for John's material (he even has an endorsement from famed Deepak Chopra, MD).

It's amazing to think there are only 3 steps to solving almost any problem you'll ever deal with (money, happiness, relationship, you name it). And John assures me that it works for anyone willing to give it a try.

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The only thing you need to give this information a shot, is an open mind. Open enough to take a chance on yourself and the material contained in the "PowerPause". (Actually, you don't even need to take a chance because his proven material is backed by a 100% unconditional, guarantee -- so you really can't lose!)

Do yourself a favor and check out this valuable information by clicking the link below:

<http://www.powerpause.com/cgi-bin/at.cgi?a=177452>

You'll be glad you did!

Yanik Silver

P.S. Could there really be 3 steps to happiness, joy, wealth and getting almost anything you really want in your life? I couldn't believe it either until I applied the "Power Pause" material myself here: <http://www.powerpause.com/cgi-bin/at.cgi?a=177452>

P.P.S: If you are on AOL or the link above isn't highlighted, click below:

[Discover](http://www.powerpause.com/cgi-bin/at.cgi?a=177452)  
the 3 Simple Steps to Greater Wealth, Happiness and Joy !

=====  
Notice: This e-mail is NEVER sent unsolicited. You are receiving it because you visited the Instant Sales Letters Web site and requested updates about marketing or because you subscribed (or someone subscribed with your address) by e-mail to our Marketing Tips E-Zine.

This e-mail is intended \*only\* for opt-in subscribers. We keep copies of all opt-in requests.

\* \* \*

-----  
**Results:**

**Clickthrough % - 18.33%**  
**Conversion rate (sell through) - 3%**  
**Revenue per email sent - .34 cents**

-----

## Endorsement Email Sample #2

\* \* \*

Subject: DISCOVERED! [[firstname]]'s secret to a #1 Yahoo Listing

Dear [[firstname]],

I recently achieved a #1 ranking in Yahoo just by following the same simple, yet powerful information I'm about to share with you...

The fact is no matter what you're selling online, whether it's your own products or services, or if you're an affiliate -- you need traffic! There's just no way around it. And Search Engines are the last free way to drive lots and lots of targeted traffic to your site.

But the BIG problem is getting a top ranking.

You're competing with hundreds, probably thousands, of other sites all looking for the top slots. And if that wasn't bad enough, the Search Engines keep changing the rules on you all the time.

It's enough to drive you crazy!

I threw in the towel because it seemed nearly impossible for a techno "dummy" like me to get high rankings...until now.

That's why I'm so excited to share a brand new resource that will literally give you an unfair advantage.

Here's what I'm talking about...

It's a new, step-by-step CD-Rom put out by one of the top Search Engine and directory placement experts, Jim Edwards. Please do *\*not\** confuse this with another piece of search engine submission software or stale, outdated ebook. It's the first interactive, tutorial I've seen that walks you through every step of getting top ten placement in the major search engines and the major directories like Yahoo.

Getting top search engine and directory placement couldn't be easier...

You just pop the CD-Rom into your computer (MAC or PC)

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and look over his shoulder as he walks you through everything (the same steps his company currently charges clients a minimum of \$1,500 to do for them).

If you're like me, I learn best by example - and that's exactly what you'll get here:

- \* See Jim literally demonstrate right on YOUR computer screen.
- \* Listen to him tell you exactly what to do.
- \* Watch as he clicks the mouse...writes the text...creates the pages...right on your computer screen!

You just follow his examples with nothing left to chance! Jim guides you from A to Z, step-by-step through the entire design and submission process. There's absolutely nothing left out.

And his stuff really, really works!

I'm a perfect example since I used this same information to get a #1 listing in Yahoo for one of my new sites. Now, I can just sit back and watch the traffic (and sales) roll in! And I did it all with the exact same information you're getting on this CD-Rom - I didn't have any special help.

Now, here's more good news...

Jim is allowing me to make our subscribers a very special 50% savings offer. This is totally legitimate if you don't use our link below you'll pay double on their normal site (which is still a bargain for the information you're getting).

Don't wait. I've managed to set-up a special limited time offer for you to get the first shot at applying these BIG TIME Search Engine secrets.

For your 50% discount and more information go here:

<http://www.1stchoiceshoppingcart.com/app/aftrack.asp?afid=21997>

I promise you'll love it!

Best,  
Yanik Silver

P.S. If you've ever wished for more website traffic...

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if you've ever wanted dozens, hundreds, even thousands more sales online...or even if you just wished you'd come up under your own darn company name in the search engines...then this product was made for you!

<http://www.1stchoiceshoppingcart.com/app/aftrack.asp?afid=21997>

P.P.S: If you are on AOL or the link above isn't highlighted, click below:

<a href="http://www.1stchoiceshoppingcart.com/app/aftrack.asp?afid=21997">Search Engine CD</a>

=====  
Notice: This e-mail is NEVER sent unsolicited. You are receiving it because you visited the Instant Sales Letters Web site and requested updates about marketing or because you subscribed (or someone subscribed with your address) by e-mail to our Marketing Tips E-Zine.

This e-mail is intended \*only\* for opt-in subscribers. We keep copies of all opt-in requests.

\* \* \*

-----  
**Results:**

**Clickthrough % - 12.25%**  
**Conversion rate (sell through) - 2.86%**  
**Revenue per email sent - .47 cents**

-----

# **Collin Almeida**

Collin Almieda is president of Success Strategies Intl Inc. is a leading provider of cutting edge business building tools and resources for small business owners. He specializes in selling reprint rights.

Collin Almeida likes to assume different roles. Lecturer, Publisher, Correctional Administrator (with post graduate degrees in Sociology and Social Work), Direct Response Marketing Consultant - he's covered the spectrum in 23years.

## **Web sites:**

### **Master Copywriters**

<http://www.mastercopywriters.com/cgi-bin/t.cgi?a=177678>

### **Reprint Rights**

<http://www.reprint-rights.com>

\* \* \*

### **Background On Emails:**

As a savvy marketer Collin provides his joint venture partners with a sample endorsement email that is proven to work. This makes almost a no-brainer for people to do deals with him.

|                                                          |
|----------------------------------------------------------|
| <b>Results: 7% conversion rate for affiliate partner</b> |
|----------------------------------------------------------|

Subject: - Urgent News

Hello\_\_\_\_\_,

<YOUR NAME> here - and I have some great news for you!

