

The Email Marketing Special Report



**“How to Squeeze Your Email List for
Every Penny It’s Worth Without
Pissing Them Off.”**

By Anthony DeLoach

Hello,

My name is Anthony DeLoach and I've been a full-time Internet Marketer for several years now. So far, I've generated millions of dollars in sales in multiple niche markets by selling my own products and selling other people's products as an affiliate.

One of the reasons I've been so successful is that I learned how to leverage the power of email marketing's interactivity and targeting capabilities.

Actually, writing an email was about the only thing I knew how to do when I started the "making money online" gig, but that's a story for another day.

Let's get right into the InsiderOutline.com Email Marketing Report.

“Did You Know That 81% Of All Sales Happen On Or After The Fifth Contact?”

Look, you could literally spend months or even years sending traffic directly to a sales page, an affiliate link or a CPA offer, but why position yourself as just a pawn that sends traffic from A to B, with no ability to "Follow-Up" with those that visit your site?

Why give yourself only one shot at making the sale?

Sure, you may be successful doing this for some period of time, but what happens when that system fails? Plus you're leaving a ton of money on the table.

Even if you're strictly an affiliate marketer, build an email list so that you have an advantage over your competition. This also gives you a huge head start if and when you make the transition and decide to launch your own product to that niche.

The six-figure opt-in email list that I have built generates profits on demand. Honestly, it's like clicking a button that transfers money to my bank account.

The very first website I ever made was an email squeeze opt-in page. I've been tweaking and test my email marketing techniques ever since. The emails have

always been collected permission based and through an opt-in. Anyone that subscribes to be on my various email lists have always had the option to unsubscribe.

Any spammers should stop reading this immediately... or this report will explode.

Honest and legitimate internet entrepreneurs, you should keep reading. I'm confident that this report will reward your good behavior and help you make more money.

By the way, if you don't have an email list or don't know how to build one, no worries, I will be sharing my latest and greatest email squeeze techniques with you in another format very soon.

If you do have an email list, you'll get a real kick out of this.

I've sent thousands of email messages with click tracking and open rate tracking enabled. This has allowed me to comparatively review which email messages get opened (Open Rate), and which email messages get the most clicks on the links within the email (Click Through Rate).

Yes, open and click through rates can vary from market to market; however, I've discovered that what works in Market A works just as good, or better, in Market Z.

First off, let's start with the technique that will make the biggest impact on your email marketing success. I know it did for me.

Make More Money & Friends By Sending The Right Email To The Right Person.

You're probably familiar with the 80/20 rule that says 80% of your sales and revenue will come from 20 percent of your customer base. That is just one good reason why you need to separate or segment your email list into different groups.

Segment your email audience based on their interest, location, buying habits, etc...

3 Effective Ways To Segment Your List

Your “Best” Subscribers

- Put your “best” subscribers in a group of their own.
- Your “best” subscribers are your frequent buyers.
- Be picky about what you promote to them.
- Focus on the relationship first and the sale second.
- Make them feel special by giving them exclusive content.

The Click Happy List

- Subscribers who continually open your emails and click on your links should go in a separate group.
- Not only will this instantly improve the health of your list, it also provides you with some valuable targeted data.

The Quick Covert Survey

- No one likes to take a survey.
- Instead, give them a simple choice between two links in an email.
- Some will click on both links, but those who click on one link or the other are telling you something.
- They’re telling you what to sell them. Huge!

Example:

Say your market is the health niche. Here’s the quick covert survey. The two choices could be a link to a diet product and a link to an exercise product.

Remember, the only way to enjoy 50%+ Open Rates and up to 75% Click Through Rates, like I have, is by sending the right message to the right person.

As you can see, segmenting your email list is super important!

Get Your Emails Opened With Jedi Mind Tricks & Eye Magnet Subject Titles.

You can pay an A-list copywriter to write the most compelling copy ever written, but if the person receiving the email deletes it before opening you have wasted your time and your money.

Let's take a look at some time tested proven tactics that you can use right now to increase your email's open rate.

9 Ways To Get More Emails Opened

Use Parenthesis (They Work)

- Allows you to have a headline and a call to action all in the same email subject title.
- Stands out from the other subject titles in an inbox.

Examples:

Get Six Pack Abs (no more crunches or sit ups)
Hybrid Supercar (picture inside)

Use the words "Video", "Picture" or "Pic"

- Videos & pictures continue to be more popular than words.
- Always follow thru with a video or picture inside the email.
- Search Digg & Youtube for popular niche related titles.
- Creates value before they even open the email.

Examples:

Video Message from John
PRIVATE VIDEO LINK
Have you seen this? (personal pic)

9 Ways To Get More Emails Opened (continued...)

Personalize With Name & Location

- Reader's eyes are automatically drawn to their names.
- Use sparingly, because overuse will weaken the effect.

Examples:

Hey {Name}, here's your report.

Did you to see this {Name}?

