

“Insider Secrets to Email Marketing: How To Increase Your Traffic, Generate Leads, and Make More Sales Online!”



Complimentary Version 2.1 (Printable)

“Email Marketing Seminar”

eBook By Terry Dean

Business Systems 2000

&

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Online Automation, Inc.

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E-Mail Marketing Seminar

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E-Mail Marketing Seminar

Introduction of Key Strategies

Hello and welcome to the complimentary version of the best email and online marketing training courses I have ever come across. Finally, the complete A to Z online marketing course focusing on our specialty, EMAIL MARKETING! My name is Mark Wittkowski, President of Online Automation, Inc., a very successful online business providing automated solutions for thousands of Businesses and Networkers worldwide.

If you are using or plan on using the Postmaster email marketing software <http://www.post-master.net/rs/Jmar> or Postmaster Online (the web based version) <http://www.postmasteronline.com/?10932> the information here is exactly what you need to maximize your database marketing and email follow-up marketing efforts. Although many of the strategies are age old and proven, many are brand new to this powerful medium, the Internet. If you're not using one of these systems, be sure to consider both automated marketing solutions carefully. [Click here](#) to find out which option is best for your business. (BE SURE TO JOIN BOTH AFFILIATE PROGRAMS, THEY'RE FREE!)

This eBook is the best selling Email Marketing course on the Internet, hands down. It's like it was written especially for our small business clients. This is our complementary version and offers you a taste of this valuable resource. When you invest in one of our powerful automated solutions you receive the FULL version FREE!

After marketing online for only 3 years I have come to the realization that the Internet is the perfect forum for all of us to achieve nearly any goal you have in mind. Whether it's finding information, new clients and prospects, or making direct sales online, this is the place. Already, I can't imagine our world without it.

We are very excited about the future of the Internet and the future of Online Automation, Inc. Based on the most recent Internet studies, so should you! The Internet is changing faster than ever, making it more difficult to stay ahead of the game. The good news is that e-commerce continues to exceed expectations. In a few years, the Internet will play a major role in International commerce and we'll help you be positioned perfectly.

Online Automation empowers clients to compete with the "big business" online using "cutting-edge" automated marketing tools. Solutions previously available only to large companies able to afford custom programming and database systems. Finally, your small business has completely automated database marketing to build profits and reduce time spent on your business. We have available solutions with nearly \$500,000 invested in programming and design, available to you for around \$300 for software or under \$30 a month for a Web based system.

Our mission with Online Automation is simple: To provide you the solutions you need to prosper through unique, user friendly, "cutting edge" automated tools and marketing strategies. We offer solutions that insure your business runs automated, enabling you to leverage your time and marketing efforts. We provide you the tools and solutions you need to reach your summit.

To Your Success,

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"We provide the automated solutions you need in order to position your business for successful online marketing on the future of the Internet. If you have problems, we have the solutions."

To start out here's a summary of the 5 Key Strategies You Must Implement For Successful Marketing Online. These 5 keys are covered in detail in this and the full version of our Email Marketing Course.

1) Develop powerful benefits packed sales letters and ads for your products!

Test the results of providing your sales letter on your website vs. in email. Often a shorter email teaser linking to a long web sales letter produces the best results. As long as your sales letter provides tons of benefits and bullets explaining how you can help your prospects get what they want, NEVER be afraid of using long sales letters! Many of the best performing sales letters on the Internet have been 6-10 pages. Don't just toot your own horn. Tell your prospects exactly how you can help them improve their current situation and get exactly what they want from you.

2) Test ALL of your paid marketing efforts!

There are enough ways to easily test your results online that not doing it is a big mistake and can cost you business. You simply can't market blindly and expect to maximize your results. You need to know what's working and what's not. What kind of advertising can you afford to do and what gets the best results? **TEST AND FIND OUT!**

Here's an example:

You run an ad in an Ezine or mail a solo ad to someone's database (opt-in list). The ad goes to 10,000 people and costs \$50. If you got 200 responses or web site visits from that ad, you got a 2% response. Your response rate should vary between 1-10%. The % is not nearly as important compared to the number of sales that result and your profit per sale. So let's assume you receive 20 sales and you make \$10 profit per sale. Your total profit is \$200. Not bad, you just turned \$50 into \$200 in a few days. That's a 400% gain in less than a week. How does that compare to your mutual fund? Now you continue to run that ad or sales letter until it's no longer profitable! Continue to test and find new sources all the time to run ads and send your sales letter. You should target sources that consistently bring 100%+ return on your investment. Testing will allow you to at times find sources that bring over 1000% return!

You simply must know...

- Which sales letters and ads get the best responses
- Which publications and strategies provide the best results
- What your numbers are — profit per customer, responses per ad
- How much you can spend on an ad campaign to make it profitable

3) Build and market to your contact database and then FOLLOW-UP!

There are many successful strategies to build your database of interested contacts. This will prove in the short run and long run to be your most valuable asset for your business. As the age-old sales principle that pre-dates the automobile teaches, "The fortune is in the follow-up." You simply must put a system in place to stay in touch with EVERY contact you make. Have you ever wondered why you're mailed catalogs over and over from certain companies? Because it makes huge profits for those companies!

Proven Strategies:

- Offer and advertise FREE reports, information and training series.
- Follow-up systematically and consistently with your contacts.
- Write articles that appeal to your target market; send them to your contacts and other publishers.
- Start an Ezine - Consistently email your messages and articles along with other publisher's articles.
- Provide great content and information valuable to your contacts.
- In your sales letters and follow-up, drive contacts back to your web site and order forms.

3) Send out an "Ezine type" mailing to your contact database at least once or twice a month.

Promote your Ezine with FREE reports, e-books, and good articles. A free Ezine is easy to promote. Be sure you have a sign up form on every web page and every contact you make hears about it. This is a perfect strategy to get your contacts accustomed to receiving email from you. Take the high road though and give as much as you ask. Providing good solid information will keep your contacts interested in your offerings and keep them in your database.

4) Gather and promote your customer testimonials!

Nothing and I mean NOTHING sells better than a personal endorsement or testimony from a satisfied client. The best written sales letter can't come close.

Be sure to ask for your customers' comments and testimonials, encouraging their feedback. Also, find out who your customers are and what's important to them. This will help you target your customer base more effectively and find prospects easily, willing to become your customers. This is critical to improving your ads and sales letters too! Find out why your customers are buying from you and hit on those points heavily at the beginning of your sales letters and in your ads.

Provide prominent links to your best testimonials everywhere! It's also a good idea to get testimonials from well known experts in your field to create INSTANT credibility.

5) Know who your target market is and work hard to find them!

Sales and marketing are like fishing. Have you ever gone fishing and sat there not catching a thing? What was the problem? It's simple. Either you're

not where the fish are or you are not using the right bait. This simple principle in nature applies to all your sales efforts. You must advertise where your prospective customers are and you must provide product solutions in a form of benefits they desire.

Don't give up - keep at it until you find the right offer matched with prospects able and willing to buy. Did you know the biggest reason for failure is people give up too easily! Remember, success is 95% perspiration and 5% planning.

Now a note from the esteemed author and successful online marketer, Terry Dean:

Hello, I am Terry Dean of Business Systems 2000. I want to welcome you to the "Insider's Secrets to Email Marketing!" Throughout this course, we are going to be discussing step-by-step how you can build yourself a turn-key business on the Internet. For the last couple of years, and throughout the last decade all the discussion in marketing and home businesses has been about the Internet. Everybody's talking about it. Everybody is trying to get onto the Internet. Everyone is telling us that you have to rush to get onto the Internet.

A lot of people are constantly talking about how the "Information Superhighway" is the way to make money in your business now. It almost can begin to sound like that every business online is making money, and if you can just get a web site up there, you will instantly become wealthy through online marketing.

Well, I want to tell you right off at the beginning of this series that this kind of statement just isn't true. You are NOT going to make money just because you put up a web site. Just because you build a web site doesn't mean that 60 million people are going to start rushing at your web site, and that they are going to buy your products or services. It does not mean that at all. In actual fact with the consulting that I've done in dealing with different businesses online and talking with different people online, I have found that probably 95% or more of businesses online right this minute are not making money. Now, I don't want you to get discouraged just because I make that statement, because I can also tell you exactly

why each of them is losing money.

Many of the readers of this course may also be in these types of situations. You have a web site up getting traffic, but you just can't seem to make a profit. Don't get discouraged because we will cover exactly what you will need to do to become a success in your business. Just like I know a lot of people who are failures online, I also know the "success stories."

Many different individuals have built full-time businesses just by using the Internet. Some of them were never successful before the Internet. Others used the Internet to advance their businesses and start creating another profit stream. So, I really don't want you to get discouraged whenever I am using the statement that "95% of people lose their money online" because the reason that they're losing money is because they don't know the techniques which we are going to be teaching you throughout this course.

Being online is not the key to success in your business. Knowing the specific techniques and steps to take online is the key to success. The "success stories" you will see me talk about throughout this course all have one thing in common—they decided to sit down and learn everything they needed to know to be successful. They didn't just jump out there and believe the hype about how easy it was to build an online business. They did exactly what you are doing today—they searched out, hunted down, and purchased information which would help them create the kind of business they had always dreamed of.

With what you will learn throughout this manual and with the tools which are provided to you by Postmaster Online, you will be able to succeed in your Internet business. Email marketing is the primary key to success online, and it is the difference between the sites that are making money and those that are wasting it by the handfuls. The software bundled with this course will change the whole Internet landscape for you. Now, you can automate your daily emails, send out follow-up messages, personalize your letters, and more—all with simple-to-use software.

Throughout this course we are going to show you a step-by-step system that you can use to make money no matter what type of business you are in and no matter what type of products or services you are selling. Our main goal throughout this course is to show you the turn-key system that will work no matter what type of business you are in.

I am here to tell you that this turn-key system will work for you in your business. So, if you follow along throughout this course, you will learn the turn-key system we use for making money online. Am I going to guarantee that you make a certain amount of money? No, I am not. I am not going to guarantee that you make a certain amount of money because that depends a lot on your business and just how closely you follow our techniques and some of the ideas that you create yourself.

Part of what I want to do throughout this course is to help you learn to "think for yourself." Almost without fail every single one of the Internet marketers who makes a lot of money online has learned how to create their own marketing techniques. They have learned how to put a little twist to their marketing to give them a uniqueness from other web sites and other people.

When I make different statements throughout the manual, I want you to think to yourself, "How can I use this for my own business?" Take notes. Write down thoughts and ideas that come to your mind. Always think to yourself how you can use these techniques for yourself. The person that I am most thankful to in my business was the one who helped me learn to think for myself and come up with my own ideas. I hope that I will be able to do that for you as well throughout this course.

You can make money if you follow our step-by-step techniques. We are going to teach you a simple step-by-step system for writing killer advertising which practically forces people to order your products and services. We are going to show you how to put an automated system in place for email follow-up. We will show you how to pick the right newsletters to advertise in for maximum exposure and effectiveness. Each of the aspects will hopefully help you create the

kind of business you have always desired.

I don't want you to be limited to just what I say throughout this course. I don't want you to just be limited by what I write throughout this course. I want you to learn how to think for yourself. I want you to learn how to have ideas for your own business. Learn how to think for yourself. Create some of your own ideas to test in your follow-up system, your sales letters, and whatever else. Whenever I take a look at those who are the most successful Internet marketers, almost without fail they have used a system just like this, BUT have added their own unique twists to it. Uniqueness can be a major key to getting people to link to your site, tell their friends about it, and to get press coverage.

