

The Complete Email Marketing Blueprint

Everything You Need To Know To Achieve Success in
Email Marketing

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Table of Contents

Introduction

Chapter 1 – Choosing Your Email Marketing Company

Chapter 2 – Setting Up a Welcome Message/Autoresponder

Chapter 3 – How to Get Subscribers

Chapter 4 – How to Use Email List Segments

Chapter 5 – Personalized Email Marketing

Chapter 6 – How to Use Pop Ups

Chapter 7 – A Clean Email List is a Happy List Owner

Chapter 8 – Using Double Opt In Versus Not

Chapter 9 – Why Is My Email Spam?

Chapter 10 – The Four "C's"

Conclusion

Introduction

Hi! My name is Paul Ventura and you probably know me from my online marketing and copywriting tip website “ConvertingCopy.com”. I've been a full time online marketer for 8 years now and for 6 of those years I have been email marketing.

Email marketing refers to creating and developing an email list of subscribers, then sending that subscriber emails either through an autoresponder series or “broadcast” emails to promote your business/website.

Why should you care about email marketing?

This is an obvious question and one which I even asked in my first year of affiliate marketing. You should care because email marketing enables you to do 3 important things:

1. Remain in touch with potentially an otherwise one time visitor to your site. Even if a first time visitor to your site enjoys your content, there's no guarantee that they'll ever come back. With the option of signing up for your email list in place, you can remain in contact with that person indefinitely and the odds that they'll return to your site at some point and even become a customer of yours are significantly higher. You've gone to all of that trouble through SEO or paid advertising getting that person to your site, so you should be doing everything you can to ensure future and further contact with them.
2. Develop a relationship with your new subscriber. That subscriber is no longer just another visitor to your site, they are now receiving regular emails from you through which you over deliver on great content and build a relationship of trust.
3. Make money! Your subscribers are significantly more likely to contribute to your business than the traffic which your website

gets each day, and you can offer your products or services interspersed in your emails with great content. When used correctly, your email list will be the most profitable tool which you have because email marketing literally will bring in the most money for your website.

If you peeked at the table of contents, this email marketing guide is going to teach you everything to know about email marketing from getting started, setting up an autoresponder series, optimizing your sign up rate, creating segments, making money from your list, and everything in between.

You are welcome to share guide with your friends and family, whoever is looking for some email marketing help, but I ask that you not alter or edit any of this content in any way.

Now, if you're ready, let's get started!

Chapter 1: Choosing an Email Marketing Company

Before we can do anything else, we need to choose an email marketing company. There are a lot of different choices here, including plenty of free options online no strings attached, but like with so many other things, you get what you pay for.

With the free options this typically means that you have little to no templates to choose from, little to no analytical capabilities to track the stats of your list and its subscribers; but most importantly and alarmingly, the failed delivery/spam rate with the free options is extremely high.

In my first couple of years as an email marketer I was using a friend's designed email marketing software but, and no disrespect to him, as email services like Gmail and Yahoo stepped up their spam detectors, fewer and fewer of my emails were getting through even though every single person whom I emailed was someone who had willingly signed up for my list.

I couldn't put up with that for much longer, so I took a look at a few of the premier email market software options on the market today: [MailChimp](#), [Aweber](#), and [GetResponse](#).

Features: All provide detailed statistics/analytics, both enable you to setup unlimited lists, setup unlimited autoresponders, send unlimited emails to your subscribers, and configure several types of sign-up and opt-in forms.

Aweber has 150+ email templates to choose from and 400 opt-in form templates to choose from. If you're a blogger, Aweber enables you to send out an email every time you make a new post to your blog, letting you decide and configure what gets sent when. Also, you can use your email list subscribers to count towards your RSS total count in Aweber, as well. Features like a lightbox which appears on the front end of your site to prompt

people to sign up helps to increase opt in rates. You can also integrate a web form on your [Facebook fan page](#) with a recent Aweber update.

GetResponse has 500+ email templates and 400 opt-in form templates. It also has a couple more flashy features than Aweber such as email to speech.

As far as templates go, MailChimp has less than 100 email templates and only a few options for signup forms. That said, most of their templates are highly customizable and easy to get what you want out of it with a little work.

Ease of Use: Aweber trumps every other email marketing software option in terms of ease of use as it was designed to be user friendly, ideal for new webmasters unfamiliar with code. As far as GetResponse and MailChimp go, they're still not difficult but there is more of a learning curve associated with it and is not as pick up and play.

Still, these are THE three most user friendly email marketing providers I've ever dealt with and I doubt even the least technologically savvy among us would have any issues.

Customer Support: They all offer great customer support with phone numbers to call, quick email support, and immediate live chat support during business hours.

MailChimp is technically free for all customers with lists smaller than 2,000 subscribers (more on this in a moment).

One thing to mention is while you're on the free plan (you can move up to pay and get additional services at any point before 2,000 subscribers, as well), you don't have access to customer support. That said, most issues can be resolved using their free question/solution database.

Additionally, they all offer video tutorials to teach you how their

email marketing software works to get you set up quickly.

Delivery/Spam Filter: I've personally used Aweber for 6+ years now and for what it's worth I've only had a handful of emails from subscribers saying that they didn't get one of my emails in that time.

More importantly, however, statistically Aweber has scored the best when it comes to actual delivery. This is largely because Aweber has one of the best spam filters of any email marketing software available today.