I've just been able to negotiate a truly fantastic deal for you. It's the best offer I've been able to give you in a long time, and I think you're going to like it. (It's a bit urgent though, so please read this letter right away...)

Here's the deal:

My good friend Collin Almeida has just released a new edition of - a copywriting course where 23 of the best copywriters in the world reveal all their secrets for creating profitable sales letters. (Including marketing giants like Dan Kennedy who routinely charge as much as \$50,000 for one copywriting project). I own the course, and it's the best I've seen on the subject.

It's currently being sold for \$197 at [www.milliondollarads.com](http://www.milliondollarads.com) - but I've arranged for you to get it for less than half that price, including an amazing \$1,785 worth of free bonuses!

You see, it's taken a lot of arm twisting but I've finally convinced Collin to give you, my subscribers an exclusive special deal. If you take a look at his site at

<http://www.mastercopywriters.com/cgi-bin/t.cgi?a=177678>

you'll see that he's knocked a full \$50 off the regular price and included a lot of extra profit boosting tools and resources for you. (And that's a good time-limited deal in itself.)

But that's not all...

I've talked him into reducing the price by an \*additional\* \$50 for my subscribers - a full \$100 discount for you.

PLUS - Collin who makes a living on the net selling reprint rights has agreed to give you the \*full\* reprint and resell rights to a great product called "Magnetic Sales Letters" for FREE. It's a huge collection of million dollar sales letters written by some of the most successful marketers like Gary Halbert, Bill Myers, Brian Keith Voiles, Bob Serling and other experts. It even includes a bonus section titled "350 of the Best Headlines Ever Written"

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That product has been selling \*very\* well on Ebay and through direct mail for \$79, and now you can own the full reprint rights. You can sell as many copies as you like and keep 100% of the profits.

Collin normally sells these rights for \$397 - but I've convinced him to give them to you for free with the package!

(You won't find this in the sales letter - The product is included as a bonus in the package for other people, but the full reprint rights are ONLY for my subscribers. It's a great deal.)

Go to <http://www.mastercopywriters.com/cgi-bin/t.cgi?a=177678> now and take advantage of this limited offer. It's the best deal I've ever been able to arrange for you, and I don't know how long I will be able to keep it open.

You see, Collin is just about to launch the site world wide, and when the general public finds out about it he might just withdraw this special offer

In other words, you should act today if you don't want to miss this opportunity. Let's recap. You get:

1. Marlon Sanders Direct-Response Advertising Success Seminar (\$197 Value)
2. Joe Vitale and Declan Dunn's Inside Secrets To Marketing On The Internet (\$99 Value)
3. 8 Key Secrets To Getting Tons Of Free Publicity (\$20 Value)
4. Ted Nicholas' Self-Publishing/Copywriting Secrets. (20 Value)
5. Magnetic Sales Letters Book (\$77 Value)
6. Reason Why Advertising Manual. (\$29 Value)
7. Robert Silbers Secrets To Creating Killer Net Ads That Sell (\$29 Value)
8. Marketing Rights to the Million Dollar Ad Course.
9. Writer's Friend Software (\$97 Value).
10. Access to the exclusive PowerCopywriting Secrets website (\$197 Value)

Remember, this is a time sensitive offer and to get the full Million Dollar Ads course (over 433 plus pages of hard hitting, no fluff-no filler, power packed info, the \$1388 worth of bonuses, the \$397 reprint rights AND the big \$100 discount you must ACT now.

Believe me, you won't find a deal like this anywhere else!

Warm regards,

<YOUR NAME >

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P.S. Million Dollar Ads is the best copywriting course you'll find anywhere, by far. It even includes a powerful 14 Step Power Formula that makes it easy for you to create profitable sales letters quickly whenever you need them.

P.P.S. This is a time-sensitive and may be withdrawn at anytime so make sure to click on the link below to take advantage of this exclusive, totally IRRESISTIBLE deal now:

<http://www.mastercopywriters.com/cgi-bin/t.cgi?a=177678>

# Joint Venture Email Proposals

**Email is a good way to contact joint venture and affiliate partners. Here are winning examples of this method.**



## **Kevin Donlin**

Kevin Donlin has been marketing online since before there was a Web. He first sold an ebook on Usenet in 1994. Since then, he's researched and tested every possible online marketing method.

From 1995 to 1997, he was Webmaster for FedEx.com. His boss was the visionary genius who built the FedEx Web site ... and Kevin personally answered more than 11,000 emails in two languages from customers worldwide. You could say he was present at the birth of online marketing and e-commerce. Since 1999, he's shared his marketing methods with entrepreneurs via the Guaranteed Marketing site ([www.guaranteedmarketing.com](http://www.guaranteedmarketing.com)) and its companion ebook, available for free download - just send a blank email to [free-book@getresponse.com](mailto:free-book@getresponse.com)

The marketing methods in his free ebook and new manual are proven and cost-effective. They combine the best of the Fortune 500 and small business worlds.

### **Web sites:**

#### **Guaranteed Marketing**

<http://hop.clickbank.net/hop.cgi?GlobalPub/gmcom>

<http://www.gresumes.com>

\* \* \*

### **Background On Emails:**

Kevin submitted an email that has brought in dozens of high-achieving affiliates who will produce nearly \$10,000 in sales for him in 2001, if the current pace continues. Here's what he did: "I first identified Web sites who served my target market -- small and home business owners. Then, I sent this email, offering free content and a chance to make money as an affiliate of mine. I got around a 15% response to this when combined with an additional follow-up email that I sent 7-10 days later."

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**Results: 15% response to sign-up to become an affiliate partner**

SUBJECT: Bill, small biz article/joint venture

Dear Bill,

I'd like to offer you 45% commissions as well as FREE content for your readers/site users.

Thanks to endorsements from heavy hitters like:

- \* Allen Gardyne (<http://www.associateprograms.com>),
- \* Mark Joyner (CEO of Aesop.com),
- \* David Garfinkel (creator of [www.killercopytactics.com](http://www.killercopytactics.com)) and
- \* Yanik Silver (<http://www.instantsalesletters.com/?10605>),

... my new manual, "How to Double Your Small Business Sales in 20 Minutes a Day With Follow-up Marketing," is selling like hotcakes for \$27.00 at -

<http://hop.clickbank.net/hop.cgi?GlobalPub/gmcom>

Here's the deal.

1) Below, I'm pasting an excerpt from the manual for you to use as you see fit. At 586 words, it's perfect for your site or ezine.