These techniques are a basic foundation. All I can give to you is the basic system. If you can learn how to take some of these techniques and advance them inside of your business, you will make large profits online. You will be able to create a full-time business online. I want you to keep that in mind as we go through this entire course. The most successful users of this course will be those who follow the basic techniques and then create little twists to them for their own use!

I have a very successful web site, which you can take a look at <http://www.bizpromo.com>. You can see how I run my web site, how much I have combined my web site with email, and how much I use email together with my web site. This is what I am going to teach you throughout this course, the importance of using email together with your web site.

At the beginning of this course I quoted to you that "95% of Internet marketers are currently losing money online." If I had to give you one reason that most of these people are losing money, it is because they have not learned how to work email in with their web site. They have put up a web site, and passively told a few people about the web site. They might have even advertised a little, but once a person comes to their web site they have no system for follow-up. They have no system for making sales to their prospects. That is what I really want to show you throughout this course, you absolutely have to create a system for making sales to your prospects through consistent follow-up.

Just because they visit your web site does not mean they're going to order from you. You are going to have to give them a reason to order from you. You're going to have to set up an active Internet marketing system for your business. Too many Internet marketers are passive Internet marketers. They have a web site and hope that traffic comes to their web site. Then, they hope that they make some sales. They don't have an active system following up on their prospects.

If you go to my web site you will see that I have a very active system. The first thing that I try to do whenever you go to my web site is try to get you to sign up for my newsletter. That is my number one goal and half of my web site is devoted to trying to get you to sign up for my newsletter. Next, after you sign up for my newsletter, I try to get you to hit an autoresponder that I have for my main product that I am selling at that time.

Then, this specially designed autoresponder (which will be further discussed later on in this course), sends out the first message. After that, it does 6 follow-ups on my prospects. Every two days, it will send out another marketing message to my prospects. It will follow-up on them six times each. This equals a total of seven contacts with them. This is ACTIVE Internet marketing. When they are on my news letters, I am going to send out good quality information, but I will also use it as my primary marketing vehicle. I will be giving training information, teaching them how to work on the Internet, how to make money in their own home business on the Internet, and the techniques which I use that are successful on the Internet.

The main purpose of my newsletter is to show them my different products, my different services, put in my sales letters, and put in my classified ads for my products and services. I am going to be doing follow-up every single week through it. My newsletter goes out every Friday so that means every Friday I get to contact my prospects again to try to make another sale to them. I do not passively rely on my web site to make sales for me.

In my experiences and the experiences of the people that I've worked with,

selling products from web sites does not work very well, but selling products through email works like a charm. By this statement I mean that if I have my web site up and I am just trying to make a sale from my web site, I may make a 1% response rate. If I combine my web site with email and get people hooked up to an autoresponder, which can follow-up on for them a total of seven times, the response rate will go up to 5% - 10%. In other words, you can make 5-10 times more sales using my email marketing techniques than you can from a regular web site.

By learning how to use these step-by-step techniques you can make between 5-10 times more sales, rather than just a web site alone. I really want to in-grain this into your mind and consciousness. You have to use email on the Internet if you want to make money. Almost without fail every single one of the web sites that is losing money online is simply one that hasn't learned how to combine email marketing with web site marketing. They only do one or the other—not both.

I'm using my computer to make money for me. I have learned how to set up my system automatically. I want to teach you how to do exactly the same thing in your system and so that everything is done for you automatically. If you can set up your system automatically, that means that once you have one running and making money for you, then you can go along to another one, and then create another. There won't be any limitations on your business, because 95% of the work can be done for you by computers in this type of system.

If we had to go out and actually follow-up on each one of our prospects individually by email, many of us would just be too lazy and not follow-up on them. I can tell you that is what happened to me. I was trying to follow-up on all my prospects individually. I was trying to collect the email addresses and send out follow-up messages myself before I found out about these autoresponders that would do the follow-up for me.

I ended up getting lazy even though I had a system and a plan set up and laid out. I had the emails ready to go, but still I would end up not sending out my follow-ups. Then you can guess what happened next. My sales started dropping. Once I learned how to set the system on auto-pilot, my sales went right back up higher than before because it no longer relied on me sending out each individual email everyday. So, I am giving this to you as a warning right off the bat, because

I don't want you to end up doing what I did at first. Don't think that it is better to do it yourself, because you just won't do it. Set it all up automatically and free your time up for more important things, such as creating new plans and systems. Once you get this set up in one business, then you can go on to others and grow from there.

DON'T SPAM

Email marketing that is discussed throughout this course is not referring to bulk email or "spam" as they call it online. On the Internet, people refer to unsolicited bulk email as spam. Unsolicited bulk email is when you send out thousands of emails to people who have never requested information from you before. They have not contacted your company before. This is referred to as spam by most Internet insiders.

You are going to want to avoid spamming people on the Internet, because if you spam thousands of people online, they will complain to you, your web host, your Internet service provider, and more. Once your web host or Internet Service Provider starts getting dozens of messages complaining about your business tactics, you can guarantee that you will lose both your web site and your local dial-up connection. Spamming is a very big issue on the Internet now. Some web hosts will cancel your account even if they only get ONE complaint of spamming.

I want you to understand that throughout this course, we are not talking about spamming. We are not talking about going out and mailing to thousands of people who have never contacted you beforehand.

Everything that I am referring to throughout this course is referring to people who have somehow contacted you before and given you their email address. We are talking about opt-in mailings only. This is where people have specifically asked to be on the list. Don't confuse our system with bulk email or spamming.

You could almost call spam the "evil twin of email marketing." It is out

there and hundreds of people are selling bulk email software, accounts, and products. They are offering to bulk email for your business, but you will want to avoid all of these types of offers. They can only spell one thing for your business—TROUBLE.

No matter how tempting it may appear to you to be able to contact 1,000,000 people with your advertising message, don't listen to it. Sure, they might mail 1,000,000 people, but 99.9% of those people are going to delete the message without even looking at it. The others will complain to your email or to your web site provider. A few may order your products and services, BUT you could have received more orders by using one of the opt-in email marketing services out there such as Postmaster Direct and Bulletmail. For a low cost through those companies, you can send out thousands of emails to targeted prospects who have asked to be on the list. You won't get complaints as though you were spamming, but you will get orders if you have an attractive offer for your prospects. Check them out.

When we are talking about putting classified ads in Ezines, those Ezines need to be opt-in lists where people have asked to be on the list. This is the only way that our system can work correctly. Don't fall for some special deal on mailing your classified to a million people. Even placing a classified ad in a mailing which is spammed out there will cause you untold problems. Your web site, autoresponder, and more could all be cancelled without notice. Make sure all of the Ezines you advertise in are opt-in ONLY!

The same thing with your newsletter—you want people to opt-in and ask you to subscribe or to subscribe to your web site. They are the ones contacting you first when we are talking about email marketing. I have to make sure that you have that in your mentality about how important it is for you to only use opt-in email instead of using spam. If you were to use many of the techniques I am going to show you here in bulk emailing, you would only get yourself into trouble and lose your autoresponders, listservers, and hosting accounts. Remember, throughout this course we will not be discussing bulk email or spamming. This is opt-in emailing only.

Quick and Easy 7-Step System To Making Money Through Email Marketing On The Internet

1.) Pick the right products to market!

Picking the right product for you to sell in your online marketing campaign is the first step to success. How many people have gone online and tried to sell anything and everything on the Internet? At first, this is also a mistake that I was making. I was trying to sell dozens of different products on my web site right up front. What ends up happening if you do this is that everyone sees all these products, and they then get confused because they can't decide which ones they want to order from you.

You are much better off selling one or two products in your web site and then back-ending other products that you have in your business. Maybe you could sell some of your lower cost products or services right upfront on your web site. Then after people purchase those you can give them your sales letters for your more expensive products and let them know about your other products.

You have to have the right products to be marketing. What types of products or services sell well on the Internet? I don't want to give you just an exclusive list and tell you that you have to sell these types of products or services because I have seen just about everything being sold successfully online. Some of the things that are absolutely selling the best though are information products such as books, audio tapes, and videos. I have also seen services sold well, especially web site hosting and other types of services which relate to the Internet such as search engine submissions or press release marketing.

You could actually say that the different types of products you could be selling are almost unlimited online. You can sell almost anything online that you can sell off-line. The things to keep in mind when you are doing direct marketing online are.

1. You don't want to sell products or services which are regularly available in stores.

Selling something that is available in the local drugstore or at a neighborhood Wal-Mart is a recipe for disaster. Your products need to be unique. When marketing through direct means such as mail order or by the Internet, you won't be able to find regular buyers if you don't focus on uniqueness. If you are selling something that is available everywhere, 99% of your potential buyers would prefer to buy it where they can see and touch. They would prefer to deal with someone that they can see.

2. You want your products to be easy to ship.

Always think about delivery of your product or service. Can you use a fulfillment company to deliver? Will you have enough of your products or services on hand to deliver. Have you thought about some of the newer ways of delivering your products to your customers?

A lot of people now are selling information products and they are then delivering them online. They are using products such as "Writer's Dream" or "Adobe Acrobat" to create electronic books, manuals, and courses. Then, they are letting people buy it online and download it from their web site so they can get it immediately without any shipping costs or problems.

If you are doing a type of service, is it easy to recreate it. For example, if you do web site designs for people, you could set up the web site designs so that there is a simple process or design template you regularly use. Always think of ways to make your business more automatic. It could be a system where you already have web site designs set up and ready to go, and all that you actually have to do is input their information into them to give them web sites quickly and easily. Check out the book **E-Myth**, which you can find at your local bookstores. It is a wonderful book on this subject of creating automation in your business.

3. You have to choose a target market for your products or services.

The big key in selling your product online is finding out how to choose and target the right market. Don't sell a product online if you are not going to be able to target your market correctly. Don't sell to everyone online. I cannot emphasize this enough. Just because there are 60 million people online, that does not mean you have 60 million prospects for your business. Whenever you try to sell to everyone, it becomes very difficult to find them.

We want to be able to use laser marketing online, not shotgun marketing. Don't be just trying to hit anyone. You need to be specific about what you are selling. If you are selling dolls online, you can target that market. You can find people who interested in dolls or collecting dolls online. You can find Ezines that are targeted to collector's dolls. So, the most important aspect when choosing the right product is choosing a product that you will be able to target to the right market online. You absolutely must target the people who are most likely going to buy this product.

I have a list of Ezines that you can go to and Ezines that you can subscribe to. You are going to want to sell to these types of targeted markets that these Ezines are being delivered too. That is the most important thing in choosing your product. Make sure that you can target your market easily. If you can find 5-10 Ezines that are targeting a specific market, then that is a product that you will be able to target to the right market. Keep this in mind if you don't have a product yet to make sure that you are picking a product that you will be able to target.

4. Choose a product you enjoy selling.

When picking your product, you must also choose a product that you enjoy. Don't go out and start selling golf clubs if you hate playing golf. Choose something that you enjoy doing. If you can find a job that you enjoy, you will never have to work a day in your life if your job is your hobby. Keep this in mind...

when choosing a new product. It should be something that you enjoy doing.

Let me tell you a short story.

In Indiana, there lives a woman who works 8 hour days 6 days a week at a local computer company. We will call her "Barbara" for the sake of this article.