Understand when I say this I mean that it keeps your emails in the inbox of your subscriber as opposed to the spam folder. The program notifies you as you design your email and add more content in terms of text, pictures, etc. so that you know how close that particular email is to risking being labeled spam and being sent to the spam folder of your subscriber, thus enabling you to make adjustments as necessary to ensure your email lands in the inbox.

None of this really matters if you are smart about how you design your emails to be spam free.

I'll talk more about how to avoid your emails from going into your subscribers spam folders later.

Price: The price varies between the three. MailChimp is actually free for new/small list owners. It's completely free for the first 2,000 subscribers. After that, its rates are more on par with the others.

Overall GetResponse is a bit cheaper, primarily at the lower tiers of subscribers. Both charge monthly fees based on how many subscribers you have so that you pay more only when you get more subscribers and reach higher tiers. Additionally, Aweber charges a base monthly fee ON TOP of the tiered fee.

You can visit their respective websites to learn the exact prices, but in doing some quick math, at lower tiers you're paying less with GetResponse than with Aweber, but as you get into the higher tiers it evens out regardless of whether it's MailChimp, GetResponse, or Aweber, even keeping the additional monthly base fee in mind.

Final Verdict: My final verdict is split between MailChimp and Aweber. If ease of use is paramount to you, I'd consider Aweber. If you want to take things as slow as possible and want to learn as you go, then MailChimp is great because again it's free for the first 2,000 subscribers on your list.

Conversely, you could also just switch to Aweber or another provider and import your MailChimp list into your new provider without issue.

If you are using your list correctly using the tips I'll cover later in this book, a difference of a few dollars each month shouldn't affect you as you should eventually be making back the monthly cost of your email marketing software hundreds if not thousands of times over, regardless of which you go with.

I don't use premade email templates to begin with, so although GetResponse comes out in front there, it's a moot point for me.

Aweber currently **has a promotion** where you can sign up and get the service for one month for just \$1. That even comes with a 30 day money back guarantee, so if you're anything less than satisfied with it in that time you can reclaim your dollar, no harm done.

Or again, one last time, **MailChimp** is completely free so you have absolutely nothing to lose there.

It's a great service to test the waters with email marketing and learn how to create a good campaign using their analytics to get

detailed statistics on how your subscribers interact with your emails.

Chapter 2: Setting Up A Welcome Message/Autoresponder

Now that you've got your email marketing company picked out, you have to set up the two most important aspects of your list: your welcome message and autoresponder.

Setting Up Your Welcome Message

Your welcome message is the first email which you send your new subscriber after they have signed up and confirmed their subscription to your list. In this email you should:

Tell your subscriber they were successfully added to your list.

Deliver the incentive you offered when they signed up if you have one.

Let them know what content they can expect from you next and the time frame in which they can expect it.

Thank them for signing up.

List your various points of contact and real estate on the net (email address, your website, Facebook, etc.)

Your welcome message is how you introduce yourself; EVERY new subscriber will see this before anything else they get from you. First impressions count, and this is a first impression, so take some time crafting the perfect welcome message to validate their decision to sign up for your list.

Setting Up an Autoresponder

Your welcome message is sent automatically to new subscribers without any action necessary from you after you write the message. Your automated messages don't have to end there, however.

Setting up an autoresponder for your email list refers to writing specific emails to be sent out automatically to new subscribers following their signing up for your list. On the next page you'll find a picture of the autoresponder series for my old [10 Day Fast Track Training Course](#) (which I have since updated and repurposed into The 10 Day Online Marketer's Training Course) for making money through affiliate marketing:

| Mesg | Interval | Type | Modified | Click Tracking | Subject | Spam? | Test | Copy | Delete |
|------|----------|-----------|----------|--------------------|--|-------|------|------|--------|
| 1 | 0 | Text/HTML | 05/16/11 | On | Welcome to the ConvertingCopy.com N... | 0 | TEST | COPY | X |
| 2 | 1 | Text/HTML | 05/16/11 | On | Day 1 - The Simplified Fast Track t... | 0 | TEST | COPY | X |
| 3 | 1 | Text/HTML | 05/16/11 | On | Day 2 - Plugins Which You Must Have... | 0 | TEST | COPY | X |
| 4 | 1 | Text/HTML | 05/16/11 | On | Day 3 - Choosing an Affiliate Netwo... | 0 | TEST | COPY | X |
| 5 | 1 | Text/HTML | 05/18/11 | On | Day 4 - How to Do Keyword Research... | 0 | TEST | COPY | X |
| 6 | 1 | Text/HTML | 05/16/11 | On | Day 5 - How to Create Great Content... | 0 | TEST | COPY | X |
| 7 | 1 | Text/HTML | 05/16/11 | On | Day 6 - Traffic Traffic and More Tr... | 0 | TEST | COPY | X |
| 8 | 1 | Text/HTML | 05/17/11 | On | Day 7 - The Importance of the List | 0 | TEST | COPY | X |
| 9 | 1 | Text/HTML | 05/17/11 | On | Day 8 - Facebook | 0 | TEST | COPY | X |
| 10 | 1 | Text/HTML | 05/17/11 | On | Day 9 - How to Build a Huge Twitter... | 0 | TEST | COPY | X |
| 11 | 1 | Text/HTML | 05/17/11 | On | Day 10 - Putting it All Together | 0 | TEST | COPY | X |

You can write and set up as many of these follow-up emails as you want to be sent out to a new subscriber as well as deciding the duration over which they are sent out. You can send one out every day following a new sign up to your list or you can space them out. You can even schedule them in such a way so that you never send out an email on a particular day of the week, regardless of when that person signed up.

