Email Cash

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Welcome To The Email Cash Supremacy Report

Hi, Gavin Birchall here and I would like to first of all thank you and welcome you to this email profits training course. If you've been around looking for opportunities to make money online for any length of time you'll probably already be well aware of list building and have heard many stories about how it has helped others like you and me to make a full time living online.

Your main objective for all of your email campaigns is to get your readers to do 2 things:

1. **OPEN YOUR EMAILS**
2. **CLICK ON THE LINKS WITHIN YOUR EMAILS**

That's it!

Obviously the more experience and practice you get at this the greater your open & click through rates shall increase.

And this will mean of course – MORE SALES$$$$$ – MORE REVENUE$$$$$ for your online list building business.

There's an old worn out saying about list building that goes:

"The money is in the list".

And that is true in some cases.

But what people fail to tell you is that there are some key skills you have to develop and nurture first before you can expect to see any kind of EXPLOSIVE results from your email marketing campaigns.

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One of the most important things you should be focusing on whenever you send out an email to your list is the following:

"Create a relationship first, offer value in your emails then ask for the sale".

Of course once you've built up that initial trust with your people it will become much easier for you to send out an odd email here and there that just cuts straight to the chase and asks for someone to click on a link that goes straight to an affiliate offer or maybe an offer of your own.

We'll be sharing some fast action strategies with you very soon so all will become much clearer after reading through this course a couple of times.

Knowing where to start when considering building relationships with your readers through email marketing is probably one of most difficult tasks for you to overcome when you first get into list building and email marketing.

So, where do you start?

Well for me the answer to that question is very simple.

Why?

Because I'm so damn clever?

No.

It's because I'm simply speaking from real experience.

So would you like to know the real secret to creating those all important relationships with your email list?

Okay here it goes...

...YOU SIMPLY SEND EMAILS OUT TO THEM (your list) BY LEARNING HOW TO WRITE THEM IN YOUR OWN UNIQUE WAY.

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So in other words...

...If you can write (& type) you can become a successful email marketer.

Of course there are a few methods and techniques you can master along the way but by plucking up the courage to send out your very first email to your list will place you higher than 99% of those who never pluck up the courage to do so.

Of course if you're absolutely un-certain about writing your first few emails and want a helping hand then you can allow our "Done For You Email Service" to send you some well written, relationship building, pre-selling emails that allow you to simply add your own links to them, copy and paste into your A.R. and hit send to your readers once you're ready.

So feel free to check out this offer again by clicking the link below:

==>> Done For You Emails Service

Okay with that said let's get you set up correctly shall we?

Setting You Up For Success

In order for you to be able to send out emails and build a list simultaneously you'll need some tools for the job at hand.

You can either choose the only 2 email A.R. services I know and personally trust because they are the only 2 I've ever personally used.

1. **Email Autoresponder Service**

I recommend that you either use Getrepsonse or Aweber as they both are very professional and get the job done.

SIMPLE!

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That is the main reason why we want to show you how to build an email list of targeted subscribers. Owning a list of subscribers allows you to make money even when you aren't even sat at your computer. The emails you set up to go out on complete autopilot are like the 24/7 sales force machines of the Internet.

You can of course send 'Broadcast' emails too if and when you create new products that you think your list could benefit from and any new affiliate launch products that you want to promote to your list.

How you balance out and create your email sequence is up to you. But don't worry; we'll be SHOWING YOU how we do it and some popular methods that have worked for us in the past too. You'll have many ideas & options by the time you have read this report so sit back, strap yourself in and get ready to set up your very first cash cranking email sequence.

2. A FREE Gift & A Squeeze Page

In order to build your list and of course collect email addresses, you're going to require a FREE report (that you can give away) and a "Squeeze Page" that allows you to collect your visitors email address.

You can grab these tools and get all the list building training you'll need too by getting my List Turbo Profits Product for just $9.95

If you have already purchased the course in the past; then you can use these tools that come with the course right away.

3. Selecting Affiliate Products To Promote

Hopefully by now you have a nice list of affiliate products sitting on your desktop from either JV Zoo, Warrior + & Clickbank.

If you haven't yet; don't worry.

We'll show you how very soon.

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It's always a great idea to pick and choose affiliate products that get you excited and have almost made you buy them in the past. If you have bought products in the past then that is even better because you can now give a full 100% honest and un-biased review of them to your list.

If they are monthly recurring paying affiliate products then look at adding these into your email series. Building a list takes work; so why not get paid many times for just sending out one single email to your lists.

You'll also need an account at the Warrior Forum too so go and create one now if you haven't already done so.

Write Your Emails First Or Choose Affiliate Products First

Before we show you how to select your affiliate products or indeed how to write effective emails out to your lists; we wanted to ask you first which task you would like to perform first.

Do you wish to write your first few emails first and then match them up with your affiliate products or do you wish to choose your affiliate products first and write your emails around those?

It doesn't matter which one you choose to go with first.

As long as you make a start and at least have a handful of offers (emails with offer links in them) that go out to your new subscribers as soon as they join your list then that's okay.

Okay let's choose those affiliate products you wish to promote shall we?

Selecting Appropriate Affiliate Offers

Each email you create within your autoresponder email series will want to be closely related to the affiliate offer that you wish to promote.

So if you create an email about "Affiliate Marketing" then you'll want to choose an affiliate product to promote that is offering some kind of

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training about "Affiliate Marketing" within the links you place into your emails.

Whether you choose to write your emails first or choose your products first...

..."**ALWAYS MAKE SURE** that you match them up and that they are both closely related to one another".

Sorry to sound a bit blunt about this but I really want you to get this right.

Once you get into the swing of things and realize how fun and profitable email marketing can be; you'll never want to stop doing it.

1. Finding Great Affiliate Offers On Warrior+

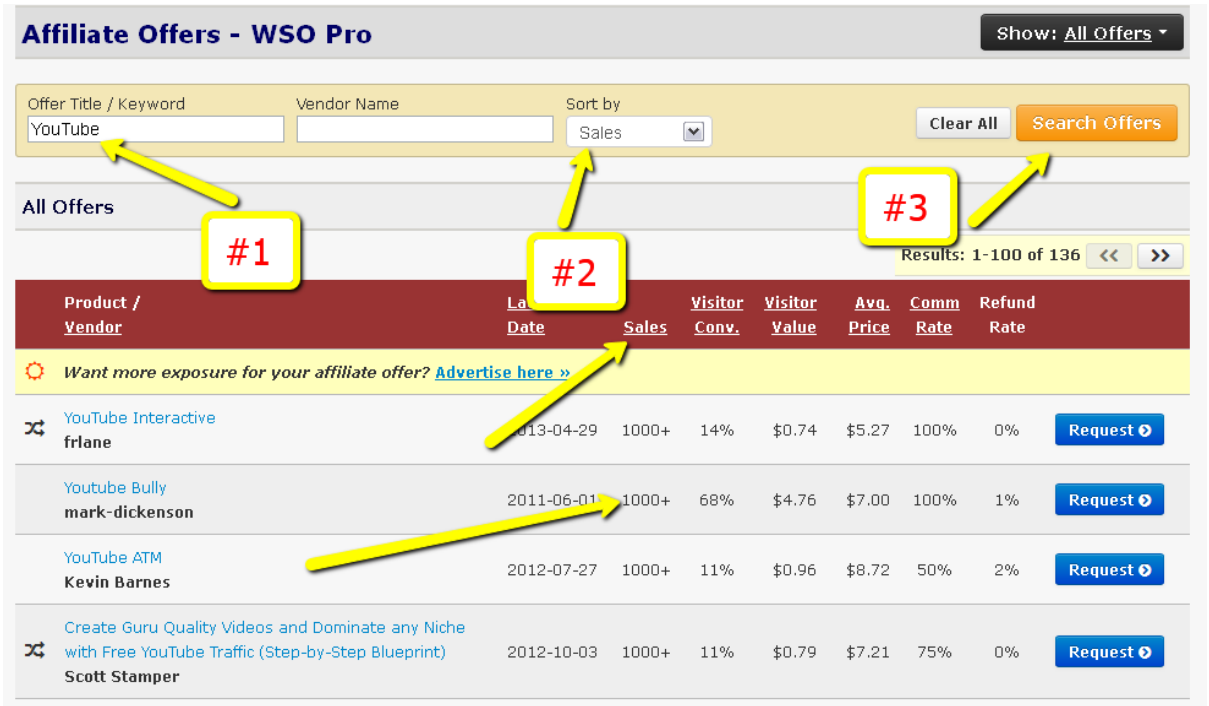
First you'll need to log into your account and then click on the "Affiliates" tab as shown below:



Then select the "Offers" tab:



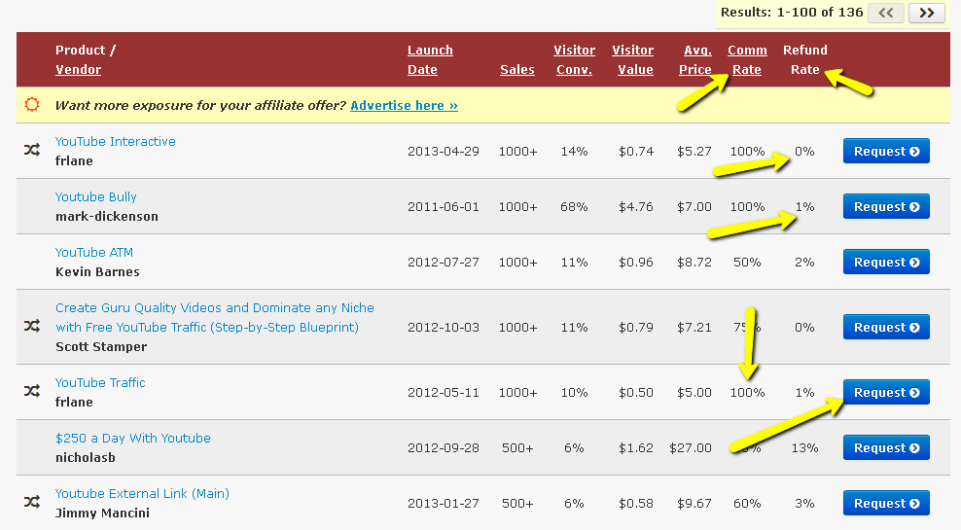
Enter the product "Niche" you wish to promote, sort by number of sales that product has sold then click on "Search Offers":



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Look for products with a commission rate of 50%-100%, a refund rate of below 15% and has sold 50-1000+ copies then once you're happy click on the "Request" link tab.