Barbara dreads getting up in the morning. She dreads getting ready for work. She dreads driving to work. She dreads clocking in. She absolutely hates her job.

She has a degree in computer science, but she can barely stand the sight of a computer anymore. Everything in her miserable life has become a drudgery to her. She can barely stand herself. The most important thing to her is that wonderful clock that shows 5 p.m.— the time for her to go home.

She rushes to her car, drives home as fast as the law allows, and then immediately rushes into her house as fast as she can to the noise of overexcited door greeters. They have waited all day for this moment. Now, she can relax.

She sits down on the couch, collects up her pets (2 dogs and a cat), and gives each of them the attention she knows that they crave. She turns on "Animal Planet" on the television set and sits back breathing a sigh of relief that she lived through another day.

Every day this same process occurs. Sometimes she makes a stop by the library and gets a collection of books on "dog care" and on "dog training." On her day off (that wonderful day), she and her dogs go and spend the entire day at the local park. All of them wait all week for that wonderful event.

Because of the drudgery of her job and the desire she has to be constantly free from it, she decided to check into starting her own home business. Her friends sell Avon. As a matter of fact, one of them even makes enough money to do it full-time.

Barbara envies this woman. She gets up and works when she wants at her own business which she loves. She always seems to have a spring in her step and a smile on her face.

Then, one day her friend invites Barbara to join her. Excitement overflows inside of Barbara. She will be able to be in control of her own destiny. She can be in business for herself.

Barbara jumps at the chance—besides it is only \$25. She says to herself, "What do I have to lose?" She is absolutely on fire with this new possibility. She can work for herself and make her own life.

She quickly begins to do everything her sponsor tells her to do. She makes up lists of contacts. She begins contacting them all one by one. She does everything necessary to get started as fast as possible.

Barbara begins making a little money, (it always starts out small in your own home business), but something is missing. She still has her job. She has her new home business and is beginning to make a little income doing it. BUT she has even less time than before to do the things she loves.

Her day off came and went. She had meetings to attend in her new business. Her dogs stayed home staring longingly at their leashes wondering what was wrong. Barbara is making more money now, but is less free than ever before.

Now, after the excitement of her new business has worn off, that telephone

is getting pretty heavy to use. It is getting pretty tiring to come home from work every day and have to work this second job—even though it is hers.

One day, her sponsor quits and she has no one to help her stay motivated anymore. That is the final straw. She can't do it any more. She goes back to the old routine feeling guilty that she "failed" in her home business venture.

Later on down the road, this same process occurs. She joins another home business "opportunity" only to later give up and quit because she just can't take it anymore. Dozens of times this happens. Every time she feels more guilty that she just doesn't have what it takes to make it in her own home business.

Every time this occurs, she ends up exhausted on her couch. The funny thing is that the answer to her problem has been right under her nose all this time. It happens to be staring up at her lovingly right this moment, holding its leash.

Her problem has been that she works a job she hates. She wants a way out and others are promising her a solution that just isn't suited to her. They make money doing it because they love it. She makes a little at it and quits because she can't stand that JOB either.

For them, it is a way of life and a passion. For her, it is just another JOB, yet with less starting salary. Her passion is for her pets, but she spends time trying to work up passion for other people's desires. I will let you off the hook and tell you Barbara's problem is that she is trying the WRONG home business for her. She should be starting a business where her passion is. Instead, she just tries to imitate others who have completely different desires.

I wonder if that is your problem? If you can't wait to get off your job and get out to the golf course, but you are trying to sell health products, it won't work. If you only want to garden all of the time, but sell make-up, you are dead in the water before you ever start.

THE BEST WAY TO PRODUCE A LIFESTYLE YOU ENJOY IS BY DOING WHAT YOU LOVE!

Take off the blinders. Take off the limitations. What do you love doing? What are your hobbies? What is it that you think about every time you get a spare moment?

That is the BUSINESS for you to be in. Don't tell me it can't be done. I will just tell you to figure out how to do it.

Let's go back to Barbara. What should she be doing? How about being a pet sitter, dog walker, pet groomer, dog trainer, or running a day care for pets?" She could write books on pet training, animal grooming, etc. That could be an information business. It could be a service business. Don't put limitations on yourself or others.

Don't tell me it can't be done! On TV, I just heard about a DOG BAKERY that only sells gourmet dog treats. They have over a million in sales and 20,000 mail order clients, besides what they have in their little shop. If you love it, you will find a way once you make up your mind!

For many of you reading this, you may be in the wrong business. You are making money (or you aren't making money, it doesn't matter), but you just aren't happy. Well, now you have it. Somebody was finally willing to tell you the truth of the matter.

Find your LOVE and you will find success. Yes, it will be hard starting out. It is in any business you get started in. If your business is also your passion and your hobby though, YOU WILL make it through and won't quit when it gets hard, because you LOVE it.

THE BEST WAY TO PRODUCE A LIFESTYLE YOU ENJOY IS BY DOING WHAT YOU LOVE!

2.) Create the sales letters for your products or services.

In this course we are going to spend a lot of time on writing successful sales letters, because writing good ad copy online is the key to closing prospects into money paying customers. Because it has been so low cost to get on the Internet and so low cost to send email, many people have gotten online and started sending out junk. They have written very bad sales letters, probably something that they wrote up in about 5-10 minutes. They didn't spend any time thinking about it, spend any time writing it, or even going over it. Because of this they are never able to make the kind of sales that they want in their business.

It doesn't matter if you follow every one of these techniques to the letter. If you don't write good sales letters (which we will cover a lot) you won't be able to make money online or in any type of direct marketing. That is the reason that we will spend so much time on it in this course. Your business will NEVER advance beyond your copywriting skills.

The good news is that copywriting is a learned skill. Contrary to common opinion, good copywriters are not born. They learn to write copy. You can do it as well. It takes a lot of practice and patience, but with the right techniques we can have you writing killer ad pieces in no time flat.

3.) Create follow-up letters

Our email marketing system relies a lot on follow-up. The fortune in marketing is in the follow-up. I want you to keep this in mind when we are talking about writing your sales letters. Not only are you going to write a main sales letter, but we will help you create a system for writing follow-up letters as well.

You are going to want to write (if you use our system to the letter) one sales letter and at least 7 follow-up sales letters with which you will be following up on your prospects. Many times you will use the same sales letter, but adding on a paragraph at the beginning of each letter or changing the paragraph a little bit. You will be making the same offer through all the sales letters because you don't want to be confusing your prospects. We are talking about little additions, little questions, and learning how to focus on specific parts of the offer.

A tremendous resource for follow-up copy is right in your main email software outbox! These are personalized and detailed responses to questions regarding your products and services.

To be successful in email marketing, you will have to learn an aspect called an "email probe." This is where you ask your prospects specific questions which are intended to get them into a discussion about your product. If you can get them thinking or reading your sales letter more intensely for the right question, you will be able to double or triple your sales.

Use our step-by-step techniques for writing these follow-up letters. If you just let them have one contact with you, you might make one percent sales, but if we can get you to do a follow-up system you could be making 3%, 4%, or 5% sales if you have good sales letters. We are talking about a big difference. We are talking about a change from losing money online to making money online by learning how to do the follow-up system right.

4.) Make your system automated.

You are going to be using a completely automated system. This should always be one of your main goals in any business you are involved in. You want your advertising plan to become automatic. You want your follow-up to become automatic. You want to have an automatic number of sales occurring every month in your business. Postmaster Software and Postmaster Online are two in-

credible tools to help you automate your efforts and insure your profits are not slipping through the cracks!

[Click here](#), to take a look at two of the most automated marketing systems available anywhere at any price.

Take a look at how a franchise works such as McDonald's. For a certain fee, someone can buy an almost guaranteed successful business. Everything is planned. They know exactly how to train employees, where to get supplies, how to cook the meat, how long to cook the fries, and how to design the building. They don't leave anything to chance. The creators of the company have created one thing—a system. Think about that. What are we doing in this course? Creating a system!

Once you have it automatically working in one business, you will be able to move on to another. You will be able to set up many different avenues of products for this type of system to be making you profits from. That is what makes this opportunity SO exciting. It is not limited to just a specific type of business. If you can get a hold of a certain product and target the right market online, you can use this system to make money for your business.

It is actually possible to turn your computer into a money machine! I have seen dozens of reports which advertised that, but I never was able to find one which could actually deliver. Here is your chance to use our turn-key system in any type of business online by learning the power of follow-up and automation.

Online Automation, Inc., a favorite of mine, offers amazing solutions to do just this. They offer two cutting edge products, Postmaster PC software and Postmaster Online, the web based version of automated database and follow-up marketing. Take a closer look at each below.

PC based Automated Database management and marketing system.

<http://www.post-master.net/rs/Jmar>

PC SOFTWARE PRESS RELEASE:

Automated marketing will increase sales 50% and cut the time spent on email in Half!

Online Automation just released their Exciting NEW cutting-edge "Incoming Email Solution" that READS, RESPONDS and FILTERS CONTACT INFO seamlessly into your Postmaster database from ALL your email and Web forms! It handles all your new subscribers, unsubscribes and undeliverables then sends UNLIMITED and AUTOMATED SEQUENTIAL FOLLOW-UP and PERSONALIZED TARGETED broadcast mailings. It's now easy to handle thousands of contacts, unlimited message categories and handle multiple businesses and products.

Their Sophisticated and automated marketing software can increase your sales by 50% and reduce the time you spend on follow-up, database management and slash time spent on email in Half, no matter what you're selling. They teach you the strategies and psychology behind sequential email marketing, then the software handles all the mechanics for you automatically. Put the mechanics of your business on auto-pilot maximizing EVERY advertising dollar and add time and money to your bottom line. ANYTHING LESS is sloppy marketing and leaves your cash on the table.

Keep up with your email and database marketing and stop spending every free moment you have on your PC. Download the full unregistered version and try it free for nearly 3 weeks! Call toll free support 888-793-2882 to find out more or click here:

<http://www.post-master.net/rs/Jmar>

Online Web based version offers 50 autoresponders and unlimited Web forms. <http://www.postmasteronline.com/?10932>

ONLINE WEB BASED SYSTEM PRESS RELEASE:

Finally, The Complete Online System for Your Online Marketing and Email Follow-up!

It's every online marketer's dream to keep up with correspondence without spending hours at the PC. With this BRAND NEW simple to use marketing system you can AUTOMATICALLY ADD contacts to your database from all your WEB FORMS and 50 AUTORESPONDERS then follow-up from your different categories of PERSONALIZED, TARGETED and UNLIMITED MESSAGES! Their unique online database interface makes it easy to manage, manipulate and track all your contact information. The appointment scheduler even sends you an email each night of your tasks and calls for the next day! You'll never miss another call, appointment, birthday or anniversary again!

This system is the most comprehensive and effective online Web based system available from any competitive online marketing system on the Internet.

The system is also your PERSONALIZED list server making delivery of your Ezine and targeted broadcast email to any filtered group of contacts you want simple and fast. Automatically turn more Web browsers into buyers, maximize your advertising efforts, stay organized, and make more sales with less time and effort, they guarantee it. They will teach you the strategies and psychology behind sequential email marketing and this system handles all the mechanics for you automatically! Sign up for our Online Marketing Series just for visiting! Try it RISK-FREE for 30 days:

<http://www.postmasteronline.com/?10932>

For help choosing the best option for your business, [click here](#).