I know a few email marketers who write and design dozens and dozens of emails when setting up an autoresponder, ready to go out whenever someone signs up. There's nothing wrong with this if you have enough to write about over that many emails. You can think of it this way: the more emails which you can auto schedule, the less work you have to do in the future.

Your autoresponder should be full of evergreen content, meaning that it's always relevant, regardless of when your subscriber reads it. You can make your autoresponder content answers to frequently asked questions, a set of tutorials, suggestions for how to use your product or service, etc.

You're not required to have an autoresponder, but I recommend that you set one up because again it's great for developing a relationship with your new subscriber right from the beginning and it ensures that the first message (after your welcome message) which you send them isn't some random hard selling offer you're mailing your entire list about.

It also puts your new subscriber in the habit of expecting and looking for new content from you, not to mention that your autoresponder can be a VERY powerful sales tool.

Using Your Autoresponder As a Sales Tool

There are a few ways to use your autoresponder as a sales tool.

One good technique to use is to offer some content in your first couple of emails with just a slight mention of your product or service, but then use that third email to hard sell to your new subscriber. Then on the fourth and fifth email you might go back to providing useful information and pulling the emphasis away from selling. This alternating quality content with hard selling is a powerful strategy used by a lot of email marketers.

There's actually an old statistic which showed that, on average, people typically will purchase your offer around the 7th email.

This can be explained by the fact that it takes time developing a relationship with your subscriber, so they likely want to get the impression that you know what you're talking about before they start taking your advice to purchase something.

Remember not to overdo the selling aspect especially early on because no one is signing up for your list to be sold to; if they were ready to buy your product then they likely would've done so on your website itself. When used properly, the email list and the autoresponder can be used to get your subscriber ready to be a customer if that's your goal.

You should also tweak your autoresponder emails over and over again. I routinely take another glance at them every month or so to see if there is anything which I should change or update. Because everyone sees these emails and sees them before anything else from you/your newsletter, you want to get the copy just right.

You can also use your autoresponder as the solution to a problem. You identify the problem on your website and offer your autoresponder as the solution. I use my 10 Day Fast Track Training Course in this way.

The problem is people want to know what it takes to make money through affiliate marketing, but they don't. The training course promises that after 10 days you'll be completely set to make money and may already be making money before it ends.

This can be adapted to any niche. If you're in the acne cure niche, offer a series of tip based emails to educate your subscriber to learn how to clear their acne up once and for all by doing what works. If you happen to have some products which you can recommend towards that end of curing their acne which you truly believe in, then by all means include them.

Incentives are also great way to motivate sales in your autoresponder just like in any other situation, as well. For

example, in Day 1 of my training course I talk about how to easily set up a website and one aspect of that is that you need a domain and hosting before you can move forward with your website.

This is technically the only time when you need to spend any money in the entire course for making money online, because you have to have a website to be able to do anything else.

I offer affiliate links to purchase your domain and hosting through [GoDaddy](#) but with significant discounts on each of them, so there is incentive in my offer because I'm offering the same things which you already need but for much cheaper.

With your autoresponder used in this way, you're not hard selling but rather you're recommending, and there's a world of difference there, especially for new subscribers who aren't familiar or fully comfortable with you quite yet. You're ultimately going to provide them with the solution to their problem, but you're taking a journey with them while doing it.

Sure, you can make money through an email blast to your thousands of subscribers telling them about a new and helpful product which you came across, but this is pretty blunt compared to the fine finesse of the autoresponder sales tool.

Just remember that an autoresponder gives your new subscriber a chance to ease into your mailing list. You've ideally provided a lot of great and helpful content lined with a few useful and worthwhile offers here and there, and that early content has helped you gain the trust of your subscriber.

Chapter 3: How to Get Subscribers

Just having a web form sign up box on your site for your email list isn't enough. This chapter will talk about how to get subscribers and more subscribers in 3 steps.

Step 1 – The easiest way to get someone to sign up for your list is plain and simple to offer an incentive to sweeten the deal for your potential subscriber. Give people an excuse to sign up for your list by offering a free eBook or report which is relevant to your niche. People love value and freebies, so design some kind of incentive to really see your sign up rate soar.

You'll notice that I give away my comprehensive "The No Nonsense Marketing/Making Money Online Handbook". It's 50 pages of valuable content which I put a lot of time into and which covers much of what I've learned over more than half a decade of experience and trial and error in affiliate marketing, and the only way to get it is to sign up for my list.

Here's a post on [how to write an eBook](#) to show you how easy it is to put together a quick free report to encourage sign ups.

A different kind of incentive to increase subscribers to offer rather than a free download is to hold a contest from time to time and make the prerequisites for entering to win the contest to sign up for your email list. If you take a good prize like a new popular tech gadget and can advertise your contest to a number of people, you'll see a flood of new sign ups in the short term.

Step 2 – Design a good sign up box/form. This means to:

-Make your sign up box visible and attractive. [Aweber](#) offers hundreds of starting sign up form templates which you can further customize with different colors, fonts, and your own graphics. Once you've got your sign up box in place, put your email sign up form on every page of your site. My newsletter sign

up box prominently displays at the top of my widget section on every single page of ConvertingCopy.com. It's clean and simple but keeps from being too intrusive at the same time.

-Be sure to mention that your subscriber's email will never be shared with anyone else; it's only going to be used by you to send emails to that person. Aweber includes an existing line about this on every new form you create which you can edit as you like.

-Keep your "fields" limited to getting a person's name and primary email address only. Include extra fields only when it's absolutely necessary or truly works to increase the likelihood of a sign up. People get easily turned off when they feel too much effort is required.

