

PRESENTING:

Email Marketing for CASH!

**TURNING 14% CONVERSION RATES
INTO 34% CONVERSION RATES!!**

Product	Hops	Sales	Hop Conv.	\$/Hop	\$/Sale	Total \$
TOTALS (3 items)	63	18	29 %	\$3.86	\$13.52	\$243.43
+ [REDACTED] ONE Email...	22	3	14 %	\$2.01	\$14.73	\$44.20

Product	Hops	Sales	Hop Conv.	\$/Hop	\$/Sale	Total \$
TOTALS (40 items)	4932	1108	22 %	\$2.98	\$13.28	\$14,716.25
+ [REDACTED] TEN Emails...	1354	468	34 %	\$5.98	\$17.29	\$8,090.36

Created & Produced By Bart Hennin

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Email Marketing for CA\$H!

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If you are an experienced email marketer, I realize I may be 'preaching to the choir' BUT time and again, I see even EXPERIENCED marketers leaving TONS of money on the table that *SHOULD BE in their pockets!!*

In the above screenshot, you can see how a low 14% conversion rate can be turned into a much better 34% (which = 2.5Xs the income!!).

FULL DISCLOSURE: Not ALL of my conversions or sales or profits are this high (of course) and neither will

yours be... BUT... These SAME methods will also turn a 9% conversion rate into a 15% or even a 20% plus rate.

Here's the secret... Email your promotions MULTIPLE TIMES!! ... OK not really a secret is it? Yet so many marketers are *afraid* to email "too many times".

Yet, the most successful and profitable email campaigns are from those who email MULTIPLE TIMES!

So, if you are worried about mailing "too many times" ... get over it... Here's why:

1. Your subscribers LOVE you. Yes, you may get the ODD 'unsubscribe' but the "mythical massive unsubscriptions" you are imagining are just that... MYTHS.
2. You are doing your subscribers a FAVOR by keeping them informed

3. Humans are by nature, “procrastinators” and will put off a buying decision for as long as possible.

Repeat Email Ideas: IF you are still “afraid” that “over promoting” will offend your list, let me reassure you that you can still provide valuable info while promoting so even your NON-buyers will get “value” out of your email promos.

In other words...the KEY is to INFORM as you “sell”.

For example, you can do a FAQs email about the product or use thereof.

You can give USAGE TIPS or ADDED HINTS to using the product (thus even non buyers get some useful info).

You could show HOW to do something and then show how the PRODUCT can help them do it *faster* or more easily.

You could email an interview you had with the course owner OR share a case study.

Other valid reasons to re-mail can include...

- Made Deal Of The Day
- Testimonials email
- Just general reminder emails

Etc.

ANOTHER APPROACH I'll take is the "It always happens" approach... As in:

"This ALWAYS happens... The low pricing deadline passes and I get emails from people saying, "I missed the deadline... Can I still get the lower price?..."

Don't kick yourself later for missing out."

IN SHORT, MULTIPLE EMAILS WORK because it gets the SAME people looking at the offer again and again.

LOOK... Say you are on a diet... And you pass a bakery with your fav sweets (chocolate cake?)... You are tempted but say NO NO, I'm on a diet and walk away.

BUT suppose you pass TEN bakeries. one after the other...By bakery SEVEN you're saying OK, just this once, I'll INDULGE MYSELF!

THAT'S why multiple emails WORK!!

Here are some of my other (not so secret) methods for getting ever higher conversions and sales...

- 1) Offer an exclusive affiliate BONUS for people who buy through your link.

This is an oldie but a goodie!...Find a shortcoming in the product and create a bonus that fills the gap OR Create a bonus that EXTENDS the USEFULNESS of the product!

I've had people BUY my affiliate offers just to get my exclusive bonus!

- 2) Don't promote crap – We know this – BUT ALSO...make the product RELATABLE to your list!

For example, my list is a mixed bag... Some people are interested in self publishing..some in Etsy...

So, if I'm promoting an affiliate product about self publishing, I might include info (either through a bonus or through my emails themselves) about how to twist the ideas to also make money on ETSY.

If it's an ETSY product, I might twist it for something self publishers might want.

For example, I and my business partner have a course on how to profit selling Resume Templates on ETSY.

So, one of my emails was aimed directly at the self publishers on my list. It said:

“Why publish WHOLE BOOKS you only get paid \$3 per sale for when you can publish a SINGLE PAGE and get \$10-\$20 per sale!?”

3) Provide OBJECTIVE and INFORMATIVE reviews – Don't “sell”...instead “share”.