5.) Advertise in Ezines.

Using this system, you will use Ezines as one of your primary advertising vehicles. There is no other advertising medium in the online market which can give you as effective results for each dollar you spend as Ezine advertising. Banner advertising is probably the most popular and well known method of advertising online, but it can't even come close to the effectiveness of Ezine ads.

Here's a great paid for resource of a custom searchable database of hundreds of successful Ezines to advertise your business. Click here, to get all the details: http://www.onlineautomation.com/ezine_advertising.htm

We are going to teach you how to write good classified ads that are going to pull in hundreds of prospects. Then, you will write and place them in Ezines which are targeted to your specific market. Once you have your ad system in place, you can be pulling in prospects constantly.

One of the major keys of choosing the right Ezines to advertise in is by learning how to test your ads. It is really simple to key an ad online. To key a classified ad, just tell them to email your autoresponder with a certain subject line.

You can just name the Ezines. If you were advertising in my Ezine which is "Web Gold," you might tell them to hit your autoresponder with the subject "WB" for "Web Gold." So, you can know which Ezine you received your responses from so that you can keep advertising in that Ezine and cut out the rest. Here's a great resource of a custom searchable database of hundreds of successful Ezines to advertise your business. Ezines are the best dollar-for-dollar promotion available on the Internet. http://www.onlineautomation.com/ezine_advertising.htm

The actual time in creating your system usually takes place when you are trying to find the right Ezine combinations for your ads to receive maximum effectiveness. It takes a little time to find these. So be patient in your online business because it has taken me quite a long time in some cases to find the perfect Ezines which could constantly produce the results I wanted from each of my ads. Once you have the system up it can be making money for you constantly, and automatically, so be willing to spend some time finding the right newsletters to advertise in.

6.) Create your own newsletter.

Teaching you to how to create your own newsletter, so that you will be able to follow-up on your prospects and continue to give them good information, is a major aspect of this course. When you have your own Ezine, you will be able to keep your products in the mind of your prospects at all times. I honestly do not know of very many people who are making money online who don't have their own Ezines or newsletters.

We will show you some step-by-step systems to getting your newsletter up and running fast. You can even get articles from other people if you don't want to write your own. You can sign up for Online Automation's Ezine series here, <http://www.post-master.net/rs/Jmar> and receive dozens of articles which you can use in whole on your own Ezine to help you get started. It is not as difficult a process to do your own newsletter as many people would have you believe. YOU can do it—and you will do it if you want to have the most successful business possible online.

7.) Offer a new product every month to your Ezine.

You are going to be offering a new product every month to your Ezine list. We have a system here:

1. You are sending out your classified ads.
2. They are hitting your autoresponder.
3. You are making sales, and you are making a profit from your sales.
4. Then to follow-up even further on your prospects, you are sending out a weekly or monthly newsletter to your prospects. You probably will want to start out first with every other week or monthly. You're sending out this newsletter which has good quality information so that they're reading it.
5. Then every month you could offer a new product or service to your list.

You don't have to be the creator of all these products or services. You can do joint-ventures with people online finding the right products or services where you split the profits with another business. One of the most powerful techniques for making money in any type of direct marketing is called "endorsement marketing" or "joint-venture marketing" where you recommend someone else's products or services and then you split the profits. You are going to want to offer a new product or service every month to your newsletter list. You are making money on the front-end as you place classified ads, and then you are making money on the back-end from your newsletter making sales to your prospects.

This is our "turn-key" system that will work for you no matter what type of products or services you are currently selling.

8) Write short articles and send them to Ezine publishers.

This strategy is the easiest FREE strategy to drive tons of qualified traffic to your site I've ever seen. Find out how our friend, Rick Beneteau, made a fortune with free Ezine advertising and you can too! If you aren't familiar with Ezines, they are newsletters sent to you via email. There are over 90,000 of them.

Using Rick's system you can:

- Generate a huge flood of traffic within 24-72 hours.
- Start almost right away. Virtually no learning curve—begin using the system within only a few hours of receiving it.
- Promote your business online with almost ZERO cost over and over again, anytime you want.
- Get at least 10 times better results than placing ads in Ezines without spending a dime.
- Attain celebrity status that makes people want to meet and do business with you.
- Gain all the credibility for your product you could possibly want.

Let Rick show you how simple his system really is:

http://www.onlineautomation.com/Ezine_Money_Machine.htm

But I'm NOT talking about writing your own Ezine. No way. I'm talking about a very clever twist on using them that works insanely! It's very simple. No rocket science here.

We will show you how to build a category of your favorite Ezine Publishers right in either of our database solutions. Anytime you have a new article ready a simple paste and click and your article goes out to all the Ezine Publishers in your database. Do you think your articles will be read and published if your announcements are all personalized...

Hello <full name>!

Here's another article for your consideration in your <publication name> Ezine publication. I'm sure by now your subscription base is even more than <subscribers> <target market> when I first subscribed on <date subscribed> which is why I hope you consider this article for publication.

and will read like this...

Hello John Publisher!

Here's another article for your consideration in your ABC Online Marketing Ezine publication. I'm sure by now your subscription base is even more than 12,000 small businesses and entrepreneurs when I first subscribed on 12-3-99 which is why I hope you consider this article for publication.

E-Mail Marketing Seminar

Choosing Your Tools

The next step to being successful in your email marketing campaign is learning and choosing the right tools for your system. We are going to be using a lot of technical terms and technical tools throughout this course. I want to make sure that you understand right away what I am talking about and what kind of tools that you need to get for your business. It is not as difficult as it appears when most people represent it. It will still take some time getting used to these tools, but everyone of them is there for one reason—to automate your business and make it more successful.

The type of tools that you will need to use are:

- ◆ Follow-up Autoresponders, [click here.](#)
- ◆ Secure Ordering Pages
- ◆ Email Marketing Software, [click here.](#)
- ◆ Web Page Designer Software

We are not specifically covering web page design in this course. We have other courses that are devoted to web page design and Internet marketing and that type of venue, but we are going to cover web design somewhat throughout this course because you need to learn to combine email marketing along with your web site. I will cover some things that have to do with web site design, web site use, and about software. There are a lot of different software programs that you can use to design your web site.

I can't specifically recommend a certain one to you, but personally I use Front Page 98 for the web pages that I design.

There is a variety of email software programs to choose from. Some of the ones that are the most commonly known are Outlook, Eudora, and Calypso. These four are the ones that you hear the most about, and are the most commonly known software programs for checking your email. In each of these programs there are advantages and disadvantages.

In this course we will be discussing using filters in your email software, setting it up to handle autoresponders, running mailing lists, and all around checking your email. Learning how to check your email correctly and using your email software is very important. You are going to want to use it to its fullest capabilities no matter which one you choose, so make sure you choose the one you like and understand the best. Each one of them has a different interface and each one looks different. You will need to take some time and pay attention when looking at them to see which one will work for you and help you out the most. Download each of these programs, and then go to the filters section.

The Postmaster Software's IES "Incoming Email Solution" is not like anything you have ever seen. Not only does it handle all your filtering and autoresponses but it moves any contact that sends you an email or fills out a Web form right into your Postmaster Software database. Click here to learn more about it: <http://www.post-master.net/rs/Jmar>

The filters are something that you will definitely want to use because when you start using email marketing, you will start getting a lot of email. I get somewhere around 100-300 emails per day, so learning how to use my email correctly and sticking my mail in the right folders automatically is very important to me for a time-saving feature. It is very important to you as your email marketing business builds that you learn how to use your email software. Especially learning how to use your filters, learning how to use autoresponders with your email, and learning how to save responses through your email are critical. Postmaster and Postmaster Online now have new features for filtering and saving email, adding contact information to your database, and sending out immediate responses automatically without your intervention!

I have a lot of emails that I use regularly like telling people my ad rates and

things like that for my Ezines, and “thank you” letters for ordering products. I can just save these and open them up and stick them with my email when I send them out. Then I just open one up and send it for an automatic message so that I don't have to rewrite that message every time that I use it. You are not going to want to have to rewrite your message every time you send it out, so make sure to get into the manual or Help Files of your email software to find out how to save your most used emails.

The really important thing when looking at each of these software programs is that you are going to want to use the simplest one for you. Then after you pick one I want you to spend some time getting used to it. Each one of them is always adding new features and building on their interface so I don't want to actually get into it and show you each one because by the time you read this, they may have already been updated. Each of these software programs also comes with Help Manuals, listings, and more to show you how to use them effectively. I want you to spend some time using the software, and reading the Help Guide and Manual.

It is worth a couple of hours learning how to use your software correctly. There are a lot of things online that just aren't worth spending your time on, but learning how to use your email software program correctly is important enough for you to learn how to use and spend some time doing so. I am not recommending any specific one because it has a lot to do with which one that YOU like best. You just need to ask yourself which interface you like best. Spend some time with this software, get to know it, read the manuals, and get to know how to set up filters, etc.

Another aspect of your email software that you will want to learn has to do with how to send out mailing lists on it. Your mailing lists for your newsletter or Ezine may be sent out from your email software like Postmaster directly. You always want things to be as automated as possible and Postmaster and Postmaster Online are perfect for this. [Click here](#), to learn the benefits of both.

Secure Ordering Pages

Another term you will need to know is “secure ordering pages.” Using a secure ordering page online is so important that I just cannot stress it enough. I don't care if all you are doing is putting out email messages using classified ads and don't have a web site yet, you still are going to have to have secure ordering pages in order to be successful online. This one aspect itself could be the entire weak link in your email marketing campaign.

You can do everything else I tell you to do, but if you don't have secure ordering pages for people to order online you may as well forget about being in business online. Probably 95-98% of my orders come in through my secure ordering pages by credit card. Just think, if I didn't have secure ordering pages my orders would drop to only about 5%. In other words, I couldn't be in business anymore.

A secure ordering page is a page where someone can go to and order online with their credit card, and have it securely sent to you without anybody else picking it up.

Accepting Credit Cards in Your Business is Essential

You will need to be able to accept credit cards in your online business. If you are selling your own products and services, you have to accept credit cards online if you want to be successful. This could be another weak link in your marketing campaign. That is what we are talking about throughout this entire course. Finding those weak links and getting rid of them. These are the kinds of things that can stop you from being able to make sales online. If you can't accept credit cards, then you may as well get out of business. You will not be able to make enough sales online if you can't accept credit cards.

If you are currently not accepting credit cards you need to— it is that essential to your business. Just think, for my business only 1 out of 20 orders comes in other than any other way except by credit card. That means that I would not be in business today if I wasn't accepting credit cards, and I feel the same way for you.

You can do everything I show you in this seminar but if you don't accept credit cards you probably won't make it. Fix this problem immediately by filling out the online form today.

What if You Are Selling Someone Else's Products or Services

If you are doing a business where the credit card acceptance is being done by someone else, such as a Network Marketing Company or Mail Order Company that you are doing sales for, then that is being handled by them. Make sure that your prospects can order securely online. You will be much better off if they can order securely online in those types of programs as well just as if you were doing your own products or services.

Throughout this course and anything that we do, we often recommend that you (if at all possible) try to make your lead product be one which you own rights to or have created yourself because your profits will be higher. You are better off if your second sale or backend sales are being done by joint-venture with someone else. You would make more money on the front end when it is your own product or service or your own information product. If you don't have any products of your own, look for our upcoming course that we will have on creating your own information products.