2) If you join my free affiliate program, you can include your affiliate link in the resource box at the end of my article, and make \$10.75 for every copy of my manual sold.

Or, you can just endorse my manual in a special message to your readers.

You can join my affiliate program here -

<http://hop.clickbank.net/hop.cgi?GlobalPub/gmcom>

Please let me know if you have any questions at all.

Kind regards,

Kevin Donlin, Author  
Guaranteed Marketing  
<http://www.guaranteedmarketing.com>

NEW Guide - "How to Double Your Small Business Sales ..."

<http://hop.clickbank.net/hop.cgi?GlobalPub/gmcom>

=====BEGIN ARTICLE=====

**Million Dollar Emails**

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"How to Double Your Sales With Follow-up Marketing"

word count: 586

by Kevin Donlin

Need more customers who spend more with you?

Here's a proven, profitable system for doing it. It's called "Follow-up Marketing." And it helped me double sales for my small business, to more than \$100,000.

Follow-up Marketing has two main parts. Chances are you're already using one or the other. But if you use both, you can literally double your sales as I did. In one year ... or less.

The two parts of the Follow-up Marketing equation are:

- 1) convert more prospects into customers and
- 2) sell more to your customers over their lifetime

Part I: Convert more prospects into customers

Here's a cold, hard fact. More than 90% of your prospects will never, EVER, buy from you the first time they see your offer online.

Experts have repeatedly shown that you'll likely have to contact prospects seven or more times before they believe in your and your offer enough to buy.

The answer? Sequential autoresponders.

With a sequential autoresponder, people who give you their email address in exchange for free information will automatically receive follow-up marketing messages. You can easily contact people seven times -- or more -- depending on which service you use. Two of the most popular are GetResponse ([www.getresponse.com](http://www.getresponse.com)) and Aweber ([www.aweber.com](http://www.aweber.com)).

This can make your sales take off like a rocket.

But what happens when a prospect asks you a question directly? If that person fits the profile of your ideal client, someone with the desire and money to buy your product, you should make a point of following up with them personally.

And the best, most effective-tool for personalized follow-up is contact management software. The two programs best suited for small business use are GoldMine (now called FrontRange) and Act.

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To see which one you might prefer, download a free trial version of each at their respective Web sites and try them out. Learn more at [www.act.com](http://www.act.com) and [www.goldmine.com](http://www.goldmine.com)

Part II: Sell more to your customers over their lifetime

Actively pursuing repeat sales, also known as backend sales, is one of the most profitable things you can do for your small business.

Here's one easy way to do it - say: "Thank you."

When's the last time you got a thank-you letter from a company after giving them your money? Can't remember? Good. See how easy it is to stand out and generate good will?

I created a template in my GoldMine program so I don't have to write the same thank-you email over and over. It takes only seconds for me to send one to each of my 2,000+ clients.

A heartfelt "thank you" is all you really have to say, but you can go a bit further in your message, by doing the following:

- \* reinforce why it was a good idea to buy from you in the first place -- sell your company after the sale to cut down on buyer's remorse and returns/refunds
- \* offer another product or service to complement their original purchase ... this can be a limited-time offer of your own product, or link to an affiliate program!
- \* anticipate frequently asked questions (FAQ) and tell customers how they can get post-sale service
- \* ask for referrals

Sending a thank-you email after the sale will nip most service problems in the bud, while turning satisfied customers into raving fans who recommend your business to others!

With proper Follow-up Marketing, you can get more customers who buy more from you for longer periods of time. And who wouldn't want that?

Best of luck to you!

---

Article by Kevin Donlin, author of the new manual, "How to Double Your Small Business Sales in 20 Minutes a Day With Follow-up Marketing." To learn more, visit <http://hop.clickbank.net/hop.cgi?GlobalPub/gmcom>

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# *Jimmy D. Brown*

We already saw some of Jimmy D. Brown's work in another section, and here is super successful joint venture proposal email.

## **Web sites:**

<http://www.123webmarketing.com>

## **Profits Vault**

<http://hop.clickbank.net/?GlobalPub/thevault>

\* \* \*

## **Background On Emails:**

Here's what he has to say about this one: "Jointventure email" was THE BEST mailing I've ever done. It was a joint venture proposal sent to 300 targeted ezine publishers. 118 of them accepted the proposal. Initially, it pulled in over \$5,000 in profits for ME as the ezine publishers printed my ad for the new Profits Vault. But, that was just the beginning. Many of these 188 JV partners became active affiliates in my reseller program, including one gentleman who quickly became (and remains) my top-producing affiliate. And, out of the numerous orders produced from this JV mailing, hundreds of subscribers and dozens of new affiliates signed up. Then, the explosion really took off. These new affiliates began giving away my affiliate eBooks and publishing ads themselves, and everything just continued to get bigger. Customers that came out of this JV mailing continue to be customers today, purchasing many of my new product releases. The JV mailing became the subject of my free report, "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month" (still available at [profitsvault@autoresponder.nu](mailto:profitsvault@autoresponder.nu)) which has been downloaded over 7,000 times and resulted in a CONFIRMED \$42,000 in sales in the past 6 months.

|                                                                               |
|-------------------------------------------------------------------------------|
| <b>Results: At least \$47,000 in additional sales and 188 top JV partners</b> |
|-------------------------------------------------------------------------------|

**Million Dollar Emails**

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Hi !\*FIRST\_NAME\*!,

Jimmy D. Brown here of ProfitsVault.com. The reason that I am contacting you is to see if you would be interested in a mutually beneficial joint venture.

I'll get right to the point.

What I am suggesting is simply this. We exchange ads for publication in each of our ezines, but with a twist...

...my advertisement in your ezine actually brings YOU in sales. Here's how it works. You sign up as an affiliate of my brand new marketing package at

<http://www.ProfitsVault.com/lreseller.html>

(It's free, of course) I'll send you an ad to run in your ezine, but run it with YOUR new affiliate number placed in it.

See? It's more than a simple ad exchange. My ad actually produces a 50% commission for YOU for any sales produced. But, wait, there's much more...

1. I will, of course, run an advertisement of your choice in my ezine, Advantage Marketing Strategies.

2. I will give you FREE ACCESS to the Profits Vault Member's Only Private Site. (A \$39.95 value) This is the product that I will be advertising in your ezine. I have already established a username and password for you. You may login anytime at

<http://hop.clickbank.net/?GlobalPub/thevault>

Your username is: ez7180pub

Your password is: venture

Please note that these are CASE SENSITIVE. Copy and paste for best results.

