

The Internet Entrepreneur Club's

INTERNET PROFIT REPORT

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Your monthly Internet marketing update: insider tips — industry news — expert knowledge

Boosting your sales with email marketing

Dear Club member:

This month in the *Internet Profit Report* we take a thorough look at email marketing to make sure you're getting the most out of this pipeline to your customers and subscribers.

Since not everyone is familiar with what it means to send your message out to subscribers via email, we've included an in-depth and practical look

at how to get started... from collecting opt ins to managing your subscriber list effectively.

There is also an informative article on how to make sure your subscribers are *opening* your emails, as well as top do's and don'ts, which will provide you with a guide to what you can do to make your promotions more successful — and what pitfalls to avoid so you're not accused of spamming.

Finally, check out pages 10-11 for some excellent examples of how you can set up autoresponders to do most of the emailing work for you!

And don't forget to listen to the club call CD in which Internet marketing expert Mark Stoffels discusses effective email marketing practices.

To your success,
The Internet Marketing Center Team

Understanding the Basics... *Email Marketing*

EMAIL MARKETING

This is the process of promoting your business to people via messages sent to their email addresses, rather than marketing through media like television, radio, mail, over the phone, etc.

OPT-IN FORM

To market to people via email, you need them to give you their email address. You do this by setting up a form on your website that asks people to opt in to receive emails from you as a subscriber.

OPT-IN LIST

Your opt-in list is the collection of email addresses you

have been given by people who want to subscribe to your mailings. You should use an email service provider (ESP) like iContact to manage your opt-in list so you can accurately and efficiently send out your message without being accused of spamming.

AUTORESPONDER

This is an automatic email you set up to be sent to people who have either subscribed to your opt-in list, or who have purchased from you in the past. You can create autoresponders for just about any reason you can think of. Well written and planned autoresponders provide important information while conveying a high level of customer service.



A simple guide to collecting and managing your email addresses

You hear time and again that “you need to build a list of subscribers you can market to”... but have you ever wondered exactly *how* you collect email addresses from your visitors and what happens to those email addresses once people opt in to your subscriber list?

You wouldn't be the only one! So here's a step-by-step guide to demystify the whole email collection process and show you how to build up a thriving subscriber list without having to deal with any technical mumbo-jumbo. And the great news is, it's easier than you probably think!

Here's what you need to do...

Step 1: Choose your email service provider



There are many great email service providers (ESPs) who make it extremely easy for you to “point and click” your way to building a robust subscriber list. Some of the most popular include Aweber (www.aweber.com), Vertical Response (www.verticalresponse.com), and iContact (www.marketingtips.com/icontact).

Our personal favorite is iContact. We have been using and recommending their service for years. They have over 250 professionally designed email templates to choose from and their deliverability rates are 98%-99%. Plus, their dashboard is really easy for even total beginners to use.

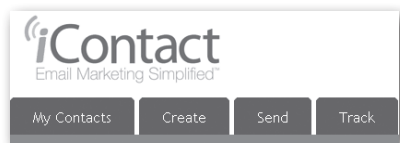
Many ESPs give you the option of a free trial so you can check out all their features. We recommend that you sign up for some free trials to test drive the services you're most interested in so you can choose the one that best suits your needs.

Step 2: Use ESP software to create an opt-in form

Step 2: Use ESP software to create an opt-in form

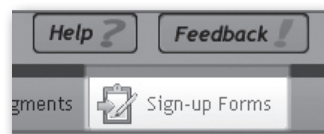
Once you've chosen your ESP, use their tools to create an opt-in form to put on your site. We're going to show you how to do this using iContact because it's our ESP of choice, but all other reputable ESPs will give you the tools to do this as well.

The main dashboard page of iContact has tabs running along the top:

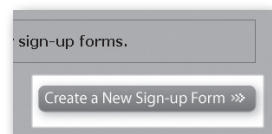


Click on the “My Contacts” tab. You'll be presented with a range of options allowing you to grow and manage your contacts list. In the upper right corner, you'll see link for “Sign-Up Forms.” Click on that link.

This will take you to a page where you can manage your existing sign-up forms or create a new one. You'll want to choose that latter option.