Until that time (if possible) look for your own products. If you can't make your own products or sell your own products then it is OK to sell someone else's products. If you can't accept credit cards you would be better off selling someone else's products if they can accept credit cards. That is just how important the acceptance of credit cards is; you aren't even in business yet if you don't accept credit cards online.

If you have your own product and accept credit cards you will usually be able to make more money. If you can not accept credit cards you'd be better off finding somebody else's products or services to be selling if they can accept credit cards online.

Follow-up Autoresponder System

The next aspect that I want to discuss with you and make sure that you understand is the use of follow-up autoresponders. Throughout this seminar we are discussing the use of autoresponders and how important it is to set them up. An autoresponder is simply an email address which, when someone sends a message to it, responds with a pre-loaded sales letter. It immediately sends back that sales letter that you have loaded into it. In other words, people can request information from it 24 hours a day and 7 days a week and without any action on your part, it will send that sales letter to them. It is instant information for your prospects. You will want to use an autoresponder for any classified ads that you put out.

The one thing to keep in mind for your autoresponder is that the first and most important thing for your autoresponder to do is to keep the email address of anyone who sends in information from it, so that you can follow-up. If the autoresponder doesn't collect the email address for you, then you are not going to use that company. You aren't going to want to use any autoresponders which prevent you from doing your follow-up. The fortune is in the follow-up. Insure they will send follow up for you, like Postmaster Online.

<http://www.postmasteronline.com/?10932>

Right now a new type of autoresponder and database marketing system is being created by Online Automation, Inc. I recommend that you buy yours from this company. The reason I love this company's autoresponders and their tools so much is that it automatically does the follow-up for you. Plus, they have a very easy interface to use. After ordering the system you can go into your account, load in your sales letter, and have it respond to your prospects. Then, you have as many follow-up messages as you want. You can tell it exactly when to follow-up, one day later or two days later, etc. It will automatically do the follow-up for you without you being involved. That is such a powerful tool in your business because all of your follow-up can be done automatically and quickly.

The best most comprehensive option on the Internet is Postmaster Online, period:

<http://www.postmasteronline.com/?10932>

Part of this email marketing system is relying on you using that type of tool in your business. It is very important that you use this type of tool in your business because you can have the automatic follow-up done for you. You won't have to worry about collecting email addresses and sending follow-up letters. You won't have to worry about if you sent the letters, or even having to be involved. The system automatically does the follow-up for you.

The other type of autoresponders, the old fashioned ones, are much more difficult to use to collect email addresses. On these types of autoresponders, when you collect the email address you have to place it in your email software, collect them into a mailing list, and then send your follow-up letters individually on the days that you want to send them out. This is a lot of work which could have been done for you automatically. That's a lot of things to keep in mind and to keep records of. It would be so much simpler to purchase software or use an online system designed for this from a company that is more advanced like Online Automation. Then the whole system is set up for you to run automatically.

This can make a big difference in your business. Just learning how to do the follow-up system correctly and writing the right follow-up sales letters can mean the difference between a 1% response rate or a 3% response rate. This could easily be the difference whether you make a profit or don't make a profit in your online business. That can mean the difference between becoming one of the 95% that is losing money online, or one of the success stories on the Internet. Know how to do your follow-up correctly. I can't emphasize the follow-up enough throughout this course. If you can get one of the autoresponders to do the follow-up for you, you are that much closer to success. It makes success that much easier in your business.

Creating Interesting Ideas Of Your Own

In this area I would like to discuss creating interesting ideas of your own.

Some variations that people have done on this type of system is that they will use the same type of autoresponder systems (the ones that follows up for them like Postmaster Online) and instead of having a sales letter on the first page, they may offer a free report about what their product or service is. They will give free information out about their product or service. When someone asks for the free report, the six follow-up messages will be sent. Or, they will follow-up with their sales letter first after someone asks for the free report. Then the other five follow-ups will follow after that sales letter.

There are a lot of ideas that you can use like this. You can also use the free report and tell other people that they can use the free report as a benefit of their web site as well. They can put the free report on their web site to help build their own content. They can put it on their newsletter. This way you are providing extra content to other webmasters and publishers, and they are providing prospects for your products. There are a lot of tactics out there that you can use to get people to hit your autoresponder and follow-up marketing system.

In your email software, they have a section that you can create a signature file. In this signature file (which you send out on all your emails), you should include your name, email address, and web site address. You probably will want to include a major benefit or free report and link them to your autoresponder address which you have that will do the automatic follow-ups for you. All your emails will have your signature file on it. Tell them what they will get out of it clicking on your autoresponder. They will receive A FREE whatever—tell them exactly what it is.

There are so many tools to use. Make sure you participate in forums. It is a great Internet marketing tactic to participate in as many forums that you can find on whatever it is you are marketing. If you are marketing dolls, then participate in doll forums where they discuss dolls. Put your signature file down at the end of any message that you put in there and have your autoresponder address so people can hit it and it will begin to automatically follow-up.

There are a lot of ways to think of to get people to hit your autoresponder

address out there. If you participate in any mailing lists or discussion lists make sure to have that in your signature file so that they will be able to hit it. Make sure that in your newsletter you have an autoresponder address for more information so that they can hit it.

If you write articles and you submit them to other Ezines, make sure that in your information block or throughout the article you give people a chance to hit your autoresponder. By the way, submitting articles to other Ezines is the best way for getting free traffic to your web site and people to hit your autoresponder. With free classifieds that you place across the Internet make sure that you use your autoresponder address. All of these are techniques that you have to think about and keep in your mind. How can you take best advantage of this type of autoresponder system which does the follow-up for you? There are a lot of ways of doing it. I want you to keep that in mind and think of some new ideas and some new ways to use your autoresponder.

I know an individual who created a list of Ezines that you can subscribe to and put them on an autoresponder. So everyone else refers to his Ezine, to his list of Ezines, and to his autoresponder. If you ask anyone for a list of Ezines they will refer you to his autoresponder. So he has hundreds or even thousands of people who refer to his autoresponder for giving information about Ezines. Just think of the kind of opt-in list he could create out of all these people hitting his autoresponder. Just think if you could create on your first autoresponder message a free report people are going to want to follow-up on. Maybe you could create "45 Ways to Play Better Golf" or whatever you know people would want. Make an entire free report that people are going to want to refer to in your market. Then the follow-up messages and sales letters can come after someone hits the free report.

There are so many things that you can do with this type of tool. I don't want you to be limited to just what I tell you here. There is a lot more things you can do along with it. Keep these tactics in mind. Also when you design your web sites you want to keep these types of things in mind. One of the best things that I have for getting my message in the hands of people is I have a free-for-all links page which is run by cgi. In our free Ezine series we cover where you can go and get a lot of free CGI automation programs. <http://www.post-master.net/rs/Jmar>. We can also do custom CGI programming for you. Email us for a quote anytime.

<mailto:customcgi@onlineautomation.com>

Choosing the Right Type of Product

In this section we will be helping you to learn how to choose the right type of product and how you can make money from your own products on the Internet. If you have a merchant account and you can accept credit cards, then you can set-up a secure site using the resources I have given to you. There are so many different products that you can sell online. If you have this type of set up where you can accept credit cards yourself I recommend that you sell your own products or services for your business. The first and best choices are if you can create them yourself or get them at low cost yourself.

Secondly, you could buy reprint rights to products. For example, you can purchase the reprint rights to the full version of this incredible ebook and turn around and sell it for whatever you would like. It has sold for more than \$200! You can purchase the reseller rights to the full version this ebook simply by emailing us at, <mailto:ResellRights@onlineautomation.com>

Reprint rights provide a turn-key product for you to start selling immediately. Now reprint rights aren't cheap because you never have to pay royalty fees again and all the money that you make is yours to keep. They are a great way to get yourself a turn-key business set up online if you don't have any products of your own or don't know how to create any products.

You are learning the techniques for email marketing in this seminar and, if you then purchase reprint rights to a product that already has all these tools set up for you, this is a very easy turn-key business that you can get into. Then when you come up with some of your own ideas along with your product sales, it will increase your profits even more. Now there are a lot of other people out there that have reprint rights to their products. I know that Bill Myers, who is at <http://www.bmyers.com>, has reprint rights which you can purchase on the Internet. There are a lot of other people who also sell reprint rights for their products. Re-

print rights are a great way for you to get access to some turn-key products and sales letters.

Whenever you do buy these reprint rights the sales letters will be made up for you and then you can use our techniques for the follow-up for it. Then you can possibly even make more money from the products than the original people who created them because they didn't have this type of system in place.

Another great source of products are "reseller" or "affiliate programs." Whether you are just getting started or you're a veteran and want to boost your back end sales, reselling someone else's products from their self-tracking replicating web site can make it VERY easy to boost sales and customer loyalty.

Think about the advantages that we have in email marketing over people who just do old fashioned postal mail marketing. I love doing email marketing on the Internet. Now, think how difficult it would be to try to use the same type system I have set up here offline. How difficult would it be if you tried to use it for classified ads in newspapers or magazines. First of all, if you placed a classified in the newspaper or magazine it is more difficult to contact all of them. Online you can contact people through email or at their web site. Off-line you have to go through phone numbers and you have to go through snail mail.

The basic problem that will come up will be in the follow-up. That is where the real problem comes in at in off-line marketing. Whenever you place a classified ad you have to have a 800 number which you have to pay for. Every response that comes in you will have to pay for.

Online, when using a classified ad, we have them go to your online autoresponder system, for which you only pay one monthly fee, and get unlimited autoresponders and follow-ups, like the Postmaster Online system. Offline you have to use the 800 number. Then you have to call the 800 number in and write down ALL the names, addresses, and phone numbers of everybody. A lot of people's names, addresses, and phone numbers are really hard to understand when

they leave their message. I know this because I have experimented with this type of system before. You end up losing about 1/4 to 1/5 of your responses just because you couldn't understand what they said on the voice mail message.

Then you have to prepare and copy your Sales Letter. You have to print out their names, and addresses, and spend 33 cents a piece to send them their sales letter. Online they'd be hitting your autoresponder and getting your follow-up sales letter without you ever being involved. Off-line you will have to do everything by hand and prepare the letters individually and send them out. They will receive the letters around four days later by snail mail. Online it is done automatically by the computer and they get the sales letter immediately. There is a big time difference involved here which can mean a big difference in sales to hot prospects.

Next, if you want to do follow-up in your off-line business, every single follow-up is going to cost you 33 cents per stamp plus the money for the envelopes and the letter that you send out. If you want to be successful in any type of classified ads you are going to have to do follow-up. Now think about that. If you have six follow-ups after the main one, you are talking about \$1.98 for postage after the first one. Plus when you add all the other expenses like the envelopes and letters you are looking at least about \$3.00 per response that you have to spend on follow-up. Online, your autoresponder would have been doing all of this extra work for you without your having to spend a single red cent. There is a big difference. Off-line you are paying \$3.00 per lead for all of the follow-up you have to do. Using the same type system we are using online you just pay the one monthly fee for the autoresponder system. It doesn't matter if 10 people hit it or 10,000 people you're not paying any extra for it. That doesn't even count the expense of your TIME in off-line marketing.

Online there are hundreds of different Ezines you can advertise in. Off-line you can advertise in the newspapers or magazines. You could probably advertise more off-line than online, but the online market is quickly growing to where there will soon be thousands of places to advertise online as well. There really is no competition in the expense department. If you can lower the expenses, which we can definitely do in our email marketing system online, you can make more profits. If someone has a product that they are selling successfully by classified ads

off-line, just think about what you can do with the same type of product using our turn-key email marketing system.

