

# **51 and Done For You Emails**

**By Fred Raley**  
**Okay Listen Up, Amigo!**

I should not have to tell you this but...these emails are NOT public domain or for the general Public. You cannot resell, or resell as masters and you do NOT have PLR Rights to them! They are intended for your use and your use only.

Also, I cannot guarantee that these Emails will bring about Profits for you in any way, shape or form. They may but they may not. I have spent hundreds of hours creating them over the last many years for my own business. And I am convinced that you will find them to be totally worthy and of high quality.

If you apply them in an effective and constructive way there is a distinct possibility that they can help you with your Biz. But no guarantees!!

# Introduction

Well hello there. Fred Raley here. I am so glad you joined me. And I'm excited to be able to provide and share this wonderful email content with you. I think you are going to get a lot out of these 51 proven and profitable emails of mine (actually 55 emails with new BONUSSES).

But before we go any farther, I just want to touch up on a few things to help you.

These emails were meant to be sent as Follow Ups (particularly the first 21 which you can start sending out one a day for the next 3 weeks to your list of Subscribers). People who enter your funnel can start receiving them from Day 1.

With this being said, I will say these emails can still be used for broadcasts (or even broken up into articles and blog posts)

They are relatively “flexible” and “diverse” enough to help you in several settings in your IM business:)

**IMPORTANT:** These emails are split up in 4 parts...

1) **21 Content Emails** (7 List Building Emails, 7 How to Blog Emails, 7 Product Creation)

2) **14 Internet Marketing Emails 1** (includes Autoresponder, List Building, Micro Niche Sites, Authoritative Blogging, Video Marketing, Teespring, Offline Marketing, Building Library)

3) **14 More Internet Marketing Emails** (includes Email Marketing Copy, Kindle Publishing, Ghostwriting, Information Product Creation, PLR Content Creation, Coaching, Outsourcing)

4) **Special Bonus** - 6 Facebook Marketing Emails.

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# **21 Content Emails**

**(Note: In these emails, I have designated areas [usually with brackets] where you can place an affiliate offer or product promotion to make sales.)**

## **7 List Building Emails**

Email #1:

**Subject Line Options:**

1. What the hell, you want to build a what??
2. Build it and they will Come?
3. Building a Mega Profit Empire...

**Body:** Hey Folks! I'm so excited you're here. [Your Name] again. I am so appreciative for you in taking time to actually open this email.

It really means a lot to me, and I think you will find that it means a lot to you... in a most helpful way: )

I'm gonna jump right in it today and not waste any of your time. Sound good?? Great, onward march and no sense in wasting your valuable time.

**List Building...the King of Kings**

I want to address a subject that is really very, very popular these days.... it's called LIST BUILDING.

Now this is a topic that there seems to be some confusion about in the IM World. Kind of strange because it really is one of the simplest business Models in the World... and one of the most Powerful!!

In its rawest form, List Building is simply the manner of enticing people to sign up (or Optin) as a Subscriber to your List by enticing them with a free Gift or something of value in exchange. It can be a number of things... an e-book, free video, Podcast, some kind of software, free Membership etc..

**A Road Block many Marketers have!!**

Here is a problem many people have with this.... they ask "What if I don't have anything to give away"??

Trust me this is an easy obstacle to overcome.

You can take the time to create a e-book or video, provided you have knowledge and experience of the topic at hand

OR You can purchase what they call PLR (Private Label Rights) and simply use that to form an E- book or Video.

There are Pros and Cons to each.

I personally think it's best to create your own free giveaway. There is just so much competition out there using some of the same stuff over and over again. So you want to produce something

that stands out as your own creation. This will build your own brand that much more effectively.

Of course if you lack the experience and knowledge to create a free giveaway from scratch then you can take the PLR and put your own uniqueness around it by paraphrasing or rewriting it. Many Marketers do this and are very successful with it. Just make sure you never just copy and paste the PLR.

I use [Resell Rights Weekly](#) for getting good, consistent PLR and then modify it so it is unique to me. Much easier than writing your own stuff for most of us.

Also, a third option is you can always hire a ghostwriter to produce the free giveaway. There are some quality, affordable ones out there. I have personally found some quality ones who hang out at the Warrior Forum (the top IM forum)

Anyway, the most important thing is to not get stuck at this step. Trust me I have seen many Marketers starting out who over-analyze this step.

Please don't!!

Get something of quality up and running and do not think too much about it. It's easier than you think and do not over complicate it.

We will get into this a little more detailed tomorrow. I will actually walk you by the hand through the process of getting your freebie up and chugging along and ready to start building that highly profitable Subscriber's List!!:)

So stay tuned. And if you do not want to wait any longer and if you want to really have the maximum in depth detail on List Building (not available for free) then check this out [Email Marketing Mastery](#).

It will give you EVERYTHING you need (no holds barred) on building a highly profitable Email List. Nothing is held back.

You're going to do great!! I sincerely give you kudos for taking action. That's a huge step in this game. Without doing that, you can forget about being successful  
So Congrats.

Be sure to keep your eyes open for my next email tomorrow.

Until then,

[YOUR NAME]

P.S. Just a reminder if you want to accelerate your Success and get on the fast Track to building a HUGE Profitable List grab [Email Marketing Mastery](#) right now.

Just [CLICK HERE](#)

End of Email #1

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Email #2:

**Subject Lines:**

1. Why do Most People Absolutely Stink at this Stuff?
2. This is a Must in List Building!

**Body:** Well hello there. [YOUR NAME] again. Thanks for meeting up with me again!! As you recall yesterday, we discussed the basics of List Building

Just to quickly review and refresh your memory, it's really nothing more than a quality exchange of Value (Free gift most of the time) for the email of a Prospect who later may be a paying customer. Of course it involves a little more detail than that. But that's the general gist of it.

We will get more into making money off that List in future lessons.  
But right now let's discuss getting that List built!! Right? Right!

Now as you may remember yesterday, I discussed how very important it is to develop a very high quality Giveaway to have success in your List Building endeavors.

I mean come on, if your initial free giveaway sucks in your Prospect's eyes why would they even consider actually paying for a Product from you later on??

OR

even worse if they do not even want it to begin with why would they give you their email address??

The fact is the more quality and intrigue your Free Giveaway has, the more likely they will sign up to join your List and the more likely they will buy future products from you.  
Does that make sense? Hope so!!

What's sad is some Marketers (Beginners and Advanced) make the huge mistake of throwing something together and only focusing on if it is related to the Niche at hand.  
Well that is ridiculous. Of course you want to relate it to the Niche but you have to make sure it is worthy and helpful material.  
PERIOD!!

**So How Do We Make the Very Best Freebie Giveaway Possible?**

Well as I discussed in the last email you can acquire PLR. This is definitely doable. But you need to rewrite it and put your own uniqueness on it.

No question.

If you don't, you run the risk of being the same rehashed material everyone is used to seeing. Which will turn your prospect off.

BIG Time!!

Here is another alternative to consider. And it is one many people pursue.

You can choose a topic or niche that you actually have some knowledge and experience with. Everyone has something that they know a little bit about.

If you do it this way then you can develop a Freebie giveaway that commands expertise and authority.

And trust me building AUTHORITY is huge in this business. If you can do that you will be way ahead of the game and selling product left and right will be much easier:)

Just knowing a Niche and having passion about it will better enable you to understand the Marketplace. As a result, you will be able to deliver what people want and do it in a manner that is so much better than any PLR material. Does that make sense?

In the event that you have no knowledge or passion about any Niche (very rare) then a third option is hiring a Ghost Writer (who does have knowledge)

Since your Giveaway could be a Report of about 5 to 10 pages, this really shouldn't cost that much.

Places to look for this are <https://www.upwork.com>, [www.Guru.com](http://www.Guru.com), [www.Fiverr.com](http://www.Fiverr.com), and one of my favorites "Warriors for Hire" section at [www.WarriorForum.com](http://www.WarriorForum.com)

And likewise, as I said earlier you can find good PLR articles online ([Resell Rights Weekly](#) is a great place to pull PLR from on a consistent basis. And Mark get stuff out fast there soon after or right when it is first published) and piece together a creation that is not just sufficient but of good quality.

NOTE: You can take this PLR creation and go to [www.Fiverr.com](http://www.Fiverr.com) and get a cheap gig which will turn it into a Video. Make no mistake; Videos have more perceived value to your Prospects so consequently your Optin Rates will be higher in general.

### **Here's the Bottom Line...**

Create a Freebie that is outstanding as possible. But you do NOT have to create a Masterpiece. If you try, you will only stymie your efforts and cause you to delay and waste valuable time. Trust me we have all done this at one time or another.

Sometimes "good enough" is exactly that..."good enough"

As long as it is real, perceived value that is educational and helpful to your subscriber, then that is "good enough"



So acknowledge that balance in this step.

You want a very quality, unique freebie giveaway that will engage your Prospect and convey your Authority. But do not lose sleep over this and do not make it labor intensive to where you take a month to do it.

Get it over with and be on your way. There is much more that you need to focus on.

Okay!!

Well, tomorrow I will show you how to put real dollars in your bank account and do it right from the git go....just like a thoroughbred race horse coming right out of the gate. This is going to be exciting so stay tuned.

In meantime, if you want to really take it to the next level with your List Building and learn the ropes that you can't learn for free grab [Email Marketing Mastery](#)  
You won't be sorry!!

Anyway, go ahead and make that Freebie and we will see ya tomorrow!!

The Best,  
[YOUR NAME]

P.S. Remember for under \$10, you will get a List Building System that will put major dinero in your Pockets. Click [HERE](#) to get a Copy of it:)

End of Email 2

Email #3:

**Subject Lines:**

1. Talk About not being worth a damn dime!
2. The OTO... don't underestimate it!

**Body:** Let me propose a question for you today. What good is giving something away for free if it ain't gonna earn you a freaking dime??

Am I right?? Say, "Yes [YOUR NAME]"?:)

I mean of course we want to always aim to provide sterling value but we are not here to give handouts or run a Charity!!

This is going to be how you make a Living, right?? So you have to look at this as long term. You set up a proper funnel, and you have Subscribers join your List and over time you market to them and make an ongoing income.

BUT

There is absolutely nothing wrong with making a quick buck along the way to recoup your expenses and start making profit!

**Getting Paid NOW can help your business in so many ways**

Psychologically and financially it really does benefit you.

So I want to share a few ways to start making money right from the git-go... in other words immediately!!

One way and a favorite one of many Marketers (including yours truly) is to offer your brand new subscribers with what they call a OTO.

Basically, a prospect opts in to your List and they are immediately sent to a Page where there is a One Time Offer (OTO) they can purchase.

We'll be talking more about this in detail in a later email.

But right now I want to focus on talking about the use of affiliate links within the actual freebie giveaway itself. This can really be very powerful and potentially lucrative.

The fact is your new Subscriber has already trusted you enough to sign up for your Giveaway. And you are gaining even more trust providing very helpful Content in that particular Giveaway.

So naturally it will only benefit you (and your Subscriber) if you have some aff. Links that point to a very solid, high quality Product that could truly help your new Subscriber.

Please do not go overboard and start placing links all over your freebie with this technique. That will seriously turn your Subscriber off, big time.

But putting links in strategic places in your Giveaway can really start bolstering your Affiliate commissions. And it's almost almost like passive income because they are in the Giveaway forever.

For example, if you are in the Nutrition and Health niche you could simply write something like this, "For further information click here to view video presentation that will show you how to lose 5 lbs in the next week " or something like that. And it could be a product like a 30 day weight loss program or weight loss pills.

You could have a positive testimonial for them to look at on the Giveaway that would lead to an Amazon Product that you could make affiliate commissions with.

The possibilities are endless.

### **Just Don't Do This!**

But like I said keep it to a minimum with the aff. links in your freebie. Just use your common sense here.

I have purchased many products myself in the past and signed up for giveaways as well. And nothing turns me off more than to see aff. Links in every other sentence highlighted in bright red in the product:(

Just don't do it!!

Anyway, that's about it. Keeping it relatively short today.

Stay tuned for tomorrow's email. I will be getting into the actual Lead Capture System and how it all comes together.

This is really where it all begins with "capturing" your new Subscriber and is such an important step. It's very simple to set up but is so damn powerful. So please, you don't want to miss it.

And of course if you really want to fast track things now and take your List Building to new levels with cutting edge techniques and strategies then

I definitely encourage you to grab a copy of **[PRODUCT NAME]**.

Right now it's a steal for under \$10. And this course will teach you EXACTLY how to build a profitable list building machine!!

Until tomorrow,  
[YOUR NAME]

P.S. Remember, [\[Click HERE\]](#) to build a List that will make you mucho dinero:)

End of Email #3

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Email #4:

**Subject:** It's about time to get totally naked... you ready???:)

**Body:** Hey, it's [YOUR FIRST NAME] here again. So good to have you join me for another awesome lesson!

You are showing that you want to get serious with this. And I applaud you:)

So today we are gonna strip you naked and expose you for the entire universe to see. Ready?? Lol... Just kidding. You can keep those clothes of yours on.

But you definitely do not want to be shy about getting your Giveaway to as many hands as possible.

WARNING: actually I should clarify and say as many "worthy" hands as possible. You've heard of those people called tire kickers. They are hopeless and never will spend a penny with you.

I will show you how to deal with these people and avoid them in another email.

### **Today we're focusing about getting your Giveaway to masses**

So how the heck do you do it? How do you get that Freebie out there in front of eyeballs??

Well it's pretty simple, you construct what they call a squeeze page. Most people have heard of a squeeze page. If you haven't it's simply a single web page and its sole purpose is to capture email addresses in exchange for that freebie Giveaway.

There's a little web form (to collect email address and name), product image (usually your freebie), headline, subheadline, and a list of benefits with bullets

Many people also refer to this as a lead capture page. And it is the rock star of your list building business lol

It builds your list while you're asleep.

You're NOT trying to sell anything per say, place any links, or distract and take your prospect's attention away in any way, shape, or form.

It's like "give me your email" or just get the freak off my page lol

But that is the sole purpose at this juncture of the game.

### **What Do You Exactly Put on Your Squeeze Page?**

To make it an effective and nice looking squeeze page you need to have an image of your

freebie.

I usually have a e-book image or a video image and go to [www.myecovermaker.com](http://www.myecovermaker.com) and quickly make my own. It's like \$5 and they are so easy to make and look very professional.

[www.Fiverr.com](http://www.Fiverr.com) is another option.

The next element on the squeeze page is called the optin form. You will get this from your autoresponder service. I use [Aweber](#) which is excellent.

First month at Aweber is \$1. And they have tutorials to show you how to create this optin form.

Lastly, you will of course have to have text on this squeeze page (also video is a good option as it has very high optin rates)

Having an engaging and big bold headline is necessary. As well as a sub-headline with a list of benefits with bullets, and a call to action

The benefits should really persuade your prospects to want to go to the call to action and leave their email address to get your freebie!

That's how it all ties together!!

Of course I am not going to be able to walk you through the entire process step by step in this little email but here is some really great training that will get you and your squeeze page up and running. Just [CLICK HERE] to get your lead capture system set up to build that hugely successful list your gonna have: )

Tomorrow I will be talking about a very important aspect to your entire list building campaign... a high quality upsell or OTO funnel to get you banking immediately

So you are absolutely going to want to hear this and get those pockets ching-a-ling with money right off the bat!

Gonna want to tune in for that one!

Until then  
cheers, [YOUR  
NAME]

P.S. Remember, if you want to know in detail how to get that squeeze page up and running and building your list then check this out **[PRODUCT NAME]**  
Just **[CLICK HERE]** to grab a copy.

End of Email 4



Email #5:

**Subject:** Have Your Cake, Eat It Too... And Then Charge?

**Body:** I can pretty much guarantee, you'll give yourself a pat on the back for opening this email!

Okay, take a second and reread that subject line.

Well having your cake and eating it too is no far off unrealistic notion.