3. You will have an opportunity to produce 50% commission on the ad I submit to you. Our package just went online a few weeks ago, so it's NEW. It's fresh. Not many people have seen it yet. Translation? You will be among the first to advertise it - it's a ground floor opportunity.

So, as you can see, what I am proposing is more than a simple ad exchange. You get your ad published just like any other ad exchange, but you also get a customized affiliate ad and free access to our Private Site.

If you do solo ads, then we could do the exact same exchange as a solo ad instead of an ezine ad. Or, we could make the exchange as a "Sponsor / Top" ad. Whatever works for you is acceptable.

**Million Dollar Emails**

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I really believe this would be a mutually beneficial venture. We both profit.

Check out the private site with the above username and password and let me know if you are interested.

Looking forward to hearing from you.

Best regards,  
Jimmy D. Brown  
[webmaster@profitsvault.com](mailto:webmaster@profitsvault.com)

# **Patrick Anderson and Michael Henderson**

Patrick Anderson and Michael Henderson are co-founders of AdNet International. Mr. Anderson has been programming and computer consulting for the past 16 years. He is an accomplished Systems Analyst and database programmer who understands business automation. Mr. Anderson is the Senior Editor of the "Hits To Sales" marketing webzine and a contributing author for Bob Burg's second edition of "Endless Referrals". He has a graphic arts background and degrees in accounting and computer science. Prior to founding ADNet International, he was the controller of a private investment firm and owner of Accounting Software Technologies, which installed LAN/WAN order processing systems, including the POS system at the Microsoft World Headquarters Company Store.

Michael Henderson has 17 years of corporate sales and marketing experience and was a former Vice President of the sixth largest bank in the United States. He coordinated the Networld '96 Internet Business Conference and is the contributing author for the Internet chapter of Tom Hopkins book, "Sales Prospecting For Dummies". Mr. Henderson graduated from the University of Washington with a Masters degree in Commercial & Trust Banking and New Business Development and has served as Director of several privately held companies, enabling him to effectively appraise and put Internet initiatives into action.

## **Web sites:**

<http://www.adnetinternational.com>

## **“Right on the Money”**

<http://www.activemarketplace.com/w.cgi?righton-15194>

\* \* \*

## **Background On Email:**

Patrick and Michael have generously submitted an entire chapter that deals with creating profitable joint-venture relationships using email.

**Results: Using these strategies AdNet International was able to successfully drive traffic to the Authentic Olympic Games Collection website, NetWorld 96' Internet Business Conference and the Official Webcast of the 1997 Country Music Association Awards.**

**Million Dollar Emails**

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# Building One-to-One Relationship Sites

By Patrick Anderson & Michael Henderson, ADNet International

ADNet's killer strategy that is guaranteed to work every time

Some people may think it is great to send a million solicitations to receive 1,000 unqualified leads. I think it is much more important to know how to send *one* effective e-mail that will generate *one* referral partner who will send you pre-qualified leads for life.

- First, identify a group of people who know how to reach your target audience. Think of people who come into contact with your market at the time they would be considering making a purchase.
- Then, send them an e-mail that talks about the things you both have in common. Mention the way you came across their name. Tell them the reason you think you share a common market. Mention the number of people that come to your website, or read your newsletter.
- Offer to provide them with a link because they would be able to provide a good product, service, or resource that your customers are interested in. Make it very easy for them to come to your site and exchange links. In the friendliest way you can, tell them to feel free to come by your site anytime and add their link.
- Let them know that your database marketing research suggests that your customers would be willing buyers of their products and their customers could benefit from the things you provide. Remind them to say something really nice about themselves when they add their link.
- Do you think anyone will flame you for doing this? Won't they look at your site? Hasn't everyone heard about how important it is to exchange links on the Internet? But don't misunderstand, this is not a trick or ploy, you must truly feel that you can provide some mutual benefit to each other.
- The sure-fire way to make this even more effective is to add a link to them yourself. Say something wonderful and glowing, give them a tremendous endorsement, mention the things on their website that people would want to click on.
- Will people click immediately on your site? Will they look for their link? Will they beam when they read what you said about them? Will they tell other people about your website? Will they add a link to their page cross-promoting you? Will they be open to discussing joint-

Million Dollar Emails

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ventures and other cross-marketing opportunities? You bet! In fact they will do anything you suggest that is easy for them to do. How would they like to be placed on top of the list? What can they think of doing that would make you want to promote them even more? Ask the question... you'll be very pleased with the answers!

The beauty of this approach is that everybody wins. Even if they don't buy anything from you or ever place a reciprocal link on their site -- your customers have you to thank for providing such a useful resource!

Read this carefully: One piece of e-mail sent out to the right person with the right pitch can give you *more* than one sale. We don't care about how many hits we get, or how many unqualified e-mail leads we generate -- we care about cultivating relationships that lead to many sales.

## **Develop your sales strategy with proven techniques**

### **Think first -- ask yourself these questions:**

Who are these people you are trying to reach? What do they have in common? What approach would work best? Which ad copy will you send? What procedures do you have in place to follow up on any leads that you might get? How are you planning to qualify them, answer their questions, close the sale, get the cash, and ask for the referral business?

Then begin to mind merge with your customers, understand their fears and desires, know which people will buy your products and for what reasons, know what the emotions are that drive the sale. Understand your market, your product, and the key benefits that position your company. Determine how your product delivers the one solution that makes immediate sense to the people you are contacting. What will make them need to buy it today? Entirely too many people overlook these key issues.

### **Here is an outline of the e-mail sales process**

- 1) Determine who would want to buy from you
- 2) Outline your mutual interests
- 3) Test your introduction with your best friends
- 4) Test it again
- 5) Open up a dialog, keep it short and personal (use their name)
- 6) Develop a follow-up process (this is where most people fail)
- 7) Answer their sales objections (buying questions)
- 4) Ask for the check
- 5) Ask for the referral business
- 6) Develop a relationship
- 7) Ask for continual sales and referrals

Do you see how what I've outlined can not be accomplished with a single bulk e-mailing? It is a series of e-mail introductions, replies and follow-up that are formalized into a working strategy based on the responses of your audience. It starts with one-on-one communications and develops into a process. I don't know how you can write just one letter and expect that it will make you any money. You might have a great introduction, but without the ongoing interaction it is a flash in the pan.