You'll have some choices to make as you build your new form, such as the colors you want to use:



... and the information fields you want to include in your opt-in



Choose Fields

Include	Order	Field Name	Caption	Type	Require
<input type="checkbox"/>	1	Email	Email	Text-entry Box	<input type="checkbox"/>
<input checked="" type="checkbox"/>	2	First Name	First Name	Text-entry	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	3	Last Name	Last Name	Text-entry	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	4	Prefix	Prefix	Text-entry	<input checked="" type="checkbox"/>
<input type="checkbox"/>	5	Suffix	Suffix	Text-entry	<input type="checkbox"/>
<input type="checkbox"/>	6	Fax	Fax	Text-entry	<input type="checkbox"/>
<input type="checkbox"/>	7	Phone	Phone	Text-entry	<input type="checkbox"/>
<input type="checkbox"/>	8	Business	Business	Text-entry	<input type="checkbox"/>
<input type="checkbox"/>	9	Address 1	Address 1	Text-entry	<input type="checkbox"/>
<input type="checkbox"/>	10	Address 2	Address 2	Text-entry	<input type="checkbox"/>
<input type="checkbox"/>	11	City	City	Text-entry	<input type="checkbox"/>
<input type="checkbox"/>	12	State	State	Text-entry	<input type="checkbox"/>
<input type="checkbox"/>	13	Zip	Zip	Text-entry	<input type="checkbox"/>

After you have gone through the whole creation process, you'll now have an opt-in form you can put on your site:



Note: you'll want to include some benefit-rich text above the actual “form” once you put it on your site.

And you need to offer some compelling reasons for people to sign up for your opt-in list, e.g., a free report, eBook, monthly newsletter, special offers.

Step 3: Add the HTML code to your site

Once you have created the form, you'll need to take the HTML code and add it to your site.

Publish "homepage opt-in form" to Your Web Site

Your sign-up form "homepage opt-in form" has been saved in your account. Copy and paste the code below to add the form to your web site.

Automatic Sign-up Form: (recommended)

With this code, iContact will automatically update the sign-up form on your company's website as make changes.

iContact supports Https. If your website is in Https, you can modify the Urls in the HTML editor below.

```
<style type="text/css">
.link,
#SignUp .signupframe {
color: #226699;
font-family: Arial, Helvetica, sans-serif;
}
.link {
text-decoration: none;
}
```

Download

Preview

As you can see, all you have to do is copy and paste the form on to your site.

You can do this yourself if you feel comfortable tweaking your site's HTML code, or you could pay a designer a small amount to do it for you. (Or if you have any designer friends you could probably get them to do it for free — this is a very small job that won't take long.)

The best place to put the form is typically in the upper left or upper right sidebar. If you want to try adding the form to your site yourself, look for some code that says something like:

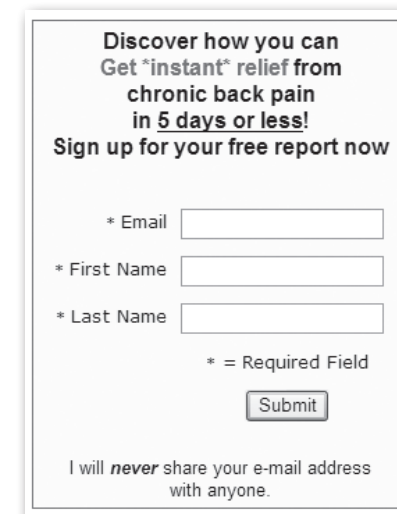
```
<!-- begin r_sidebar
--><div id="r_sidebar">
```

... for a right sidebar, or for a left sidebar, look for something like this:

```
<!-- begin l_sidebar
--><div id="l_sidebar">
```

Note: You'll want to embed your form in a table that includes text above and below your form that gives your visitors a compelling reason to sign up for your mailing list. Here's an example:

up for your mailing list. Here's an example:



Here's an HTML code template you can use for creating a simple table into which you can drop your opt-in form:

```
<table cellspacing=0
cellpadding=1 width="30%"
bgcolor=#666666 border=0>
<tbody>
<tr>
<td valign=top>
<table cellspacing=0
cellpadding=5 width="100%"
bgcolor=#ffffff border=0>
<tbody>
<tr>
<td valign=top
bgcolor=#ffffcc> <center>
<div align="center"><font
face="arial, helvetica,
sans-serif" size="3">
<strong>INCLUDE COMPELLING
REASON FOR OPT-IN HERE<br>
Sign up for
your free report now </
strong></font><br />
<br />
```