**List Building Can Give You Your Cake as Well:)**

That's right you can actually be getting paid while building your list!!

How??

Well, welcome to the magical world of upsells and funnels.

Once you have gained a new subscriber you literally have immediate access to start offering products that can help them.

Right when they sign up to your list you then have the opportunity to send them to a product that is related to the freebie. A much more advanced product that they pay for.

And you can make profits right out of the gate with this!

I like to use an affiliate product for this OTO upsell. And one that is a proven converter.

You put this on your thank you page where the new subscriber goes to after signing up for your list and freebie.

It's a basic page telling the new subs that you are grateful for them signing up. You can even tell a little more about yourself. And let them know their download link to the freebie will be in their first email.

And at the end of this thank you page have a link that immediately goes to an OTO affiliate product which they can review and buy.

Like I said, it is a great opportunity to make some bucks right from the beginning.

So don't ignore this technique.

It's truly just a matter of finding a decent affiliate offer to have as an upsell/OTO and setting up a simple thank you page.

Tomorrow, we dive into traffic. Which is simply the bloodline of your business. Without it you



can kiss your business good bye.

Seriously!!

So don't miss it!!

Excited for you,  
[YOUR NAME]

P.S Remember, if you want to get going and get your list building business on full track grab a copy of [**PRODUCT NAME**]. It's a steal for under \$10!

End of Email 5

## Email #6

### **Subject Lines:**

1. [HEY THERE] Starving for Exposure and more Eyeballs?
2. Get Traffic or Just Die

**Body:** Keeping it fairly short and to the point today. If you want to really think about there is NO business (offline or online) that does not require some form of traffic to sustain long term success!! Email marketing and list building is no different!!

So we need to put your offer in front of interested eyeballs. In this email, I will be sharing 5 ways to get more targeted traffic to your squeeze page

### 1. Solo Ad

With this you pay another person who has a list to blast out your offer to their own subscribers. Your email has a link that goes back to your squeeze page. There are quite a number of solo ad vendors out there. Just be careful because many are garbage. Do your homework before deciding to pursue this. It can be a real quick way to start building your list BIG! You pay based on how many subscribers actually click on your link to a squeeze page.

### 2. Ad Swap

Basically the same concept as solo ads. The only difference is you don't pay anything. You get a Marketer to send your link out to their subscribers and then you return the favor and send their link out to your subscribers. Pretty simple but it can be very effective!

### 3. Forum Postings

This is really a wonderful way to get highly targeted traffic to your squeeze page and offer. I utilize this myself quite frequently and it works.

You join a forum that pertains to your particular niche and create a signature that goes at the bottom of your Posts. In it will be a link going back to your squeeze page. **WARNING:** be sure to participate and contribute to the forum community. It will keep you in good standing with the powers to be there and more importantly you will be seen as an authority. Consequently, people will more likely click on your signature. It takes some work but is worth it.

### 4. Content Marketing (quality)

You can get large amounts of traffic by just writing high quality content and spreading it strategically around the internet (blogs, directories, websites, blog commenting, guest posting etc.)

### 5. E-Book Giveaways

Many online marketers like to utilize this for traffic generation. You can go and submit to

giveaway events, place your e-book at free e-book sites, and go to places like the War Room at Warrior forum to give e-books away. Also, you can give really cheap giveaway rights that can really go viral.

The options are endless.

In these e-books, just make sure to not overdo it with the links (going back to your squeeze page).

Of course, I could go into massive detail on all this but only have room for this email. Make no mistake though; this will give you a great start to get going.

And get those eyeballs to your squeeze page and ultimately your offers that will make you money!

In tomorrow's email, I am going to review this great business model. And I will really hone in on an important aspect that could really change your life for the better.

So stay tuned and see you tomorrow,  
[YOUR NAME]

P.S. I hope you are getting a good education from what I have covered so far. But just remember if you want to really take your education to new heights and take your list building to wildly successful levels then grab a copy of **[PRODUCT NAME]**. For under \$10, it's a real steal but won't be at that price forever!

So act fast!! **[CLICK HERE]**

End of Email 6

Email #7:

**Subject Lines:**

- 1.Let's get this show on the road? NOW...
2. Get it Up or Just Go Home...

**Body:** Well, it's time to separate the pretenders from the contenders. The whiners from the shiners.

This is the last and final email you will be getting from me on list building. So pay close attention.

Btw, if you are really serious and want to take action with this and everything we have gone over, then just [\[CLICK HERE, PRODUCT NAME\]](#) to get things moving fast forward!

And I do apologize if I seem a little bit on "over drive" today. It's just I do not like to see when people sit on the fence and refuse to take action!

Letting life pass them by when they could take positive steps right NOW!!

Anyway enough...let's move along with a short recap, shall we?

**Here are 5 important steps to take to be very successful with list building**

1.The Freebie Giveaway Offer

It's a necessity to have a freebie that has value to give away to your prospects who in turn have to submit their email to receive it.

Make it attractive and compelling enough for them to exchange their email with you

2. Product Monetization with Links

It should be in your freebie and also it can be in your paid products. Putting these affiliate links (or links to your own products and upsells) will bolster your overall income. Just do not overdo it... PLEASE!!

3. Squeeze Page

It's a simple but powerful one page website. It should have a very engaging headline, with informative sub-headline, benefits with bullets, call to action with an optin form, and a pleasing looking image of the freebie! Strive to make it as effective as possible. It's the first meeting you will have with your future customer. Constantly split test to keep improving the overall optin rates.

4.Your OTO (Upsell) Funnel

You can use your own product or a re-edited PLR one. But I think starting out it is quite effective to use an affiliate offer for an upsell/OTO. Just make sure it is a quality one with a good payout and a good funnel that has it's own upsells/ OTOs which will provide you with additional income (they really do!).

### 5. Traffic Generation

No exposure to eyeballs equates to NO income!! Period.

To get these eyeballs who will in turn join your list and provide income, you can use the 5 methods we discussed earlier: Solo ads, forum posting, swap ads, e-book giveaways and content marketing.

So where do we go now?

Well, I have giving you a model that has literally made millionaires over and over again. Is it easy to do that?? Of course not. It takes some work and commitment! And a long term vision backed up by never ending persistence. But it is possible. Learning, implementing, and practicing the techniques and fundamentals EVERYDAY is crucial!!

[Click Here to Get all the techniques you will ever need]

Clicking and getting all the strategies and fundamentals you will need with the best List Building course around should be your next move.

That is not me trying to market to you. Rather it's me just being brutally honest with you!! Educate yourself today to have success tomorrow.

Anyway, I truly hope you have gotten a lot out these list building emails which I have put a lot of my work and time into.

List building (and email marketing) is really a great business model to be in. Multi billion dollar corporations have been built based on this model.

Let me know if I can help you in any way, shape, or form.

All the best to you,  
[YOUR NAME]

P.S. This will be one of the last few times to get **[PRODUCT NAME]**. Just **[CLICK HERE]** and be on your way to building that HUGE, wildly successful List)

End of Email 7

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## *7 How to Blog Emails*



## Email #1

### **Subject:**

1. May I Please Read Your Diary?
2. Can I Read Your What??

### **Body:**

Well hell-o, hell-o

(YOUR NAME) here again, just wanted to give you a big congrats for takin' action and reading my emails.

I truly hope you have found them helpful and educational. It's quite the honor because if you are like me you have an inbox that is full. And you chose to read my emails. So thank you.

And I know that if you put this stuff in action you will have success!

### **The wonderful World of what??**

So let's keep the momentum going forward and talk about another Model that I personally enjoy and have done for awhile: Blogging!!

Now when I first started blogging years ago back in the "wild west " days of the internet, Blogging was essentially like a diary of sorts.

There was not a whole lot of commercial and monetization intent with blogging back then.

Now of course people still use it in the same manner today. People documenting their everyday journeys in life, mummy's writing about raising their kids at home, students blogging about their college experience etc... etc...

But with the prolific increase in social media giants like Facebook and Twitter blogs, blogs more or less have taken on the roles of websites.

And making it very easy to make websites, at that. Leveling the playing field between genuine webmasters and just regular "joe citizens" like you and me.

As a result, we have seen commercial intent skyrocket with so many people having the capability to make money from blogging.

### **Ride this wave of blogging and take full advantage of it:**

You can absolutely make money from a blog. Actually, I know of several people including

mommy bloggers and weight loss bloggers who are making six figure digits a month. YES,  
a BIG six digits per month:)

Of course this is not easy and takes time and work...but there is no reason why you can't earn consistent long term income from blogging.  
Even a full time living!!

### **How to earn from blogging**

What you need to do is pick a very compelling niche/topic that you have some knowledge and passion about (and one that is profitable), start writing some posts that really showcase this expertise and is engaging, then monetize your blog with links and banners, and finally driving interested traffic to that blog.

Piece of cake, right??

Well, it is simple. But NOT easy. A big difference.

Yep I'm not going to deny it, there is definitely more to it than that and more details involved.

But stick around awhile and look for my future emails as I think you will be surprised to see how really simple and powerful this model really is.

Like any thing in life worth pursuing, there is a learning curve. But once you dive into it, you won't want to stop!

You will actually acquire a little piece of the web that you can call your very own. Like virtual real estate.

And you are free to do whatever you want and talk/write about whatever you want (of course within reason lol).

Welcome to the wild and woolly world of blogging where you can talk and make money at the same time:)

Now if you decide you don't want to wait for my emails to be dripped to you in the next week and want fast track training about this great model, you can grab [PRODCUT NAME]. It will show you EVERYTHING you need to know about blogging to start today and start making money with it!

Otherwise hang around and in tomorrow's email I will be discussing the different blogging platforms and which ones are "duds" and which ones are "studs".

And ones to absolutely avoid. You really CAN'T miss this email  
See you then,



[YOUR NAME])

P.S. Remember, if I was you I would want to get going right now with blogging and pick up **[PRODUCT NAME]** to fast track my education with the best blogging methods and strategies around!!

End of Email 1\_\_\_\_\_

## Email #2

### **Subject Lines:**

1. Sorry There is No Thing as a Freaking Free Lunch!
2. No Such Thing as a Free Lunch!

**Body:** Glad to have you back again. You are persistent, and I commend you for it. Today, we will continue talking more about the profitable business model we call Blogging!

Okay, really important stuff we will cover in this email so please pay attention.

First off, I want to talk about and discuss the different blogging platforms you can use. And which ones you shouldn't use.

There are a number of alternatives at your disposal but the bottom line there is either PAID or FREE.

### **Just Say NO!**

You know you can look at some of the free platforms they have out there; Blogger, Wordpress.com, Weebly etc. and they are cool and you can get your feet wet starting off with them and learning the "ropes".

Now looking at my subject line in this email you probably already kind of got an idea what my opinions are about FREE vs. PAID! lol

There are certain times where FREE blogging platform could be relevant but for the most part you NEED to have full control and ownership of your own blog/website.

There have been horror stories of a number of reputable online marketers who have had a free blogger blog on the first page of google making tens of thousands of dollars a month only to wake up one day and find it deleted (by google) and their income literally to zero overnight. That's scary!! And it can happen. You have no control.

So get some control and own your own site.

Plus, people will take you seriously with hosting your own blog.

But the bottom line is that if you don't control your own website, you won't be taken seriously.

I highly recommend that you have your own Wordpress blog hosted on your own webhosting plan and with your own domain.

This will give you initial credibility and also authority.

And as I said you will be safe from anybody taking your pages down because they were not compliant to terms of service.

This is your own baby to do what you want (within reason) with and have complete freedom

with your own web space.

Bottom line, just do not rely on any free blogging platform if you want to take your online business seriously.

Okay??

Okay!!

And the great news is this stuff is easy to setup. The best hosting option you will find is [BlueHost](#) for many reasons.

It's crucial you learn all this and take the steps to set this all up. It's really not difficult at all.

I highly recommend [Email Marketing Mastery](#) to get all the necessary training for this. And it's inexpensive.

Now tomorrow we will be covering more including themes, plug ins, and also settings for your blog.

So we will see you then,  
[YOUR NAME]

P.S. Remember, if you want to speed up your success and get the best training to learn all this stuff get your hands on [Email Marketing Mastery](#) and start TODAY!! You won't be sorry.  
End of Email 2

### Email #3

#### **Subject Lines:**

- 1.Plugins and Widgets and Themes... Not just Silly Schemes!
2. Plug ins and Widgets and Themes... Oh My: )

#### **Body:**

Hello, we got some good stuff today.

We had good stuff yesterday, but if you are even thinking about blogging on a free platform you probably thought I wasn't behaving nicely or "good"! lol

Because as I said I strongly, strongly recommend when choosing between PAID or FREE to go with Paid (and splurge in the \$10 mo.)

Or else I will have to give you a big kick in the butt:)

It's just way more safer, flexible and is deemed by others as more professional.

Remember, Wordpress blog hosted with [BlueHost](#) is a good way to go!

Also, when you actually get this you will need to set it up at what they call a C-panel at your hosting.

The best way to learn about this is just go to Youtube to check out some of the videos there. That should be sufficient.

Okay so cool, now you have you wordpress blog installed on your Site.  
What next??

#### **You need to do this from the git go with your Blog**

You need to go do some basic configurations. You'll first want to go into "Permalinks" and choose "Post Name" box. This will be beneficial for SEO (search engine optimization) as well as for more effective linking.

You also will need to delete any current posts and pages. And I will explain the difference between the two later on. And also the kind of pages you need to set up, in tomorrow's email.

#### **Install plugins, configure widgets, and select a nice looking theme**

This is pretty easy to do and I will cover them here briefly.

### Plug ins:

There are literally ten of thousands of plugins. I recommend starting out with these...

- \*Spam plugin called Askimet
- \*Anti-virus
- \*Wordpress Firewall
- \*Yoast for SEO
- \*Google Analyticator
- \*Googles XML Sitemaps

### Themes:

There are also PAID and FREE themes to use for your blog. (themes are just the exterior look of your blog) I suggest you check out the FREE ones on your WP dashboard. They have some really good ones. And a large number of them that are correlated to different niches. So check them out.

### Widgets:

Basically, I like to keep my blogs simple, clean, and fresh looking. I like to have an optin form usually on the top right hand side. With a search box at the very top right. You can use html widget to add banners, images and many other things.

More or less just explore and test different things yourself.

And just educate yourself on all the various details.

Of course going over every single detail and step to set up the most effective blog and actually running it, cannot be covered in this email or 3 or 4.

I recommend that to get the best blogging strategies and training for this is to pick up [Email Marketing Mastery](#)

It will help you tremendously and is dirt cheap.

Now in tomorrow's email I am going to be discussing the various pages you need to have to add to your blog, especially the ones that will make it more profitable.

So see ya then!

Cheers,

[YOUR NAME]

P.S. REMINDER: You want to start blogging right NOW? And have everything you need to start and profit with a blog??

Then grab this [\*Email Marketing Mastery\*](#) and make money with blogging today!! End of Email 3

#### Email #4

**Subject:** Static Cling vs Liquid Lightning

**Body:**

Well, hello there... how ya doin'? I hope good. Me?? I can't complain and I am really excited about today's email.

Because in this email we are going to get down and dirty and talk about actually getting content on that shiny new blog of yours.

But before I do that, first things first. I will talk about content here in a second.

#### **Difference between Pages and Posts.**

For the most part, for your regular blogging content you will be using posts. And with pages you will more than likely be using them for static content (non-changing) like legal, contact, About, type content.

Also, you can use pages that lead to other posts deeper inside your blog.

#### **Here are Pages You'll Want to Have On Your Blog:**

I highly suggest adding these pages to your blog in this basic order....