### **Follow this step-by-step method to create your e-mail sales strategy**

- First, write ten personal e-mail letters to people you know very well. But don't address them by name. Tell them what you are doing and why they should be interested. Think of their face as you write. You'll notice that a canned letter will not work, that each letter becomes slightly different. This exercise will put you in the right frame of mind. It has to sound fresh, upbeat and personal. Your mother and best friends don't want to get "ads" from you. Guess what... neither do your prospects!
- Next, send the same e-mail to ten people you don't personally know, who have shown an interest in your product or service. Also send one to yourself. It's amazing to see how it will look in your own e-mail box. Now ask everyone what they thought when they first got your letter. Did it sound like an ad? Was it hokey and unbelievable? Were they suspicious of who you were and what you wanted? Did anyone actually respond in the way you hoped? Analyze your response and take the feedback to heart, then fine tune your pitch.
- Make sure you use the person's name more than once. Make them feel important. But what if you don't know their name? Do you write Dear Friend? Dear Sir? NO! Have you ever written an e-mail to someone you know, with out first writing Dear Michael? Have you? What did you say? You jumped right in to tell them the news, without a salutation, right? And it still comes across as being a personal message -- because it is! Take the same approach here. However, if you don't know someone, don't pretend to. They will recognize that you don't know them and it won't seem sincere.
- If someone actually responds to your initial marketing pieces then sit down and write them a very personal, warm & fuzzy thank you that answers their questions. DO NOT use any "canned" copy. Do not cut-and-paste from your ad. Keep it fresh. This will become the basis for your follow-up piece. It needs to be personalized and you must keep changing it until it begins to be effective. Only at that point does it make sense to automate it with an autoresponder.

- Initially, you will write a well-thought-out reply every time someone asks a question, or poses a sales objection. This will become the basis of your FAQ's.
- If you are offending more people than you are attracting, then immediately "can" that message and rewrite it! We never send out more than 100 messages at a time, and only to a targeted group. If we don't get 10 to 20% response off our first 100 e-mails, then we keep changing the message. If we upset more than 2 people out of 100 we stop sending the ad and try very hard to figure out what was offensive.
- Keep in mind that e-mailing may be cheap but follow-up time is expensive. If you don't have qualified leads, you will waste a lot of time with hundreds of people! Our goal is to spend more time with less people -- more quality time developing relationships with more qualified prospects.
- Every once in a while, send a letter out-of-the-blue to people on your mailing list. Tell them about a website you saw, it doesn't matter which one, or why. You just want to continue talking and furthering the goodwill you have established.
- Less is more! Send one e-mail at a time until you get it right. Approach this as though you have a "one-time" shot at getting it right. If you treat it like a "cattle call" in which you send out massive messages hoping that you'll hit the right target market by chance, then you'll be much less effective. The sheer volume alone will not make up for your lack of professionalism, respect, dignity, sincerity, empathy and personalization.

## **The psychology of the solution: elements that lead to success**

### **Proper introductions -or- "What part of hello did you not understand?"**

- I like people who make me feel important
- I talk with people who are interested in me and want to hear what I have to say
- I enjoy reading things that are entertaining or informative
- If it looks like a duck and walks like a duck and quacks like a duck -- it's a duck! If it reads like an ad, it will be treated like an ad.
- Keep it short, make it personal, open a dialog and ask them to respond.

### **How to open up a dialog with a cold prospect**

- In order to be effective, you must step into your prospects life for a moment and turn the computer monitor into a warm, friendly person who says "Hey, it looks like we have a couple of things in common!"

My name is Pat, what's yours?" Then start a conversation, visit, tell a little bit about yourself, make the usual small talk about the game or the weather, comment on other websites of mutual interest, and ask a leading question or two.

- The first thing you have to do is get someone's respect. Respect cannot be purchased -- it must be earned. Next, create a warm and friendly introduction which establishes a common ground, refer to something you both know, a website you've both visited, or some comment on the geographical region you know they are in. Assess what interests your audience has in common with you before you do a targeted blitz.
- Your opening dialog should let them know that you both have something to talk about. Then define a reason for you to be in their e-mail box and be specific about the reason for them to respond to you.
- Do your homework, spend the time to get to know the interests and psychological profile of the people who are on the receiving end of your e-mail. What are the buzz words they use? How do they address each other in correspondence? Use words that suggest that you know what they are talking about within their industry.
- What is the common thread, what is the "given" that presupposes you have a reason to be talking together. Remember high school? You could walk right up and talk to anybody because you were from the same school. How do you write to a pen pal? How do smokers bum cigarettes? How did you get your first date??
- Tell them where you noticed them, tell them where you got their name. Ask them something about the website or newsgroup that you both visited. What did they think about it? Ask them specifically about their interest in the subject matter. Then add something personal and interesting about you, so they can then open up and share something about themselves -- knowing that you are interested in them.
- If you are talking to baby-boomers or Generation-X'ers, don't refer to them as Dear Sir or Madam. The formality is foreign to them. Speak their language -- talk to them like you want to be talked to. Treat people like they are used to being treated.
- The Golden Rule is "Do unto others as you would have them do unto you" -- but that's not as good as the Platinum Rule "Do unto others as they would do unto themselves!"
- If you are sending e-mail to people who have websites, be sure you mention something about their site. They want responses. They have a

need for feedback and want to know how you are responding to their ad message. Let them know the impression you got from their site. But don't fake it -- we humans are very perceptive to cheap tricks and sales ploys! Be sincere about your reaction to their marketing efforts.

**The three groups of people who will always listen to your sales pitch, never flame and never complain (besides your parents!):**

**1. People who are trying to sell you something.**

We call it "sell the salesman". You can always pitch another salesman on a secondary business-to-business opportunity when they are coming to have you buy something from them. Why does this work? A good salesperson will listen to you for hours -- while you tell them how great your product is and how excited you are about it. They need to learn about your business in order to make the sale. At first, they are only giving the appearance of being interested, but once you have intrigued them and shown them the benefits of a way for them to profit with you... game over!

This works best if you are genuinely interested in purchasing something. Then you meet your primary objective of acquiring the item, and also your secondary objective of marketing your products and creating new networking opportunities. Some salespeople will become excellent referral sources for qualified leads that they find for you!

**2. People who are looking for a job.**

This is obvious. The first thing they need to know is what your company does! Next, they need to know how to identify your customers and how to tell if someone is a good lead for you. This is important even if they are not interviewing for a sales position. Sometimes people who are looking for jobs are wanting a part-time opportunity and they are in contact with a large referral base. Sometimes they realize their friends and business associates could use your product. They will go out of their way to prove their interest by telling everyone about you.