You could turn your computer into your own personal money machine.

For more information about Postmaster Online database marketing and automated follow-up system AND to sign up for our FREE cutting edge online marketing course and/or our MLM training and motivational series, click here: <http://www.postmasteronline.com/?10932>

[Click here](#), to learn about the differences between our software and online system along with which solution is best for your business.

For an incredible resource to hundreds of top notch Ezines to advertise in, check out Lifestyles Publishing, Directory of Ezines. They offer a custom searchable database of hundreds of successful Ezines to advertise your business. Ezines are the best dollar for dollar promotion available on the Internet. Click here for more information: http://www.onlineautomation.com/ezone_advertising.htm

E-Mail Marketing Seminar

The Fortune is in the Follow-up!

We are going to start talking about how we can do the follow-up on your prospects. For example, how do you write a follow-up letter? I know that this has been a long process for you writing your sales letter, but now we have to go and write a follow-up sales letter. I am going to give you some different ways of turning your follow-up letters into killer follow-up letters quickly and easily.

Just because your sales letter is finished doesn't mean that you are done by any means. There are still many steps to go through before your email marketing campaign is up and running. The next step after the sales letter is finished is the creation of your follow-up emails. Remember, what we have been talking about throughout this whole course is email, and then follow-up, and follow-up and follow-up some more. If there is anything that you remember from this seminar, I want you to understand that the fortune in Internet marketing is in the follow-up. That is the most important principle throughout this entire seminar and course. The reason that 95% of Internet marketers are failing is because they have not learned how to do the follow-up correctly.

Don't forget the tools that we have talked about already when writing an ad and doing effective advertising in your business. Don't forget those aspects as we move into the follow-up letters. All of the same rules apply to these follow-up emails just the same as the original sales letter.

As we go into each of the follow-ups I want to cover a specific aspect of what you will be dealing with in that follow-up and exactly how to do the follow-ups. I don't want to leave anything to chance here. I want to give you a complete overview of how you can follow-up in a complete step-by-step system. I am going to tell you exactly how to do your follow-up and what each of your emails

should say.

First, you need a web form system in place to collect contacts information and put into your database. Keep in mind, when you use Postmaster Online <http://www.postmasteronline.com/?10932> the Web based database marketing solution you can produce all your Web form code instantly then just copy and paste it into your Website. Everything is handled then automatically for you. If you use our PC based software <http://www.post-master.net/rs/Jmar> you don't have to change your Web forms at all and if you're making a new form any basic script will work fine since the software gets all the contact information right from the results email sent to you when your Web form is filled out. All the information is extracted right from the body of the message and put into your Postmaster database for you!

I strongly recommend that you do your follow-ups by using one of these solutions, because I have experienced just how difficult it is to constantly send out your follow-up emails manually through your regular email software.

I have done follow-up by email and the problem was that many times I would become lazy and didn't get my emails sent out. That is the big problem of trying to do the follow-up individually every day. You could forget a day or easily forget which contacts have received which follow-ups. Or you might get your email list mixed up with other lists. There are so many things that can go wrong with this method. It can be a scheduling nightmare and take too much of your valuable time. If you use an automatic follow-up system that does the follow-up for you, then all your follow-ups can be done for you by your computer or online system. Your computer can make money for you automatically!

I want you to see the effectiveness of automated follow-up and how much of the labor it can save you. The time that it takes to work on your Internet business should be spent on the creation of new products, new systems, and creating killer sales letters and follow-ups. It should not be spent on doing the day to day work. It has been said, ***“Most people are too busy working day to day to ever make any real money!”***

Internet Marketing needs to become personalized and automatic marketing. That is where you can actually have freedom in your home business. You can have all the labor that is taking place in your business done by computers while you spend your time creating new systems, new products, or new programs. Once you have this email marketing system running, you need to set it on "auto-pilot" so that the computer can do most of the work for you.

OK, so what methods has Online Automation discovered that really work?

The “The Art of Follow-up” Overview.

Allow me to share some ideas and strategies we have used as well as our clients that have proven very successful. Postmaster has been a blessing for many businesses building their online presence. It's exciting to be able to help you market more effectively and save time. I would be happy knowing you spent a little more time with your loved ones today because of Postmaster.

Put the time into Postmaster upfront and it will give back to you and your business for a very long time. In this message I'll share some key strategies to make Postmaster work for you. Individual systematic follow-up at preset times with pre written messages will dramatically increase your sales. I have spoken with many clients that use these techniques and they have all increased their sales of various products. To set up this system you need to do some planning. Focus on developing effective message series. You can copy and paste your series into different categories and test two similar but different sets of follow-up messages against each other.

Follow-up is more than just a process, it's an art. To do it effectively, you need a system and then you need to stick to that system EVERYDAY! If you don't follow-up with prospects consistently and in a timely fashion regarding their INDIVIDUAL information request then you might as well forget the whole process. Consistent follow-up will get results and provide your contacts with the information they want and in a timely manner.

Are you losing profits due to inconsistent or ineffective follow-up?

First, you'll need to develop your follow-up messages. If you've been marketing on the Internet for any length of time then you should already have some good messages and sales letters to use. I'll discuss later more ideas of where and how to assemble your messages.

******* 5 Key Strategies for successful follow-up*******

- 1) Personalize your messages, but don't overuse contact's NAME. Personalizing the subject line with FIRST NAME is very powerful.
- 2) Use a personal "one on one" approach. Write your letters as if you sat down and wrote directly to ONLY ONE PERSON.
- 3) Keep your follow-up consistent and often early on. In other words strike while the iron is hot.
- 4) Ask questions in your later messages. Try to provoke a response.
- 5) Constantly link to different pages within your website to continue discussion and build on your points.

One of the best ways to get ideas for your follow-up content is to search for and request information about your competitors' products. Request information from them and join their mailing list. This will give you ideas for similar types of strategies and content to use. Be sure not to plagiarize—use your own words. It will mean more to the reader anyway.

Be sure you contact the different companies when reselling their products. Often they have proven sales letters and ad copy you can use. If you're involved in MLM be sure to get with your upline and the company. They may have a whole prospecting series and training series already put together.

Also, be sure to check back into your outgoing email! These messages are personal messages right to ONE of your prospects. These types of "one on one" personal messages are exactly what you are looking for to follow-up with automatically!

AND THEY NEVER HAVE TO KNOW IT!!

YOUR MESSAGE SERIES

Focus your follow-up in 4 areas.

- Educating your contacts on your products and providing good content.
- Driving contacts back to your Web site and order forms.
- Selling primary and back-end products and services.
- Increasing your product and business recognition.

Your initial follow-up letter or introductory letter should provide an overview of what you are going to do for them, **YOUR INTENT**. Introduce yourself and give them some teaser information about what they are going to be receiving from you—valuable information and solutions to their problems!

Your next 2-5 letters should go into more detail. Fill in with additional details where you didn't have space to do so in your first couple of letters. Make sure you stress your product or service's **BENEFITS** and use bullets. What can you do for them! Keep it personal—use examples, stories and **TESTIMONIALS**!

Your next few follow-up messages should be rather short, again reviewing and stressing **BENEFITS**. Make **BULLET** lists of benefits and potential uses for your product and services. Write the letters so your prospect can skim the contents

and get the full force of your message.

For your last couple of follow-up messages (for this go around) you should create a sense of urgency in your prospect's mind. Make a special offer to give them a reason to order now instead of waiting longer. The key is creating urgency so you'll need to look at your product or service and see how you can make your prospect want to order immediately.

The final 1 or 2 follow-up messages of this series should be in the form of a question. Ask your prospect why they haven't ordered. Try to get them to respond. Ask if the price was too high, or if the product wasn't the right color or had the right features, or if they were looking for something else. By this time it's unlikely the person will order **THIS PRODUCT** from you but their feedback could help you modify your follow-up letters or product and services.

DON'T STOP NOW....

Be sure to continue to follow-up and offer other solutions. Whether they bite on your first offer or not, don't give up. The more good content you provide the more receptive they will be in the long run. So, the more information you can send them over the long term then the best chance you have for greater sales.

The timing of your follow-up letters are also important. You don't want to have one prospect receive a follow-up the next day when another prospect waited over 3 weeks for a follow-up. With Postmaster your follow-up is sent systematically and automatically, exactly when you want. You should always send the first follow-up within 24 hours after the information request. You want a hot prospect to have more information quickly so they can make an informed buying decision.

The next 2-3 follow-up messages should be sent between 1 and 3 days apart. Your prospect is still hot and is probably still shopping around for information. Provide them with the benefits they want and you will make the sale. The final follow-up messages should be sent with much more time in between them. You don't want to annoy your prospect so make sure the letters are at least 4-7 days apart. Keep in mind the more good content (i.e., articles, reports, free information) you provide, the more satisfied your contacts will be and the more likely

they will continue to want to hear from you and order from you in the future.

Remember systematic and consistent follow-up GETS RESULTS!

You are going to want to create 7 follow-ups (at a bare minimum) to your main sales letter. Don't think that you have to be limited to 7 follow-up emails though if you are using Online Automation's software or online system to send out the emails. You may want to do 10 follow-ups, 20 follow-ups, or even 50. You can often make the sale to your prospects if you would just be more persistent in your entire program. Most Internet marketers don't fail—they just give up too soon!

As we go through and I mention follow-up I am not talking about sending the same sales letters every time. I don't want you to send the same sales letters word for word every time to your prospects. Eventually they will just tell you to stop and that will not produce sales which are much higher than the original email. We are going to create each of these follow-up emails so that they focus on a specific aspect of your product or service. We are going to focus on each of these emails on a specific aspect of your sales letter. We will focus on trying to reach different prospects. Different people buy based on different reasons and we want to make sure we get as many of our potential prospects involved as possible.

I want to caution you that when you are doing your follow-up emails that you are focusing on the same product for your first 7 or so follow-ups. You don't want to make a different offer right away. You don't want to change the offer throughout the follow-up. If you do make a different offer all you will do is confuse your prospects. A confused prospect doesn't buy from you. If you are trying to sell one product for three of the follow-up letters and then in the last four you start selling a different product, you can guarantee you prospects will get confused and you will miss out on the sale. All follow-up is focusing on the same offer and product. We are just going to be wording them differently so that we can focus on different prospects and different people's buying habits.

As we go through this, there are so many different things you can do throughout your follow-up emails. For example, you can change the headlines. Remember when we discussed how important your headlines were and you wrote down 100 headlines? You can use a different headline on one of the follow-up emails. A change in the headline can equal up to 18 times more sales so it's definitely a good thing to test and check through some of your follow-up emails.

Now, I wouldn't use this for all of the follow-ups, but it might be a good change to use for a few emails. This can also be a good test because you can ask the people who bought from you what it was that made them choose to buy your products or services. Many of them will tell you, "Well it was the email that started with..." Then, you can know that this headline should be used more often in your advertising because it is the one pulling in the orders.

Another system you could use is focusing on specific benefits. You can focus on different aspects of your products. What are some other benefits? On your headline and throughout the beginning of your email, you will want to be focusing on one specific benefit in your sales letter. On one or more of your follow-up emails, or more you might focus on a second or third specific benefit of your product or service.