1. Home – This will come standard with most blog themes...so don't get up in arms about it.
2. About – Imo, this is really important. It can set the tone for visitors of your blog. Tell them a little bit about you...your general history, blogging experience, your overall mission, goals, purpose, how you can help them, whose the blog intended for etc. The more you can provide the more they will get comfortable with you and ultimately the more they will trust you and see you as credible.
3. Contact – Very important to have a way for your visitors to get in touch with you with any questions, concerns, or just to say hi. At the very least an email address should be provided.
4. Privacy – You need to make sure you are FTC compliant with a private policy. You can go and google to find a privacy policy (or another blogger's) and replace it with your own words and information.
5. Terms of Service – Same as above
6. Earnings Disclosure – You need to be totally transparent. You need to disclose to your

visitors the manner of which you make money or get paid.  
According to FTC, you need to let them know you make money from affiliate products, ad revenue. etc.. if that is so.

### **And your Posts??**

It's fairly simple and straight forward. You write what's on your mind:)

Of course there is a little more to it than that.

We need to consider things like SEO which fortunately we will be discussing more about that in tomorrow's email.

But the gist of the matter is you really need to post on a regular basis and stay committed to that. Be yourself but also realize that to be yourself sometimes you need to "package" your content in a way that will resonant and be digestible with your visitors.

Just don't be a sellout. This is your house, your turf. Always remember that.

Anyway, if you want to take that next step to successful blogging grab [Email Marketing Mastery](#) It will fast track your success in blogging and give you advanced strategies that cannot be covered in an email.

Tomorrow, we will be delving into the science (and art) of effective blogging. Things like on-page SEO as well as the type of blog posts you need to focus on that will really get you on the track to making money

See ya then.

Cheers,  
[YOUR NAME]

P.S. Remember, if you are serious and want to have a chance of making a full time living with blogging grab [Email Marketing Mastery](#) to learn everything you need to know to get there (for under \$20)

End of Email 4



## Email #5

### **Subject:**

1. The Science (and Art) of Googling Without...well Googling?
2. Doing SEO without Doing SEO! What??

### **Body:**

One of my favorite martial arts movie is Bruce Lee's "Enter the Dragon". It's a good flick and in it there is a scene where Lee was asked what particular fighting style he used. He replied, " you can call it the art of fighting without the fighting"

Well, this same philosophy can also be applied to Internet marketing and in particular to your blog.

However instead of "Jeet Kune Do" as Bruce Lee practiced,we are talking about "SEO".

A.K.A. Search Engine Optimization.

It's one of the most popular subjects in the internet marketing realm and probably the least understood.

In its basic form. it's getting your content on your blog/website ranked high in the google search engines as well as other places like Bing and Yahoo search engines.

Here's the thing.... in the last few years it has been increasingly difficult to consistently find ways that will get your content to rank high in the search engines.

### **You can't fool Google anymore (never could)**

Many marketers try to find shortcuts to get higher rankings but search engines like Google continue changing and revamping the algorithms to make these "shortcuts" and loopholes no longer work.

It's like a freaking cat and mouse game.

This game has been going on for years. And probably will continue on for many years to come. In a way it's sad because many marketers who didn't actually try to "game" the system to hit higher rankings were caught in the cross fires. Some were making full time incomes only to find overnight their income literally went to zero!

Others have continued to hyperlink certain keywords, try to analyze keyword density, buy expensive tools to analyze what exactly they should put in their content to rank higher etc..etc..

Stop the madness, people!  
Seriously!!

The bottom line is to concentrate on the content of...your content:)

Be natural in writing. Be captivating in your content. Write it for your visitors and do NOT write it for the search engines.

This is absolutely so important.

I made the mistake early on with doing the SEO thing and over analyzing keyword density etc.

Like I said it will be an up and down dance that in the end you will lose out on.

### **Fight without fighting**

This is where Bruce Lee's philosophy comes into play. Remember about "fighting without fighting " ? Well, you need to "do SEO without doing SEO."

Or as I said in my subject line "Google without Googling "

Keep things natural with your content (blog post, articles, videos etc..). Make it useful and educational as well as helpful to your visitors.

And over time with continued posting, google will get whiff:)

With all this being said, it can do nothing but benefit you to learn a little about on-page SEO.

You should at least know something about keywords and keyword research and how they apply to your blog.

You want to rank in the search engines and keeping a very good balance of valuable content creation while also identifying the crowd you want to reach (with keyword research) is crucial.

And is using good common sense

For me I will use the Keyword in the title, a few times throughout your content and that's about it.

I leave the rest to the strength of my content.

And try not to think too hard about the search engines.

There are other traffic sources we will be talking about tomorrow other than SEO that are quite effective.

SEO is not the only cowboy in town.

So don't try to manipulate google and the other search engines.

I'll leave it at that.

Anyway, if you have not picked it up already [PRODUCT NAME] will provide fast effective methods on everything to do with blogging, SEO, and the whole art and science of setting yourself up for success in Internet Marketing.

We will see ya tomorrow where I will be talking about the two most important things when it comes to massive success with your blog, Monetization and Traffic!

So of course you do not want to miss that!!

See ya then,  
[YOUR NAME]

P.S. Remember for under \$20 [Email Marketing Mastery](#) can take your internet marketing to new heights. So grab you a copy NOW before the price goes up!!

End of Email 5

## Email #6

### **Subject Lines:**

- 1.Let your Blog Set Your Free... Ready, Set, Go!
- 3.Blogging is for wimps? NOPE!!

### **Body:**

Okay, okay, okay. Today is the day, my friend, we finally get down to the nitty gritty.

And what's this?? Well, using your blog to make money... and potentially a whole hell of a lot of money:)

And yes there are some who actually make enough to quit their jobs and then some.

Is it easy? Nope!

Is it realistic? Yep, it sure can be!!

And right now in today's email I am going to talk about two important factors that will directly determine whether you can take your blog to full time rock star status or not.

### **Blog Monetizing**

How you go about monetizing your blog and how effective you are with it, can mean the difference in \$50 and \$5,000 per month online.

There are numerous ways to monetize your blog. I recommend to do various ones all at

once. I will give a few options right now...

- \* Adsense income
- \* Affiliate link
- \* Affiliate banner
- \* Your own service
- \* Your own product offer
- \* Advertising with business to business
- \* CPA offer
- \* List building with responsive subscribers

There are many, many ways to implement these into your blog. The sky is really the limit!!

### **Please Don't Overdo it!!**

But remember, when monetizing to make sure to use good sense and do not be excessive. Don't treat your blog like one big advertisement.  
Don't overdo it.

You want to be more subtle.

Just use your common sense and just ask yourself, " when I go to someone else's blog do I feel like it was useful and engaging or just one big sales pitch"?

Try to always put yourself in your visitors' shoes

ALWAYS!

### **Blog Traffic is vital.**

Think of traffic as the bloodline of your business. Without it, you can forget it as your online business will die off like a body limb without blood.

And as we discussed earlier, you never want to just depend on SEO and Google as your main source of traffic.

You probably already know this but there are two types of traffic, Free and Paid.

There are pros and cons of each.

If you are tight on a budget and have time on your side, then obviously free may be your best route to start off with.

Here is just a quick list of the more popular methods of generating free traffic to your blog.

- Article marketing (most effective is syndication via publishers)
- Web 2.0 marketing
- Video marketing (particular Youtube)
- Forum posting (utilizing signatures)
- Blog commenting (links going to your blog and articles)
- Blogging as a guest
- Free e-book submissions to free sites

These are good options. Test them. Try one or a combo of a few. It's up to you and at the same time you're doing this you will be passively building backlinks (for SEO purposes) to your main blog. Helping your search engines rankings without even trying:)

Just please educate yourself!

With that being said, I would like to indulge myself and think that all these jam packed emails full of solid information is all you need to be successful.

But it is really just the tip of the iceberg.

For this reason, I recommend taking the time and making a small investment in grabbing [Email](#)

[Marketing Mastery](#) that will take your blogging success to new levels.

And in a much faster way than any emails.

Alrighty now, so in tomorrow's email we're going to recap all we have covered about blogging. Which is a heck of a lot.

I am putting it all together for you so as to simplify it.

And you don't want to miss that.

Until then,  
[YOUR NAME]

P.S. Remember to grab a copy of [Email Marketing Mastery](#) to start blogging profitably TODAY! No use in putting off success!!

End of Email 6 Email #7

**Subject Lines:**

- 1.[ALERT] Gonna Miss Out...Again?
- 2.Are You tired of Missing Out...Again??

**Body:**

Well howdy... gonna keep it short and to the point.

Okay?? Okay!

A quick recap, and then I am going to "soak" you with a little urgency.

Think you're up for it?? Let's go then.

Btw, [Email Marketing Mastery](#) if you want to really get going then!! (How's that for a little urgency:))

Alright let's get in and do a little refreshing of the past. I know I have gone over a lot. So I will bring it all together.

**Recap of Blogging:**

If you want to have absolute success with blogging there are basically 5 variables/components you need to consider

**1.The Platform**

We talked about free blogging platforms and how they can be your downfall. So as I said earlier I recommend a self hosted Wordpress Blog.

It will give you flexibility, and make sure no one can just shut your blog down without notice. Plus, it's just more professional.

**2.Plugins, Widgets, and Themes**

Plenty of free themes to choose from. Pick one that you like and aligns with your niche. Widgets? Keep them simple. A search box at top, an optin form, categories, and a few images is pretty much all you will need!

For the plugins, I really recommend "the wordpress firewall," "the antivirus," " the all-in-one seo pack," "the google analyticator," "the google xml sitemaps," and " the fast, secure contact form." Of course I encourage you to add new ones that seem to benefit you and make your blogging more effective.

### 3. Pages vs. Posts

Again pretty simple...Home, About Section, Contact, Privacy, Terms and Services, and Disclosure of Earnings on your blog. These pages will be static and for the most part will remain the same and not change around. Whereas your Posts will be changing as you add newer and fresher content with the newest at the top of your blog.

### 4. On-Page SEO

This is what we referred to earlier as googling without googling. A few highlights here to consider.... use the main keyword in your title, and then sprinkle in naturally a few times in your content. Let your great content that captivates your audience be the thing that takes you to another level: )

### 5. Traffic and Monetizing

Make money by monetizing with affiliate products using aff. links, contextual advertising, doing business-to business advertising, CPA offers, list building, and various other ways.

Quality sources of traffic include article marketing (via syndication of publishing partners), youtube video marketing, forum marketing, guest blogging, blog commenting, and free e-book giveaways. Of course there are paid sources of traffic including Bing and Google PPC (pay per click)

Anyway, it has been my pleasure to bring this email training series to you. Of course I think we have been able to cover a lot, but as I said earlier there is only so much you can provide in emails.

So to continue your training and learning on how to take your blogging to amazing new heights [ CLICK HERE] and grab [Email Marketing Mastery](#).

It will give you EXACTLY what you need to get on the fast track to profitable

blogging. I cannot recommend it strongly enough!!

It's comprehensive and detailed and will give you things I cannot give you through these emails.

Again I hope you have gotten a lot out of my emails.

I will see you real soon with some more great content on how to make your internet marketing career successful with other tools, strategies, and business models.

Until then,  
[YOUR



NAME]

P.S. Remember, this will be the last chance to grab [PRODUCT NAME] to really give you the detailed training to be successful in this game. Act fast now!!

End of Email 7

# **7 Product Creation Emails**

## Email #1

### **Subject Lines:**

1. IMPT Question: Wanna be a Boss in Life???
2. Want to Make Money Over and Over Again in Your Sleep??

### **Body:**

Well great to see ya again. Hope you are doing good? This is [YOUR NAME] and today I will be giving you one of the most powerful business models in the world.

That's no hype. Just pure fact:)

You ever see those people driving around in a lambo or rolls royce and wonder what the heck do they do??

Well, some are doctors and attorneys and finance people.

But, a majority of them are mostly business owners of some kind. Whether it's owning their own restaurant chains or owning their own hedge fund...they are totally in control of their destinies.

Guess what??

There is the same opportunities in the internet marketing world with being a business owner.

Now I am not saying you will be driving around in a Lambos and drinking Dom Perignon all day (however a few definitely are) but there is a possibility that with hard work over time and committing to creating your OWN product this could be a reality!!

Really, no other business model can match being the creator of your OWN product and the leverage it can really give you.

So what do I exactly mean?

### **Okay let's take a look at these major benefits in being a Product Creator**

*A lot of POWER:*

When you make that first quality product of your own for the world to see, you are almost always bringing your Authority levels up a notch or two in other peoples' eyes.

You will gain a sense of respect, trust, and credibility right off the bat with having your OWN product. It's just natural

This is powerful of course. But there is more to it than just that.

With your own product, you have the flexibility and freedom of having your OWN business. You can change the price, the manner in which you sell it, the links inside the product, who you want to sell it to, who you want to sell it for you etc..etc..

It's your show, baby. Go for it:)

*A heck of a lot of leverage:*

This really gets exciting (and I just touched on it) but one of the main benefits is getting other people to promote your product.

You can totally take advantage of the talents of others and their contacts and you can have dozens even hundreds and thousands of people selling and promoting your product!

And in its purest form you are harnessing these people to drive that much more traffic to your offer. And making commission and building your buyer's list.

On your own you would never be able to drive this amount of traffic to your product.

That's what leverage is in its rawest form.

You work smarter not harder!!

### **And other benefits of being a Product Owner**

If all this above is not cool enough, you will be able to have other forms of leverage with your own product.

You can use it as your lead magnet or bribe (free giveaway) to build your list. Use it as a bonus for another product of yours. Also use it as an OTO as well.

You can also get together with other product creators and form "partnerships" to allow for ongoing traffic on a long term basis.

We refer to that as "integration marketing", and I will be discussing it in future emails. Very powerful!

But for now there is no better time to be a product creator. And if you want to jump start right

now and get everything you need to get your product up and running and learn in detail how to do this then grab [Email Marketing Mastery](#)

You will become a rock star once you get your OWN products out there on the Web with your OWN name on it. But you need the necessary training to know how to do that. So [CLICK HERE] to get it, NOW!!

Anyway, tomorrow we will dive head first into this product creation, and I will show you how to get the perfect idea for it. This is a very important part of the step. Stay tune because it's jammed packed with ideas on how to do this.

See ya then,  
[YOUR NAME]

P.S. Remember, why wait any longer to get that Product of yours out in the the world making you money??

Get started right now and [\[GRAB THIS\]](#). It will give you EVERY detail on how to get that Product up and running within 24 hours!!

End of Email 1

## Email #2

### **Subject Lines:**

- 1.Your Gateway Into a More Prosperous and Profitable World...
- 2.The Sky is Truly the Limit with Your OWN Product!!

### **Body:**

Hey, let me ask you something...are you ready to start making some serious coin? Because having your OWN winning product can make you wealthy!

It's like creating your own pathway into the world of internet marketing, giving you notoriety and success

Success that is a tough bet to find with most business models, including both online and offline !!

(But if you want to go ahead and really jump start your efforts be sure to grab [PRODUCT NAME] to learn everything you need know to make your own profitable product!!)

So anyway...

Getting ideas and constructing your own digital information product can be as simple as opening up a good, respected book and exploring the table of contents and the content of that book.

Seriously, you can go to Amazon and go through some of the reviews and the book sections.

If you know what niche you want to pursue put it in the search and go through it that way.

Also, go through the best sellers section and check that out.

Once you have found a book with some rave reviews then go through the table of contents to get more ideas for your product. They do allow you to view the table of contents.

It's a pretty cool and convenient way to get your product idea up and going. Check out sub-topics to get even more "fodder" for your content.

### **A Real Life Example for You**

Let's use an example... say you choose Gardening as a niche.

And you see the table of contents is broken down into three sections...organic, fruit, vegetable.

You make the decision to go with organic. You can go look at individual chapters dealing with sub topics like organic fruits, organic veggies, and organic beans.

You decide to go with organic fruits and you make a guide on how to have your own organic fruit garden and how to best go about doing it to have the most succulent organic fruit crops.

You could take it a step further and have a video course showing your customers step by step how to go about doing this.

Or make a cookbook on "50 organic fruit desert recipes".

The sky is the limit.

### **Create Your Outline:**

Now that you have that million dollar idea you need to produce a simple outline to get started. This is really easy. It is maybe one of the most important steps you need to undertake when creating your own product.