- Reader's eyes are drawn to their city and state.
- Segment your list by the subscriber's location.

Examples:

Local Texas Foreclosures

Georgia Internet Marketers

Use "The FoxNews / CNN Method" 😊

- Add a question mark (?) to a ridiculous title.

Examples:

PPC ILLEGAL?

Twelve Pack Abs?

Use Market Buzz Words

- Use Google Insights & Google Alerts to find market buzz words.
- Be the first to tell your subscribers breaking news related to their market and niche.

Examples:

FTC Bans Acai Berry Diet Blogs.

iPhone 3.0 (cool new exercise app)

9 Ways To Get More Emails Opened (continued...)

Use the Force of Curiosity

- Curiosity has opened a trillion and one emails.

Examples:

Know this guy? (pic)

This will never happen again. EVER.

Choice In Action

- Give your subscribers a choice in the subject title.
- The reader is involved and propelled to open the email.

Examples:

Today or tomorrow?

PPC or SEO? (what's working for me)

Use Action & Interest Words

- Get their attention and in a pro-active state of mind.

Examples:

Look, Watch, Listen, Hear, See, Smell,

Personal, Private, Secret, Quick, Weird

Resend Un-Opened Emails

- Send un-opened emails to subscribers that didn't open it on the first go around.
- Use a different subject title and send on a different day.

Ok, so more of your emails should be getting opened now. The next step is getting the reader to click on the link inside the email. So let's finish the job without pissing them off.

Get More People To Click On Your Links & Keep Them Coming Back For More

Here are some things to consider when it comes to increasing your click through rate and also making sure your subscribers stick around:

Videos & Pictures

- Videos & pictures are more popular than words.
- Make picture or an image of a video clickable.
- Also have the link directly under the picture.

Example:



[Click here to see what's so funny.](#)

Personalize Email Content

- Reader's perk up when they see their name, city or state.
- Use it sparingly. Overuse will make it lose its mojo.

Don't Use Ugly Links

- People are more willing to click on clean links.
- Don't use long ugly scary affiliate links.

Be Your Cool Self

- Write friendly emails and stop writing “email copy”.
- Use conversational language, not corporate speak.
- Use personality and be entertaining.

Short & To The Point

- Keep content length short and put the first link right at the top.
- Once you write your email, review it and delete as many words as possible without losing the intended message.

Spark Reader Engagement

- Set expectations for the next email with P.S. teasers.
- Ask for your reader’s feedback on what you’re promoting.

Examples:

“P.S. Watch your inbox tomorrow for the email titled ‘Super Secrets’.

“Here it is: LINK Let me know if you try it out and I'll keep you posted on my progress with it as well.”

Before I close, let me tell you the “4 Magic Words” that could double your click through rate... just right after this disclaimer. ☺

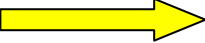
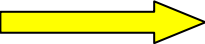
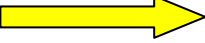

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This report is NOT legal or accounting advice. You need to do your own due-diligence to determine if the content of this report is right for YOUR business.

The “4 Magic Words”

The “4 Magic Words” are.... *drum roll*.... “**Sent from my iPhone**”.

Yep, that little message that automatically shows up at the bottom when you get an email from an iPhone, that’s the one. Unbelievable results from this.

The 4 Magic Words Recipe	
An informal subject title: 	Hey dude,
A brief friendly message: 	This is so awesome:
Only one link to click: 	LINK
And the 5 Magic Words: 	-Sent from my iPhone

To clarify, I do actually click “send” from my email auto-responder’s website from my iPhone, but you should definitely do your due-diligence.

Here are few more quick email marketing tips before I finish:

- VARIETY: Your follow-up delivery needs variety.
- REPETITION: Don’t think a prospect has heard the pitch once and “got it” the first time.
- FREQUENCY: Email your subscribers at least once a week.
- INFO-TAINMENT: Give them what you want and combine it with what they need.

Suffering From Email Writer’s Block?

Try starting the email subject title with the word “How”. People are driven to open a message if it will answer a question on how their problem can be solved.

Include the key benefit of your product or service inside the email.

In closing, remember to focus first on creating better relationships with your customers and prospects. If you continue to find and create relevant content for your email list, they will stick around... and you will make more money.

Keep in mind that email marketing is not an exact science. Test and retest until you find out what works best with your subscribers. If you have two strong subject lines use a/b split testing to divide your list in half and send each group different subject lines to see which one works best.

Now it's time for you to go and implement these techniques, and get some RESULTS. Take my word for it... **Start Now!**

To your success,

Anthony DeLoach

P.S. If you're on Twitter, please Re-TWEET this report by clicking below.



I'll have more money-making tips to share with you very soon. Contact me at anthonydeloach@gmail.com with your feedback and comments. Thanks!

IMPORTANT: If you didn't give your email to get this report that's OK, but I will be releasing another video in the next few days to my Private List.

[CLICK HERE TO GET ON MY PRIVATE LIST](#)