For example: My main benefit may be on web site design that makes sales or teaching people how to make money on their web site and how to increase their response rate at their web site. I would focus on that benefit throughout the main sales letter. On the follow-up emails about my marketing course I might focus on the benefit of how I teach them how to receive more traffic for their web site. It might focus exactly on how to get into the top twenty on the search engines, such as Infoseek, yahoo, or web crawler, or the others. On another follow-up email, I might focus on another completely different aspect. It's a different benefit but yet the same product. This is a good system of follow-up for emails.

(NOTE: I know that in my studies and polls that I have taken from my Newsletter subscribers that people are more interested in getting traffic to their web site than are at learning how to design a great web site, although you need both aspects of it. So, it's good to focus on those two different areas).

Another way of doing your follow-up emails is to focus on your guarantee.

Remember how important using guarantees online or off-line are to your sales. If you don't offer a guarantee then you don't need to be in marketing any longer. You will not be able to make money if you don't offer a good guarantee. We need to focus on these types of guarantees. Sometimes on these follow-up emails you need to do an entire email just on your guarantee, how important it is, and how much you stand behind your guarantee. A full page can be devoted to your guarantee in one of your follow-up emails. Go back to the section in your manual on doing guarantees and you can focus that whole follow-up email on your guarantee.

Another aspect to focus on in your email follow-up is testimonials. One of the best selling tools for online or off-line marketing are testimonials for your products or services. In some cases it might be good to write the whole follow-up letter just on testimonials or one nice lengthy testimonial (a page or two by one of your customers about how your products or services benefited them). If you get a testimonial like this, make sure you ask the customer for permission to use it. Use a good testimonial like this OR collect a lot of different testimonials that you've received for your products or services which focus on exactly what benefit they have received from you. We have already discussed how powerful these are and how they are like pure gold to your business and sales. Remember how infomercials are usually made up of 70-90% testimonies. They know the power of testimonials in the selling of products. Do you?

Another email that you can use is called an "Email Probe." This is where you try to get a response out of your prospects, such as getting them to think or ask a question. You have to get your prospects involved somehow. This is what you sometimes use as a later follow-up like the fifth or sixth follow-up. Ask your prospects why they haven't responded or ordered yet. What is holding them back? What concerns do they have about your products or services? These are the things you will focus on in a Probe. You are trying to do something to get your prospect to think and respond to you directly. Ask them a question and get them involved. That is what you are doing in an email Probe.

NOTE: Often the Email Probe technique is the most effective follow-up technique you can use out of all of these different tactics discussed in this chapter... If you create a good one, you can almost guarantee improved sales rates for your products or services.

You might tell them that dozens of people have already responded to this.

You want to know if they have any questions about your product or services or about your business. Do they need other testimonials or references? Those are the type.

I always recommend at least one or two of your follow-ups be a Probe. You may do more, but always do at least one. A lot of your prospects who haven't ordered are waiting because they have questions which they are afraid to ask. They have some concerns. You will want to alleviate those concerns and answer those questions. By doing this you'll learn more about what is holding people back from ordering your products. You might find some points on your sales letters which need to be edited. Then, when you have an answer for them you can create a "Frequently Asked Questions" File that you can send to others. A probe could be at the beginning of one of the follow-up emails and then, at the end of the same email, put a "frequently asked questions."

A lot of people, even if you probe them, will not give you their questions or concerns. So, these FAQ (Frequently Asked Questions) can be a great tool to use on your last email. In most cases, by probing and including a frequently asked question section you will find that THIS follow-up email specifically made more sales than all the others put together. Whenever you receive a question about your products or services, make sure to save it into a file on your computer. If there is anything that your prospects don't understand, they will not order.

Now, we will show you an example of a 6 step follow-up system that I use for my email marketing campaigns. As we deal with exactly how I do my email marketing campaign and do my follow-up on all my email marketing, I want you to print out the pages which are in the back of this manual showing my follow-up emails. Take them out of the printer and look at them while we are doing this seminar. You need to understand each step and every aspect of this section. Again, don't plagiarize my materials and don't take my material word for word, but do study them for yourself. I want you to get an idea of how this system works so that you can use it in your campaigns from now on.

It might take you a little while to get your system up and running, but once you do it becomes an automated machine that makes money for you 24 hours a day and 7 days a week. The computer will make the money for you while you do

what ever you want, including relaxing on the beach, going on vacation, or inventing new systems. Usually, once you get excited and see just how easy it is to start making money from this system you will want to create more products.

Personally, now that my web site that I have is constantly making money I've started going out and reproducing other web sites and campaigns. Now, I have dozens of web sites and campaigns running and they all make money for me 24 hours a day and 7 days a week.

Once in a while, one of my businesses might be cut down and won't make sales for a couple of weeks, but guess what? I still have all the income coming in from the other web sites. I have a safe system for me. If one of my servers goes down I have my other ones to run for me. If you have 10 different domains on different backbones on different servers, then if you lose one of them you are only losing a portion of your income. I know a lot of Internet marketers who have focused everything on one product, one server, one domain, and then some type of problem happened such as their host going down for a week or two and they almost lost their entire business. They only had one foundation for their income online.

What I am teaching you throughout this course is how you can set your system up automatically. You go through and do exactly what I am telling you throughout this seminar for one product or service until that product is making money constantly on "auto-pilot." You still are doing edits to it and testing, and improving it but basically the system is on "auto-pilot." Then you can go through and do it with a second one, and then a third and so forth.

Our friends at Online Automation have tremendous tools to help you put much of your online presence on "auto-pilot."

PC based Automated Database management and marketing system.

<http://www.post-master.net/rs/Jmar>

Online Web based version offers 50 autoresponders and unlimited Web forms. <http://www.postmasteronline.com/?10932>

For help choosing the best option for your business, [click here.](#)

You can constantly create a new income stream for your business and life because you set those systems up on "auto-pilot." This is the real key to making money online. Learn how to set things up automatically. If you are constantly working then you are just trading time for money. All you've done is make yourself another "job."

Look at different businesses out there that you see as successful. Look at "McDonald's" which is the most successful franchise out there. Look at how their company runs. Do you see the owner cooking hamburgers? No, you see a system. McDonald's has created a system for what they do. People understand the system and have trained others to do the work. They've created a business for themselves.

NOTE: There is a good book that you might want to pick up someday by Michael Gerber called "The E-Myth" speaking of the "Entrepreneur Myth." It is a great book which you should be able to pick up at any bookstore.

Many people out there who say that they are Internet Entrepreneurs have only created another job for themselves where they have to do the work everyday. All the work has to be done by them. What I am talking about is how you can set up for yourself a system where the work is being done for you by your computer. It takes time and effort and even with all this information, you'll make some mistakes and, lose money sometimes, BUT I have given you the tools that you need to create the right business so that you'll be able to make money online automatically.

I want to show you each aspect of how I do my follow-up emails. Look at the example at the back of this manual. Notice on the first follow-up that I do a short paragraph on top of the first follow-up email. In that first paragraph I make sure that they received the original sales letter and make sure that they look at the information. You could call it a "minor probe." I am asking them if they have any questions or concerns. I am basically trying to get them involved, even in this first follow-up. At the bottom of the email I will have reproduced the original sales letter in full. As I go through here I am not telling you that you have to do your system this way. You can do different things. You may want to run three probes or three headlines. This is just a basic system of how I start. As I go through and test I may change it. This is my starting set-up.

I have seen people use just the top probe without the rest of the sales letters,

but in most of my testing I've found that including the sales letter again with the probe is a very good aspect in doing this first follow-up. If you don't, people will need the information again because a lot of people would have lost it by now. Tell them to re-hit your autoresponder system if you don't include it again.

On my second follow-up I do one of two things. I either run the entire sales letter just changing the headline and using my second best headline. Or I'll do a probe at the beginning and then do another sales letter with a different headline. (Notice how often I like to use the probe system)

On the third follow-up, I do one of two things on this one as well. Either I run the entire sales letter with a different headline (using a third headline) or I might focus on a different benefit. If you were selling money making information the first one might focus on how much money you can make, and the second follow-up might focus on the freedom of time you would have which is an important aspect of that type of product or service. So I would also have a different headline with this one. The beginning of my sales letter would go with that. It wouldn't be as long as my first one, probably only one to two pages. I'll focus on the benefits and include bullets for it. It would focus on all 12 steps on our Killer Ad system, but it would be in a shorter format.

On the fourth follow-up email, I am going to focus again on a different benefit of my products or services. I am going to do the same thing as I did with my third follow-up except that it will be on a different benefit than before.

The fifth follow-up of my email marketing system is to focus on the guarantee for my products or services. We have talked about this before and we will continue to discuss it again and again throughout this course. This aspect is so important to your prospects online. People have been taken by so many people and companies online. Let your prospects understand how good your guarantee is... Don't just give them a money back guarantee... Give them a Risk-Free No Questions Asked 365 Day Guarantee. Let them know that you stand by your service and that they take no risk when ordering from you.

Usually on this email that I use for a follow-up, I'll include a full page about the guarantee and tell them every aspect of the guarantee. I'll show them step-by-step just how risk free it is for them to order from me. This email can eliminate MANY of the objections people have to ordering. Sometimes this can be one of your best sales letters.

On my sixth follow-up, I will usually do a probe first asking if they have any questions or concerns about the products or services...It is much like the first one that I sent. Then I will either include a Frequently Asked Questions file answering all the frequently asked questions about my products or services. Or I will list one of my main testimonials that I've received about my product or service. I will use a strong one that someone sent me and make sure that I have permission to use it...Or I could use a list of the testimonials for my products or services.

If I use the testimonial format I'll usually have a link where they can send an email to another autoresponder that has a frequently asked question file on it so that they can see the questions that people have or are asking. A way to expand even further is that you can mention another autoresponder that you might have to answer frequently asked questions which you can mention on some of your other sales.

Here you have an example of six different follow-ups to go with your main sales letter. This is just a basic foundation that I start out from. This isn't the exact format I use every single time. You can change them around. You might only have one of your follow-ups that focuses on only one of the benefits and then you might have a different one that focuses on the guarantee. Then another may focus on the testimonials and so forth.

You might include a couple of sales letters that have different headlines on them. You may use a short probe at the top. I just want to give you an idea of how to do follow-up emails. It is so important because the next thing we will be talking about is exactly how to set-up and do your Ezine advertising. We will discuss how to do the classifieds correctly and writing a classified ad that people respond to online. All this relies on you having the sales letter and follow-up emails done right.

I don't care how well you follow the rest of my system... If you don't do the sales letter and follow-ups right, then it doesn't matter what else you do in the rest of this system. Make sure that you understand the Headline section thoroughly. Note that sometimes your follow-up emails can vary, including different aspects of benefits, focusing on the guarantee, the testimonials, frequently asked questions, and more. You need to learn how to use probes (this sometimes takes a little practice to learn how to write an effective probe).

Again, for more information regarding two breakthrough database marketing and automated follow up tools from Online Automation, Inc., click below. One is perfect for your business and will help you automate the strategies presented here, insuring your success!

PC based Automated Database management and marketing system.
<http://www.post-master.net/rs/Jmar>

Online Web based version offers 50 autoresponders and unlimited Web forms. <http://www.postmasteronline.com/?10932>

For help choosing the best option for your business, [click here.](#)

The whole rule to everything in marketing is to test. If you go through and continue to follow the system doing the ideas in here and allowing your imagination to take your further, your business will constantly expand and you can be a success online. Your business can be one of the "Success Stories." You don't have to be one of the 95% who are saying that they can't make money online. You now have available the tools that you need. You now know about email and web marketing and how to combine the two into an effective system. Take all of these tools and add some persistence and ambition in with it to work on building the Internet system that you've always dreamed of...