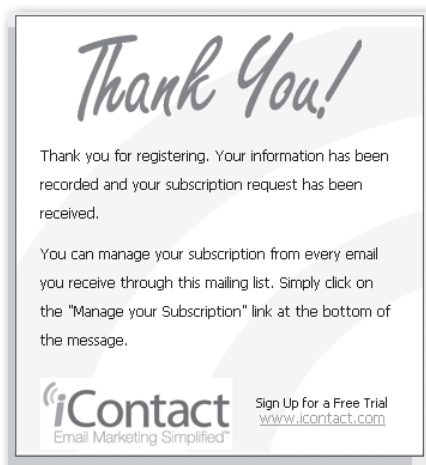
>>>>> ENTER YOUR FORM INFORMATION HERE <<<<<<

```
<p align="center"><font
face="arial, helvetica,
sans-serif" size=2>I
will<em><strong> never</
strong></em> share your
e-mail address<br /> with
anyone.</font></p>
</div>
</td>
</tr>
</tbody>
</table>
</td>
```

We suggest you play around with this table in an HTML editor such as Dreamweaver or NVU first so you can get it just right before uploading it to your site. Or, you could always ask a designer friend to create it for you... Again, this is a really small job for an experienced HTML coder.

Step 4: Test your opt-in process to see if it works

Once your form is on your site, you'll want to try it out for yourself to make sure it works. Enter your name and email address into the form. You should be sent to a "success" page that looks something like this:



This lets your new subscribers know that their subscription has been

successfully completed. If you are sending your subscribers a free report or other gift for signing up, you should create an autoresponder that goes out to them as soon as they've opted in to your list. That autoresponder should include a link they can click in order to receive their free gift. (Creating autoresponders like this is easy to do with an ESP such as iContact.)

Step 5: Watch your inbox for "new subscriber" messages

Every time someone subscribes to your opt-in list, your ESP will automatically send you a message letting you know you have a new subscriber. Here's what these messages look like when they're sent from iContact:

✉ New Subscriber Notification	New Subscriber: subscriber1@email.com
✉ New Subscriber Notification	New Subscriber: John Doe
✉ New Subscriber Notification	New Subscriber: Henry James
✉ New Subscriber Notification	New Subscriber: William Shakespeare
✉ New Subscriber Notification	New Subscriber: ann boley
✉ New Subscriber Notification	New Subscriber: Tristram Shandy
✉ New Subscriber Notification	New Subscriber: Edward Cullen
✉ New Subscriber Notification	New Subscriber: Joan Jett
✉ New Subscriber Notification	New Subscriber: Becky Sharpe
✉ New Subscriber Notification	New Subscriber: Charles Dickens

... Here you can see the same list of subscribers under your "Contacts" tab in iContact. Just click on the "Browse Contacts" button and you'll have access to all the people on your list:

Browse Contacts Search Contacts

Limit to List or Segment: [View All Lists](#)

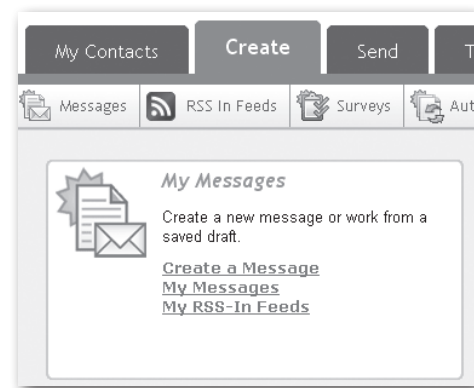
10 Contacts associated with this list
10 Subscribed (can receive emails sent to this list)