-List the bullet points of the focus of your newsletter. For instance, if it's a recipe newsletter then mention the terms of the newsletter, like subscribers receive one new recipe each week. People don't want to sign up for a newsletter if they're not sure what they're getting themselves into.

-Split test over and over and over again with different templates and copy. Aweber makes it easy to split test as you can design two or more forms, then have Aweber rotate them out. After you've sent a good bit of traffic to your site, you can check out the analytics reports for each of the tested forms to see which converted the best. Take the one which performed the best, then start the process over again by putting the successful form up against another tweaked copy of it and repeat this process over and over.

Step 3 – Use multiple ways to get people to sign up. I give visitors to my site a few chances to sign up without being too intrusive. In fact let's take a look at the different sources which I use to encourage people to sign up for my list.

- **Lightbox Hover.** This is easily the most intrusive

advertisement for an email list and some webmasters shy away from pop ups because they find them to be too intrusive, but I've found that its success rate is well worth potentially offending a few visitors on some sites.

You should keep in mind that if someone is turned off by one pop up advertising your own site's newsletter, how likely is it that they'll ever purchase anything which you promote to them? The email software provider you go with will offer you a chance to make up your own lightbox form, and you can choose to only have it display the first time someone arrives at your site.

Most email marketing service providers like MailChimp offer their own built in pop-up signup services, so experiment with it to see how it converts for you.

- **Newsletter Sign Up Box.** I mentioned a bit about the stationary sign up box earlier but remember to display this box on every single page of your site so that no matter where on your site your visitor is browsing, they'll have a chance to sign up if the mood should strike them.
- **Facebook.** You should have a Facebook fan page for your website/company, and you should have a tab on that Facebook page to advertise your free incentive and provide a sign up box to get subscribers here, as well. It's very easy to add a sign up box for your newsletter to your Facebook page through your email software provider.
- **Squeeze Page.** MoneyatHomeForFree.com is a squeeze page which I use to get sign ups for the 10 Day Fast Track Training Course. Squeeze pages are great for boasting huge sign up numbers because the page is used exclusively for getting new subscribers and nothing else; there is nothing else on the page to do but sign up or leave.

You can make a quick video for a squeeze page where you greet your traffic personally and explain why they should sign up for

your newsletter and especially play up the free incentive. Then send some quick traffic to that page and watch your list size grow like a weed.

Remember, you're advertising for your newsletter, and the best way to advertise is through repetition, so advertise for that newsletter anywhere people are reading your content if possible.

Chapter 4: How to Use Email List Segments

[Aweber](#) and [MailChimp](#) offer webmasters the ability to easily create list segments to compartmentalize their subscriber list. Why would we want to compartmentalize our subscriber list? Because this enables us to pick and choose which e-mails get sent to individual subscribers after learning the things which they are interested in in relation to our niche and the kind of e-mails which we have been sending out.

This helps to ensure that your unsubscribed numbers remain as low as possible, and that your conversion rate when you include offers in your emails remains as high as possible.

Aweber enables you to use list segments to compartmentalize your subscriber list into different categories. Once you've signed into your Aweber profile just click on the "subscribers" tab and you can start choosing from dozens of categories to search by. Once you're finished you can save that segment as you like.

Search Subscribers Search or export subscribers from this list

To create a segment to view or send messages to later, first search your subscribers, then follow the instructions displayed at the top of the search results.

The screenshot shows a search interface for subscribers. At the top, there is a dropdown menu labeled "View Segment:" with "All Subscribers" selected, and a red "Delete" button. Below this is a horizontal line. Underneath the line are four rows of search criteria, each with a "Select Field" dropdown, a comparison operator dropdown, and a text input field. The first row has "date is before" as the operator and "4/4/2011" in the input field. Below these rows is an "Order By:" section with "Nothing (Fastest)" and "Ascending" dropdowns, and a green "Search" button.

To save this segment, name it and click "Save Segment":

So let's say that you send out an e-mail to your entire sports

based subscriber list about college basketball. Aweber reports back to you later on that only about 50% of your total subscriber list opened that e-mail.

From that data, you can create a segment of your total subscriber list to send follow-up college basketball e-mails to. That segment will consist of the 50% who opened that college basketball themed e-mail (as well as newer subscribers who never got that initial email) and you can assume that the rest of your list is not interested in that particular sport and consequently follow up e-mails which also pertain to college basketball.

Note that this is an oversimplified example; you would likely send out at least a couple more e-mails on college basketball to your entire list before you have enough of a point of reference to decide that 50% of your list does not care about college basketball. The point is, once you learn the preferences of that segment of your subscriber list, you can send out very specific e-mails which consist of only those things which interest those individual subscribers.

In getting back to the point about keeping unsubscriptions low and conversions high, emailing a subscriber with information about something which they don't care about is one thing, but when you start selling and promoting offers for things which certain subscribers of your list have absolutely zero interest in, you run the risk of seeing them unsubscribe from your list.