Thank you and Best Wishes,

Mark Wittkowski, Online Automation
Terry Dean, Business Systems 2000

Choosing between the Web based system and PC software system.

Here's a quick comparison that will give you a better idea which automated marketing solution will work best for you. You can also call us at 888-793-2882 for help finding out which will work best for your particular business needs.

Many of the differences between Postmaster Online and Postmaster software are going to come in your preferences. I'll cover some of the key differences, making it clear which automated solution will work best for you.

Both complete solutions are designed to easily and automatically build your targeted contact database from all your Web forms and autoreponders. A very powerful back-end database marketing engine automatically sends unlimited, targeted, personalized follow-up messages. Now, targeted PERSONALIZED broadcast messages and unscheduled special announcements are fast and simple. These list server type mailings are micro categorized and personalized for the most targeted and effective mailings you've ever seen from any list server or PC software!

Both also offer an interactive scheduler to help manage your appointments, tasks and important dates. They even let you know when and why you are to get back with someone. You can always view specific notes you have made to yourself or about any contact right in their database record. Postmaster Online sends you an email the night before and Postmaster Software pops up a splash screen that takes you right to the contact and your reminders. Never forget another important call back, task, appointment, birthday or anniversary again!!

Next we'll review both solutions and cover some of the key differences.

-- Postmaster Online -- <http://www.postmasteronline.com/?10932>

This is the online Web based system you can log into from anywhere, anytime. It's 100% automated, so if you're on the move this may be the best option for you. You don't even need to log on to your account after your categories and messages are finished. All the mailings are done at 12PM EST each night for you automatically.

"Amazing...I almost can't believe it...This one tool has made every other resource and piece of software that I have recommended completely obsolete for the next evolution in opt-in email marketing..." **Terry Dean, author of Email Marketing Secrets**

This system has been dubbed by many experts such as **Marlon Sanders and Terry Dean**, as... *"The Perfect Online Marketing Machine."*

"I was losing sleep, worrying about how to manage my website when I decided to give Postmaster Online a try. I have not been this impressed with a product before! My site is now totally automated and incredibly easy to use! Thank you Online Automation!" **Susan Pellan Alberta, Canada**

"It is easy to spot the best people, just watch what and how they do when things aren't OK. In this case, I watched how your team responded to the small crisis leading up to and running through the 4th of July holiday. Team support and communication remained active and worked around the clock over a Holiday weekend to bypassed the hurdle that came up. This is a true mark of excellence!" **Khalifa "Dr. BizJam" San Jose, CA**

[Click here](#) to hear from more clients about how they're using our system.

Here's How the Online System Works for Your Business.

Contacts enter your database into any target follow-up category from 50 autoresponders and unlimited Web forms automatically. The auto follow-up series then begins without your involvement at all. You can allow contacts to get the information they want in different categories and remove themselves from any category series they don't want. This is all done automatically with both solutions and insures your contacts get only the information they're interested in so they'll stay with you for a long time.

This system is very easy to learn and can be set up in 60 minutes. Even though the online system does not offer all the features of the software, there are some additional advantages including - access from any PC, independence from your ISP, total automation and upgrades are real time with no downloading of any software.

The Online System is perfect if you or other users are gone a lot or need to access your database from multiple computers or locations. You can setup as many signature files as you need but your return email address and "alias" needs to be the same. If you must have separate FROM addresses the software will handle this for you.

The autoresponders and complete system is ready and simple to set up. This may be the best option right now for the short term even though it's a little more expensive over the long-term. You can easily move your contacts and messages over to the software later. You will qualify for a discount dependent on how long you have had Postmaster Online. It will not handle your incoming email like the IES software module but RSVP is sold to you at our cost of \$29.95 to handle filtering your incoming email into text files for easy importing into your online account. This is not quite as automated adding contacts to your database from your incoming email as with the software.

It's simple and takes only minutes to set up 50 autoresponders. It's nearly as easy to use our HTML Form Code Generator, then copy these forms into your Web site. When they're filled out they'll send you an email, put them into any follow-up category and then send the first message in the series instantly. For both the autoresponders and Web forms the other messages in the series follow-up as scheduled, automatically.

ONLINE WEB BASED SYSTEM PRESS RELEASE:

Finally, The Complete Online System for Your Online Marketing and Email Follow-up!

It's every online marketer's dream to keep up with correspondence without spending hours at the PC. With this BRAND NEW simple to use marketing system you can AUTOMATICALLY ADD contacts to your database from all your WEB FORMS and 50 AUTORESPONDERS then follow-up from your different categories of PERSONALIZED, TARGETED and UNLIMITED MESSAGES! Their unique online database interface makes it easy to manage, manipulate and track all your contact information. The appointment scheduler even sends you an email each night of your tasks and calls for the next day! You'll never miss another call, appointment, birthday or anniversary again!

This system is the most comprehensive and effective online Web based system available from any competitive online marketing system on the Internet.

The system is also your PERSONALIZED list server making delivery of your Ezine and targeted broadcast email to any filtered group of contacts you want simple and fast. Automatically turn more Web browsers into buyers, maximize your advertising efforts, stay organized, and make more sales with less time and effort, they guarantee it. They will teach you the strategies and psychology behind sequential email marketing and this system handles all the mechanics for you automatically! Sign up for our Online Marketing Series just for visiting! Try it RISK-FREE for 30 days:

<http://www.postmasteronline.com/?10932>

-- Postmaster Software --<http://www.post-master.net/rs/Jmar>

The software is a one-time payment rather than a recurring monthly payment, and offers more features with stronger database management. On the downside it has a longer learning curve.

Our new "Incoming Email Module" (IES) is ready! It will *READ* and handle much of your incoming email for you, sending autoresponses and extracting contact information right from the message headers OR ANY Web form results email. It works seamlessly with your Postmaster database, building your targeted email marketing database, automatically.

"This freed up 70% of my time I was spending doing followups, answering email, online training, and other necessary tasks." Norm Sailer

"IES actually reads and can answer your incoming email, then filters contact's info into your Postmaster database, automatically!" JR Orsoni

"Thanks in advance for your dedication in customer support, for your time and efforts. Yours is the most amazing, automated system I have seen in 8 months of online research. You have revolutionized my whole business!" Mark Andreas Giesecke Germany, Europe

[Click here](#) to hear from more clients about how they're using the software.

Unlike the online system you can get contacts into your database from Web forms that you don't have control of such as affiliate or reseller replicating Web sites. The online system will handle all YOUR own Web forms seamlessly with your online database, only. The additional database management features and the fact you buy the software for a one time payment and it's yours, may make it the best long term solution for your business. If you have some experience with software and some specific database marketing needs, you may want to [download](#) and try Postmaster and IES.

For your unlimited autoresponders to work with the software you will need to be connected to the Internet 24x7 though. All other additional features will work without a 24x7 connection.

The software and IES will allow you to set up rules based on To: address, subject, even text in the body to decide what follow-up categories your new contacts will be put into! It can actually read your email and do a number of things you need, automatically.

- Send autoresponses based on key words/rules
- Filter contact information to a category
- Remove a contact from a category
- Extract contact information from any Web form email

You need to click two buttons to generate scheduled messages and send them. This only takes a couple of minutes. Then, once it starts sending the scheduled messages for the day, you're done. You can also set this up automatically when you will be away from your PC or on vacation.

Also, if you need to run completely separate databases, Postmaster Software allows you to handle as many as you need. Chances are, separate categories with separate signature lines and return email addresses will handle most of your needs though without another database.

The software offers a few more database management capabilities since it's on your PC and Microsoft® Access based. Moving, adding and deleting contacts based on 'category' and 'date started' as well as message number they are on is simple and provides incredible flexibility over the online system.

* Keep in mind you don't even need to have Microsoft® Access! You can download the Runtime version of Access FREE!

PC SOFTWARE PRESS RELEASE:

Automated marketing will increase sales 50% and cut the time spent on email in Half!

Online Automation just released their Exciting NEW cutting-edge "Incoming Email Solution" that READS, RESPONDS and FILTERS CONTACT INFO seamlessly into your Postmaster database from ALL your email and Web forms! It handles all your new subscribers, unsubscribes and undeliverables then sends UNLIMITED and AUTOMATED SEQUENTIAL FOLLOW-UP and PERSONALIZED TARGETED broadcast mailings. It's now easy to handle thousands of contacts, unlimited message categories and handle multiple businesses and products.

Their Sophisticated and automated marketing software can increase your sales by 50% and reduce the time you spend on follow-up, database management and slash time spent on email in Half, no matter what you're selling. They teach you the strategies and psychology behind sequential email marketing, then the software handles all the mechanics for you automatically. Put the mechanics of your business on auto-pilot maximizing EVERY advertising dollar and add time and money to your bottom line. ANYTHING LESS is sloppy marketing and leaves your cash on the table.

Keep up with your email and database marketing and stop spending every free moment you have on your PC. Download the full unregistered version and try it free for nearly 3 weeks! Call toll free support 888-793-2882 to find out more or click here:

<http://www.post-master.net/rs/Jmar>

Depending on your needs one of these two complete solutions will provide you the automation your business needs to thrive. You must automate the mechanics of your business to compete and thrive online or you'll be one of the 95% that don't make it – **end of story**. And I'll tell you right now if you have to manually add your contacts to a database then try and follow-up manually, 9 times out of 10 it will fall apart. Contacts and profits will start falling through the cracks.

If you have any questions just call me at 888-793-2882 as soon as possible and we'll find out which system will work best for your particular situation.

Best Wishes,

Mark Wittkowski, President
Online Automation, Inc.

<mailto:markw@onlineautomation.com>

<http://www.post-master.net/rs/Jmar>

Toll free marketing and product support: 888-793-2882

Direct Line from out of the US: 701-258-0797

RESOURCE CENTER

Post your classified ad free to 10,000 + classified sites with cutting edge software. For a free fully functioning demo log on here.

<http://www.mcjmar.com/classifieds/tccmain.html>

Online Automation's FREE Affiliate programs along with some of the other top programs on the Internet.

http://www.onlineautomation.com/top_reseller.htm

Custom searchable database of hundreds of successful ezines to advertise your business. The best dollar for dollar promotion available on the Net.

http://www.onlineautomation.com/ezine_advertising.htm

"Instant Internet Cashflow System," by Terry Dean, is an incredible course to help promote any business online, achieving the results you want.

http://www.onlineautomation.com/All_The_Secrets.htm

Mike Enlow, the "Godfather of Technology Marketing" reveals *all* of the marketing tricks and techniques he has used - both online and off - to earn as high as \$229,958.32 in a single day. "Masters of Marketing"

<http://www.enlowcircle.com/go/automation>

"The Amazing Formula That Sells Products Like Crazy," from one of the top copywriters on the Internet, Marlon Sanders.

http://www.onlineautomation.com/Amazing_Formula.htm

Declan Dunn is the leading authority on affiliate marketing and has developed a proven method that individual affiliates can use to develop a consistent revenue stream by promoting other company's reseller programs.

http://www.onlineautomation.com/Winning_Affiliate_Game.htm

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