**3. People who you are promoting.**

- If you are introducing new business to someone or offering to pass out a few of their business cards, they will listen to you. Professionals who rely on "networking" to gain new leads understand this. In a Chamber of Commerce meeting they will say something like "Please tell me how I will know if someone is a good prospect for you? Who should I mention you to or call to tell you about?"
- Do you see how the conversation will progress? At what point will they want to know what you do? Mention that it occurred to you that

you might have a similar market. Your customers could become their customers. Your business associates could become their next prospects. If you are interested in building their business, they will open up to find out how they can do the same for you.

- More leads equals more sales. This is the single most important thing you can do for someone. There is only one more thing you can do to solidify the relationship. Advertise for them. Give them links to your website. Mention them in your newsletter. Pass their cards out and tell them about it. Now will they think of you favorably? Absolutely! Will they spend a little time reading your brochures in order to understand how they can return the favor?
- Keep in mind that these people are not necessarily your customers, they are not your buyers. They are more important than that. They will become your advocates, your promoters, your third-party endorsement and your referral base. Some businesses will do very well concentrating solely on creating this networking scenario on the Internet and not spending any effort on direct sales.

### **Present an obvious or supposed future benefit from listening to your pitch**

- This is about developing relationships that extend your circle of influence. You need time to explain the benefits of your product to someone when they have mentally agreed to be a captive audience. Do you understand that we are basically selfish in this regard? If I think that you are going to do something for me, or buy something from me, then I will give you the courtesy of some of my time. Now take that to heart.
- Right after your warm, fuzzy introduction give people the idea that you can potentially do something for them. Let them see that there is something more in it for them than just buying your stuff. I don't mean a benefit of your product, or a reason to buy, but something more immediate. What can they hope to get from you right now? And what might they believe the relationship could turn into in the future?
- This is the "Benefit/Bargain" rule. If you present a marginal bargain element (listening to you or reviewing your product) in exchange for an immense benefit, then you acquire their interest in the conversation. If you offer a small bargain element, something that would take 5 minutes to read or cost \$5-\$10, in order to understand the immense benefit of something that could save them \$20,000 or earn them \$60,000, you will have their attention. But it has to be postured in such a way that it is not unbelievable, dishonest, or discourteous. Not a free toaster or gimmick or something outrageous like winning a

car... don't condition them to try not to purchase from you, in order to feel like they weren't "taken" or "sold".

- Someone once told me that the last person to ask the question is in complete control of the conversation. Isn't this true? It is certainly true with e-mail because it sets up their response. How do they see themselves doing business with you in the future?

### **Avoid upsetting people at all costs**

- Use remove lists, don't hassle people. Respect polite requests from people who do not want their e-mail boxes cluttered.
- Only send messages to people who, "by their actions" have shown you that they are interested in your products or services. Never send out messages that are not targeted to a specific audience.
- Your message must be disarming and charming. Your primary goal is to have people know you, like you and trust you. Remember, it does not matter what you think about them! You must be concerned about the image you project and what people think about you! Keep refining your message until you stop getting flames.

### **How have we applied these techniques?**

1. We created the **Authentic Olympic Games Collection** website, one of the most successful Olympic sites on the Internet, second only to the official IBM/ACOG site. It was aired on the Discovery Channel four times and became part of the Ultimate Athlete series that went throughout the school system the following year. Our site provided a history of the games, interviews with athletes, trivia, collectibles, and an Izzy section for kids to share their Olympic dreams. It also included a database of *over 3,500* sporting good retailers across the country. We were able to link to several sites that focused on sports, education and entertainment. The Authentic Olympic Games Collection website became a focal point that allowed us to drive traffic to other related Olympic sites that we were asked to work on. We developed a "channel" that viewers could tune into, we created several penpal relationships and we gave people what they wanted -- an opportunity to interact and be part of the Olympic stage.

E-mail was central to our success. A lot of people went to the IBM/ACOG site but didn't get the same personal acknowledgement of their visit. We found an e-mail guestbook where people mentioned whether they were coming to Atlanta, or watching the games from home. There was a special section for the athletes and the people who had been selected to run with the Olympic Torch. We contacted all of these people individually, shared stories with them and enhanced their memories of the Centennial Olympics. In 1995 we didn't consider this to be spam

-- we were communicating with people about something we all felt proud to be a part of. Knowing what each of these different people were interested in, and understanding their emotion, we could talk to them in a way that made sense -- just as though we knew them. And they responded wholeheartedly from all across the world!

2. We hosted the **Networld '96 Internet Business Conference** during the Olympics. This was a three-day event that featured all of the major players in the industry. Netscape sent their two top marketing gurus. Silicon Graphics drove their million-dollar technology trailer from California to Georgia and staffed it for three days. MindSpring, IBM, Digital, CNN, Fortune Magazine, L-View Pro, Black Sun and CompUSA were all in attendance with several prominent local speakers. Media One covered the event along with the Atlanta newspapers and radio stations. It was a huge success. We did very little advertising and bartered & traded placement on the website for sponsorship and speaker engagements.

Guess what?? The entire conference became a reality as a direct result of our aggressive e-mail efforts. We didn't have any idea of who to call, so we initially contacted all of our speakers and corporate ticket buyers through e-marketing. I guess you could call it bulk e-mail, because they all got the same introductory message, but no one thought of it that way. (That's right -- not one flame!) We sent our follow-up pitch, application requests and speaker confirmations by e-mail. We continued to update everyone with e-mail news & announcements. The response was so great that we had to turn down speakers and add a third day to the original schedule.

We personalized our initial correspondence, but we re-used templates and form letters in order to make our follow through communications more efficient. Our first attempts at calling on companies to introduce ourselves to their speakers failed miserably. So what did we do? The e-mail provided the door opener -- we sent mail to the webmasters at every major Internet company, and we talked to the webmasters in a way that they appreciated. They became our supporters and gave us insight on how to approach the marketing departments.

3. We promoted the **Official Webcast Site of the 1997 Country Music Association Awards**. We were given ten days notice prior to the event. Not enough time to register on any search engines. No time to put out press releases. No time to collect a targeted mailing list. Yet, we were able to generate *two million hits* in those ten days... How did we do this? Links. Links. Links. Remember our killer strategy?