10 contacts subscribed to new subscriber list 20 contacts shown

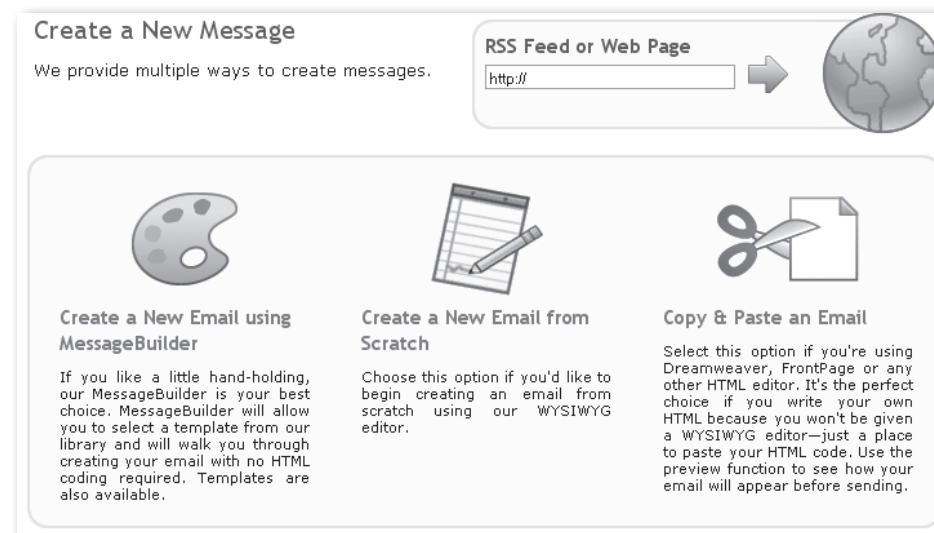
Email Address	First Name	Last Name	Added On
<input type="checkbox"/> subscriber1@email.com	Jane	Doe	Oct 27, 2009
<input type="checkbox"/> subscriber2@email.com	John	Doe	Oct 27, 2009
<input type="checkbox"/> subscriber3@email.com	Henry	James	Oct 27, 2009
<input type="checkbox"/> will.shakespeare@ema...	William	Shakespeare	Oct 27, 2009
<input type="checkbox"/> annieb@email.com	ann	boley	Oct 27, 2009

Step 6: Send those lovely people an email!

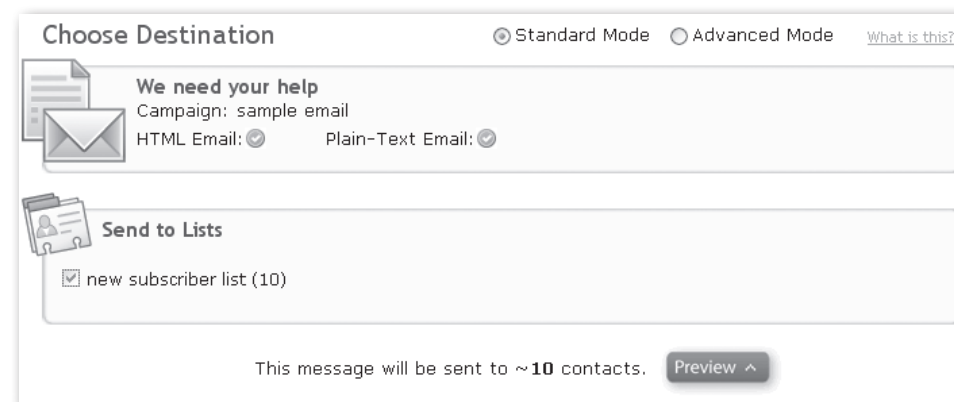
Now that you've built a thriving list of contacts, it's time to send them an email. Once again, a reputable ESP makes this process a snap. If you're using iContact, click on the "Create" tab and go to "My Messages." Click on the "Create a Message" link.



You'll be given the option of creating an email using the prepared templates iContact provides or creating your own from scratch:



Next you have to choose the list to which you want to send your email:



Then, once you've previewed your message, you hit the send button — then sit back and wait for the responses to come pouring in!

Get Started Today!

... As you can see, the whole process of collecting email addresses and then sending your list regular relationship-building messages isn't really all that difficult once you get started on it and know what's involved.

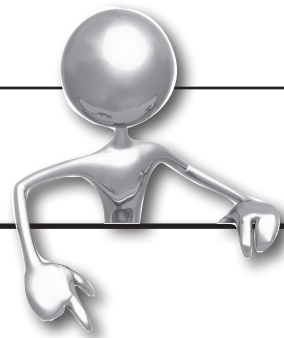
The only step that may give you some problems is creating the text

box where your opt-in form will live once it gets uploaded to your site. But with the HTML code we've included in this article — and with the **FREE SUPPORT** you can get in our exclusive Internet Entrepreneur Club forums (don't forget to log in regularly to www.internetentrepreneurclub.com), you should have the whole process up and running in no time at all, and for very little cost.

There really isn't any excuse for you to procrastinate on your email campaigns any longer! The benefits of communicating with your audience

via email are HUGE. And the fact remains that you simply won't be able to achieve maximum profits with your website until you are able to take your message directly to your target market instead of waiting for them to come to you. Email marketing is a large part of your online presence that cannot be ignored.

So why wait any longer? Sign up for a free trial account with an ESP and discover for yourself how easily you can start building deep and loyal relationships with your future customers today!



Double your open rates with dynamic email subject lines

One of the greatest challenges people face with their email marketing campaigns is getting their readers to **open** the emails.