(NOTE: You don't have to play by these rules exactly but it gives you a general rule of thumb to go by when selecting affiliate products to promote):

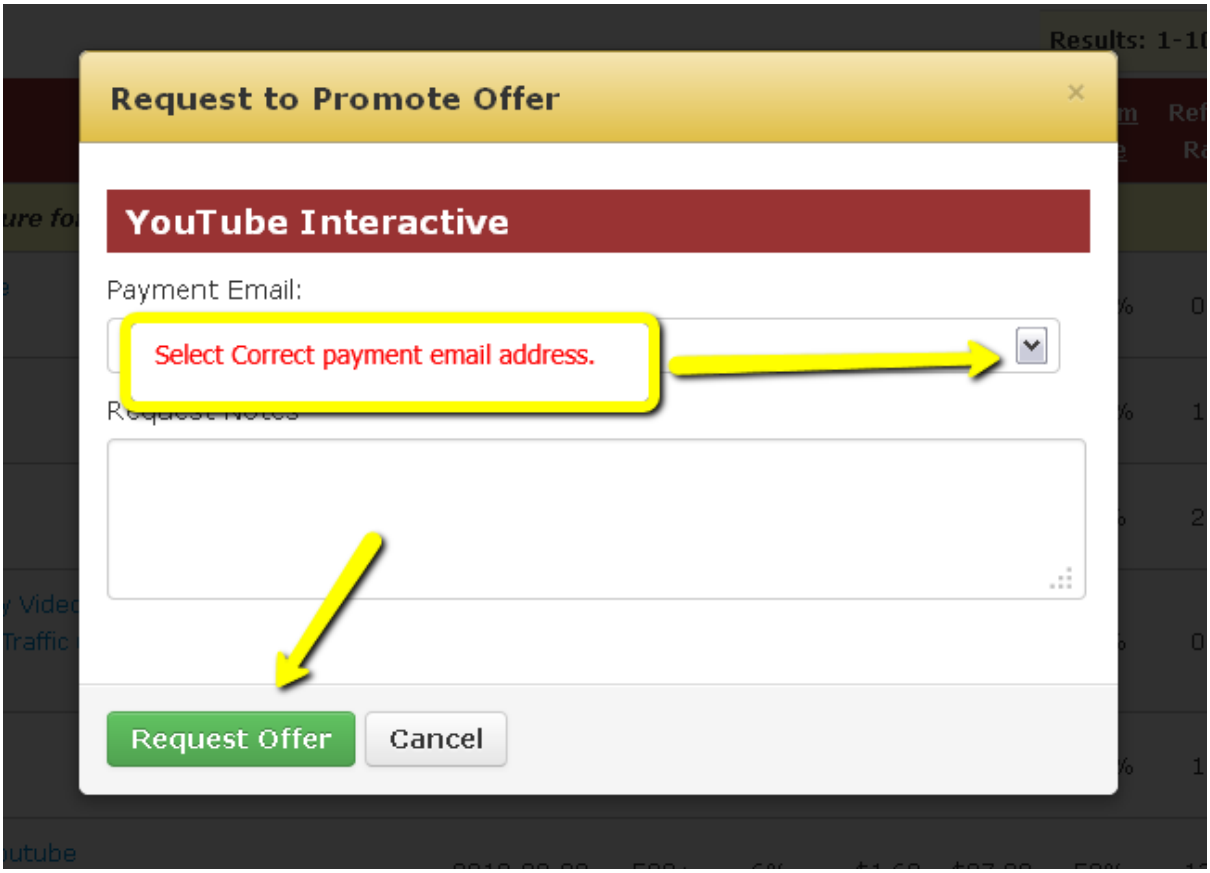


Results: 1-100 of 136 << >>

Product / Vendor	Launch Date	Sales	Visitor Conv.	Visitor Value	Avg. Price	Comm Rate	Refund Rate	
Want more exposure for your affiliate offer? Advertise here »								
YouTube Interactive **frlane**	2013-04-29	1000+	14%	$0.74	$5.27	100%	0%	Request
Youtube Bully **mark-dickenson**	2011-06-01	1000+	68%	$4.76	$7.00	100%	1%	Request
YouTube ATM **Kevin Barnes**	2012-07-27	1000+	11%	$0.96	$8.72	50%	2%	Request
Create Guru Quality Videos and Dominate any Niche with Free YouTube Traffic (Step-by-Step Blueprint) **Scott Stamper**	2012-10-03	1000+	11%	$0.79	$7.21	75%	0%	Request
YouTube Traffic **frlane**	2012-05-11	1000+	10%	$0.50	$5.00	100%	1%	Request
$250 a Day With Youtube **nicholasb**	2012-09-28	500+	6%	$1.62	$27.00	[illegible]	13%	Request
Youtube External Link (Main) **Jimmy Mancini**	2013-01-27	500+	6%	$0.58	$9.67	60%	3%	Request

Once you've hit the "Request" button to that affiliate offer you'll see this box below. All you need to do is make sure that the correct payment email of yours is selected then hit the "Request Offer" button below:

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Once you've been approved by the product owner you can grab your affiliate links by following the steps as shown below:

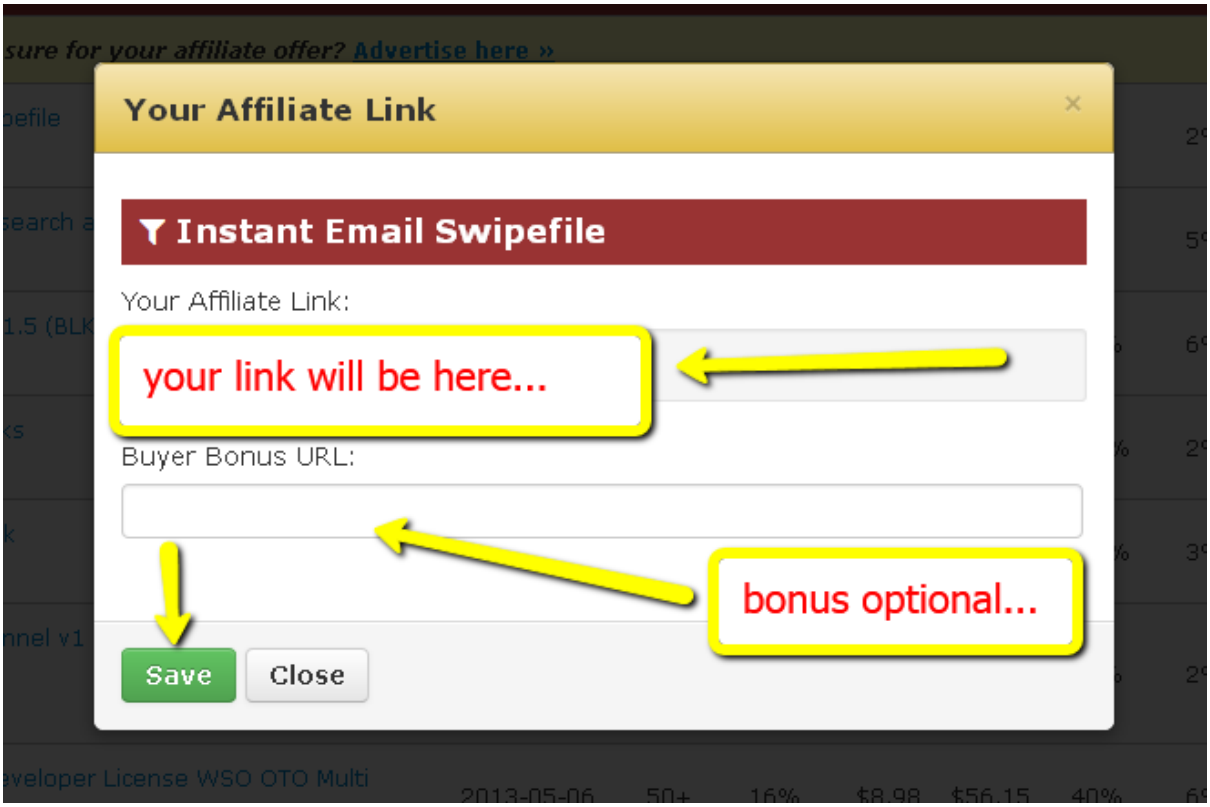


Now you can go into your "Approved" affiliate products list and grab your actual affiliate links by clicking the "Get Link" button:

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We've covered up our affiliate link in this screen shot (for obvious reasons) and all you'll need to do is copy and paste it into your emails once you have them ready and written to go into your Email Autoresponder:



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Finally all you'll need to do is add your affiliate links to the email itself as shown below and then upload to your email A.R:

But the software is designed to hunt down REAL profit opportunities, not whims or hunches.

When it finds one, it alerts you and THEN you jump in and profit big time.

You don't need to be brilliant, or even smart.

You just need to follow directions.

Now, even I can do that!
;-)

(Your Affiliate Link Here)

Add Your Affiliate/Hop Link To Your Email Copy Here

(Your Name Here)

P.S. Skeptical? No worries, you get a full 56 days to decide if what I say is true... that if you can follow directions, you can make big money with this software.

Be sure and check out the proof on the site, too... $146,706 in 32 days.

What if you made just 1% of that to start?

And you made maybe 10% of that after a few months?

Could that be a wonderful thing?

:-)

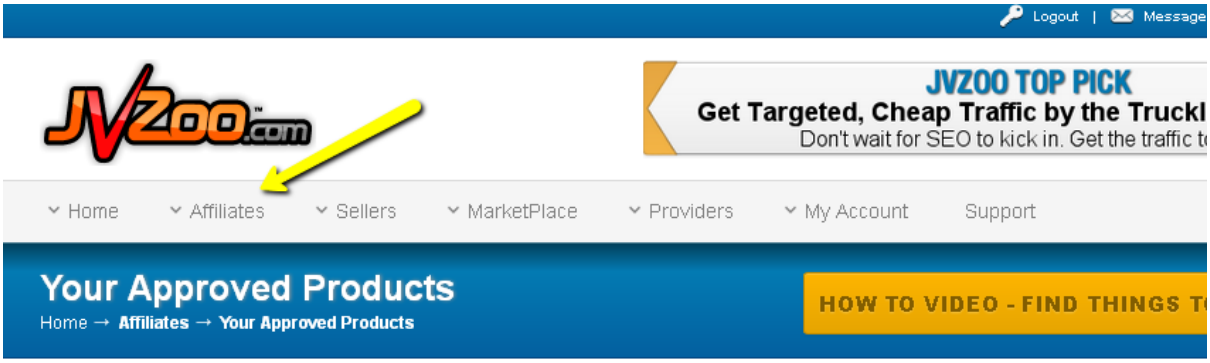
(Your Affiliate Link Here)

And Here Too!