We sent personalized e-mail to 75 fan club websites. We first visited their website. Then we mentioned something about their site that we liked, referred to the award their favorite singer was nominated for, addressed them by name, and encouraged them to get the word out. Finally, we offered to showcase their fan club site, as a tribute to the nominees, if they would display a graphic logo and

description about the CMA Awards on their homepage. We continued to follow-up with each of these people by e-mail – sending short, personalized notes (no form letters) and replying to all of their inquiries. They sent notices to their mailing lists, mentioned the site on newsgroups & chat rooms, and sent faxes to radio stations because we made them an important part of the promotion!

Next, we sent e-mail notices to every country music radio station and recording studio that had a website, asking them to mention the website on the air in exchange for an honorary mention on our site. Then we contacted AOL, Netscape, Yahoo, major ISP's and large entertainment sites. We asked the webmaster for their help in forwarding our e-mail message to the right person. We offered a way for these large websites to co-brand the content and present the Official CMA Awards Webcast site directly to their viewers. AOL added a special link off of their main entertainment section. Yahoo created a "New!" category for our site. Netscape added us to their 'Net events guide. Sony Music, MindSpring and several other prominent destination sites placed links on their homepages.

**I'm not telling you this to brag...**

I want you to realize that the techniques we have discussed can work very well. What it requires is an understanding of the emotions of the people you are contacting and an emphasis on "what's in it for them"! Look past your product or service and find the information or entertainment angle. Attach your promotion to a major event that is getting some press coverage on TV and news services. Selflessly promote other people and make each of them individually important. Cultivate these relationships one at a time. The rewards are well worth the extra effort!

\*\*\*\*\*

Patrick Anderson and Michael Henderson are co-authors of "Right On The Money". They say, "Drop Me Off In The Middle Of The Net, With Nothing But Dial-Up Access, And I Can Make Money In 5 Hours! (Discover how you can too...)"

<http://www.activemarketplace.com/w.cgi?righton-15194>

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# Million Dollar Email Resources

## List Servers for managing email lists

Here are a few options for when you are just started out:

<http://www.listbot.com>

<http://www.topica.com>

<http://www.egroups.com>

Then when your list becomes bigger you may want to go with a more professional choice like:

<http://www.sparklist.com>

\* \* \*

## Client Based Software

### Mail King

<http://www.mailking.com>

### Group Mail

<http://www.SellShareware.com/ProgramInfo.asp?AfID=8317&PrID=34362>

\* \* \*

## Copywriting

### Instant Sales Letters (<http://www.instantsalesletters.com/?10605>)

Create your own winning sales letter in less than 3 minutes -- or your money back! Even if you can't write and don't think you have a creative bone in your body you can create powerful, money-making sales letters for your business -- just by filling in a few blanks...100% Guaranteed!

### Make Your Words Sell (<http://myws.sitesell.com/global8.html>)

Whatever you're selling on the Web - if you want to sell more... You need to use the right

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words! Images don't sell. Graphics don't sell - Your words sell! I give this web copywriting resources a big thumbs up.

### [How To Master The Art-And-Science Of Writing "Killer" Ads & Sales Letters](#)

Even if your ads and sales letters are doing okay, you can now double, triple, or even quadruple the results you're getting once you discover the step-by-step system for writing powerful ads and sales letters that sell!

### **Pushbutton Salesletters** (<http://www.pushbuttonletters.com/cgibin/t.cgi/177457>)

Here's software that lets you fill-in-the-blanks, click a button and poof! You have an instant sales letter for your product or service. You get a sales letter nicely formatted on a web page when you're finished. Just polish it up some, link it to your order form and you're off and running.

### **Dan Kennedy** (<http://kennedysite.com/at.cgi/177458>)

I count Dan Kennedy as one of the single biggest influences in my direct marketing strategies. You really can't go wrong with anything he offers. I've spent tens of thousands of dollars with Dan and I always get an exponential return on my investment!

\* \* \*

## **Permission Email Marketing Companies (3<sup>rd</sup> party opt-in list rental)**

[www.bulletmail.com](http://www.bulletmail.com)

[www.targ-it.com](http://www.targ-it.com)

[www.e-target.com](http://www.e-target.com)

[www.hitmail.com](http://www.hitmail.com)

[www.postmasterdirect.com](http://www.postmasterdirect.com)

<http://www.yesmail.com>

<http://www.mintmail.com>

## **Solo Ezine Advertising**

### **Directory of Ezines**

<http://hop.clickbank.net/hop.cgi?GlobalPub+lifestyles>

### **Top Ezine Ads**

<http://www.topezineads.com/index.html?7558>

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**Additional listing here:**

<http://www.copywriter.com/lists/adlists.htm>

\* \* \*

## **Publications, Books and Manuals**

**"Business Course in Permission Email Marketing"**

<http://www.email-solutions.com/global>

**"Permission Marketing" by Seth Godin**

<http://www.amazon.com/exec/obidos/ASIN/0684856360/globalpubli04-20>

**Clickz**

<http://www.clickz.com>

**Optin-News**

<http://www.optinnews.com/>

**I-marketing News**

<http://www.imarketingnews.com>

**DM News**

<http://www.dmnews.com>

\* \* \*

## **Email Autoresponders**

<http://www.aweber.com/?40307>

<http://www.getresponse.com/index/40679>

Both of these services are popular because of the terrific features they offer. You can send broadcasts to people on your list, you can import and export your list. You can personalize your emails. You can include dates (good for limited time offers) and many other incredible benefits. They both offer you a free trial to see if you like the service. The free service comes with advertisements going out with every message you send. Once you get serious I suggest the 'Pro' version since there won't be any ads going out with your messages (except your own). You should sign up for both services and see which one you like better.

**Million Dollar Emails**

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**Or Go To:**

**<http://www.milliondollaremails.com/custom/?1060>**

**5**

# Bonus Section #1: 101 Best Email Subject Lines

**As you know, the email subject line is extremely important to getting your email read and acted on, especially with the over saturation inside everyone's in-box. This special bonus section will give you 101 best email subject lines to help you brainstorm your own winner.**

1. Exclusive offer for <club> members
2. 20% off all men's at <name>.com
3. Your Web Site's Findability
4. A personal message from <your name>
5. A personal invitation from <your name>
6. A quick message from <your name>
7. Announcing: Guaranteed Outcome Marketing
8. How to get \$128 in Brand new, UNIQUE Free Gifts!
9. Hi !\*FIRST\_NAME\*! ... just checking in ...
10. An Invitation to Ski & Save
11. Fly Delta & Ski for Free
12. [[firstname]] - I'm finally spilling my guts...
13. [[firstname]] - Announcing Autoresponder Magic
14. Free Food, January 18!
15. CUSTOMER NAME, here's something I think you'll like...
16. PROFIT INFO NEWS FLASH!
17. <name>, it's been a while...
18. <name>, here is the process I used...
19. [[firstname]] - A special event you don't want to miss...
20. Important...<firstname> - I just found out about this...
21. [[firstname]] - Find out what's really working on the Net NOW...
22. [[firstname]] - A special offer you don't want to miss...