I've had people write me and say, “I saw this offer in several other emails and passed. But after seeing your email, I finally understand what this is and bought it through your link.”

If you provide INFORMATIVE reviews and make the product RELATABLE to your audience (and offer a killer

exclusive bonus), you'll almost ALWAYS have an exceptionally successful email promo!

Now ALSO do REPEAT mailings and DOUBLE or TRIPLE your conversion rates!

BONUS TIP! For past promos that did exceptionally well, REPEAT THE PROMO 3-6 months down the line!

The SAME LIST will continue to get NEW SALES on the SAME products over and over.

Most vendors (myself included!) will give affiliates a “coupon” for their people on subsequent promos if you ask. Then you can say to your people,

“Hey look what I got for you!!... I had to BEG and do some arm twisting but I secured this EXCLUSIVE DISCOUNT for you...”, or some such.

REMEMBER... It's not WHAT you give people, but rather "HOW SPECIAL YOU MAKE THEM FEEL" when you give it!

Here's my email strategy that works tremendously well for me (I don't always do EVERY step, but the more I include, the better my results!).

- 1) Prior to launch – Soften up your list and create anticipation.

There's not always TIME for this but when there is, it works wonders... I like to send out a couple emails PRIOR to the actual affiliate promo...The first is a valuable FREEBIE for my list (ideally related to the product I'm about to promote).

My 1st pre-launch email mentions nothing of any upcoming "promo"...It is a completely FREE something that my subscribers VALUE.

My 2nd pre-launch email will be an “in case you didn’t get this...Here’s your free _____” email. In this 2nd email I will segue into the upcoming product release at the end or even in the PS. The main focus of the email is still the freebie but I now also create some anticipation for the product. Something like...

“IMPORTANT FYI – Marketing expert _____ is releasing his/her latest new course tomorrow and it’s dynamite! If you’ve ever dreamed of _____ then this will be a must see.... Watch for my FULL REVIEW (the good, the bad and the ugly) in my email tomorrow PLUS I’ll reveal one of my best yet, EXCLUSIVE FREE BONUS TOO!”

2) Launch day – I’ll send out my review email...twice or 3 times the 1st day.

It’s usually the SAME email with different enticing subject line headings. On the subsequent emails I usually insert the added line...

“In case you missed this”

As a BONUS, this works especially well for vendors that have a “**First 24 hours**” contest.

3) On subsequent days I’ll send out 1 or 2 emails
EACH DAY

(REF **Repeat Email Ideas** above).

4) FINAL DAY Emails – On the FINAL DAY of the special pricing promo, I’ll send out THREE EMAILS...again, essentially the same email with different subject headings... Something like:

Subj: LAST DAY for _____!

Subj: Just Hours Left!

Subj: Still Up?... Great! LESS THAN 90 MINUTES!

I often do MORE sales on my LAST day of promoting as the first 2-3 days!

The LAST DAY promo emails are the MOST IMPORTANT as they generally bring in the MOST SALES!

As a BONUS, this works especially well for vendors that have a “**LAST 24 hours**” contest.

If this sounds like a lot of emailing, it really isn't.

I virtually ALWAYS see a SPIKE IN SALES each & every time a mailing goes out which tells me the repeat emails are WORKING.

ALSO, a lot of emails focused on ONE SINGLE PRODUCT tend to create excitement which in turn creates MOMENTUM!!

In repeat emails, be sure to tell your people how WELL a new product is doing or how well received it is or how HAPPY people are with it!

With the ability to “preload” emails, it doesn't take much more time to send a dozen emails than one...the 1st one is the most time consuming...the rest are relatively EASY!

If for some reason you STILL want to “cut down” your emails (and after seeing the potential results, why would you? – but in case you do), **REMEMBER:**

- *The BIGGEST NUMBER of sales you make will usually be on the FINAL DAY of your promo.*
- *The 2nd BIGGEST sales you make will generally be made on the FIRST DAY of your promo.*

That said, having daily reminder (or daily “added info” emails) will BOOST your sales too!

So why not for just a bit more effort, knock your conversion rates into the stratosphere and put 2Xs-3Xs the PROFIT into your pocket?

Remember... The only difference between “ordinary” and “extraordinary” is that little “extra”!

Want to TRY OUT the above tips RIGHT NOW with a “ready to go” HIGH CONVERTING **PROVEN** product your people will LOVE?

Go here now: <https://publicdomainfastcash.com/jv/>

Happy selling!

Bart

PS – For a FULL LIST of top-quality HIGH CONVERTING courses you can promote, just [email me here](#).

PPS – *Feel free to SHARE this guide with your OWN affiliates!*