But like I said it is super simple and so easy...

as easy as checking tomorrow's email out ;)

I know I left you on a cliffhanger.

Well, good things are worth waiting for.

So we will see ya tomorrow for the rest of the juicy details.

Until then,  
[YOUR NAME]

P.S. If you do not want to lose momentum go ahead and grab [PRODUCT NAME] to fast track your success in making your OWN product. It's less than \$10 and this training is vital and cannot be covered in a few emails. So act fast!!

End of Email 2

### Email #3

**Subject:**

1. Boo! Don't Afraid of Skeletons!! WTH??
2. Forming that Skeleton a.k.a Outline...

**Body:** Well hello there. Glad you made it back. [YOUR NAME} here again.

This email is somewhat of a big deal, so listen up....

Now if you have been following me up to this point you realize we have gotten to the point of creating that exciting new product.

A product that you can call your OWN!! You definitely should have gotten that idea. If not, go back and work on getting your idea using some of the strategies in the last email where we covered that.

So anyway if you have that idea and ready to move forward here is that next step.

### **Form your Skeleton**

Sounds creepy, right?? No, it's not really. You can call it an outline which is the same concept. I just like to come up with descriptions that are visual and easy to remember:)

The bottom line is you really should know exactly what is going to be in your new product before you create the final touches.

## **Fast and simple Outline Creation**

Okay let's use the example we had yesterday of Organic Fruit gardens. One option that comes into my mind would be cultural options and dishes you can make with organic fruit from your garden.

You could construct an outline (also known as a Table of Contents) that covers American, Mexican, Caribbean, European, and even Indian dishes that use organic fruits.

Does this make sense??

Obviously, you can use your own mind to come up with such outlines.

On top of this you can use additional resources like YouTube, cookbooks, cooking sites, and networks like the Food Network among other things.

Really, concentrate on these resources and finding other resources as well to build your product with.

There is literally a never ending supply to choose from to build that fantastic product.

Some of you can pull out an outline straight from your head in no time. Which is awesome. Some may need some help with this.

I recommend building a library of knowledge which can help some of you in this regard.

For less than \$10 [PRODUCT NAME] will help you get started and have success creating that first product. It will give you ALL the strategies and steps to product creation. Advance tips that cannot be covered in a few emails.

So for today I want you to create that Outline or Skeleton for your new product.

Make it at least 4 or 5 chapters (components of your outline). Put some thought into it. And use the example above (organic fruit) as a general blueprint to guide you.

There are tens of thousands of niches you can make a product about and have success with.

Don't overthink this. And of course something you have some passion and knowledge about is a great place to start.

Okay in tomorrow's email we will be talking about what to do with that skeleton (outline). This is where we will be putting "meat" on those skeleton bones ;)

So stay tune.

You don't want to miss tomorrow because you are getting the momentum you need to have your own successful online business. Don't stop now!!

Cheers,  
[YOUR NAME]

P.S. Remember to grab [Your First Info Product](#) to start building your digital information product empire!!

End of Email 3

#### Email #4

**Subject:**

1. Go ahead and put some Meat on Them Bones!
2. Let's Pack on That meat Right Now!!

**Body:**

Okay we have covered a lot. Thanks for joining me today. And we are going to "beef" up that product!!

Sound good? Okay!

#### **Getting Started with Beef on Those Bones:**

Now you have your outline done so what do we do to put the main beef (your heart and soul) into this outline to form a finished product??

Well the answer sounds cliché and overused but it is the honest to goodness truth....IT DEPENDS!!

The way you construct your new product will depend upon your knowledge, expertise, and also passion about the product and the niche involved.

Also, it depends on other variables like how well you communicate and how well you can write and understand the English language. And how effectively you can take all this and deliver a easy to understand and compelling product to your end users.

If you are proficient at all at this, then you have a head start on most people and can jump right into this. Maybe tap into a few more resources to get fodder for your new product...maybe read an ebook or two, watch a couple of YouTube videos, google searches etc. concerning the topic of your product.

If you're missing the expertise and passion you might take a step back and reevaluate and possibly look for another niche. It can be difficult to come up with a compelling ad quality product that you have zero passion or knowledge about.

But not impossible.

You could hire a ghost writer or rewrite PLR for instance. These are viable alternatives.



## **How Big Should My Product Be?**

Once again you get my cliché answer...it depends.

For instance, does the particular niche you're in and the product you choose require more technical information? How many topics do you plan to cover in your product? How much are you looking to charge? Is it a premium advanced product or a product for a novice? What is the desired outcome of the product for the end user?

So there are a number of issues to consider in determining how big and long your product should be.

WARNING: The length of a product (number of pages in an ebook, length of videos) and the price you charge is not always directly correlated together.

For example, I have sold 3 page reports for \$15 and 2 hour videos for \$5. Think quality here!!

Anyway, that pretty covers what I wanted to go over in this email

As I have been stating it really is beneficial to start a library of training. I can only cover so much in emails.

I would start off by grabbing [Your First Info Product](#) and getting off to a bang. It will teach you EVERYTHING you need to know about building a true online business with your own informational products.

Build that empire!! Go ahead and get it at this low price:)

Now tomorrow we will discuss the formats you should utilize for your new product.

There are much more than you probably think!

This will be a cool email because you actually get to see how your final product will LOOK!! So it's getting more real and real for you now which should excite the heck out of you:)

See ya then,  
[YOUR NAME]

P.S. Go to [Your First Info Product](#) to get off to a lightning fast start with your own profitable online business.

End of Email 4

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## Email # 5

### **Subject Lines:**

1. So what the Heck is your New Product Gonna Look Like?
2. Are You Ugly or Beautiful??

**Body:** Well hello there. So we have covered a lot. As you recall in the last email, we went over the issue of filling in your outline with real meaty content.

And we discussed how the length of this content will depend on a number of factors including price point and the subject at hand.

Now here is the next step: What in the world is your product going to look like when it hits the hands of your customers??

There are a lot of options here.

For instance, if you are making a cookbook of organic fruit deserts simple recipes will suffice. But if you are giving a step by step home gym workout for new moms you might want to have visual representations to make it effective.

So today we will discuss the manner you put together, format, and deliver your "content" as a final product for your customer to use and benefit from.

### **A Few of Your Format Options...**

- 
- E-book
- Video course
- Software
- Membership site
- Paid newsletter
- Service (Content, Design, SEO, Tech, etc.)
- Audio course
- Coaching/Consulting
- Private Label Rights (PLR)
- Interviews
- Resource guide

A good many to choose from, right?? lol

Of course deciding which one to use can depend on various things including your personality, skill set, and the niche.

If you do not like writing then maybe a series of interviews or podcasts could be in order. Or even a video.

Then again some people are terrified to put their faces and voices out in public so maybe a good, quality e-book would be the thing for you.

NOTE: I have found that a product with good video typically has more value placed on it by the Marketplace compared to an E-book (not always but for the most part)

If you want to be completely behind the scenes, and you have some technical ability then constructing a helpful piece of software could be effective for you.

You can even get a relatively cheap developer to do it for you if you lack on the technical end. And just market and promote it quietly

Anyway, as I said there are many ways to do this.

It's a personal choice. But sometimes (as noted with the home gym example) the particular niche or topic will be a strong factor in determining what format you use.

Okay, so tomorrow is really going to be important. I know I say that a lot but really it truly is. You can smack me upside the head if I'm exaggerating ;)

I mainly say this because I will show you how to make MONEY from that new fantastic new product you created.

That's right, major moolah!!:)

See ya then,  
[YOUR NAME]

P.S. Remember to pick up a copy of [Email Marketing Mastery](#) for under \$20 and get on the fast track to having your OWN product to sell with Your OWN name on it!!

End of Email 5

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## Email #6

### **Subject:**

1.If you are Allergic to Making Money Do NOT Open this Email!! 2.Don't want to Make Money then Don't Open this!!

**Body:** You will soon be learning that creating your own product can really give a boost of self confidence, pride for the sense of accomplishment, a stellar name circulating among your peers, and other tangibles that make it so worthwhile. But wait we are forgetting one important thing. And hugely important!

What's that??

You want to get paid, right??

Of course you do. That's one of the most important end results your doing this for. So that's what we're going to talk about today.

Putting it altogether and packaging your product and making money by selling it to your prospects and customers.

### **How to Package Your New Digital Product to get to Customer:**

Okay, once you have finished creating your product you are about 75% done. Really.

But you still need to get it in a "digestible" form for your customers who are buying it.

Of course the actual method in doing this will be dependent on the format through which your product is delivered (as we discussed earlier)

In other words, the process will be different for a podcasts than it will from an E-report... or a video tutorial or software.

Consequently, I will leave it up to you and your own devices when it comes to learning this stuff.

But I will go over how to package one of the most simplest and powerful formats to use: An E-book...

1. Create your e-book, I use Open Office.
2. Put the e-book in a "Product Creation" folder on your computer.
3. I advise you to add some quality bonuses to this folder.
4. Then right click and select "send to archives"
5. a.zip file will be created as a result
6. you can then upload this.zip file to your server using "File Manager."

7. Your new product is now available in a url format

I hope this didn't confuse the heck out of you lol. If it did your best bet is to go on YouTube, and they have step by step tutorials on this as well as videos and other formats

Trust me it's really not that hard. Nothing that you will not be able to grasp over time.

### **How to Sell Your Product:**

Once you got that product packaged and ready for delivery to the world, you then need to create a sales page.

You can write a text based sales page, have a video sales page, or hire a professional to create a sales page for you.

You can host this sales page on your own website/domain, or you can go to a place like Warrior Forum (if it's MMO niche) and run a WSO.

Like I said earlier, you can hire someone to write your sales page. Of course that can be expensive if done professionally.

But I recommend learning how to write sales copy yourself.

There are great teachers online like Gary Halbert, Dan Kennedy, and Jay Abraham who are masters at this. You can check out their YouTube videos and get a never ending supply of tactics and blueprints of how to write great sales pages.

And it's free.

Now once you have set up your sales page the next step is creating the payment gateway.

This is important because it is how you will get paid from your customers when they purchase your product.

You do want to get paid, right??? I thought so:)

You can use Paypal for this and if you are going to have affiliates to promote and sell it then you can go to affiliate platforms like Clickbank, Jv Zoo, or Warrior Plus.

NOTE: I highly recommend you market to affiliates who will then in turn market your product.

This can be very powerful. It leverages and maximizes your efficiency as an online marketer.

Instead of doing basic marketing and selling that product on your own for \$17 a pop, you can have 50 affiliates each making multiple sales of \$17 with 50% commission in your pocket...and while you sleep:)

You do the math. Of course that is a simplistic way to look at it, but I think you get the point.

Of course the devil is in the details with all that I am going over here.

And there is only so much I can cover in an email.

So I do suggest, to get the full picture on what you need to be highly profitable with this is to grab [Email Marketing Mastery](#)

For under \$20, it's a downright steal!!

So in tomorrow's email we will wrap up the product creation series. And put it all together so you can get your digital information business up and running and making you mega profits.

I have saved the best for last in this series of product creation. And I will present a very ingenious idea to get things going quickly for you and painlessly.

So see you then, [YOUR NAME]

P.S. Is there a possibility that [PRODUCT NAME] could hold the most profitable future for you? Well go to (<http://product-url>) to find out!!

End of Email 6

## Email # 7

### **Subject Lines Options:**

- 1, This Is Your Final Chance...Act NOW!!
2. Act Now or Die!!

**Body:** Well howdy there. This email will be the last in this series of product creation. I really hope you have gotten a lot out of it.

Of course I reiterate that there is only so much I can cover in these emails

And you can simply go and >>>> [Click Here](#) <<<< if you really want to get going now and have your own product up and runnin' within 48 hours, and making profits while you sleep.

I know it's easy to just put things off, but at this point if you are not eager to start building that informational product empire then something is wrong.

Seriously!!

So let's just briefly look at what we have covered in this series and why you should be so excited with this opportunity.

### **The Power and Leverage:**

The fact is when you control and have complete ownership of your own product, as well as detailed knowledge of how it can help your customers...then you are in a winning situation.

PERIOD!!

You call the shots, you decide how you want to use these products in your marketing and promotions. And maybe most importantly you can recruit affiliates to promote and sell it for you.

That's when it can become passive income. And it can be major passive income at that!

### **The Evolution of a Good Idea:**

You can come up with a great product idea on your own or use resources like TV, Google, books, Clickbank, Amazon, Youtube etc..Just great places for inspiration and ideas.

### **Effective Outlining:**

This is the foundational building process for creating your product. You can find topics and sub topics at places like Amazon. And check books and their table of contents. Essentially your outline is a table of contents.

### **Putting Meat on the Bones:**



Your outline is done. Now you need to fill in the blanks and put your content in. Hopefully you have some expertise on the topic to do this.  
And you can utilize YouTube to get more "meat" for your product:)

### **Format for Your Product**

Many options here. Video series, e-books, membership sites, podcasts, interviews, software, audio etc..etc.. Your personality and skill set should lead you here.

### **Package Your Product:**

Of course this depends largely on what format you have used. It may be best to check out video tutorials on YouTube to see what is most appropriate for you

### **Sales Page Creation:**

This is huge. It's very important to set up a sales page that will.....sell!! Observe some of the best copywriters in the world like Gary Halbert and Dan Kennedy at Youtube. Use text or video sales pages depending on your experience, expertise, and interests.

### **Sell that Product:**

Now that you have that high converting sales page you need to get the word out so people can buy it. While there are numerous ways to do this, having affiliates promote and sell it is probably one of the most effective ways.

The Next Step in all this Madness...

Well of course I take pride in my emails and sharing with you this top notch information on product creation. But I won't kid you, there is a limited amount I can talk about with being a product creator in such little space.

That's why I highly recommend you grab a copy of [Email Marketing Mastery](#). This will be all the complete and detailed training that will ever need to be highly successful in creating and selling your own product!!

And getting that product up and running in the next 24-48 hours.

So get this top notch training and just run with it [Email Marketing Mastery](#). There is no excuses now!

Anyway, it has been a pleasure. And I really look forward to providing you with more quality emails in the future. You are on the right track if you have been keeping up at this point.

Congrats and now all you have to do is take ACTION!!

Massive ACTION.

Talk to you soon,  
[YOUR NAME]

P.S. Remember, get the all necessary training you need to take that massive action by picking up [PRODUCT NAME] for under \$10 today. Don't put it off another minute.

End of Email 7

# **14 Internet Marketing Emails**

Email #1 – Welcome Email once they sign up for your List and receive the Freebie

## **Subject Line Choices:**

1. Well, hello there! Welcome to [Freebie name]...
2. Appreciate your request for (Freebie name)! Download Right Here...
3. Here is your free gift...Enjoy (Freebie name)...

## **Body:**

Hello my friend, I wanted to give a big thanks for picking up your complimentary copy of [FREEBIE]

I think you will get a lot out of this, and it will help you in your online business >>>Click here to Download >>>> (Freebie name, set to open in a new window)

Okay, if you are new to internet marketing I am going to share with you some of the hottest and most beneficial strategies to really produce life changing income.

Over the next period of time (or however long your autoresponder series will last), you're going to acquire the understanding of what it takes to be successful in online marketing.

And even to those seasoned veterans out there, you will also get your fair share of gold nuggets to apply to your existing online business with this email series. I have no doubt.

## **A Favor to Ask of You**

Please do not use [Freebie Name] or this powerful email series as some sort of entertainment or information you store away in some dusty old file.

You need to take it and ACT on it immediately!!

This is truly a resource for you to utilize.

Keep that in mind, and you will be good to go.

Now keep your eyes and ears peeled for my next email tomorrow where I will talk about one of the most powerful business models EVER!.

It's been all my pleasure and we will see ya then.