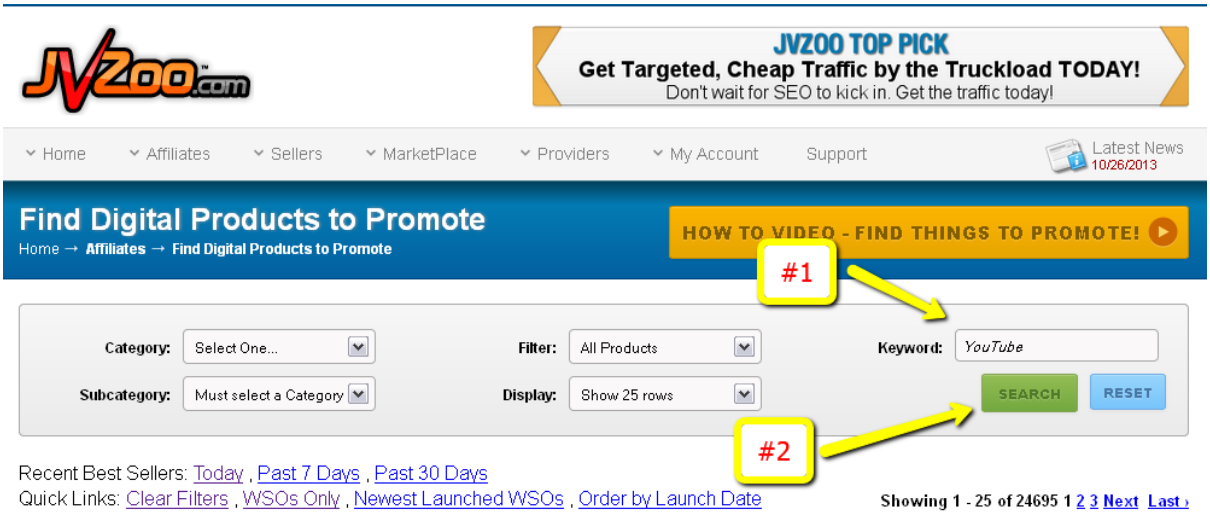
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2. Finding Affiliate Offers Within JV Zoo

Log into your account, hover over the "Affiliates" tab and then select the "Find Products" tab:



Type in your chosen niche then click on the "Search" button:



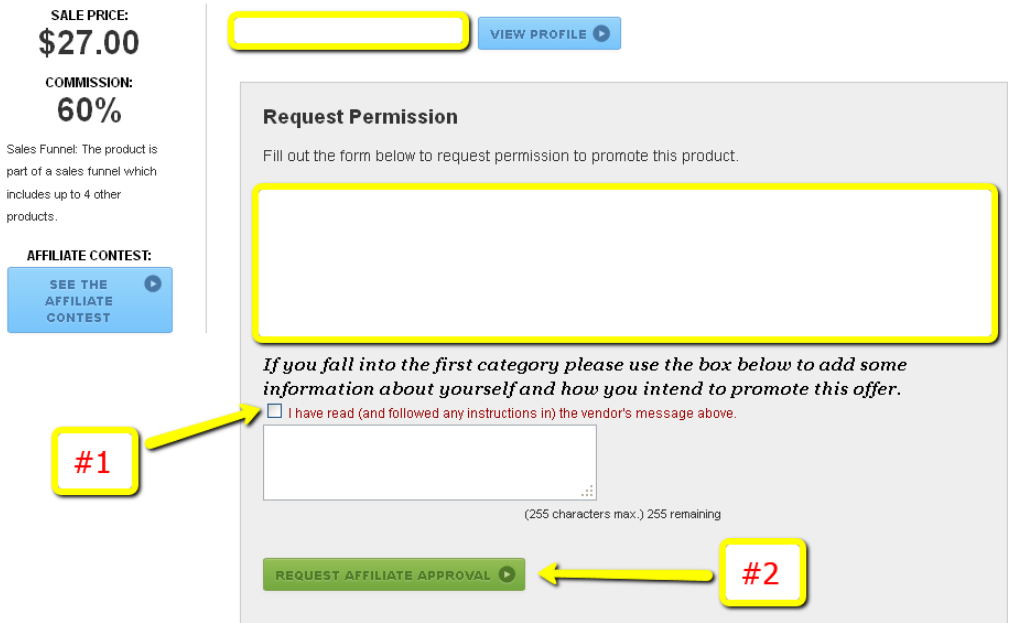
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Again look for products that have made 50+ sales, offer a 50%-100% commission rate and a refund rate below 15% then when you're happy click the "Request" button:



Product Title	Promote	Launched	Sold	Conv	EPC	Avg Price	Comm	Refund
	REQUEST	08/28/20[illegible]	5,500+	6.17%	$0.73	$11.86	60%	2.69%
	Sales Funnel		8,000+	10.04%	$1.63	$16.23	N/A	2.83%
	REQUEST	01/16/2014	2,500+	9.59%	$1.95	$20.38	60%	1.70%
	Sales Funnel		2,500+	12.10%	$2.71	$22.43	N/A	1.68%
	REQUEST	07/26/2012	2,000+	7.26%	$0.70	$9.68	100%	1.70%
	Sales Funnel							1.51%
	REQUEST	10/25/2013						6.21%
	Sales Funnel							5.74%
	REQUEST	05/31/2013						4.75%
	Sales Funnel		250+	2.11%	$0.24	$11.52	N/A	2.82%
	REQUEST	12/02/2013	1,500+	5.57%	$0.17	$3.02	100%	1.70%
	Sales Funnel		1,500+	5.96%	$0.23	$3.91	N/A	1.77%
	REQUEST	08/22/2013	1,500+	5.70%	$0.56	$9.81	100%	2.25%
	Sales Funnel		3,000+	10.54%	$1.72	$16.28	N/A	2.24%
	REQUEST	02/06/2012	1,500+	2.84%	$0.45	$15.80	50%	0.65%
	Sales Funnel		2,000+	5.04%	$0.80	$15.89	N/A	0.67%

Check the small box to say you've understood the affiliate terms then hit the "Request Affiliate Approval" button:

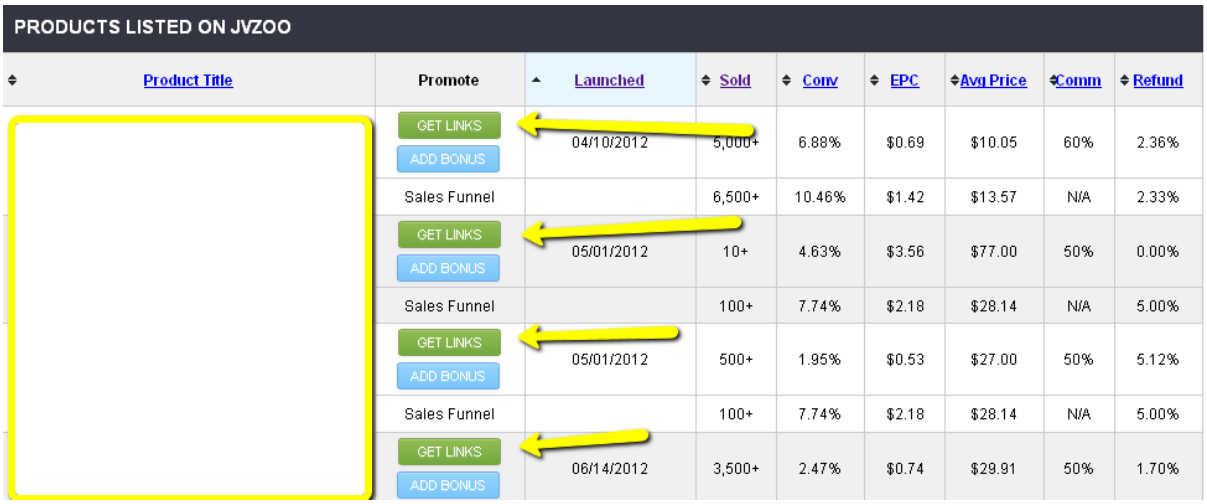


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Once you've been approved hover over the "Affiliates" tab again and wait for the drop menu to appear then select the "Approved Products" tab:



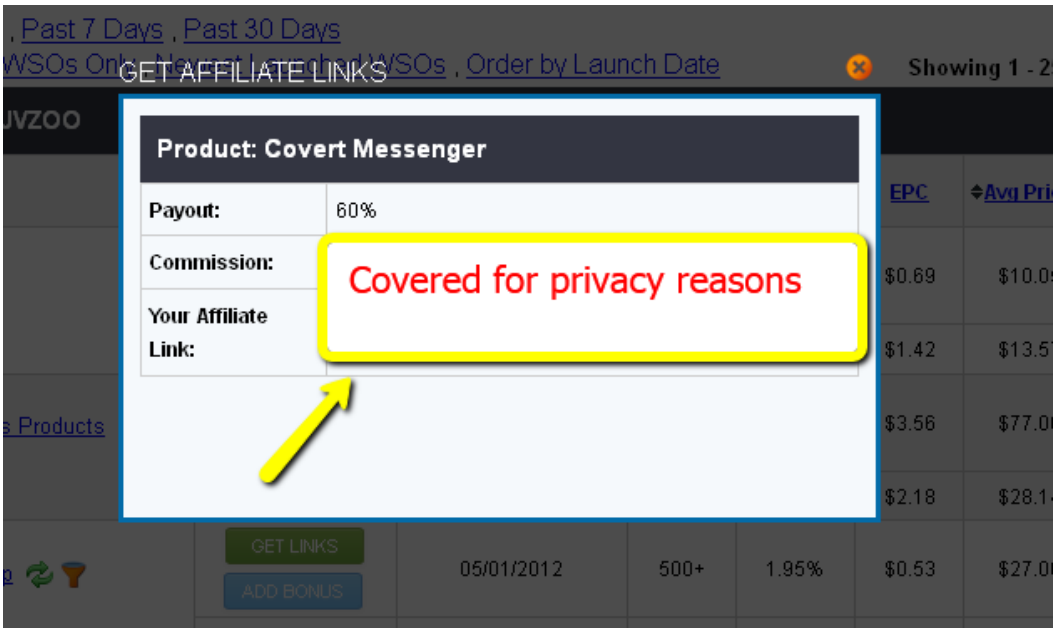
Then you'll see a list of all your approved affiliate products and then you can grab your links by clicking on the "Get Links" button:



Product Title	Promote	Launched	Sold	Conv	EPC	Avg Price	Comm	Refund
	GET LINKS ADD BONUS	04/10/2012	5,000+	6.88%	$0.69	$10.05	60%	2.36%
	Sales Funnel		6,500+	10.46%	$1.42	$13.57	N/A	2.33%
	GET LINKS ADD BONUS	05/01/2012	10+	4.63%	$3.56	$77.00	50%	0.00%
	Sales Funnel		100+	7.74%	$2.18	$28.14	N/A	5.00%
	GET LINKS ADD BONUS	05/01/2012	500+	1.95%	$0.53	$27.00	50%	5.12%
	Sales Funnel		100+	7.74%	$2.18	$28.14	N/A	5.00%
	GET LINKS ADD BONUS	06/14/2012	3,500+	2.47%	$0.74	$29.91	50%	1.70%

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Grab your affiliate link and paste it into your email once again:



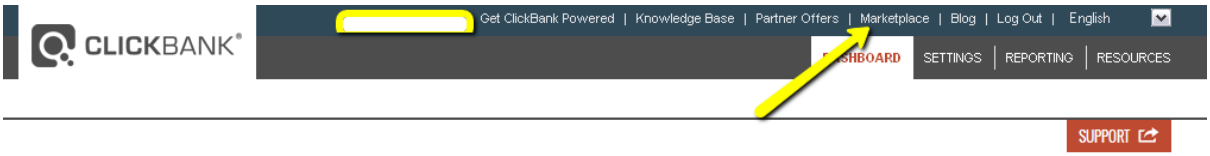
Now you can paste your affiliate link from JV Zoo into your email once more:



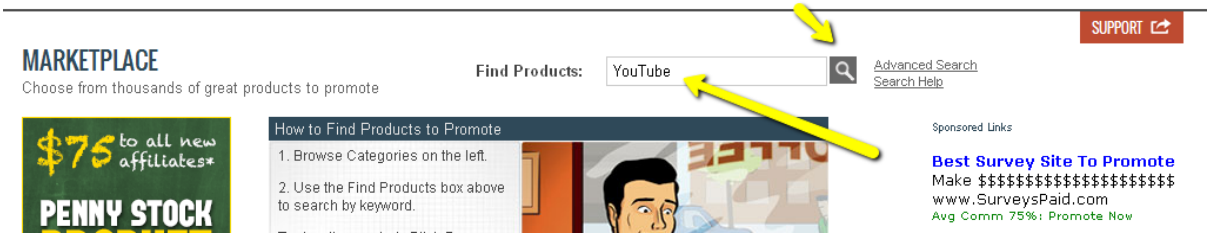
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3. Finding Affiliate Offers Within Clickbank

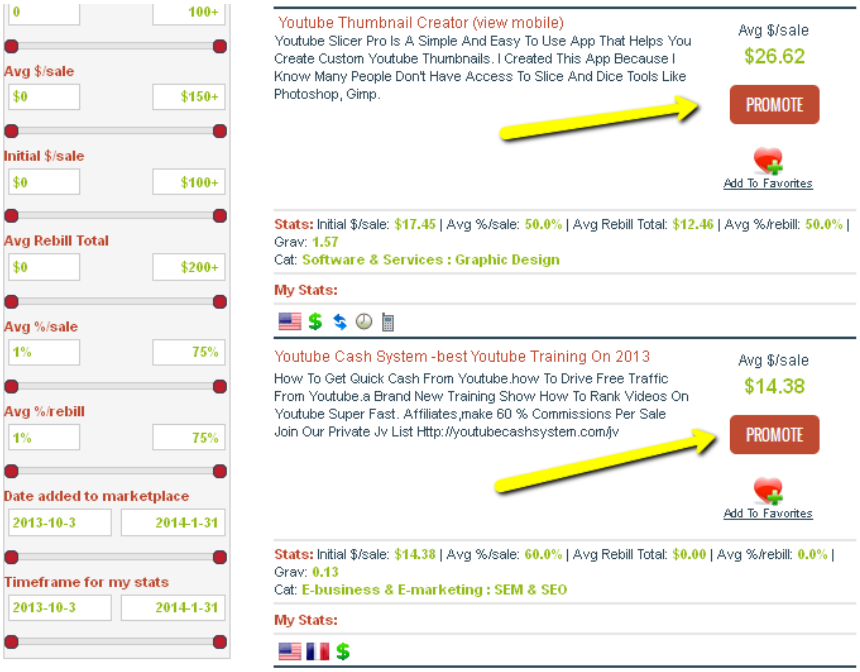
Log in and click on the "Marketplace" link:



Enter your keyword again and click on the search tab:

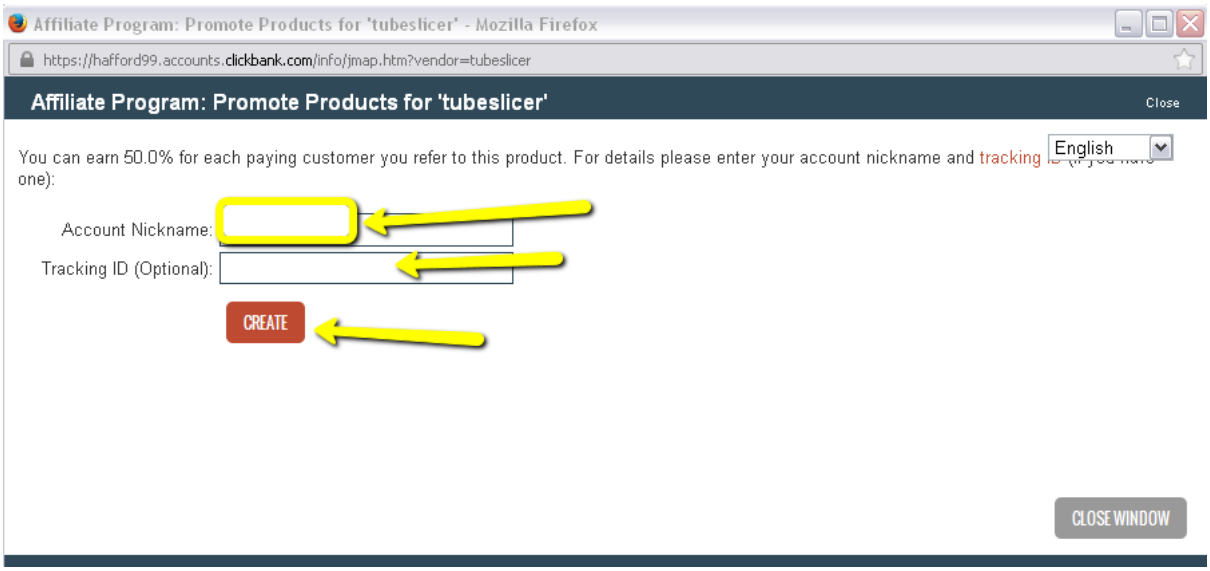


Choose your product and click on the "Promote" button:

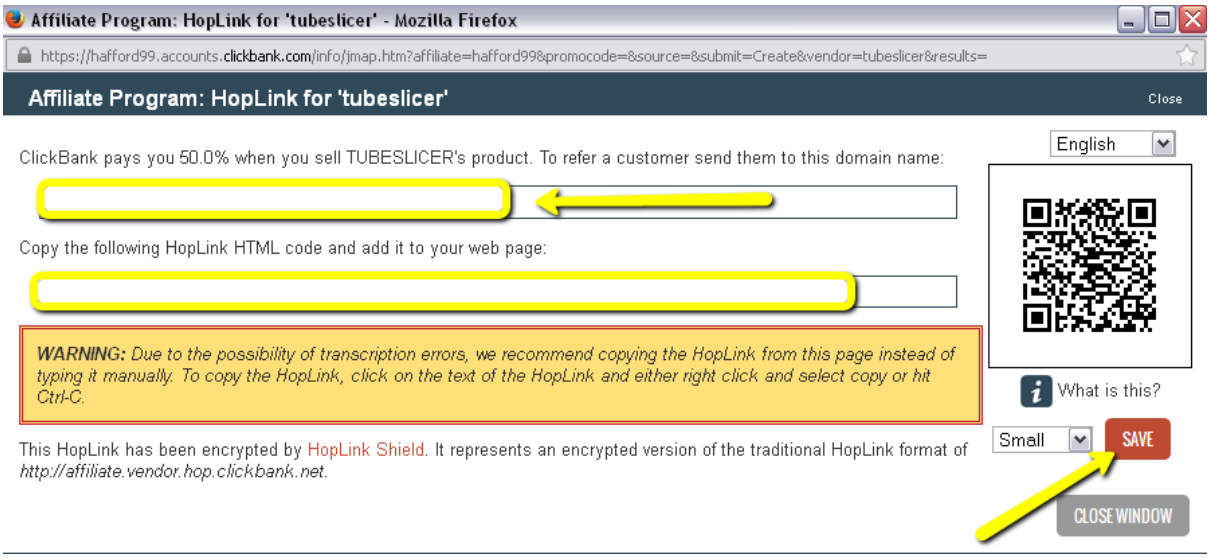


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Check to see that your username is displayed; add a "Tracking ID" (optional) then click "Create":



Now grab your affiliate link and once again you can paste it into your email ready to go out to your subscribers:



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Top Hint – Your emails are what set the standard for your response rates and of course how many sales you'll make from your emails. Get this right and you'll be able to focus 90% of your time adding more leads into your system. Get this wrong and you won't be able to see any where near the results you could have from your list(s).

This isn't something you can hammer with promo after promo. Some marketers still do this but they are the ones who can afford to replace their burned out lists with new leads at the drop of a hat. For the time it takes to write an email you may as well at least try and allow your new subscribers to see who you are, what you're about, how many and how often you are going to send emails out to them and why you are going to send those emails out to them.

You only need to focus on the first few emails you are going to send out to your list in order to get off to best possible start you can. We are going to be looking at creating and building a strong relationship with you and your subscribers through your emails.

This doesn't mean you have to offer to wine and dine them within your emails or take them out to the local cinema. This just means you are going to be writing emails that offer a nice balance of content and promotional links sprinkled in within those emails at the same time.

It isn't for us or anyone else to go out and say that marketing in a way where you send out promo email after promo email is wrong and shouldn't be allowed. I say if other marketers want to do it this way then that's up to them. They have built that list themselves so if they wish to go and burn out that list then replace it by buying traffic from the original profits they made then good luck to them.

We are going to be playing the LONG game here. That doesn't mean you won't be making sales right away from your list though. It just means that not everyone buys right away and that's where email marketing allows you to build up to the point where your subscribers know you well enough to trust your views and recommendations enough that they'll actually buy from you many week's or even months after they've actually joined your list.

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Some marketers choose to do the total opposite of hammering their lists and go for the more subtle approach. They may only email their lists once or twice at most every single week. Most of these emails may only have free information to offer but they then offer a paid product in there once they know that the open and click-through rates are high enough to then go for a big ticket offer.

Personally we like to go for the frequent email sequence that is balanced with high quality information and has links to paid offers at the same time.

This can take a little practice at getting this part of your marketing right.

So we have thought about this and have set up our very own service that actually gives you Ready Made Money Making Emails you can simply put your name onto, add your own links and simply copy & paste into your A.R. and you're good to go.

It isn't absolutely necessary for you to use this service of course. We will be going through some tips, tricks and tactics you can use to get your email campaigns up and running as quickly as possible. We just feel that some of you may greatly benefit from such a service as this seeing as though you can use professionally written emails that instantly bridges the gap between you and your readers and allows you to make sales at the same time of course.

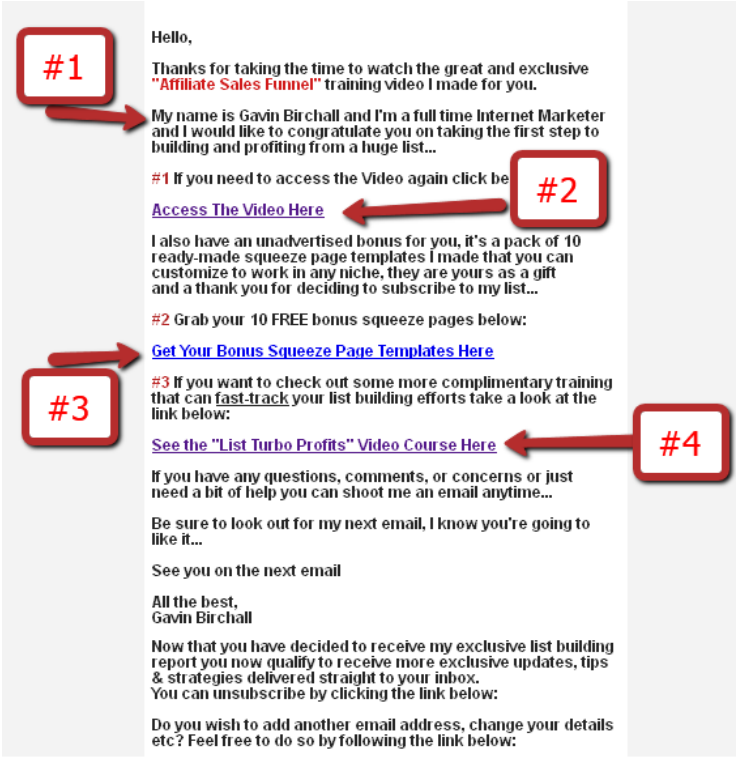
I truly believe that the first message you send out is extremely important. You need to allow that first message to do as much of the introductions and relationship building part of email marketing as it possibly can.