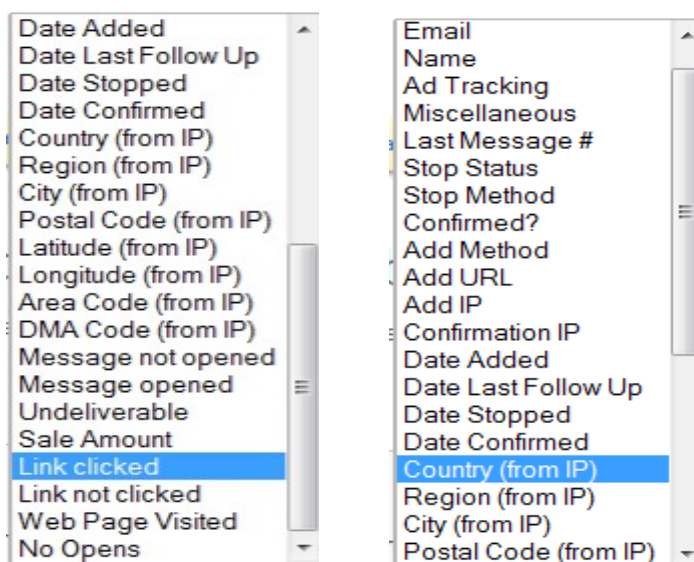
This is why list segments are good ideas if you work within a broader niche so that you can personalize and tailor each e-mail to each subscriber without wasting a lot of time learning who you should send what to, thus keeping your subscribers happy and you happy.

One final practical use of list segments which I'll mention is to create a segment for users in relation to when they sign up. So if someone just signed up yesterday, you might not want to email them about your huge new product launch which you have been

preselling the rest of your list with constant e-mails about for weeks. Using segments you can exclude new subscribers from getting subsequent e-mails until they have finished your autoresponder series for example.

Other Uses of Segments

In Aweber, you can search through your subscribers based on 30+ parameters including name, email address, location (city, country, zip code, latitude, longitude, etc.), the emails which they have opened/not opened, the last email you sent them, links which they clicked in your emails, and many more as you can see here:



Geographical targeting is nice if you are sending out emails with offers which only applies to subscribers who are in a certain region or part of the world. Alternatively, maybe you just want to send out a happy holiday email to your list, but maybe your entire list doesn't celebrate the same happy holiday which you are emailing out about.

In either case, geographical targeting is appropriate. You can exclude or include certain countries from your email, or you can target specific cities, zip codes, IP addresses, you name it. This ensures that you can send insanely targeted emails to certain subscribers and likely impress the heck out of them at the same

time when you email them about something which they are aware most definitely only applies to their local region. It's all about building a relationship, and this is a wonderful way to do just that.

As I just mentioned, another practical use of segments is to identify and target subscribers who open or do not open specific emails from you to learn a lot more about the different kind of people you have on your list; thus enabling you to treat each of them as individuals as opposed to lumping them all together. You're not only looking at which emails your subscribers opened or did not open to learn more about what they are interested in terms of content from you, but you can see the exact links which they clicked or did not click in any email which you have sent them as you can see from this image:

You simply specify the email which contains the link you want to learn about and you can see a complete report on everyone on your list who clicked or did not click it. It would behoove you to send additional offers and content relating to a link to those subscribers who clicked on it.

Search Subscribers Search or export subscribers from this list

To create a segment to view or send messages to later, first search your subscribers, then follow the instructions displayed at the top of the search results.

The screenshot shows a web interface for searching subscribers. At the top, there is a 'View Segment:' dropdown menu currently set to 'All Subscribers', followed by a red 'Delete' button. Below this, there are several 'SelectField' dropdown menus, with the first one set to 'Link clicked'. An 'Order By:' dropdown is set to 'Nothing (Fa...'. A yellow dialog box is open in the foreground, titled 'Select message type:', with two options: 'Followups' and 'Broadcasts'. A 'close' link is in the top right corner of the dialog. At the bottom of the dialog, there is a green 'Save Segment' button. Below the dialog, there is a text prompt: 'To save this segment, name it and click "Save Segment":'

Chapter 5: Personalized Email Marketing

One of the most important benefits of having an email list is that it lets you develop a relationship with your subscribers. Even as your list grows to the thousands and beyond, there are still steps which you can take to keep things intimate and personal with your subscribers which I am going to call personalized email marketing.

Intimacy is hard to come by on the Internet, so anything which you can do to better connect with your subscriber can increase the conversion rate of your goals whether that's to motivate your subscriber to purchase your offer or even just open and read your emails in the first place.

Segmenting which I just covered is just one effective way to treat each of your subscribers as an individual as opposed to just another member of your list because you can pick and choose the kind of emails which they receive based on their previous behavior.

Segmenting is just one aspect of personalized email marketing; there is also a number of different tags which you can use to personalize each message which you send out. These tags pull information about that subscriber and put it right in that email for you. You can use these tags in the title/subject of the email or within the body. Let's look at a few tags which you might use (note that these are specific to the email marketing service provider, these in particular are specific to Aweber):

{!name_fix} – This puts your subscribers name wherever you include this tag in your message whether it's a broadcast or a follow up message.

{!email} – This puts the subscriber's email address wherever you include the tag.

{!geog_city} {!geog_region} – Geographic location.

You can also create custom tags to reflect any custom fields of additional information which you collected when your subscriber signed up. Great for local marketing.

{!signdate dayname}, {!signdate long} - The date they signed up.

{!date abb+0} – Today's date.

{!date abb+7} - Future date. The number refers to today's date plus however many days you specify. The “7” in this case represents a week from today. This is a neat tag to use in combination with limited time offers to get your subscriber thinking that their window of opportunity is closing, thus motivating them to take action with whatever offer you are promoting.

You can also use the date tag to notify your subscriber the exact day in which they'll hear from you next. Pretty cool, indeed.

Keep in mind that just because you can use personalized email marketing, it doesn't mean that you should go overboard and personalize every single aspect of every email you send out. Use it only when you believe that it truly enhances your message.