Cheers,  
[YOUR NAME]

P.S. I hope you could download [Freebie]. Let me know if I can be of any help:)

End of Email 1

## Email #2: Email Marketing and the Building of a List (Content)

### **Different Subject Line Options:**

1. [CRUCIAL] You can Control Your Own Destiny Like This...
2. Let's Start With the Best, Alright?
- 3.[THE VERY BEST OF THE BEST] You are Gonna Open This Email Or Lose in a Big Way...

**Body:** Well, I'm pretty sure you have heard of that phrase which has been overplayed from here to eternity...the money is in the list.

If you haven't, then I take it your brand spanking new to internet marketing.

That's fine. Let me just say there is some truth to it. The money CAN definitely be in your List.

But you really need to understand how to go about creating that list and what needs to be done.

And no doubt it is imperative that whatever niche you're in, you need to pursue building that list and keeping in contact with that list regularly

It's crucial!!

The stats point out that if you start an online business and fail to build a list then you are pretty much relegated to...well fail!

### **How to Build a List**

There are a number of options to start building a list.

You can start collecting email addresses from visitors at your blog.

You can do it the way I and many others do and have a one page site (often called a squeeze page) to get email addresses in exchange for a free gift.

Or you can create your own product and when they purchase it your customers are automatically added to a buyer's list. This is a very effective way to build a responsive list that buys and buys and buys from you:)

All of these methods are 100% valid and have proven to work..

And there is really no reason to not implement them at the same time!!

You can also have paid subscriptions where you can charge your subscribers a monthly or weekly fee to access your newsletter...or some other product or service that you deliver on a regular basis via autoresponders.

### **So What the Heck is an Autoresponder?**

Well basically it's an automated piece of software that you can send out timely emails to people with. It's usually provided by a 3rd party. It captures, stores, and manages crucial information like emails and names and allows you to market to these people on a regular basis.

Take my advice this is probably the single most important component of your online business.

And based on that I have no shame in pointing you into the right direction of one of the top autoresponder services around:)

It's FREE the first month of the trial. And after that it comes out to around \$20.

Which is nothing compared to the power that this tool will provide you.

...Click here at [AUTORESPONDER NAME] to check it out for FREE!!

Stay tuned for tomorrow's email. Which is going to be pretty damn important.

In the meantime, go out and get yourself an autoresponder with the first month FREE. More millionaires have been made with it than any other tool in online marketing.

That be NOT hype, just fact!

See you tomorrow  
[YOUR NAME]

P.S. To be successful your gonna have to take action. So sign up for your FREE autoresponder account at [AUTORESPONDER NAME] to get your list building up and running.

End of Email 2

Email #3: [PROMOTION] For List Building & Email Marketing

**Subject Line Options and Alternatives:**

- 1.Okay Last Chance, Shorty.. Go For It!
- 2.Here We Go....My Amigo!
- 3.Just Build it, Baby

**Body:** Now if you want to knock it out of the park and be a list building rock star then you need a rock star education..

Agreed?? You better!!:)

Listen I won't beat around the bush...this is a fantastic system that will give you that education you need. just <<< [CLICK HERE](#) >> and start taking action.

Now before I scoot out of here,I hope to goodness you took my advice in the last email and went ahead

and got the autoresponder service with the free 1st month. If

you did not you will only hurt yourself.

Really!!

It's just one component in this game that you cannot do without.

Once you get that autoresponder hooked up and running, you'll be good to go.

Cheers and talk to you very soon, [YOUR  
NAME]

P.S. Remember >>to click [HERE](#)<< to get things going and cut your time in half to attain online marketing success. It's pure power, really!

End of Email 3

## Email #4: Micro Niche Sites (Content)

### **Subject Line Options and Alternatives:**

1. Itsy Bitsy Sites That Can Make You Wealthy?
2. Big Wads of Cash Come In Tiny Packages!
3. Just Like Taking Candy From a Search Engine...

**Body:** Hey folks, welcome back! I hope you're getting a lot out of this email series. I sure hope you took action on the previous emails. But either way, what we are gonna talk about next will excite the holy heck out of you!!

### **Micro Sites**

They are known as micro-sites. They are short and smaller sites that are tightly focused around a single topic, niche, or product line.

Some are even centered around just ONE product.

### **With Micro-Sites there are Three Aspects to Concentrate on:**

1. KY research (Keyword)
2. Picking a Domain Name
3. SEO a.k.a Search Engine Optimization

Basically, you will be using Google's Keyword Planner to find a keyword or keyword phrase. One that gets decent search volume per month with relatively low competition.

After this you will go and register a domain with that keyword in it.

And lastly, you write (or outsource) a few brief articles to put on your site and do a few tweaks so that it can get higher in the search engine rankings.

Of course I can't walk you through the whole process in just a brief email. There are a number key details you will need to educate yourself on.

They are simple but so important

But I can definitely point you in the right direction. This micro niche site training has literally stood the test of time. And you need to grab it now if you want to take your online business to the next level. It's called Google Sniper and go [HERE] to get it.

Okay, so in tomorrow's email I will talk about 3 very important mistakes you need to avoid at all cost if you want to survive and thrive in this business!

See ya then,  
[YOUR NAME]

P.S. Remember to go snatch up a copy of [GOOGLE SNIPER] or [BRING THE FRESH] to get your micro niche site empire up and going!!

End of Email 4

(NOTE: \* Google Sniper, BTF (Bring the Fresh), and OMG Machines are all products that you can promote and sell through the Clickbank Marketplace.

Or you can pick your own preferred program.)



Email #5: Micro Niche Sites (Promotional)

**Subject Line Options and Alternatives:**

- 1.[OPEN THEM EYES] If It is Really This Easy...
- 2.About Your Bad Attitude...
- 3.Did I Not Tell You This Would Happen?

**Body:** Many times I can get a little short and snappy with my subscribers. The only real reason is because I care about them and want them to get off their butts and succeed!!

So don't be offended when I tell you to get off your butt and go and [\[CLICK HERE\]](#) if you want to fast track your success with high intensity training and education!!

**Let's Don't Do This**

I just do not want to be having this damn conversation a week from now or six months from now!

Success in this business is pretty simple and straight forward...consistent, focused action, day in and day out!!

For instance, I already explained how fairly easy it is to construct effective micro- sites. When it comes to building micro niche sites, you need to do keyword research, get a domain, SEO and content... and boom you're on the right track. But there are THREE mistakes many young marketers make over and over, and it cost them success...

**Here are 3 Mistakes You MUST Avoid:**

- 1.Do not rush it and do not expect overnight results. Slow like a tortoise wins the race.
- 2.Learn to use others. Outsource!!
- 3.Do not go on to your next site until you have mastered and made money with your first one

And that about covers it...Concentrate and stay focused, get the assistance you need, and build up your successes one site at a time. And you will be fine.

At least that is what the millionaires say:) anyway...

[\[CLICK HERE\]](#) to grab a copy of (the affiliate link of one of three programs mentioned in last email)

Talk to you soon,  
[YOUR NAME]

End of Email 5

Email #6: Authoritative Blogging (Content)

**Subject Line Options and Alternatives:**

1. Do Micro Niche Sites Rank Anymore? 2. Get Big AND Stay Home!
3. "I am In the Empire Building Business!"

**Body:** They are still popular but there are a number of people who are opponents of micro-niche sites.

**There is a Legit Reason Why Some Might Oppose Micro-Niche Sites...**

For one thing, Google has been horribly unpredictable as well as unreliable.

Panda and Penguin are the main reasons for this and did some major destruction to a lot of people.

It used to be that using the EXACT keyword in the domain of a small site would get you near the top of the search engines.

**Backlinking Strategies**

Today, not so much! You are gonna have to put some effort into it with some pretty stealthy backlinking strategies.

You need to vary your anchor text, pay attention to things like KY density, internal link structure, LSI KYs, and other variables.

Long story short, it can still be done. No doubt. The past two emails I sent proves that.

But as I said it takes a lot more effort these days.

The Alternatives...

Well, Google loves content. So give 'em content. Over and over again. But here's the thing, it has to be quality content to promote engagement and which captivates your audience.

**So How to Do This??**

One word.... Blogging

This means you have to buy a domain for your niche, get hosting for your site, and start blogging to your little heart's content (No pun intended)

But please do not try to over - optimize your blog posts with endless KY stuffing related to your

niche.

Make sure to write in a natural way that really touches your audience and engages with them!

Do not try to game the system!

And what's really great is you do not have to do nearly as much promotion with a micro- niche.

Some bloggers can't even tell you what a backlink is lol

They focus solely on putting out posts that really resonant and connect with their readers.

**This Blogging Could Definitely Be for you**

This blogging model may be just for you.

To take your blogging to new heights [CLICK HERE] and get the education you need to make big bucks in blogging!!

It can cut your learning curve over 80%.

So don't hesitate to grab a copy of [CLICK HERE]

See you tomorrow (or in a couple of days)

You won't want to miss this next email because you have got the momentum going, just keep plugging along.

The Best,  
[YOUR NAME]

End of Email 6

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Email #7: Authoritative Blogging (Promotional)

**Subject Line Options and Alternatives:**

- 1.Let's put your grown up pants on, okay??
- 2.Backlinks Are Kind of Freaking Lamé!
- 3.Quit Thinking Small for Gosh Sakes!

**Body:** Blogging just totally rocks. Fer sure!! We found this out in our last email. But do you truly understand the scope of this and how big we can go??

The fact is you can truly create a massively absurd business through blogging. And all you need is ONE! Yes, Just ONE!!

([\[CLICK HERE\]](#) to take your dream to a reality and a full time business)

I have come across a number of very successful bloggers, and blogging is about the only thing they do.

They really do not get involved with all the backlinking and keyword usage on their posts. For the most part, they have it automated with their social media etc... and their income is increasing month after month.

And the more content you can produce well that usually means more search engine exposure, and this equates to more eyeballs seeing your content and ads

There are some bloggers who are pulling in a cool 6 digit figures a month!!

And even a larger amount who are hitting 5 digits from their blogs.

**How Do You Get to 5 Digits Per Month with a Blog?**

Well, to get on the track to having blog success, you really need to find a niche you have passion for. This may not be 100% mandatory but in the long run it certainly helps to blog about a topic you find very interesting. As well as a niche that you have knowledge and expertise on.

Also you need to develop a true long term game plan with goals and all, set up some kind of monetization, and then go ahead and get your butt blogging.

Of course as always the devil is in the details and there are steps you will need to take to maximize your profitability with blogging. Steps that I cannot cover in just a few emails.

That's why I highly recommend that you grab [Email Marketing Mastery](#) to get a top notch education on how to have blogging success from A to Z.

I wouldn't wait around. Many times to take it to the next level, you must take action.

So for under \$50 I would take that next step and get [Email Marketing Mastery](#) to go full time.

Anyway, in my next email we will change gears a little bit.

But for now if you want to really create a long term asset that can earn you passive income then jump on this blogging business model.

For the price of a Mickey D's super size, you can have everything you need to build a highly successful blogging business.

And I look forward to hearing about your blogging success.

Until Next Time,

[YOUR NAME]

End of Email 7

Email #8: Video Marketing (Content Laden)

**Subject Line Options and Alternatives:**

1. Do You Want to Make a Movie? Yes You Do...
2. Quiet Please...Lights, Camera, Transactions!
3. Get Ready For Your Close-up? Read This...

**Body:** Here is a news alert for you my friend....Videos can make people money! Serious money !

For starters, they are very engaging. People love visuals, seeing motion and sound, and just love to have their overall senses engaged with them.

If you're able to captivate an audience and maintain their attention over an extended period of time or effectively utilize someone else's production skills...then you can make a fortune online.

Really!!

Listen up because it gets even better...

If you can't or just flat out don't like being in front of a camera or hiring someone else to do it; there are options:

You can do PowerPoint style presentations, over the shoulder screen capture videos, or even some really high quality animated videos.

**Animated Videos can be a Good Way to Go**

Animated videos can be an excellent option for you to take. They are quick and relatively easy to make.

They are fun and engage your audience, and you can knock out a large number of them in short order!

If you want to look at some fantastic training and animated video creation software that will produce awesome animated videos [CLICK HERE....sparkol Videoscribe or Easy Sketch Pro aff.link]

ESP is a newer release than Videoscribe and has pretty much the same functions. It requires a low one time payment and not some monthly ongoing one (which gets old) like VS.

**Another potentially HUGE benefit with Video Marketing:**

There are a number of viable options with the monetization of videos.

You can earn advertising income with YouTube videos and on top of this for any list

building, affiliate products, or direct selling of a product.

It is a numbers game so the more videos you can get up and running online, the more views you will get and ultimately the more money you will make!

Just take a second and imagine a quick video you earning \$1 buck a day. No big deal, right?

Well then visualize this: You produce 300 or 400 hundred of those over a period of time.

Nice huh??

The potential is there!!

### **Have a scrumptious cake with that video**

And all this leads us to one big thing. Really BIG!

Videos tend to do very good with Google and search rankings. Yes they do. Just think about the last search inquiry you put in and the amount of videos on the first page of Google.

I would venture to guess a lot of those in the top spots were videos.

So am I wrong?

I don't think so.

So videos and video marketing is absolutely something you need to consider in internet marketing.

I am not saying it's mandatory but it's getting to the point if you do not do it...well you are leaving major money on the table and falling behind the competition. The good news is that it's easier than ever to get into video marketing. You have really easy to use software programs and YouTube videos as well as excellent training.

As a matter of fact, I do highly recommend taking a look at [PRODUCT NAME] to get your hands on some really awesome video marketing training.

At under \$10, it's just a flat out steal and will enable you to become a expert video marketer and potentially reap huge profits.

Anyway, be sure to keep your eyes on the look out for my next email.

In it, I'll have a really cool video tip. And without this tip you are going to have a difficult time with video marketing.

See you then,  
[YOUR NAME]



Email #9: Video Marketing (Promotional)

**Subject Line Options and Alternatives:**

1. Ride Off Into the Sunset, Cowboy...
2. Do You Wanna Be Famous?
3. Get Paid Over and Over Again!

**Body:** Okay, so here is a real problem I hear all the time of why people get stuck with video marketing: they don't see instant results or the process is just too damn complex. It's truly sad when I see this. Nothing more than a little patience and putting up with a very short learning curve will be the cure for that.

>>Click [HERE](#) to avoid this particular fate!<<

If you click on this link you will discover EXACTLY how to do video marketing and scale it up to the point where you are very profitable.

It will minimize your learning curve and put you on the fast track to Youtube success. There is no reason to go it alone when you can rely on others to help you along the way.

**The Odds are Not in Your Favor to Succeed**

I don't want to sound like a Debbie downer but about 95% of the people who attempt to be successful at this game will fail.

And we are talking about good, smart, intelligent people. Definitely not dumb people. Usually they are either overwhelmed, not disciplined, or just plain lazy.

But there is no question that a little education (and action) can go a good long way when it comes to being successful at video marketing!

That's why I can't urge you enough to grab [Email Marketing Mastery](#) if you haven't already.

It will take all the mystery and guess work out of video marketing, and get you on the road to putting out red hot videos- videos that convert and make you money- on youtube.

[Email Marketing Mastery](#)

You're gonna be a great video marketer. I have a great feeling about this.

But go ahead and snatch a copy of [Email Marketing Mastery](#) and let's get you going on this!

No more procrastinating, no more doing it "tomorrow".

If you want people to take you serious then you got to start acting serious. Comprehende??

Okay, so we will see you in our next email where I will change it up a little. Be there!

Until then,  
[YOUR NAME]

End of Email 9

Email #10: Teespring T-Shirts (Content):

**Subject Line Options and Alternatives:**

1. Is the Chick over there Wearing Your Success?
2. Design Your Success...on Someone's Chest?
3. Would it, Should it, Could it be The EASIEST Business Online?

**Body:** There are literally billion and billions of t-shirts in this World. That being said have you ever wanted to get into the t-shirt business or thought about getting into it?

I think many of us have. And if you have even a smidgen of creativity...you might be able to design a kick butt logo! And make some kick-butt money.

Perhaps you are a dog lover or a big sports nut. Or maybe you just like making moolah on the internet.