This doesn't need to be longer than a 1000 chapter e-book either. You just need to add a link to your free offer that they signed up for, a brief introduction about yourself and where you come from; and a little about what they can expect to receive from you in the next upcoming emails.

Nothing too complicated just something that gets them comfortable with you and your marketing style and personality that's all.

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Here's one example of an email that one of our new subscribers shall see as soon as they join our list:



As you can see there is a short introduction where I tell them my name and what I do, a link to the free gift that is some training videos in this case, a link to a BONUS free gift (optional) and a link that points to a PAID product too.

It finishes off by asking them to email me if they have any questions and they should look out for the next email. That is shortly followed by a simple goodbye and see you on the next email message. We covered adding your first message in a previous module but felt it was necessary to show you an example once more to help you get comfortable with setting up this step.

Okay onto the actual message sequences and how to structure your emails correctly so that you're open and click through rates stay as high as possible. After all if no one even bothers to open your emails then

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what's the point right? You need to get them to open your emails and then click on the links so that you make some money.

Okay looking at your actual email sequence. We like to send out an email every day for around a week then space them out to every 2 days, then every 4 days after that. So if you were to copy this sequence your emails would look like this:

- Email message #1 – Day (0) Always send your first message on this day as you want your subscribers to receive that message as soon as they join your list.
- Email message #2 – Day (1) Sent 1 day after first day
- Email message #3 – Day (2) Sent 1 day after last email
- Email message #4 – Day (3) Sent 1 day after last email
- Email message #5 – Day (4) Sent 1 day after last email
- Email message #6 – Day (5) Sent 1 day after last email
- Email message #7 – Day (7) Sent 2 days after last email
- Email message #8 – Day (9) Sent 2 days after
- Email message #9 – Day (13) Sent 4 days after
- Email message #10 – Day (17) Sent 4 days after

So after day 50 the email message sequence would still be 4 days after and would look like this:

- Email message #50 – Day (177) Sent 4 days after last email
- Email message #51 – Day (181) Sent 4 days after last email

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Hope fully by now you can see how this pattern works.

This pattern of course isn't set in stone and you can choose to set your own sequence interval patterns and test them against other patterns as you move forward. Getresponse allows you to do this as it has a "Split Test" feature within the main dashboard area. When you set your messages up you can use this feature to test the same set of messages but at different intervals as to when they go out to your visitors.

This could be crucial to your income levels of course. If you test 2 different sets of emails against one another at various levels of intervals you may be surprised to see how much more money you actually were able to make between the two. This is something you will have to get used to and enjoy as testing allows you to move forward safe in the knowledge that you're actually doing more of something in your online business because you know it works for sure.

So after the initial introduction period you may want to use the 4 day period email sequence. We would recommend you at least allow your new leads to get to know you by sending out 1 email every day for the first few days at least. Once they know you and start to look forward to opening up your emails; it'll be far easier for you to set the tone there after by setting the sequence to every 4 days apart. This way you are training your readers to expect to see your emails on a particular set of days and this in turn will dramatically increase your open & click through rates.

So how may messages do you pre load into your A.R. to get off to a good start?

This again is entirely up to you. We would say definitely aim for at least 1 week's worth of emails that go out automatically at first. This would mean using our sequence method you would have to write at least 7 messages to stay ahead of your subscribers.

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Remember though once you space out your sequence to 2 then 4 days apart; you won't need to write as many emails as you did at the beginning of your email set up process.

What do you put in your emails? What can you write about?

Good question and here's a couple of ways you can get into the groove so to speak as fast as you possibly can. We have a couple of examples for you to click on and take a look at below. One is a quite a long email with links strategically placed within the body and below the end of email text. The other example shows a short, to the point email that also has links pointing to an affiliate offer.

Please note – That the first email example has links pointing to one of our own offers. In fact it's this very course you're now undertaking but that's not important. What is important is that you look at the structure and where plus how often the links to those offers are placed.

Okay you can look at both examples below:

Example #1 (Long Email) – Click Here To View

Example #2 – (Short Email) Click Here To View

As you can see we have edited them slightly so you can see exactly where the links are placed and the actual subject headlines we used too.

As for the links themselves you can use the "Hyperlink Feature" within Getresponse when you create your emails. This allows you to add links that don't look like spam. Affiliate links can look a bit ugly at times (especially if you use Clickbank products to promote) and can be a bit off putting to your readers.

Okay how do you construct your emails around your chosen affiliate products from the last module?

You should have a nice stack of affiliate products by now all lined up and ready to be promoted via your email series. All you need to do now is create some emails that get your readers to take action and click on the links inside them.

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But first things first!

You need to get them to open your emails first in order for them to be able to click on those money links right?

Okay here are 3 categories you need to think about fitting into when writing your 'subject headlines' and 'body copy' for your emails:

1. **The middle man** – Where you simply use to your advantage other marketers hard testing & tweaking work and simply construct your email around the information that is given to you on their sales pages.

   I'm going to pick a high converting "Affiliate" offer as an example and write an email around it so that you can see how to construct your email around the actual high converting sales page itself. We are going to use out very own D.F.Y.E. ready made email service sales page as an example okay.

   Click Here To View Example Email – Okay let's dissect this email piece by piece shall we:

   This email promotes our done for you email service. We have written this email and have tested it by using it as part of one of our affiliate email collections. It's short, to the point and provides quick valuable information but without hanging around too much at the same time.

   We are now going to highlight this very email piece by piece so that you can get a bird's eye view of how to write your "Middle Man" emails as effectively as possible.

Subject Headline:

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Get Subscribers To Open Your Emails! - Triple Your Clicks!

(Simple to the point headline that list's the main benefits of this product whilst still addressing the current problem that is people who are struggling to get people to read their offers via email.)

Hi folks,

Are you currently struggling like crazy to get your Subscriber's to read your emails?

Or do you need to write a "swipe file" for a Solo Ad seller?

You probably don't know what to write, nor do you have the time.

Experienced Internet Marketer Gavin Birchall has solved that problem with "D.F.Y.E."! (done for you emails)

(The very first paragraph begins with a simple greeting, a to the point description of the problem (not knowing how to write effective swipe emails) and then a short sentence that goes into an instant solution and lists the main benefits)

==> Your Affiliate Link Here

(Now you've got a chance to insert your link. You need to take advantage of knowing that your readers are now going to be more receptive to clicking your first link and are ready to buy your recommendation)

D.F.Y.E. is a compilation of their BEST ever swipe emails you can use to increase your click conversions and get your subscribers to read your

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offers and click on the links!

(Brief description of what the product is about)

These ready made emails have been proven and
tested to shoot your CTR (Click Through Rate)
through the roof in order to get your hungry buyers
to click on your links and purchase your offers.

You can use these to promote offers, put them in your
autoresponder sequence, do ad swaps with other
marketers, and much more!

==> Your Affiliate Link

(Lists the main benefits and how it can benefit your subscribers. Also notice that another link has been inserted as soon as the benefits have been outlined)

"D.F.Y.E." is a MUST-HAVE for all serious Internet
Marketers, especially those who build email lists.
Make sure to add these valuable emails to your
email sequence today!

To your success,

(Your Name Here)

This final sentence seal's the deal so to speak by further reassuring your readers that this product is the one for them.

How simple is that? Now I'm sure you can now take this very affiliate email formula and use it to your advantage.

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Remember that you also have the advantage of knowing that you're going to be promoting some of the BEST selling affiliate products online from the list of products you chose in the last module. These products have been tested by their owners again and again and again and are proven to convert.

By combining this with the formula we've just given to you; you'll soon see your open and click through rates begin to hit the roof. Not to mention your commissions will soar to new heights too.

2. **Personal Experience Emails** – Now we understand that not all of you may have bought the products you're going to be promoting.

   Don't worry because you now have the very formula you need in the first example to be able to provide value in your emails and still be able to increase response rates and make more sales from your chosen affiliate products too.

   But if you have bought and used any of the products you're going to be promoting then you can dramatically increase your conversion rates for every email you send out to your list of subscribers. If you've made money using these products then you have a great chance of displaying your results to your readers and this in turn will explode your earnings from your emails.

   Here's an example of one the emails we've used in the past to promote a product from a vendor we've personally been customers of in the past. It's a great example of how you can use your previous experience of buying someone else's products to increase your open & click rates plus make more sales at the same time. Click Here To View Example Email

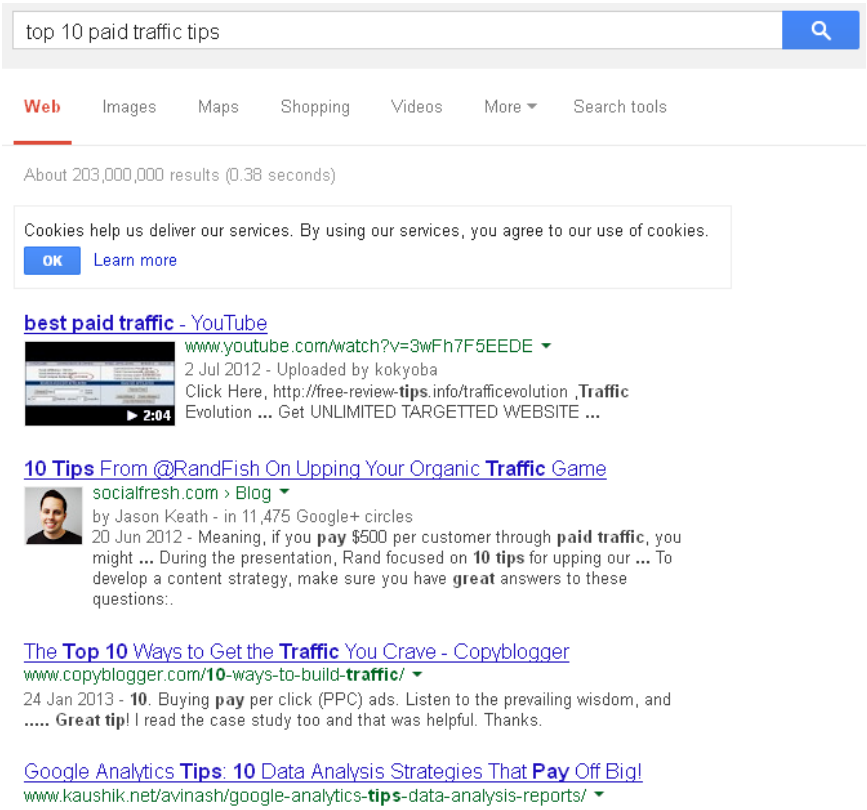
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You'll find that it's much easier to write emails when you've actually had prior experience of using another marketer's product and have seen some great results after using them.