Chapter 6: How to Use Pop Ups

Awhile back I took part in a seminar about web forms and the moderator running the seminar polled the room for people's thoughts on popups. (Probably) not surprisingly, it was split pretty dramatically; with 5% (including me) liking them, 58% hating them, and 37% didn't have strong feelings one way or the other. After getting these results, the moderator made a point to share that whenever he did this poll he got similar results.

Of course it's very worth mentioning that this seminar was comprised of webmasters of all different backgrounds, experience levels, and niches. Many of these people are not marketers but more closely aligned with average web users. This is an important distinction to make because my point is that I believe consequently most of the participants in the survey were not familiar with the same "use" of pop up as the moderator may have meant or could have meant.

Yes there are different types of them and I believe it's simply a matter of how to use pop ups effectively. For example, most people will think of random pop ups which they come across while surfing the web; those which appear and have NOTHING to do with what you are browsing at the moment, or even audio or video commercials for something which again has nothing to do with what you're browsing.

I HATE these kind of pop ups, as well, but I think there's a world of difference between those and using one on your own site to advertise your own email list and nothing else.

In order to improve the perception of pop ups and give some tips about how to increase your sign up rate for your list, I thought I'd now write about how to use pop ups more effectively.

First, you've got to figure out what kind of pop up you want. In addition to straight ahead pop ups which are also known as pop

overs, there are light boxes (meaning the form appears on the screen while the rest of the screen goes darker) and pop ups which appear on a new screen. My personal preference is the light box because I find it to be less invasive. I recommend against the new screen pop up as most browsers will block this.

You can also choose just how the form appears on the screen. It can come sliding in from a certain direction, and you can choose the delay of the form in seconds, as well. The best way to find out which will be best in terms of maximizing your opt ins is to experiment with different set ups.

In addition to all of the other features I've mentioned so far, with Aweber you can save an infinite number of forms and have them all randomly appear on your site so that you can gauge which setup performs the best over a period of time.

Also, make it very clear for why someone should sign up for your list. Remember, just because no money is involved doesn't mean you're not still selling your visitor. Clearly list your incentive if you have one. I recommend having an incentive which your visitors can only get if they sign up because it always sweetens the deal.

I should mention one more time here the importance of having the static sign up box in place. This gives the person a chance to still sign up even after reading the reasons page. You should have a sign up box on every single page, making it as simple as possible for them to sign up.

For some people, closing a pop up as soon as they see one is a reflex, so having that static box in place in case they do close out your pop up gives them another chance to sign up and read the benefits of signing up.

Chapter 7: A Clean Email List is a Happy List Owner

Just like anything else in your life, your website or business' mailing list can become cluttered and require upkeep from time to time to continue working in your best interest. A cluttered list can even end up costing you more money each month than a clean list. Here are a few mailing list maintenance tips you can use to get a clean email list.

First, you should know that unsubscribers and even people who haven't confirmed their opt in to your list are still counted as members. This means if you have a number of people who have unsubscribed from your list or never confirmed their subscription in the first place, your number of members will be considerably higher than if you didn't have those people.

This may not seem like a big deal at first but it matters because most e-mail providers offer different payment tiers depending on how many names you have on your list. More names equals more upkeep, so you pay more money as you get into higher tiers.

Admittedly it's pretty sneaky to count unsubscribers technically as still being on your mailing list, and the only reason I can see for email software providers to do this is because it sticks you with a higher payment plan.

Because unsubscribers count towards that total, you should routinely make sure to remove them from your list whenever possible to keep your numbers down and representative of only the people who are actually receiving your emails because you obviously don't want to be paying a higher rate on your e-mail list just because you've gone to the next tier by virtue of people who aren't even receiving your e-mails anymore. Remember, a clean email list is a cheaper list.

You should also remove people who haven't opted in to your list

in 30 days after they sign up initially. A lot of people will try to sign up your list to get your incentive by giving you a bogus e-mail address. The opt in process is entirely optional for you to use as the list owner, but its purpose is to ensure that you only get people who are interested in receiving your e-mails to sign up.

This is another reason for why I like the opt in process or requiring an opt in before your subscriber can receive content or get your incentive; it trims the fat from your list and ensures you only have the most dedicated subscribers on your list who went through that opt in process.

Also important in mailing list maintenance is that you use e-mail analytics properly to recognize your subscribers who aren't opening the e-mails you are sending. Working with segmenting your list in this way is a smart idea and can identify the subscribers who are not opening your e-mails.

By segmenting this population, you can set aside those who have not been opening your e-mails and you can begin to send them special offers which pertain to your business in the hopes of reinvigorating them and getting them to become an active subscriber once again.

So rather than just removing these members from your list altogether, you can give them one more chance by using segments. If they still don't respond to what you're sending them, then you should by all means cut them from your list as again you don't want unmotivated subscribers pushing your list size potentially into the next tier and costing you an extra fee per month. **Social proof** is nice, but it may not be worth paying an extra \$30 a month.

Chapter 8: Using Double Opt-In Versus Not

“Double opt-in”, also referred to “confirmed opt-in” when it comes to email marketing refers to the act of requiring new subscribers to “confirm” their subscription to a mailing list via a special opt-in link which is sent to their email immediately after they sign up for that list. That subscriber isn't on the list until they confirm their subscription. It's your choice as the owner of a mailing list of whether or not you want to include a double opt-in when someone new subscribes.

Most webmasters are polarized when it comes to the use of double opt-in, so let's look at the pros of using it as well as the pros of not using it so that you can make up your own mind.