Whatever the situation is, there are flocks of people making hand over fist in cash with t-shirts...that's a fact!!

And many are using a platform called Teespring.

There are just tons and tons of benefits in using Teespring.

**5 Advantages of Using Teespring for Your T-Shirts**

1. You Absolutely have to Handle NO Inventory.
2. Create your OWN product without having to be a so called Product Creator (explain later on)
3. NO Manual Labor Involved on Your Part.
4. The Marketing is so Simple and Straight Forward
5. No Hard Selling or Twisting of Arms to make Sales.

Advantage #1 – Much like affiliate marketing with physical products you never have to put your hands on inventory. Teespring does all that.

Advantage #2 – Your t-shirt designs are done by you and you only (unless you want someone else to do it)

It's pretty cool to see other people wear t-shirts that have your own words or designs on them:)

Advantage #3 – Just a click here and there and your t-shirts are ready to be sold and delivered. No packaging, printing, or shipping on your part!

Advantage #4 – Most of the highly successful t-shirt sellers do simple ads with PPC like on Facebook. No articles, backlinks, or tedious SEO involved

Advantage #5 – Good, well designed t-shirts sell themselves Period!!

**Things You will have to Learn about Teespring**

You can bank with Teespring but there are some details and nuances you will need to learn about TS to have success with it.

That's why I recommend [PRODUCT NAME] to give you the best training to kill it with Teespring.

The guy who created this program [CREATOR'S NAME] has made over [DOLLAR AMOUNT] selling these crazy t-shirts.

And he can show you EXACTLY how he did it. [CLICK HERE] to check it out.

Of course it does take some work and time. And there is nothing guaranteed. It's

just a legit way to really take your online business to new heights.

Anyway, we will see ya real soon and please let me know your results with Teespring and how it's working for you ;)

Until Next Time,  
[YOUR NAME]

Remember to fast track your success with Teespring just [CLICK HERE]:)

End of Email 10

(NOTE - You can Promote Travis Petelle's Tee Profit Punch through JVZoo. Or... Austin Anthony's Tee Cash Kit)\_\_\_\_\_

Email #11: Teespring (Promotional)

**Subject Line Options and Alternatives:**

- 1.[OPEN THIS UP] This is just a Silly Stupid T-Shirt...
- 2.Even a Total Wacko Could Do This Teespring Stuff!
- 3.You'll Kick Yourself HARD If You Miss This...

**Body:** Well hello there. As you recalled in our last email, we discussed the 5 advantages to being a T-Spring designer and seller.

I just want to make sure I got that important message through to you! [To make sure you got that message loud and clear just click here]

Here is the thing to always keep in mind... no matter how simplistic the system is and how you can become successful at it there will always be more people failing at it than succeeding with it.

So believe me when I say I'm giving you the keys to the kingdom here. Cause I am ;) And don't believe all this is too good to be true

The fact is it's not. There is some work and time involved.

So if you have an aversion to work you might just pack up and go home right now!

Really!!

But if you are willing to educate yourself and put in some time and commitment and yes even some work, then this can definitely be for you.

I would highly suggest you take the time to educate yourself and get some top notch training that will show you EXACTLY how to make money selling these crazy t-shirts.

Grab a copy of [CREATOR'S NAME] newest course called[PRODUCT NAME] and in it you'll learn all the steps in making a full time living with Teepring t-shirts.

I look forward to hearing about your success with Teespring. See ya soon.

[YOUR NAME]

End of Email 11

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## Email #12: Some Offline Marketing (Content)

### **Subject Line Options and Alternatives:**

- 1.Wanna Take It Outside, buster?
- 2.Knock, Knock...
- 3.Grab Them By the Cajones and don't let go!

**Body:** Here is a fact: You do not have to do "traditional" internet marketing to be wildly successful.

In fact, the world can really open up to you in so many ways if you take your online talents and apply them to more traditional offline business that use the internet for marketing and even day to day operations.

### **Online Business Owners are a Savvy Bunch**

Let's look at this a little deeper. Most internet entrepreneurs really have a firm knowledge and grasp of all things internet related. They know how to market, where to market, the best prices to pay for marketing etc. etc.

They know how to go to Fiverr or Freelancer and Warrior Forum to find the best web designers, Seo specialist, article writers etc..

As a result, someone like you or me can find it very hard to compete online. We might have to drive our prices for services so low it would not be viable to stay in business.

### **Offline is where Riches can be Realized**

Offline can be so different than online

So just to get you thinking... Do you think your local skateboard shop owner knows about this internet marketing stuff like you know?

Do you think he knows the extent that you know about things like Fiverr, Elance, Odesk, or Warrior Forum??

I would venture to say, HELL NO!!! ;)

And this can put you in a position of power and much "leverage".

Some of the simpler tasks online for internet entrepreneurs can seem totally foreign to 99.9% of the population out there.

Imagine creating a simple 5 page WP site for a local Mexican restaurant, bicycle shop, auto dealership, or local insurance company.

And then charging up to \$1,000 month to keep the site and search engine rankings up and running.

This would be on a monthly basis

**And here is the kicker out of all this**

The most incredible thing about the above is this...

Imagine you do not have to do any of this work. You do not create and upkeep the 20 or so websites. Or the advertising that may be involved with them.

You have the knowledge to know how to outsource this to places like Fiverr and Elancer or Guru.com

Are you excited, yet??

You should be!!

This is what they call being a middleman. Doing arbitrage of sorts.

And using arbitrage with offline business can be very, very lucrative.

Even with the smallest amount of IM knowledge you can look like a true rock star to some of these offline business owners.

Really!!

So I wanted to introduce this to you today. And get you pondering about it and the possibilities. Of course as always the devil is in the details.

And NO difference with this.

That's why I suggest you get some quality training that will help you land your first client by the end of the week and be well on your way to making full time money as a middleman doing arbitrage with offline businesses.

Click here [PRODUCT NAME] and this will get you on the track to making money right now.

It's funny, your workload will be so small you will feel guilty making this kind of recurring commission with offline arbitrage.

But this is real. No hype. Just some work and commitment is involved. Grab your copy [RIGHT HERE] and just do it:)

See you in our next email,  
[YOUR NAME]

End of Email 12

(NOTE: Auto Offline Clients is a really excellent product. Check it out and see if you can find the affiliate program.

I was unable to as of this writing, but that may have changed since.)



Email #13: Offline Marketing (Promotional)

**Subject Line Options and Alternatives:**

1. Make No Mistake... This just CAN'T Be Done!
2. I Know You Hate Getting Paid Over and Over Again?
3. And You Don't even have to Beg, You Stud You...

**Body:** Okay, straight to the point here...

Having Success with offline marketing is just NOT possible! It's

just not, so do not even try to rationalize that it is.

There is just no way that you can "go" to some offline company and get business from them to the tune of hundreds and even thousands per month of recurring income.

Right?

Yes absolutely!

You will NOT have to "go" to them because they will be beating a path to your door seeking you out ;)

No begging involved on your behalf.

>> Click Here if you really want the details of how to get offline businesses to come flocking to you >>>>

You really can get paid over and over again from an offline business. And

you do not need to be an expert on all things Internet!!

Many of these offline businesses are willing to pay. They already have budgets paying for advertising like TV, newspaper ads, billboard's, yellow pages etc..

And that stuff can get expensive.

So they are open minded in expanding their advertising budget for something that can help them be more profitable.

And you are going to look like the knight in shining armor when you can come in and offer them Website design, Search engine rankings, quality written content, email marketing campaigns etc..etc.. and for just a few hundred bucks per month.

You just need to learn this business and get organized with it.

Grab [PRODUCT NAME] and you will have everything you need to make this offline arbitrage business a huge success.

I look forward to hearing of your ongoing success.

Until next time,  
[YOUR NAME]

End of Email 13

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## Email #14: Building Your Library

### **Subject Line Options and Alternatives:**

- 1.Keep Your Momentum Burning Strong and Mighty!
2. So Far So Good, But WTH...
- 3.You Better Not Screw This Up, Okay?

### **Body:**

Hey, just wanted to drop you a quick email today. With a glimmer of inspiration and motivation.

But the main purpose is to clear up a common misconception many people have.

### **The Pure Hatred for the Act of Purchasing Multiple IM Products:(**

We have actually given it a name. And I'm sure (unless you have been living under a rock the last number of years) you have heard of it.

Drum roll please..... SOS a.k.a Shiny Object Syndrome. But

is it really a syndrome??

I think not. At least not in the context of some kind of half serious illness or affliction.

If you're an internet marketer who buys e-books, dvd series, video courses, memberships, etc...Etc.. And use these as tools to further you IM career in a constructive way...then you are building a library of sorts. Not some silly syndrome!

And building a library is not a bad thing by any stretch of the imagination.

In fact, any professional who takes their chosen field seriously and who is successful usually does build a library.

It can be a great reference tool for problems you may encounter in the future. It can also be quality fodder to use for content and product creation.

You can't go wrong with it.

And I encourage you to start building that library right away if you haven't already.

Read, study, and develop a pattern where you take time out to educate yourself to at least a few times a week.

We should all be learning and educating ourselves no matter what age we are!!

Wouldn't you agree??

I hope so.

### **Learn to Embrace Failure, Yes Failure**

Okay while we're on the subject of education if you haven't figured it out already you must realize that Failure is an important ingredient in the overall equation of Success!

When you fail it just brings you that much closer to succeeding.

And when you Fail you have educated yourself on what to do or in many cases what NOT to do the next go around.

Hope that makes sense.

So get out there and freaking fail...all the time:)

Well, maybe not all the time. But you get my drift.

And remember buying multiple IM products can really be beneficial.

Just make sure they are of high quality.

Anyway, speaking of high quality, the course [PRODUCT NAME] will give you all the education you need to really go full time with internet marketing.

The creator [CREATOR'S NAME] has taken his own experience and developed a fail safe program that will help you to achieve new heights in your online business.

Just [CLICK HERE] to grab your copy. At under \$10 it's quite literally a steal and will give you an Education second to none.

Until next time,  
[YOUR NAME]

End of Email 14

# 14 More Internet Marketing Emails

Email #1: Some Email Marketing (Content)

## **Subject Line Options and Alternatives:**

1. So You Got that List and Building It... Now What?
2. You Ready to Turn Those Leads into Moolah?
3. Can You Email Your Way Out of a Plastic Bag??
4. So WTH is Next?
5. The Very Most IMPT Skill You Can Learn on the Internet?

**Body:** Okay, we are going to talk today about one of the most concerning issues as an online marketer you will ever face: Conversions

Here is something that each of us will experience at least one time or another in our IM career. Getting hundreds if not thousands of subscribers onto our list and not getting one single damn sale:(

Yeah I know...it can hurt like a bugger!

## **I have observed two major reasons that will accelerate and cause this**

1. Your prospects and audience are just indifferent to you....

This is probably a result from NOT presenting info. and content that resonated with them. Or you did just not leave an indelible impression on them.

Maybe the info. was outdated, or just not relevant to them.

Or you could have presented it in a dismal and boring manner. Who knows.

But you need to step your game up. From your squeeze page all the way to your follow up emails, you need to inject some personality and energy that will connect with them on a positive level. Entertain and then educate them.

2. Your audience just plain doesn't like you lol -

Hey, it happens to the best of us. And there are numerous factors as to why a marketer will fall out of favor with his audience and email list.

Here is an obvious one...you will turn your audience off if you over-promote. No one likes spam so you need to keep a good balance in offering real, legit content that helps them while also throwing some product offerings in the mix to help them as well!

Also promoting crap products will get your audience to unsubscribe in a heart beat!

Remember this: Your list is not your own personal ATM. I know marketers say it is essentially that. But it is more than that.

If you treat it as such then you will have a tough time with email marketing.

No question, as your audience will "read" your motives real quick. And then turn and run the other way

### **So What's the Solution to getting Passionate Subscribers who Worship You?**

Well here is a simple way to do this. If you want to have people love you and become engaged with you and listen to everything you say including advice and recommendations...well just look at the people in your life who already do love, trust, and respect you.

What is it that you do to make these people feel this way towards you?

Are you funny, compassionate, playful, real, humble, generous, smart, smart arse (lol) etc..

Whatever it may be, you can take this and bring bits and pieces of it to the "marketing table".

It will be a huge factor in getting your conversions and sales to increase!!

Btw, Lee Murray has a great course that can help you in this regard. It's called [EMAIL SLICK aff.link]

He will give you incredible ideas and 'mix and match' content to help boost your conversions.

Check it out [RIGHT HERE]

Until next time,  
[YOUR NAME]

End of Email 1

NOTE: Lee Murray's Email Slick was being offered at Warrior Plus last time I checked. You can also substitute other viable courses for this.

Email #2: Email Marketing (Promotional)

**Subject Line Options and Alternatives:** 1. Ready to Go Ahead and Stick it to 'Em?:) 2. Who in The Heck Do You Think You Are? 3. Get 'Em to Laugh and Then Take Their Money! 4. Watch Me... You're About to Get Paid! 5. Finally, You're Converting that List!

**Body:** As you recall, in my last email I described on how you can convert your subscribers into rabid buyers.

If you remember, I suggested that you examine the people in your own life who already respect and trust you as well as enjoy your presence.

And then examine how you earned this response from them.

Then apply this persona to your "marketing crowd".

Easy enough, right? Well, you may need more

... So >> Click here to get all the necessary details now!<<

Seriously, I recommend that you click on that link to get Lee Murray's [Email Slick]

With it, you will no doubt learn how to transform your subscribers into passionate buyers!!

So I will keep this email short and just recommend you click on that link and check out [EMAIL SLICK]

Talk to ya real soon,  
[YOUR NAME]

End of Email 2

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### Email #3: Kindle Book Publishing (Content)

#### **Subject Line Options and Alternatives:**

1. Be an Author and Make Riches... Is It For Real?
2. Can just an Average Writer Publish a Book?
3. Did You Ever Want to Kindle?
4. You Do Like Having Your Name in Lights Don't You?

**Body:** The lifestyle that numerous authors live are the stuff of dreams. There is no question about that. Fancy homes, cars, and general lifestyle opulence.

For many though, being a high caliber writer of sorts can be intimidating and something they do not have an interest in.

But there are still a lot of people who find the idea captivating and romantic. And maybe just would like to get paid like an author instead of being a conventional writer.

#### **There is Hope For You Guys wanting to be an Author and NOT a Renowned Writer**

With Amazon Kindle, you can enjoy the lifestyle of being an author minus the hassles associated with traditional publishing.

There is no middleman, no overbearing editors, or typical red tape. You just write it, put it up, do a description, and you're off to the races.

With a Kindle book, you can make it as long as you want or as short as you want, and there are literally endless topics to write about.

The funny thing about it is you can write about almost anything on Earth.

Of course there are certain topics that tend to do better and outperform others.

They fall mostly in the categories of health, wealth, and love... for non-fiction Kindle books.

And for a fiction writer of course Romance seems to be a hot subject. With horror/thriller and sci-fi not too far behind.

#### **How Do You Publish and Promote Your Kindle Book**

Just to be frank, there are a number of technical steps involved with the process of getting a decent Kindle book up and running and earning you money.

However, I have to say it would be way too difficult to go over all that right here. And you would be much better off to actually VIEW the process first hand and in action.

For this reason, I am gonna go ahead and recommend that you jump start your Kindle business



and check out [PUBLISH YOUR OWN KINDLE COURSE ON UDEMY]

This is a top notch course in learning how to start from ground zero with your Kindle book and get it completed and on the Market for sale.

My suggestion would be to click that link and enroll in the Course and be well on your way to earning mucho dollars with Kindle.

Just Go here [PUBLISH YOUR OWN KINDLE COURSE ON UDEMY]

Until next time...Cheers

[YOUR NAME]

End of Email 3

Email #4: Kindle Publishing (Promotional)

**Subject Line Options and Alternatives:**

1. Write, Publish, Cash In... Easy as One, Two, Three!!
2. You Can Write Today and Start Earning Tomorrow!
3. Your Bestseller and Making Major Money is Right Around the Corner...