Also note that once you've gotten your readers to click on the link; you'll then own the advantage of allowing the affiliate sales page to do all the hard work of selling the prospect for you. Usually these sales pages are proven to convert and have been tested like crazy to make it even easier for you to make sales from them.

3. **Content sharing emails** – This email strategy can be very powerful and profitable when used correctly. This tactic can instantly place you as an EXPERT within your niche and can have your readers waiting in expectation to read your next emails.

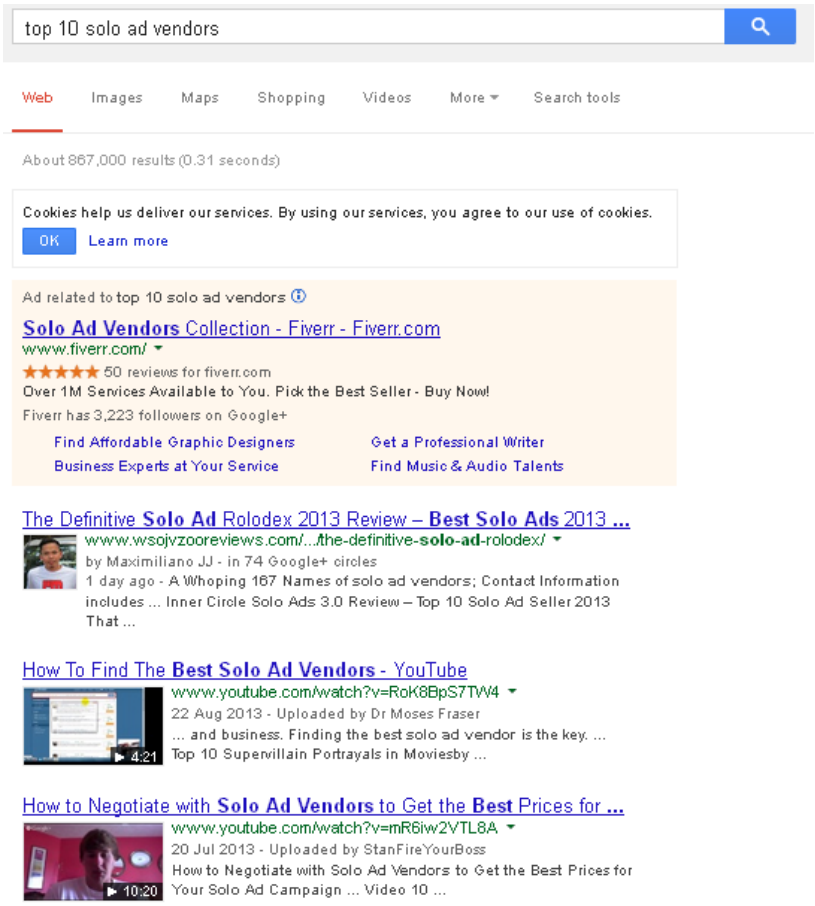
   So whatever niche you're in head on over to good old Google and follow the steps as shown in the screen shots below:



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Here you're going to use the information that's provided and match it with your chosen affiliate products.

Remember that when you chose your affiliate products in either JV Zoo, Warrior + or Clickbank you should have noticed that those products would have shown you which categories they were in. How simple is this method for you to be able to simply copy what niche or sub-niche your chosen affiliate products are in and then be able to head on over to Google and simply grab some juicy content, make it your own by re-writing it and adding it to your emails and then add your affiliate links strategically at the same time.



If any one of your chosen affiliate products was anything to do with paid traffic then you'd simply head on over to Google and do a search for the following subject as shown above in the screen shot, grab the free information, edit it to your writing style and place it into your email.

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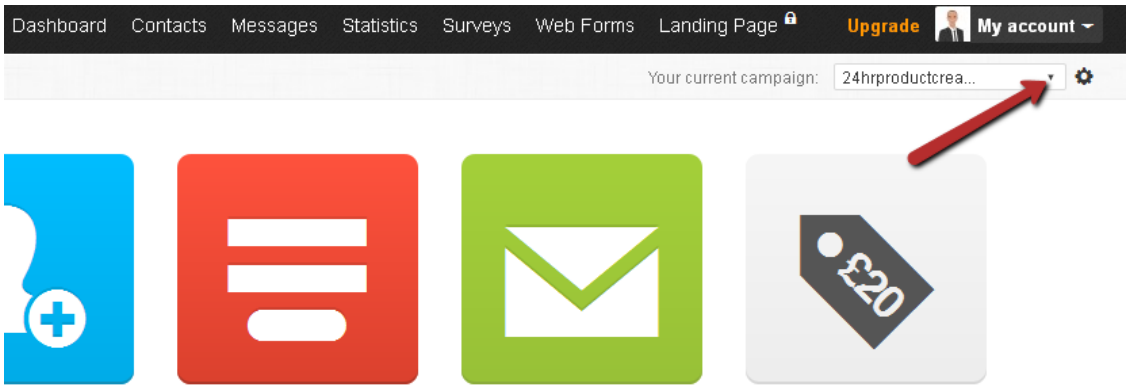
Add your affiliate links and then you have yet another message ready to go out automatically to your readers that can make you money on autopilot.

So you could do this strategy both ways. You could go and look for the information on Google first then go and find affiliate products or find the products first and then head on over to Google. It's entirely up to you which way around; you choose to do it.

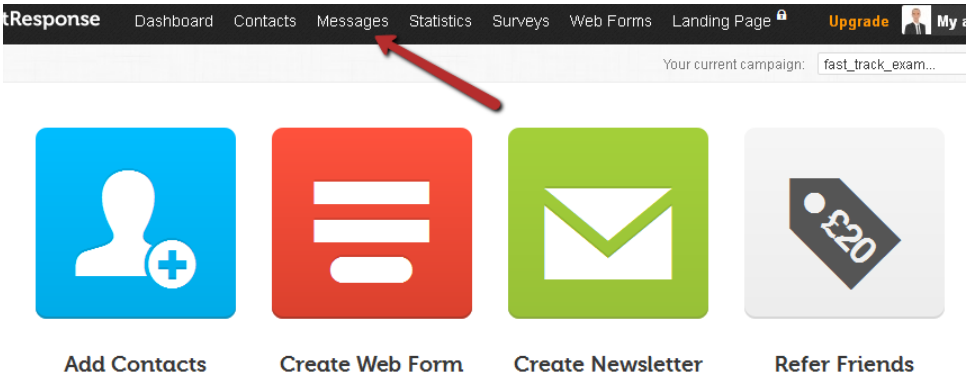
Okay you now have 3 of the most powerful methods online for creating cash cranking emails on demand. There are no excuses for coming up with winning emails at any time, any day of the year. Once you get this right you'll be able to focus 90% of your time on marketing your system and adding more leads into your sales funnel. That's where the BIG MONEY begins to roll into your business almost on complete autopilot.

Right, let's add those emails into your A.R. either in Getresponse or Aweber shall we?

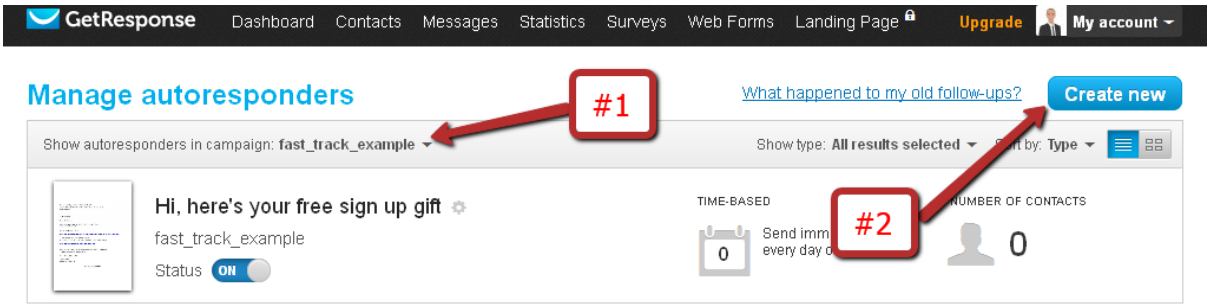
First of all you'll need to select the correct campaign in your A.R. as shown in the screen shot below:



Next you'll need to hover over the messages tab and select "Manage Autoresponders":

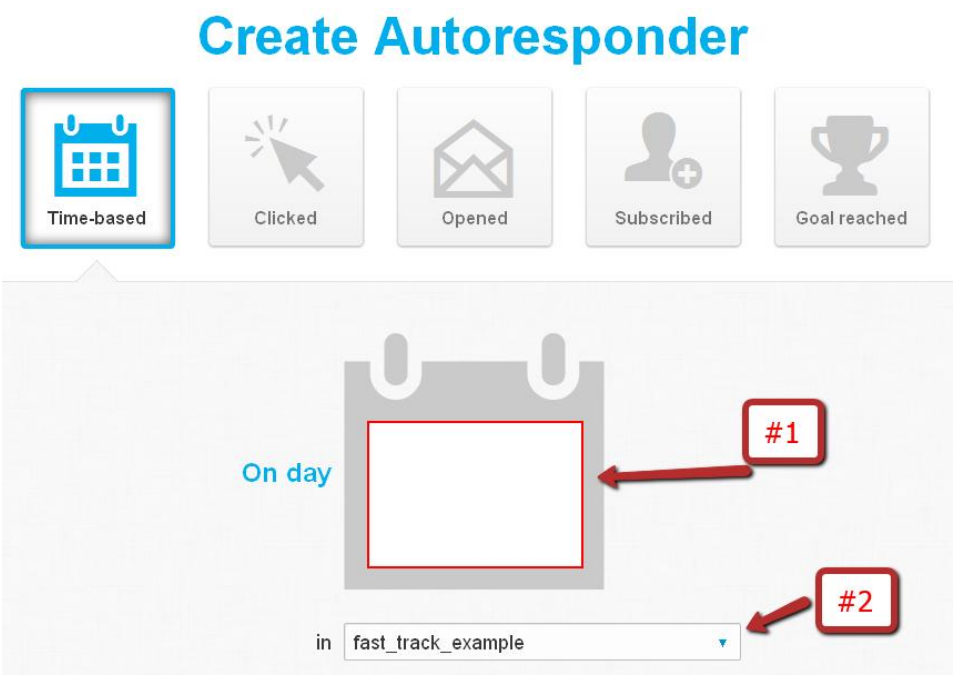


Now you'll need to make sure again that you're on the correct campaign and then simply select the "Create New" message tab:

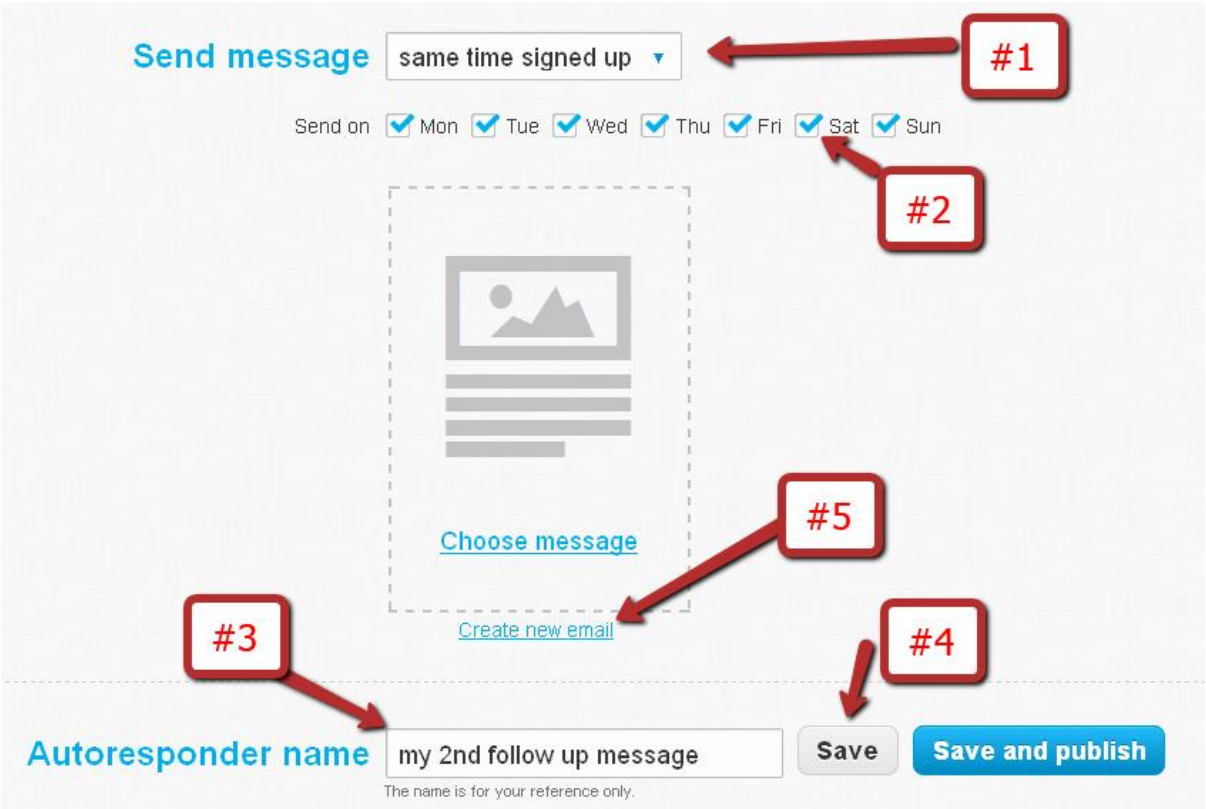


Below is where you need to decide how far apart your messages are going to be in terms of days. You already should have your first welcome message set up on day (0) so your 2nd message could be on day (1) or day(s) 2, 3 or even 4 or however you choose to space them.

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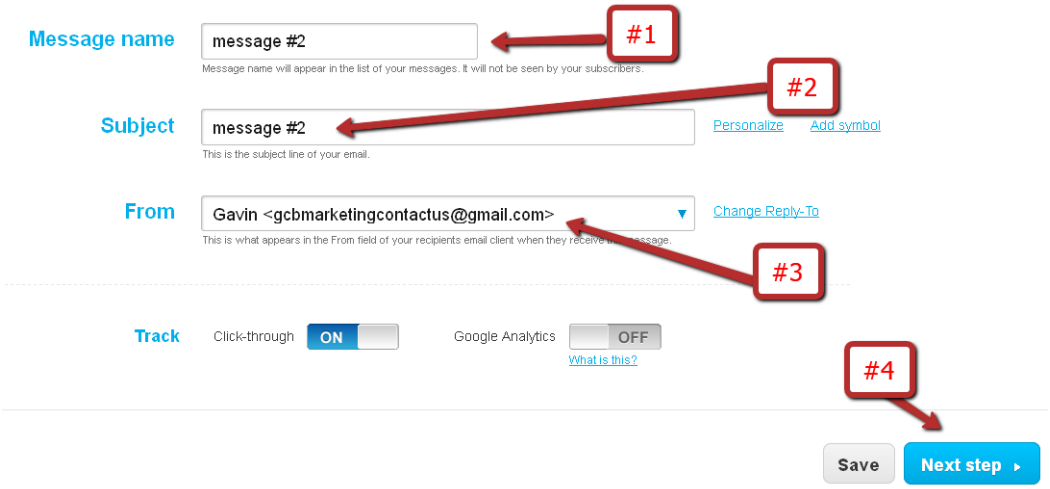


Make sure steps 1 and 2 are the same as the screen shot below and then give your message a name, click save then click on "Create New Email" as shown below:

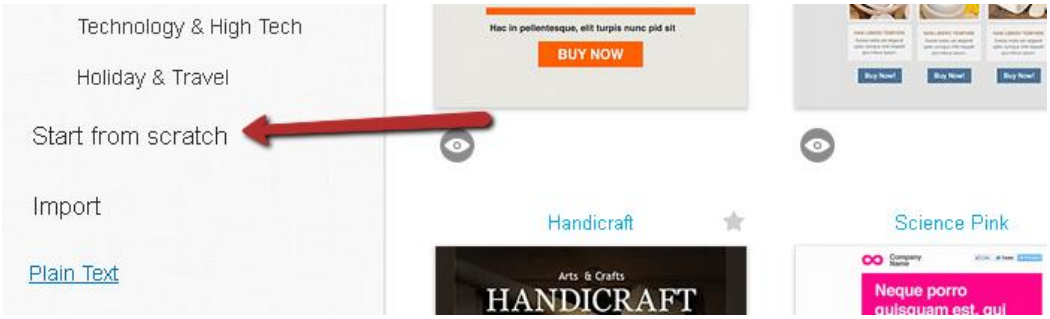


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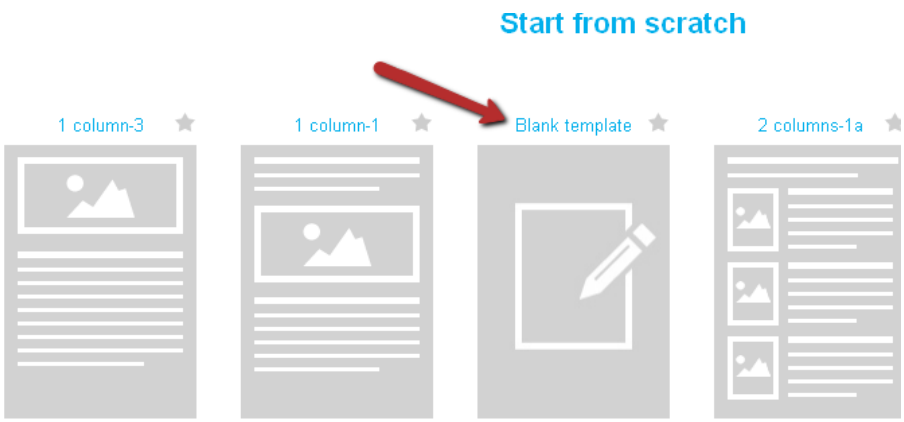
Give your message a name; enter the subject headline of your email message, select a from name and email and then click on "Next Step":



Select "Start From Scratch" option:

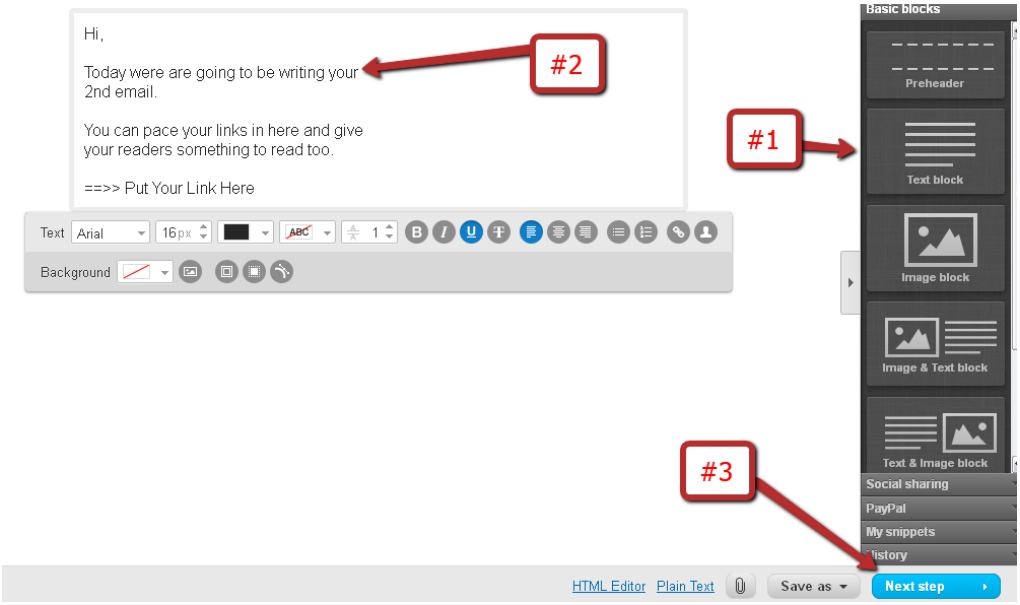


Then "Blank Template":

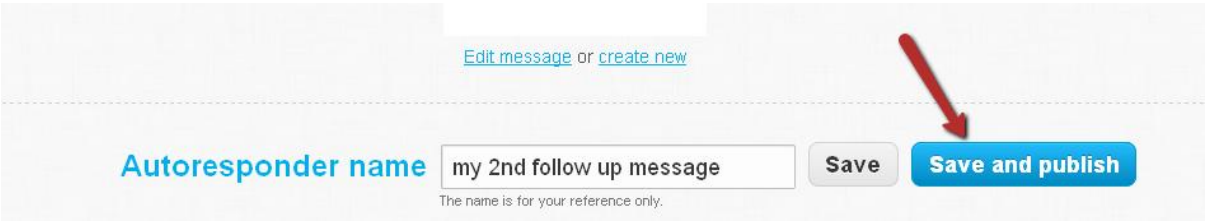


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Click and drag the text block over to the empty space on the left, add your email text, links, your name etc then click the "Next Step" option:

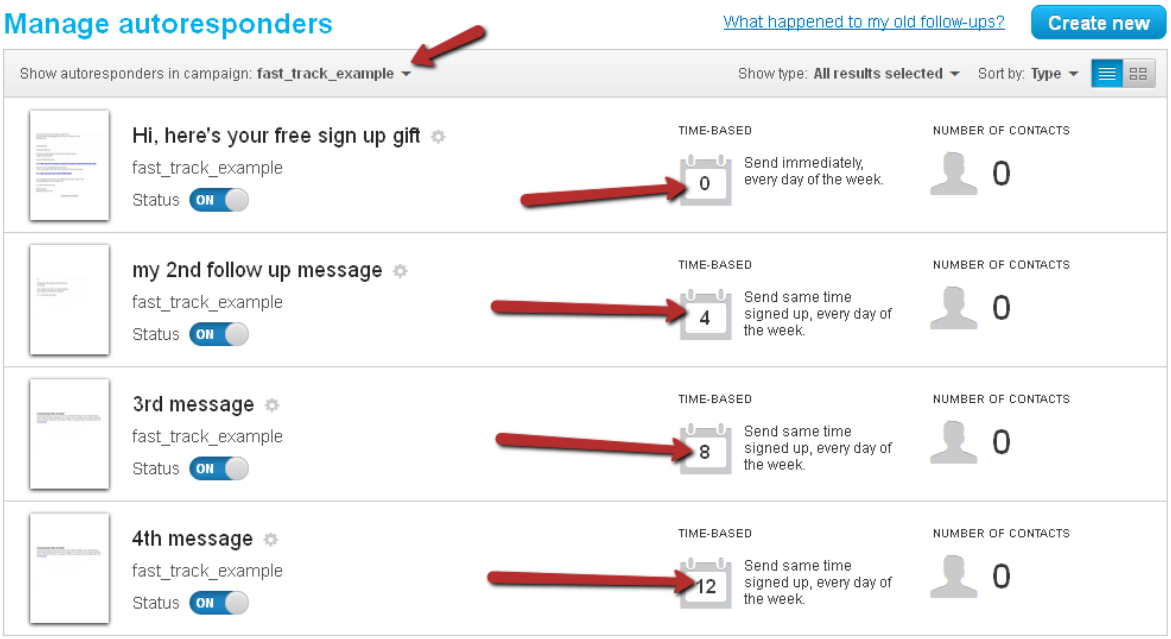


Add your message name again and then click the "Save & Publish" tab:



Rinse & repeat these steps with all of your messages until you have a nice set of them ready to go out to your subscribers as shown below. Notice that the 4 arrows point to the interval of days these messages are going to go out to our subscribers in this example. They will be every 4 days until we decide to change them.

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Your A.R. will begin to look a lot like this as you build and stack up your messages the more further you build & strengthen your sales funnel.

As you gain more experience writing emails you'll begin to notice that you'll be able to write well crafted cash cranking emails almost at will.

You can add a many messages as you wish and it's entirely up to you. Just make sure you stay ahead of your subscribers and you can keep this momentum going forever.

It has been said that on average each subscriber will stay on a good, well crafted email list for at least 4 months. So let's say you did space your messages out at 4 days apart just as an example; that means every one of your subscribers will receive 30 messages from you. Now that's a lot of offers you can get in front of thousands of eyeballs. Just imagine if you sent 1 a day; that would mean HUGE profits on your table. Now if you were to add recurring paying affiliate products into your email series too you could well be on your way to making serious incomes from your emails all from one single campaign.

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Recurring means that you get paid every month for making one single sale by the way.

So looking at the 30 email per subscriber option and each subscriber purchased just 10% of your affiliate offers. And the average price of your offers was $30 that would be $90 you'll be making per subscriber. Spread that out over the industry average of 4 months; that would equate to around $22.50 every single month.

Now if you owned a list of 20,000 subscribers that would mean you could be earning a whopping $450,000 a month!

Exciting isn't it?

Not everyone gets these figures but even at an industry standard of $1 per subscriber you'll be able to easily replace your day job income if you only had 3 or 4,000 subscribers.

Remember too that you only have a very basic funnel here with a set of Autoresponder emails. You haven't even sent any broadcast emails, done any product launches or added any other income stream to your sales funnel as of yet. These are just pure auto send emails that make you money while you're still busy doing other things.

So follow the steps and tactics we've shown you in this module and get some emails set up as soon as you can so that you can make even more money from the back end of your system all on complete autopilot.

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Extra Tips & Tricks For Boosting Sales From your Emails

As we mentioned at the very beginning of this report your main objective of email marketing is to get your readers to do just 2 things:

1. **Open your emails**
2. **Click on your links in your emails – YOU MAKE SALES$$$$$**

Once you develop this skill and master it you'll be able to FOCUS more of your efforts on adding more leads into your system and of course your overall income will be steadily increasing month after month.

Once you've persuaded your readers to click on your links; it's then up to your chosen offer (your own or an affiliate product) to do the rest.

SIMPLE!!!

Okay onto the steps that'll boost your email overall campaign profits.

Writing Highly effective Email Subject Headlines

Getting people to open your emails in the first place is massively important for the longevity of your email campaigns.

Lets' face it if no one is even opening up your very first email because it didn't entice them enough then it's going to be doubly hard to persuade them to open any future emails you send.

I've found down the years that once you get people to open the first few emails you send out to them and they respond well to them, most of them stick around and stay on your lists for many months and even YEARS down the line.

This longevity allows you to build a STRONG LINE of BUYERS that you can then add to your BUYERS LISTS and sell to them again and again.

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Of course this won't be because you've been sending them PROMO EMAIL AFTER PROMO EMAIL but you've mixed that in with providing great useful tips, tricks and strategies too and that gives you the DOUBLE EFFECT advantage over most marketers who just seem to hammer their lists with pure 2-5 liners that don't give anything apart from a promotional link.

So here's what you do when writing effective email headlines:

- ALWAYS CRAFT your email title around the main benefit of your chosen product

So if you were promoting a product about how to increase your "Squeeze Page" conversions you could write something like:

"How to EASILY INCREASE your opt in rates by 20-30% overnight"

- Address the current PROBLEM

In this case it would be that people are seeing little to no results from their squeeze page conversions. So you could add to the subject headline something like:

"Struggling to see 30+ opt in rates from your squeeze pages"

Now combine the two together it could be something like:

"STOP low opt in rates NOW! - Increase opt ins EASILY by 20-30% overnight".

As long as you address the problem and offer a SOLUTION writing headlines should become a regular practice much easier to carry out.

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Email Body Copy Links

Okay now that you've persuaded them to open your email it's obvious that they're interested in what you've got to say and want to know more.

Here are a few tips on how many and what you need to do when it comes to actually adding your actual promotional links within your emails.

- Try and craft the text of your links around the actual title (subject headline) of your emails. You know that if someone has already opened up your email they are HOT and highly responsive to what it actually said to them.

So why not make your links (where your sales are going to come from) as closely related to your "Subject Headline" as you possibly can.

So as an example if your headline was:

"Top 10 Ways to Lose 20lbs in 2 Weeks"

Your promotional links could look like this:

==>> top 10 ways to lose 20lbs in just 2 weeks

Or...

==>> Click Here for top 10 ways to lose 20lbs in just 2 weeks

Just try this yourself and compare your click through rates to when you haven't done this within your emails. Getresponse & Aweber allow you to compare email open click through rates against each other within their stats panels.

So take FULL advantage of these EXTRA BONUS features to see which strategy is bringing in the most sales.

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Where To & How Often To Place Your Links

I personally like to add at least 3 links into my emails that I send out.

You see not everyone that reads your emails are the same in respect to how much of the email they are willing to read before they want to click on one of your links.

By adding 3 links (at least) to my emails I then know that this has covered almost all the bases when it comes to allowing others to decide whether they would like to quickly see the offer right away or read more of the email body copy first.

You see you always have those who want to...

- Click through right away
- Those who quickly scroll through, scan the body copy then click
- Those who like to read every last word of your email (right to the bottom) before deciding to click one of your links

This just makes sure that everyone of them sees a click-able link right in front of them before making a decision.

Well done you've completed the main part of the training.

That's it for the training now onto the checklist:

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Email Cash Supreme Check List

1. Create your first set of email messages. You don't need 1000 messages to start off with just set up your first 5 – 10 if you can.

2. Use the 3 power methods as explained earlier in this module to get your messages off the ground and explode your open and click through rates so that your emails make you money on autopilot. You don't need to use all 3 methods; just pick one that best suits your current situation.

3. If you're really struggling use the D.F.Y.E. service (optional) so that you can save time and get some messages set up right away.

4. Select your chosen affiliate products from JV Zoo, Warrior+ & C.B.

5. Match up your messages with your chosen affiliate products (or the other way around).

6. Add your links to your email messages and upload them to your A.R.

7. Space out your messages at the daily intervals you wish them to go out to your subscribers. Will it be 1, 2, 3 or 4 days apart?

8. Stay in front of subscribers by adding more messages as your list grows and your leads pass through your sales funnel.

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Now that you have the training give your lists an ALLMIGHTY REPEAT BUYERS BOOST with these TOP Solo Ad sellers lists.

CLICK HERE TO GET THE LATEST UPGRADE!

It's time to play with the BIG DOGS.

Get the upgraded version to find out where the BIGGEST BUYERS lists are online that you can EXPLOIT to EXPLODE your sales and buyers WIDE OPEN online.

CLICK HERE TO GET THE LATEST UPGRADE!

Recommended Resources

1. Blog Cash Secrets
2. Fast Track Profits Formula
3. Knockout 'Solo Ads' - $928.89 Real Life Case Study
4. Email Cash Supremacy
5. List Turbo Profits
6. List Turbo Profits – Platinum Membership
7. Done For You Emails Service
8. WSO Momentum Profit Launcher

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9. **7 HOT WSO's For The Price Of ONE Offer**

10. **Ultimate Sales Funnel Formula**

11. **Easy Passive Income Blueprint**

12. **Secret Cash CODE Escalator – $100+ Per Day Blueprint**

13. **THE Solo Ad REHAB Clinic**

14. **THE 30 Day Email CASH Kit**

14. **Gavin Birchall's One On One Personal Coaching Training Packages**

BOOK A FREE BUSINESS ACCELERATOR STRATEGY SESSION WITH GAVIN BIRCHALL BELOW

I'm always looking to help those who have questions about building a solid and dependable online business.

So please feel free to leave me any details you can about where you want to be, what your financial goals are, any current problems you're currently facing or any questions about any current strategy you're currently using online.

Step 1 – **Click here to fill out the form.**

Step 2 – I'll then contact you (via email) so that we can arrange a call via Skype to start working together and with someone who has "BEEN THERE" themselves and gets what you may NEED right now to help get you to where you want to be!

Step 3 – YOU MUST enter your Skype ID into the form so that I can fit you in before all places are taken for the next coming weeks.

OR ALTERNATIVELY: You can add me on Skype directly at – gavin.birchall1 and then making sure you leave the request as **"Gavin's Strategy Sessions"** so I know who to accept and so I can fit you in FAST before these places get snapped up.

PLEASE NOTE: I don't approve anyone and everyone to go through to the next stage of my selection process. So if you are not 100% SERIOUS about becoming my next success story online please don't waste your own time and mine by filling the form out just so you feel a little better about yourself for a few minutes.

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Closing Comments

You now have the formula for creating a solid "Back End" email marketing(s) that allow you to make sales on complete autopilot whilst you focus most of your time on adding more leads into your system and increasing your overall revenue at the same time.

It all starts to make sense once you TAKE ACTION and realize the real profit potential that email marketing can offer to you and your online business.

With that said go out there now and create your first email campaign.

To your success,

Have a fantastic day!

Gavin Birchall



Gavin Birchall

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