Using Double Opt-In Pros:

Fraud Prevention – Requiring new subscribers to confirm their subscription to your list eliminates the chance that you'll be sending email to people who never signed up for your list themselves. Sometimes, particularly if a free incentive for signing up is involved, someone will enter someone else's email address in order to avoid being sent email from that list but so that they can still claim the free incentive. If this happens, without double opt-in in place then the person who owns the email address which was used to sign up by someone else begins to be sent what in their minds is likely spam, perhaps getting your list listed as spam or even reported.

Using double opt-in also means that you can make sure that your free incentive isn't able to be downloaded/received until that person confirms their subscription.

Quality Over Quantity - This means that with double opt-in you only have the most quality subscribers to your list. These are all people who took the time to confirm their subscription and it's extra evidence which shows that they are interested in what you

are mailing about and are more likely to click on additional links in the future.

Audit Trail – You also have the audit trail in place so that you can prove that that person willfully signed up for your list and knew what they were getting from the start when they agreed to be sent further email from you. This proof can be used to show ISPs or anyone else that that person willfully signed up at one point.

Not Using Double Opt-In Pros:

Quantity Over Quality – Obviously 100% of the people who sign up for your list all aren't going to confirm their subscription. Some people will forget about it, others won't see it possibly, and others can't even be bothered to go through the (albeit simple) step of confirming. Removing the double opt-in ensures that anyone who signs up for your list can immediately begin receiving emails, making your list that much bigger overall.

One Less Step – While most of your subscribers wouldn't be confused by or take issue with a double opt-in, there is a small percent who could fall through the cracks.

I'm not just referring to those who could be turned off by that extra step. You could be losing potentially valuable and committed subscribers who had every intention of confirming their subscription and even earning you some sales commissions from your offer but who somehow missed the double opt-in email and are left instead scratching their heads as to why they never received any newsletters from you after signing up. Overall, removing double opt-in from the equation makes it that much easier as you can just start sending out emails with no fear of barriers getting in the way.

Ultimately, I use double opt-in because in my mind if someone is going to be turned off by an (extra) initial email which requires them to click on the double opt-in link, then in my mind it's unlikely that they'll ever check out your subsequent emails or

offers.

Plus, after someone subscribes to your list, they are always directed to a new page and on this page you can and should explain everything clearly to your new subscribers so that they can expect the follow up double opt-in email and know what to do with it.

At the moment, I use a Smart video which comes free with my [Aweber](#) subscription which shows my new subscriber in a quick 10 second video an example of what that double opt-in email will look like depending on their email provider of choice. It detects this when they give their email address and selects the appropriate video to play accordingly, hence the “smart” in Smart video.

As I touched on, you can use bonuses like a free eBook which I do as incentive for them to go through the process. They are putting in the (albeit minimal) effort to confirm their opt in to get that incentive.

Again, it's quality versus quantity and I'll almost always choose quality in that scenario. As an example, I would rather have a list of 800 committed subscribers who confirmed and I know all willingly signed up for my list as opposed 1,000 who didn't. In my mind I'm apt to connect with and likely even earn more from the 800 than the 1,000.

Chapter 9: Why Is My Email Spam?

So to this point we've covered on a number of things like why email marketing is important, how to get started and make money with it, and how to really explode your subscriber total.

But if your emails are not being delivered, going into the spam folder, or being labeled spam by your subscriber directly, then you're just wasting your time. Many email services like Gmail in particular have been mislabeling emails from a lot of marketers as well as large well known and reputable companies as spam through their updates.

If you've gotten spam complaints or conversely if your subscribers have been mailing you telling that you haven't gotten specific emails, this chapter will address how to ensure that your emails end up in the inbox and not the spam folder.

Domain Verification and DKIM/SPF Authorization + Records

First, we need to convince email services like Gmail and Yahoo that the emails we send out are actually coming from our domain and not someone pretending to be from our domain.

To do this we create records on our hosting account using information from our email marketing service provider.

The existence of this authorization vouches for us when we send out emails which are meant to come from our domain through our email marketing service provider.

Generally the process is the same among the various email marketing services you might choose.

First you verify that you own your domain to your email marketing service provider by putting a file they supply you with

in the root directory of your hosting.

Then we create the two types of authorization, DKIM (domainkeys identified mail) and SPF (sender policy framework). The definitions don't matter; we just need to create a CNAME and a TXT file via our host using information our email marketing service provider gives us.

It sounds overly complicated and technical, but it's actually quick, painless, and very easy.

I cover this in full via a video [in this article](#), so check that out for a quick overview on how to prove that your emails are coming from your domain.

Content

Next, you need to look at the kind of content which you are putting in your emails. Most email marketing companies enable you to not only use text but to put other kinds of media like images in your emails. The more non text based content which you put in your email, the more likely it will be sent to the spam folder.

I mentioned earlier that while I think MailChimp is a great email marketing service especially given the FREE price tag for users with small lists under 2,000 subscribers, one caveat to that is that until you pay for their service, every email you send will have a small MailChimp watermark image at the bottom of the email to promote their service.

While it likely won't bother any of your subscribers, the inclusion of that simple image can be enough to send that email to your subscriber's spam folder. So that's just something to keep in mind while you're on the free account. You can remove that watermark after you become a paying subscriber, or you can leave it in as a referral/affiliate link.

[Aweber](#) even has a feature for their users which I mentioned earlier which gives you a quality score as you're crafting a new email. This score tells you how close your email is to being labeled as spam and while it's not a hard and fast rule, it can really help you get an idea of what content of yours can be construed as spam.