**Body:** Just a shorty short one today. As this does not require a lot of explanation!

As you recall in our last email, we talked about Kindle Publishing. And if you have not jumped on board to pursue this Opportunity, then you are really missing the boat.

>> Click Here to Get on that Boat!<<

And this my friend is some of the best Kindle training anywhere just above!!

Really, it is an entire course. I will abstain from giving you the run down on every chapter. You can just click on the link to find that out.

Just go here =====> [KINDLE TRAINING UDEMY]

It has received a 5 out of 5 rating over at Udemy. There is no detail spared when covering everything you need to know with Kindle Publishing in this course.

Seriously that is no hype. Just fact!!

Talk to you soon where I will cover another internet business model that is quite effective!!

Cheers,  
[YOUR NAME]

End of Email 4

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## Email #5: Boo... Ghostwriting (Content)

### Subject Line Options and Alternatives:

1. Do You Need Money NOW?
2. The Quickest Way to Make Money Online...
3. Here is something You can Literally Get Paid Right NOW for!!

Body: Did you ever wonder how some newbies make their first dollar on the internet with??  
Providing services!

There is no shortage of different kinds of services you can provide but one of the more reliable ways to start right now is being a content provider!!

### **What the Hell is a Content Provider**

They range from producing emails to articles to blog posts to videos to podcasts and much more....

Now the formal word for a content writer is usually referred to as a ghostwriter.

### **The Lucrative Business of Being a Ghostwriter**

The fact is ghostwriting is an excellent way to get started on the internet because jobs are in demand everywhere!!

Take a second to think about it...content is what makes the World we live in go around.

People with websites, blogs, newsletters, YT channels, Podcasts etc.. will need others to create and manage their content on a continual basis.

This provides the perfect opportunity for you to come in and be the knight in shining armor for them providing this much needed service.

There is such a demand for it that ghostwriting can provide long term job security and give you the freedom of setting your own time to write and prices to charge.

Of course you do have to be somewhat of a proficient writer. There is no getting around that! (maybe?)

But remember you can outsource the writing process to someone else who is and then take the finished product and deliver it to your customer.

They will never know the difference as long as you proofread and edit if necessary.

This is called arbitrage, and you become a middleman of sorts.

### **Can this be a Long Term Sustainable Business?**

Well, if you want it to be....of course:)

Some will use it as a stepping stone into other more passive ventures like email marketing and

affiliate marketing

But make no mistake there are full time ghostwriters who have been doing it for years.

Writing a full e-book can generate thousands upon thousands of dollars. And articles that take 10 minutes to write, you can charge upward of \$50 or more.

Of course knowing all the details to the ghostwriting business will take up way more than a few emails.

That's why I recommend Tiff Lambert's course [ NAME OF HER COURSE called Ghostwriting Cash] as it will walk you through the process of how to EXACTLY make a full time living with this ghostwriting.

She has done it herself and will give you all her secrets on being successful with ghostwriting

So go ahead and grab a copy of [TIFF'S BOOK ] right now and you won't be sorry. You can land your first client today and start making money!

Cheers,  
[YOUR NAME]

End of Email 5

## Email #6: Ghostwriting (Promotional)

### **Subject Line Options:**

1. Would You like Cash Money in Your Paypal Account in the Next Hour?
2. If You Can Write English, You Can Get Paid... End of Story
3. Foolproof way to put \$100 in Your Account... TODAY!!

**Body:** Okay, I said it previously and I will say it again....providing content to other online marketers(whether your own or outsourced) can earn you money right NOW! And can continue to earn you money for years to come!!

And in turn this money can help fund more passive ventures that you can pursue.

Or you can simply keep being a content writer/ghostwriter and make a legit long term career out of it. Earning \$20- \$50 plus an hour for your work.

It does take some discipline and commitment as well as some education on the details of how to get started.

>> Click Here to get all the details you need to get started! <<

### **So What Next Once You Decide to be a Full Time Ghostwriter?**

Once you start here are a few questions you will need to ask yourself:

How many clients do you desire?

How much do you want to make?

How much to charge?

What Hours do you want to work?

And what do you want to do with the money you earn?

Other than that this is a pretty simple, reliable, and predictable way to make a steady form of income. And rewarding as well:)

If this does sound like something you want to go for then I highly recommend you grab a copy of [PRODUCT NAME] to get the complete details and education to get your content writing business up and running.

Have a great one and onward march with your new ghostwriting biz, [YOUR NAME]

P.S. I will remind you this Course is tried, tested, and proven to be a winner and has helped many start this lucrative business of content writing [CLICK HERE TO GET STARTED]

End of Email 6

## Email #7: Information Product Creation (Content)

### **Subject Line Options and Alternatives:**

- 1.You want Complete Control of Your Own Biz? Well Read This Now!
- 2.[OPEN THIS NOW] This ONE Business Can Make You a Million Dollars
- 3.Extremely IMPT. if You Want to have Your Own Biz...

**Body:** So you want to be a big dog and have your own lucrative biz??

Well, I'm going to let you in on a little secret...the guys and gals making the big bucks online are not necessarily the ones working the hardest or even the smartest (although that helps ;))

They are just willing to lay everything out on the table and stick their necks out and just go for it!!

### **Who are These Big Earners on the Internet??**

Well, they are who we call the Product Creators of the World we live in:)

Let me make something clear here to dispel any misconceptions...I'm not talking about creating the next I-pad or Kindle or gasless automobiles for that matter.

What I'm talking about is creating your first online digital information product which can be an e-book or instructional video, or a paid membership site, or podcast etc... Etc...

Something that is in demand and that people will pay for. And it does not mean reinventing the wheel by any means.

You can find out what is working by looking at other products in the marketplace and then coming up with your own ideas and putting your own spin on it.

After that, you repackage it and get out there and promote it and attract affiliates who in turn will promote it as well.

And one of the highlights of having your own product and selling it is that you will start accumulating email addresses and build that buyer's list.

### **Importance of a Buyer's List**

As I said when you sell your own product you will then be getting email addresses of this new customer. No big deal, right?

Wrong, it's a HUGE deal!!

Why?

Because you will have a list of PROVEN buyers who you can then keep selling products to over and over again.

For years to come! (just be sure to not just spam them as they will unsubscribe in a heartbeat)

But after awhile you can build that buyers list to a level that it will sustain a long term and many times full time income for you!

So please do NOT underestimate the power of having your OWN product. It can truly be life changing.

From my own experience, I have found this to be somewhat of the "holy grail" of internet marketing. And that is not hype.

Just fact.

The more quality products you can create, the more people will see you as an expert and authority in your field.

And as your reputation grows so will your income.

But like anything in life to get to that level you will need the education on how to create your OWN product.

That's why I highly recommend you grab a copy of Matthew Olson's [PRODUCT CREATION SYSTEM] and learn how to get your OWN product up and running and making money within a week.

Grab this training and get that jump start you need to be a full time product creator.

You won't be sorry, my friend:) [PRODUCT NAME]

We will cover more on product creation in the next email but do NOT let that stop you from going ahead and pursuing product creation by clicking above.

Until next time,  
[YOUR  
NAME]

End of Email 7

Email #8: Information Product Creation (Promotional)

**Subject Line Options and Alternatives:**

1. Just Do It...Now!!
2. Creating Your Own Product Can Equate to \$500+ Day
3. Do NOT Open this Email if You Do NOT want to make \$500+ Day...

**Body:** If you want to have fun online as well as potentially making big bucks...product creation could be for you!

The pride of ownership is really awesome, and it will provide you self confidence to keep moving forward.

It's a feeling that all online marketers should get to experience

>> Click Right Here to Get that Feeling Now!<<

Just the feeling of complete strangers giving you money for something that you created with your OWN mind is quite rewarding.

And injecting upsells, OTOs, downsells, cross sells etc.. is like icing on the cake. So

I won't keep you much longer because your time is valuable.

Just wanted to give you a sense of the potential here. And paint a picture of what you can expect.

If you really want to experience this feeling of satisfaction from making money with your OWN product click [NAME OF PRODUCT].

It will give you all the necessary details and training for getting that product of yours up and running within just a couple of days!

Grab it now and start taking action today. That first step is the toughest but once you do it the sky is truly the limit [NAME OF PRODUCT ]

We'll talk soon Cheers,  
[YOUR NAME]

End of Email 8



## Email #9: PLR Content Creation (Content)

### **Subject Line Options and Alternatives:**

- 1.The Best of Both Worlds...What's That??
- 2.Truly, One of the Most Unique Businesses Online EVER.....
- 3.A Business that will Pay You Over and Over...

**Body:** Okay, here is a business model that many people are just not aware of....

It's called PLR or Private Label Rights

It's a form of content creation that you can sell to the masses over and over again. Content for their emails, articles, videos, newsletters etc..etc..

In it's simplest form, PLR is the perfect combo of a service and product.

Kind of a cross between ghostwriting and product creation. A hybrid if you will.

### **The Awesome Benefits of Creating PLR**

- Relatively easy to sell...and there is ALWAYS demand for quality PLR
- You can build that all important buyer's list
- It's totally automated. Once you create it or write it, well you do not need to write it again.
- You will find it relatively easy to get repeat customers.
- A great lead in product for upsells, OTOs, downsells, cross sells etc...
- Use as bonuses for other products you sell and a lot more.

### **So What Kind of PLR will You be Creating?**

Well pretty much any subject under the sun, really!

You can have your own PLR website where you can have multiple subjects covered under "one roof".

The type of products can be numerous with PLR.

- Sell articles in packs (popular are 5 and 10 packs)
- Use it as lead magnets for an optin form (freebie)

- Complete e-books
- Autoresponder series for email
- Videos
- Blog posts
- Product reviews

Decent PLR sells for a buck a page, generally speaking.

So I talked about her a little while back.... but Tiff Lambert is one online marketer who makes a very lucrative living with PLR.

She is famously noted as the queen of PLR:)

And she has helped many others become full time PLR marketers with her training called [PRODUCT NAME].

It's a business that you can have complete control over. And with a little bit of knowledge and some research you can be off to the races with this biz.

But getting all the necessary nuts and bolts as well as the details to get your PLR biz up and running takes more than I can cover in this email.

So grab Tiff's training right here [PRODUCT NAME] and be prepared to start an exciting and potentially rewarding business with PLR

I look forward to following up and seeing your success with your own PLR business.

See ya soon,  
[YOUR NAME]

End of Email 9

Email #10: PLR Content Creation (Promotional)

**Subject Line Options and Alternatives:**

- 1.Face It, You Can Only Make this Work if You Do This...
- 2.[FINALLY] You Found Your Golden Ticket!
- 3.You Can Have Your PLR Site Making You Money Before Breakfast

**Body:** If you remember in our last email, we discussed the power of operating your own PLR business.

I really cannot stress enough how relatively easy it is to start and the amount of untapped potential there is to it. Untapped potential means BIG money:)

>> [Click Here to See the Untapped Potential there is with PLR](#)<<

I believe the odds are stacked in your favor in a major way to succeed with PLR if you follow some basic but important steps...

- 1.You need create or source content.
- 2.Be sure to make that content available on your site.
- 3.You can run WSO's (warrior special offers) to announce and sell new content.

**This Can be Truly POWERFUL!!**

Just take a second to think about it. You can have someone else create all the content for you. You can even pay someone to create the WSO thread and put it up for you.

And then you can just sell, sell, sell the heck out of your quality new PLR content!!

Not only that as I said earlier with each sale (no matter how small) you will be putting that new customer on your lucrative buyers list.

After awhile this can add up where you have thousands upon thousands on your buyers list.

Then start announcing your offers and WSOs all the time.

Now can you see the potential of this? How this can grow really big?

Hopefully you can!!

>>Click here<< to get that new PLR business up and running and making you money.

Cheers,  
[YOUR NAME]

End of Email 10

## Email #11: Coaching, Coaching, Coaching (Content)

### **Subject Line Options and Alternatives:**

- 1.You Like Helping People and Making Money at the Same Time?
- 2.Help Someone and Make Thousands of Dollars for Doing so...
- 3.Make a Real Difference... and a TON of Money as a Coach

### **Body:**

Let me ask you this: Do you like helping people? Do you like talking with people and helping them achieve a desired goal? Do you want to make large amounts of money??

If you answered yes then you might wanna consider being an online Coach!

Now a little bit about coaching... some refer to it as consulting, and it's the type of business that can take you from making practically zero dollars to making you thousands upon thousands per client...or even per month if you work it right.

Make no mistake videos, products, blogs, and membership programs are fantastic.

But let's be honest...in no way can they substitute quality one on one training or 1 on 1 help. We are talking about real, live interaction with a human being who already has the skills to pay the bills! And the knowledge you want.

It can be very powerful and demand a high rate of pay.

It's not unheard of in the internet marketing world to see high end Coaches fetch \$2,000, \$5,000 all the way up to \$25,000 and more.

Imagine having 20 of these clients at once:)

A few off the top of my head include Alex Jeffreys, Sean Mize, and Matt Bacak.

How would an extra \$200K a month sound? I know I am getting ahead of myself but this stuff can and does happen!

### **Talk about Powerful...Listen to This**

What's really cool is a lot of these high end coaches like Alex Jeffreys have courses (not coaching that cost \$5K or more....but courses for less than \$10) that can truly help you get you wet behind the ears with Coaching and being an online Coach.

Now once you get your feet wet and start earning a respectable 5-10K a month, you can scale up and utilize some special consolidation and automation methods to really explode your income to new heights.

But let's take one rodeo at a time cowboy. And learn the basics before we go all out.

It's really not as complicated as you think. And there is high demand for people willing to pay top dollars for a reputable online business coach.

If you want to learn all the details and methods you need know to become a high visible coach, I highly recommend to pick up [ALEX JEFFREY'S TRAINING] to get started.

It will really give you the complete overview of the coaching business model, and at the same time won't drain your wallet dry lol

We will be talking more about this in future emails real soon.

Until next time,  
[YOUR NAME]

Remember go ahead and check out Alex Jeffrey's coaching training right here [PRODUCT NAME]. It can be the one thing that transforms your life from a zero to a hero. And you can help others while also helping yourself.

End of Email 11

Email #12: Coaching (Promotional)

**Subject Line Options and Alternatives:**

1. So Who the Heck is the Boss?
2. Tell Them to Screw Off... You're the Boss!
3. All You've Gotta Do Is COMMAND It... Boss Man!
4. [DON'T OPEN] Not Everyone Can Handle Making Millions...

**Body:** Failing to take action and becoming a Coach is literally a lose/lose situation.

How, you say?

Well, you are not only denying yourself a lucrative career, but you are also denying someone out there a quality coach to help them be successful.

Hence, a lose/lose situation.

These people may need help in finding solutions to their problems, and you could be their only hope.

>> Click Here to be Able to have the Skills to Help these People Out! <<

Remember, you are more than likely losing out yourself with a coaching payment of \$500, \$1,000 or more for your time and expertise.

And just think of having 10 or more of these. Let that sink in for a second.

>> So Click Here to Avoid Hurting Your Own Self! <<

Obviously coaching is not suitable for everyone. People who have just a complete lack of confidence or lack of discipline or those who are just plain lazy butts... need not apply ;)

Sorry/ just being honest.

But I would sincerely like to think you can handle this. So click above to get a jump start into the exciting world of coaching. You can do this:)

Talk with you very soon, [YOUR NAME]

End of Email 12

## Email #13: Outsourcing (Content)

### **Subject Line Options and Alternatives:**

1. Don't Want to Work Hard? Then Open This...
2. Stop Working Yourself to the Bones... And Start Making Money
3. Go It Alone... And Watch How Bad You Freaking Fail!!
5. Don't Work hard... Work Smart and Let Others Do the Work

**Body:** Well it's a fact that some of us are just natural-born "do it yourselfers". We get really good and competent at certain things. Which is great.