23. Warning: Why Almost Everyone Is Dead Wrong About Internet Marketing!
24. Who really wants to be a millionaire?
25. CUSTOMER NAME, here's how you can land the deal and close more sales....
26. What do you want for Christmas?
27. CUSTOMER NAME, here are 30 success secrets.
28. <name> and Viral Marketing Magic
29. <name>, you've got to see this...
30. <name> - Internet marketers spill the beans...
31. [[firstname]] - I goofed...
32. Special Prepublication Announcement
33. <name>, you're going to love this one...
34. <name>, here's the answer you've been looking for...
35. [[firstname]] - 3 minutes to greater joy, wealth and happiness?
36. DISCOVERED! [[firstname]]'s secret to a #1 Yahoo Listing
37. <name> - Urgent News
38. <name>, small biz article/joint venture
39. <\$firstname\$>- \*Discover\* your million dollar sales letter
40. <name>, your paycheck has just increased!
41. Still skeptical?
42. <name>, Our Loss is Your Gain
43. <name>, this is extremely urgent
44. An Urgent Message To All <whatever>
45. <name>, how about this...
46. Make search engines work for you!
47. <name>, what do you think?
48. Important message for <first name>
49. <name>, our new tool to increase your website's profitability!
50. <name>, Oh no, you didn't
51. Search Engine Secrets Discovered
52. <name>: private invitation from <your name>
53. <name>, Seen This Product Yet?

54. Quick Update from <your name>...
55. <name>, Check This Out
56. Newsflash from <name>...
57. Great Gifts for Mom at <name>.com
58. <Company Name> Summer Clearance Sale - Up to 75% Off!
59. <name> - Here's A New Idea For You
60. You'll like this
61. This email could be worth tens of thousands of \$\$ to you!
62. Spring Specials from <name>.com
63. Sneak Peek at <name>.com
64. <name> discovers the secret to fax marketing
65. <name>, a great tool for increasing ALL of your sales & ad profits ...
66. <name> - A Great Resource I Just Discovered
67. <name>, I need your help..
68. Personal coaching from <name> that will transform your life!
69. <name> - oops!
70. <name> - Update to your <blank> application
71. Check This Out and Let Me Know
72. An invitation to join <famous name>...
73. An announcement from <company name>...
74. <well known name> asked me to send you this
75. Important Notice from <company name>
76. Tax Relief and a \$10 Special Offer
77. Something unique for your Mom
78. News about <your subject>...
79. Frustrated by your <system>?
80. Open this before 7:15 p.m
81. here's the trick to more <program> affiliate commissions....
82. <name>: Free gift for your referrals
83. <name>: Something that might interest you . . .
84. <name>, You Cannot Afford To Wait!
85. <name>: Are you making this mistake on your website?

86. A final reminder for you, <name>
87. <name>, Read Fast Before The Deadline
88. <name>, see <famous name> speak in person!
89. <name>, You Only Have 48 Hours Left!
90. Final Chance to Get All Three Bonuses...
91. Now is the Time, <name>!
92. Home Owners: Get The Money You Need!
93. Special offer to our customers
94. <name>'s lazy way to Internet marketing success
95. Are You Neglecting 70% to 90% of your Profits?
96. <name>: Help for computer beginners
97. <name>: Make 30% monthly on this new product
98. 2 Free Classes from <famous name>'s <Program Name>!
99. Start Driving Buying Customers to Your Site
- 100.<name>, Don't Miss <company>'s \$9.99 CD Sale!
- 101.<name>, before you give up, here's my secret

# **Bonus Section #2:**

## **Million Dollar Email Checklist**

**Before you hit SEND – be sure to use this checklist to maximize your profits and make sure you’re not making any critical mistakes:**

### **General**

- What is my object?
- Are we using a house opt-in list or a 3<sup>rd</sup> party list?
- Have we verified that this is a permission list?
- Are we ready to track clickthroughs all the way to the final action?
- Is there an automatic “one-click” unsubscribe function?
- Have you set-up “seeds” from different email accounts to check that all emails actually go out. (i.e. “aatopoflist@isp.com” and “zzzbottomoflist@hotmail.com”)

### **From Field**

- Will my email list recognize the name in the “from” field?
- Are we using a company name, brand name or individual’s name?
- Does it look like spam? (e.g. 64238282@lycos.com)
- Did you set-up the return email address to come back to a real person

### **Subject Line**

- Is my subject line enticing (short is better)?
- Does it pique curiosity so that it will get opened?
- Is it personalized?
- Does the personalize work?
- Have I tested a message to myself?
- Did I use any of the spam filter “no-nos?” (FREE, !!!!!!!!, \$\$\$\$\$\$, etc.)

- ❑ How many subject lines did I write before deciding on this one?
- ❑ If I got this in my in-box would I think it was spam?
- ❑ Are we testing 2 or more subject lines against each other?

## **Email Message**

- ❑ How does this list know you?
- ❑ Did you mention that in the email?
- ❑ Is the writing short and tightly worded?
- ❑ Are the paragraphs longer than 4 or 5 lines each? (long copy does sell but it has to look appealing with more white space)
- ❑ How many edits did you do (minimum 2)
- ❑ Did you spell check?
- ❑ Did you personalize the salutation?
- ❑ Does the personalization work
- ❑ Did you format it to less than 65 characters per line – hard return?
- ❑ Do all the links work?
- ❑ Do web links start with: “http://” and email links with: “mailto:” to make them clickable
- ❑ Are there several spots the link appears?
- ❑ Did you set-up an ad tracker? (<http://www.roibot.com/r.cgi?R52660>)
- ❑ Is there a “spam” disclaimer?
- ❑ Is there a P.S.?
- ❑ Is there a link for AOL users?
- ❑ Did you provide a way for people to change their addresses?
- ❑ Did you include a way to people to remove themselves and unsubscribe?

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**5**