Spam Complaints

Something else to keep in mind is that the more subscribers of yours who label your email as spam, the more it begins to get marked as such by other subscribers who haven't marked it as such themselves. Their email provider makes note of these complaints and this affects how your emails are graded before being sent to other users of that provider.

If a decent percentage of all of your subscribers are labeling your content as spam, this should tell you that you need to make a change and do something about it. If all you're doing is selling products in your emails without ever providing any real content or quality, then your subscribers are likely to eventually begin marketing the things which you send them as spam even before opening it.

Make sure that you required a double opt in from every new subscriber which I just covered, as well, as this will cut down on the number of subscribers who label your content as spam because each one of them should have willingly signed up for your list.

Add Me to Your Contacts

The absolutely best thing that you can do and the only thing that you can do to 100% ensure that your mail doesn't get sent to the spam folder is to have your subscriber add your email address to

their contact list. No email service will ever label anything which someone receive from one of their contacts as spam.

I recently received an email from a new subscriber who told me that they failed to receive Day 2 of my [10 Day Online Marketer's Training Course](#).

I encourage my new subscribers to add me to their contact list as soon as they sign up to ensure that non of my emails get mislabeled as spam. I do this both on the page they are sent to after inputting their information in my signup form as well as in the opt-in email and the welcome emails.

Remember, the more email from you to different subscribers which get labeled as spam, the more future emails from you which will also be labeled that way.

Conversely, the more subscribers whom add you to their contacts, the less your email will be labeled as spam, and this works proactively help you in the other direction so that less of your email should be labeled as spam to other subscribers, even those who have not added you to their contact list.

Chapter 10: The Four “C’s”

Consider How Your Title Looks

Whenever you send out a new broadcast email or write a new followup email, think about how your email/its title is going to look in your subscriber's inbox before they choose to open it.

You want to obviously make sure that they realized that it's from you first and foremost, but from there you want a title which is going to motivate your subscriber to take action and read your email. Every new email is a battle when it comes to getting them to read your content, so pull out all the stops.

The most surefire way to get someone to open your email is to peak their curiosity. You can do this by either hinting at the content of your email in the title or by saying something dramatic or outrageous, something like “I Can't BELIEVE It Happened Again... Listen to This”.

Be careful with how you tease your subscribers, however. I'm speaking from personal preference in this case because I'm on a few email lists where the owner is constantly saying random things which peak my curiosity but have NOTHING to do with the contents of their email which just frustrates me to the point of unsubscribing.

Another surefire way to get someone to open your email is to offer something free in that email if they take action. This can even be something as simple as information if you phrase it correctly.

Create Surveys

You can create a simple survey email to ask your subscribers outright about their behavior and preferences. You can ask things like how often would that subscriber like to hear from you, what

specific topics would they like emails about, etc. Simply send out a broadcast email to every current subscriber and make this email part of your autoresponder follow up series so that new subscribers can take the survey, as well.

The survey choices can be live links which link to a thank you page on your site; Aweber will automatically track the clicks from each subscriber and there you go: you have your subscribers creating customized segments for you which they are putting themselves into, thus telling you how you can better market to them.

Customer Loyalty

Remember that someone who has already bought something from you is much more likely to purchase from you again in the future. The same holds true especially in email marketing.

Using a segment for your loyal customers who have purchased a specific offer of yours in the past which you can track through analytics, you can email those subscribers different offers relating to that product which they may be interested in while mailing the rest of your list info about the initial product. Push the upsell on your existing customers if there's an upsell to be pushed, this works very well.

Copy Others With a Grain of Salt

Take a look at big name companies and get on their mailing lists. See how they approach their autoresponder, broadcast emails, the kinds of titles which they use to grab your attention, etc. Take everything with a grain of salt, however, and use this just to increase your example base; I've seen quite a few very well known brand names employing what I thought were just sloppy email marketing techniques.

These companies have gotten to where they are for a lot of reasons, but one of those reasons may not necessarily be that

they excel at effective email marketing.

Conclusion

There's an old proverb that says “The best time to plant a tree is twenty years ago. The second best time is now”. This quote may have well been written with email marketing in mind.

You can't change the fact that you haven't taken action in email marketing before today, but you can change where you are going and get started now. It's never too late to get started in building your list, but remember again that every second which you have a website without an email list, you are leaving A LOT of money on the table.

Even if you don't have anything to sell or monetize at this point, you should be building your list and relationship with your subscribers, getting ready for the future. You never know when that perfect offer for your audience will come along. Sure you can send out a tweet about it, a blog post, a Facebook update, etc.

Your subscribers are your most loyal readers and customers, however, so it's no surprise that marketers make FAR more money when sending out an email about an offer than using any other medium.

I know some big name affiliate marketers who own email lists with subscriber numbers in the tens of thousands. They call it their “cash machines” because any time they need some money they send out an email with the latest affiliate offer and quite literally make 5 figures from one email blast. 5 figures of income from writing one email with your affiliate link in it. Just think about that for a second.

But I take it that you don't have a subscriber base in the tens of thousands, however, and that's precisely the reason for why you should get started today using the tips and info covered in this guide.

I hope that this guide has given you a much better idea of how to succeed and make money through email marketing. I invite you to visit my professional website ConvertingCopy.com and hope that you'll say hello and stop by for additional email marketing tips and tips for making money through online and affiliate marketing in general.

To your success in email marketing,

A handwritten signature in black ink that reads "Paul Ventura". The script is cursive and fluid.

Paul Ventura
ConvertingCopy.com