But here is the bad part: You can be such a "do it yourselfer" that you NEVER want to have anyone else help you or contribute in getting tasks done. Your pride just won't allow it.

This can be detrimental!!

Here is the thing...in running an online business there can be a large amount of micro tasks that need to be done EVERYDAY. These are necessary things that just have to be done if you are going to see any long term success.

They can include things like:

- \* Researching a Niche
- \* Researching a Market
- \* Creation of Content
- \* List Building
- \* Email Marketing
- \* Affiliate Promotion
- \* Creation of Products
- \* Creation of Funnel
- \* Split Testing
- \* Reviews of Products
- \* Blogging and Content Writing
- \* Social Media
- \* Graphic Designs
- \* Copywriting
- \* Video Production

And to be honest I am just scratching the surface here. Really!

So are you really good at all those? And do you think you can handle taking care of all that? I am inclined to say more than likely not.

But do not sweat and become nervous because of that. The fact is there are people who would be more than happy to help you out for a small fee.

### **What the Hell is Outsourcing**

Well, when you hire people to help out with these micro tasks this is what is referred to as

outsourcing.

With this, your productivity will skyrocket and as a result you will be able to earn more than you ever could going it alone.

A lot more, trust me.

You will free up your time, and it will give you the freedom to concentrate on those things you are best at and those things you enjoy the most, in your business and outside of your business.

This is of course not a new concept. It's been around for decades, well more like centuries or even longer in some fashion or another.

Let me ask you this... are you doing this at all? If you are, are you doing it right??

Well do yourself a favor and check this out below...

>>Click on Lyfe Lyte's "Outsource Everyday" book. <<

It is very cheaply priced and one of the best courses on this subject of outsourcing.

You will learn how to treat your "staff", the manner you pay them, and how to build a fully compliant and functional team that is totally independent of any need for you to spend time on (so much you think you have retired :))

So be sure to check it out, and we will talk some more real soon.

Best Regards,  
[YOUR NAME]

End of Email 13



## Email #14: Outsourcing (Promotional)

### **Subject Line Options and Alternatives:**

1. NOW Is the BEST Time to Outsource
2. I'm Hiring. Good Hours. Great Pay. Start Now
3. Would You Do THIS for 100 Bucks, \$200?

**Body:** It's really crazy to see many marketers put off outsourcing until they make it big!

But to be honest, with the right team of "outsourcers", from the beginning you can make it BIG.

You need to find a legit system that you KNOW works. For instance, you think of some of the micro tasks that need to be done to complete your next Video Product and you go down the list and have a worker knock out a few things like a video e-cover for an image or transcribing text to video.

And BOOM you are on your way to being more productive and ultimately making more money.

>> You Need to Click Here to Make It Big! <<

### **Can You Outsource When You're Flat Broke**

Of course initially it may not be worth it if you are penniless. But even at this point you can still do some arbitrage. You can simply go to the Warrior Forum or other online marketing forums or freelancing sites (freelancer.com, guru.com, elance.com, odesk.com) and advertise a service.

This service can be creating articles, products, building blogs, doing SEO and a number of more things that people are paying for.

Then you can...

>> Just Click on this Link to pick up "Outsource Everyday" <<

Next...

Follow what you learn in this book "Outsource Everyday" to outsource your service to one of your hired workers for a lot cheaper.

Just pay your hired worker and pocket the difference after you deliver to the final customer at Warrior Forum etc.. and get paid.

And viola, that's arbitrage:)

Keep scaling and growing and hiring more workers and soon you have a nice arbitrage business

earning a substantial income!

It's very simple.

Anyway, that's it..

We'll talk to you soon!

[YOUR NAME]

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# **SPECIAL BONUS...6 FACEBOOK MARKETING EMAILS**

## Email 1

### **Subject Line**

Welcome: 1<sup>st</sup> Lesson in FB Marketing Crash Course

### **Body**

Hello there,

[YOUR NAME] here.

So welcome to your first lesson in this Facebook Marketing Tips Crash Course.

In the next several emails, we will be covering how to build your business using Facebook and increasing your overall profits leveraging this powerful social media tool.

We will start off today talking about using FB and the benefits FB marketing can have on your biz.

Facebook marketing is really unlike any other form of marketing. Ever!! The fact is what most conventional business owners have learned about marketing can pretty much be thrown out the window when it comes to FB marketing.

### **Many Business Owners are Clueless when it Comes to Facebook Marketing**

Many business owners go into Facebook marketing with the wrong perspective. They think they are going to run a few FB campaigns and all of the sudden their business will somehow become a household name and start seeing results right away. Nothing could be further from the truth!

And here is one of the first mistakes they make. They get confused with setting up their personal page and a business fan page. Well, they are two totally different things. Personal pages are what your Aunt Carol and Uncle Larry get on every night to post pictures of their cats.

FB business fan pages give business owners as well as public notables to set up a page that they can ultimately promote and sell their brands and products.

From the last time I checked, you do have to have a personal page before getting that business page up and running.

To set up a business page you can login to FB and just go to <https://www.facebook.com/pages/create>. And from there choose the type of page that best suits your business needs and its nature.

### **How to Market Yourself on Facebook**

When it comes to marketing your own products on FB, it's vitally important to realize that Facebook is a social animal and thus usually "quality" is more important than "quantity". Especially when trying to increase your exposure and get more people interested in your message.

For instance, your audience will be much more receptive to useful, helpful info. as opposed to getting on your page and posting all day, everyday about content that is just so-so quality. Many marketers particularly newbies make this mistake of equating massive posting to success.

Wrong perspective!!

In fact, many times posting too much will in turn cause you to lose many followers who become annoyed and impatient with the incessant drivel of your posts.

Some even will view it as spam which is something you want to avoid at all costs!!

Here is a great approach for marketing on Facebook: Make regular posts several times a week on a specified time. Do it and provide top notch info. That really engages, captivates, and educates your audience. Let them know when you will post and be discipline and stick to this schedule.

What you are doing is setting expectations from the git go so that your followers can consistently keep up with what you have to say. And do this over a extended period of time to maintain their ATTENTION.

So anyway, this is the end of our first email on Facebook Marketing Fast Tips Crash Course.

Of course Facebook Marketing is a very involved endeavor, and something I cannot completely cover in a few emails. I do highly suggest if you want to jump start your success with FB Marketing to grab a copy of [PRODUCT NAME].

It's a steal for under \$10, and it will give you everything you need to know to have much success with FB marketing.

In my next email, I will cover how to get your actual FB business page up and running and looking good.

Remember that saying you only get one chance to make a first impression! Well this is so true especially with FB marketing, so stay tuned.

Cheers,  
[YOUR NAME]

P.S. Remember to grab a copy of [PRODUCT NAME] to get the best training in Facebook marketing available!

End of Email 1

## Email 2

### **Subject Lines:**

1. Don't be Butt Ugly with Your Facebook Page: (
2. Looks are Everything in Life including Facebook..
3. You Never Get a Second Chance to Make a First Impression!

**Body:** When you first get started with Facebook marketing it's always good to list your goals and brainstorm as to why people should become a "fan" of your business.

When you can answer the "why" then you will be more enabled to deliver content that actually keep your "fans" coming back for more and more.

And this will in turn make them more aware and eventually receptive of your Brand.

### **What Should the Actual Page Look Like?**

Perception in life is BIG. And no different with Facebook.

Actually in FB, it's everything. People have only a few seconds to decide if they want to stay on your page. So do not let the opportunity slip through your fingers.

It may not seem like a big deal but you need to make sure that the cover image/picture looks good and is clear and unique.

While also conveying what your business is all about.

Don't use "grainy" images or irrelevant ones to try to be fancy. Be to the point!!

If you don't have a good image to use or you're not familiar with any graphic editing software you may want to hire someone to do your cover image.

Some good outsourcing places to refer to are Fiverr, eLance or Freelancer.com.

### **Bottom Line with Facebook Marketing??**

Really, the most important thing to remember when it comes to Facebook and FB marketing is to be SOCIAL. Sounds common sense but you would be surprised how so many marketers overlook this and forget it.

Connect with them like you connect with your buddies at your bowling club or PTA. This is not traditional marketing by any means.

Don't treat it as such!!

We still have a lot to cover in the next few days with FB marketing. So stay tuned.

In mean time, if you want to fast track your education with FB marketing and start being

profitable with it RIGHT NOW grab your copy of [PRODUCT NAME]

It will give you EVERYTHING you need to know to be a true Facebook marketing Pro:)

Thank you again for joining,  
[YOUR NAME]

End of Email 2

### Email 3

#### **Subject Lines:**

- 1.It's time for your second lesson in Facebook Marketing Tips.
- 2.What Facebook is and What it is Not!
- 3.Your Ultimate Goal with Facebook Should Be...

**Body:** Let's jump right into it, shall we.

#### **What do People Do on Facebook?**

It's always good to remind yourself what Facebook is about....a place where people love to come play and have fun and connect to others including family and friends.  
As well as keeping up with the world in general.

Of course, this should not stop you from utilizing Facebook in a way that will benefit your business.

When it comes to running a successful business campaign, you really need to dig deep and figure how your target market will use it.

Get to know them. Do they follow certain brands? Do they share pictures of funny animals? Do they like political pages?

Once you know what they like you will be better off in knowing what kind of content to deliver them.

#### **You Ultimate Goal with Facebook**

Since your ultimate mission is for people to find your business, you really need to make sure your Profile is professional.

And often the "About Page" is one area visitors will go to look up more info. on you.

So be sure to be complete in who you are, your mission, your experience, why they should listen to you, what your business can help them with etc..etc..

Any links you post on your FB page make sure they go to relevant sites and helpful ones.

Make sure you put descriptions as well.

Encourage them to leave comments and possibly start a discussion which can lead to people in sharing with friends and family.

Don't look at FB as the classified ads section in a newspaper.

Do not push product on them. Let it happen organically with the main goal of engaging with people and getting them to participate.

Be sure to share content from other platforms on your FB page. Does your business have a website, blog, or Youtube channel?

Also, do not focus on getting the most fans possible. Everyone does love big numbers. But if you have 10K fans who are unresponsive, then who cares??

Your main goal should be to engage and communicate with your Followers and build a long lasting relationship with them!

PERIOD!!

So that's today's lesson. Next lesson we will be talking about making friends and being an influencer in your campaigns.

Cheers,  
[YOUR NAME]

P.S.Want to be really profitable with FB marketing?? Grab this [PRODUCT NAME] and you will be well on your way:)



## Email 4

### **Subject Lines:**

1. Get Out there and Mingle and Market on Facebook
2. Watch Out for the Social Butterfly...Here I Come:)

**Body :** Hello, hope you are having a good one.

This your 4th lesson in the Facebook Marketing Tips Crash Course. I hope you found the first few you found very informative. Now onward march:)

Today, we will cover on how to make friends and be an influencer with your customers in the campaigns you run.

First of all, marketing your business via Facebook is becoming more of a necessity than an option. It really is!

Don't learn it and you and your business could be left in the dust!

As we noted earlier, you have to do things a little different with social marketing like Facebook than traditional type marketing.

### **Get out there and be that Social Butterfly**

You need to interact on your page. Don't just post to post. People will get tired of that.

Rather ask interesting questions, engage customers in conversation, respond to posts etc...

The next thing you know is that they will be sharing your info. with others in their own network:)

This is when it can get exciting.

Last email we talked about sharing content from different platforms like your blog. Well, be sure to include social sharing buttons on that blog so they can share with friends.

Remember, don't use your page to just spam your products.

And use hashtags. They are a great tool when used properly. By inserting # sign before any word or group it automatically turns it into a searchable link on that particular topic. You can use it to promote conferences, webinars, products etc...

Also one last thing to remember is to customize your FB URL. Having a bunch of numbers does you NO good.

For SEO purposes in both Google and FB, it is not prudent at all to have these numbers!!

So change from those numbers to something else that is better suited to your business and branding.

To do this just go to "Page Setting", click on "edit Page" and then choose "Update Public Info."

After this click on "Basic Information" and then lastly "Change Username."

That concludes the lesson for today. In the next email, we will talk about simple ways to improve your marketing results with Facebook.

Until then,  
[YOUR NAME]

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## Email 5

**Subject line:** Fifth Lesson - Facebook Marketing Tips

**Body:** Hello "autoresponder code here with person's first name",

Hope you are doing real well.

We are getting down to the wire with this Course.

And I hope it has been beneficial and educational for you.

Just a few more things needed to be discussed though.

So let's jump right into this.

Now if FB marketing is still kind of a mystery to you, then you need to slow down and take a second to learn the basics. Go back and review some of my lessons as well as viewing some youtube videos (which can be very helpful)

I know in the last few lessons I've told you that you don't need to use your Facebook business page as a classified ads section.

Well yes, in some aspects that's true. But honestly you need to keep a balance and realize there is indeed a time to do some self promotion and marketing of your business. So how do you do both.

It's called "Soft Selling"

You can mention your products and services in your posts without actually selling them. You can comment on things like milestones in your business and share them with your Followers and give it that human touch. It can make a difference.

Let them know you are a real person. Write naturally and do not think about it too much. Plus, do not write epic and long posts. Think short and to the point.

### Create Infographics

It's a step up from pictures. And include relevant and helpful information to your target market!

When you create an infographic it is perceived as more valuable thus getting it shared by more people.

And it can give you a sense of being an expert or authority to your followers.

In the later phases of your business, you could always have the option of hiring a freelancer to do your posting. Make sure they convey your mission and content that best conveys your style. You would want to do this to concentrate on other parts of your business.

Thanks and keep an eye open for my last email with the last lesson.

The best,  
[YOUR NAME]

## Email 6

**Subject line:** Final Lesson - Facebook Marketing Tips

**Body:** Hello "autoresponder code here first name",  
Well, you made it to the 6<sup>th</sup> and final lesson here with Facebook marketing tips. Good job for sticking it through.

As we have previously covered, FB marketing is more than just opening a business page and posting never ending drivel.

I know I sound like a broken record but it is so important... and that is when creating posts and content make sure it is material that resonates with your followers and target market.

And if you are going to use images with your followers, make sure you know who or what exactly is being portrayed with these images. Don't share images that are irrelevant and ones that will not be shared by your followers.

And please no rude or offensive images under any circumstances!!

### **Get your Face out there**

It always helps to put a face to your brand. Your face or someone who best conveys your brand. It makes it more personal and connects to people more effectively.

It's all about building relationships with Facebook marketing. And it's quite tough to build a relationship with a faceless brand. Period!!

You can also use your Facebook page as a customer service depot. Ask questions of your followers and let them know they can ask you questions anytime about your brand, products, lifestyle, hobbies etc..etc..

Also, it is a perfect time to respond to negative comments or negative questions that some followers might have. Don't ignore those. That's a perfect opportunity to win over somebody and show them you care. And even gain new customers this way!

### **How to Increase your Followers??**

When growing your base and followers, you can run "Like" ads. A lot of marketers have had success with this.

They are reasonably priced and encourage people to "Like" your page while browsing it.

This can really have a perceived benefit when others see how many "Likes" you have:)

Also you can utilize "Promoted Posts", only use them with current followers.

You can find out more about promoted post here:  
<https://www.facebook.com/business/promoted-posts>

And there is also Facebook Ads which is similar to Google AdSense. Just make sure to take the time to learn how to use them effectively.

It's so important to learn how to target your ads properly so you don't end up paying an exorbitant amount of money by targeting people who are not interested.

Use Filters that you get by age, country, interests, occupation, gender etc..

Facebook marketing is so amazing in this regard. You can target people down to basically the most unique characteristics.

And just Test, Test, Test!!!)

As you can see, there is a lot of details with learning FB advertising and marketing. Your best bet is to go here link: <https://www.facebook.com/advertising>

Thanks again and hope you have enjoyed this email series on FB marketing. It is involved but to those who take the time to learn how to properly do Facebook marketing...well the sky is truly the limit:)

Cheers,  
[YOUR NAME]