People get so many emails every day that it's easy to just switch off and send them to the trash instead of looking to see what they have to say. A busy individual will probably take just a second or two to check who the email is from and scan the subject line before either opening it or tossing it (more commonly the latter!).

What this means is that you can be promoting the best product in the world, and have the most enticing email copy possible, but if you're not writing compelling subject lines that get the emails *opened*, all your hard work is lost...

...So here are five easy tips for writing effective email subject lines that can double the open (and click-through) rates on your next email.

Tip #1: Use personalization for added attention

Ever been in a large crowd, and you suddenly hear your name being called? It immediately catches your attention... even if the person isn't referring to you! You identify strongly with your name from the moment you learn it,

so imagine how much more powerful your emails could be if your customers could "hear" their names right in the subject line.

Sending out an email with a personalized subject line is the equivalent of calling someone's name in a crowd: it has that same power to grab their attention.

So instead of a subject line that says something like:

I have the information you're looking for"

... you could try something like this:

"Jack, I have the information you're looking for"

Pretty simple, but it really works!

In fact, according to a report by MarketingSherpa, by writing personalized subject lines that include the first name of your customers, you can get almost twice as many people to open the email and click through to your offer.

And if you wanted to take personalization one step further, consider adding another personal detail to the subject line, like the city your customers live in (you'd need to

collect that data from them, of course).

Start with a subject line like this:

"Want to get out of the city this weekend?"

... and then make it really compelling by adding personal details:

"Janet, want to get out of Tucson this weekend?"

And the great thing is that, as long as you're collecting your visitors' first names (and any other data you think is useful), there are plenty of tools out there you can use to automatically merge their names and personal details into your emails.

To see the one we like, check out www.marketingtips.com/icontract

Tip #2: Keep your subject lines SHORT

Here's a test: open up your email, and take a look at the subject lines in your inbox.

Are there any that stand out more than others? Any that you read first, or get you interested in learning more?

Chances are it's the shorter subject lines that grab you.

It's actually been proven that subject lines that are **less than 35 characters** had **higher opening and click-through rates** than those with subject lines longer than 35 characters.

So keep it short and sweet! You don't need to explain in detail what the email is about in the subject line, you just need to give enough information to make people want to open the email to read more.

And if you *really* want to increase your open and click-through rates, make sure you put your benefit, offer, or most important element right at the beginning of the subject line.

That way, if someone's email program cuts off the end of the subject line (which is pretty common) you'll still get your main point across.

Tip #3: Keep the formatting simple and understated

If you sent an email to a friend, asking her if she wanted to shopping, would you type your subject line like this:

Would You Like To Go Shopping On Saturday?

Or how about like this:

WOULD YOU LIKE TO GO SHOPPING ON SATURDAY?

It's pretty unlikely, right?

So why would your emails to your customers and subscribers have subject lines that were formatted like that?

The more your subject lines look like personal emails from friends, family members, or business associates, the

more likely it is that they'll be opened. The more they look like spam, the less effective they'll be.

So avoid capitalizing each word (or the entire subject line), and avoid exclamation marks and dollar signs, which can increase your chances of having your messages flagged as spam, and will be sure to set off warning bells with your recipients.

Tip #4: Use a compelling angle to get your readers interested

Of course, getting your readers to open your emails requires more than personalization and formatting. You'll still need to come up with an interesting angle that grabs your customers' attention, and makes them want to open the email.

Here are some ideas for subject lines that we've been able to have success with in the past:

- **Make an announcement or share topical news:** People want to be the first to find out new things, especially if your site covers a specific industry.
- **Make your reader curious:** Make your reader curious about what's in your email by suggesting they are missing out on an important offer or piece of information.

When you use this technique, make sure you leave something to the imagination. For example: *Paul, are you making this common mistake?*

- **Create a sense of urgency:** Consider creating a sense of

urgency in your subject line by limiting time (*Frank, only three days left*) or quantity (*Mary, only 250 copies available*).

- **Emphasize benefits:** Another powerful approach for your subject line is to state how your readers will *benefit* from your email. If you can tell them how they're going to save money, save time, make their lives easier, etc, by opening and reading your message, you'll have more of a chance of successfully getting them to read on.

Tip #5: Make sure your subject line relates to the content of the email

Nobody likes to be fooled or tricked, and deception is the **WRONG** way to earn your customers' trust and respect, so make sure your subject line is related to your actual messages.

(In fact, it's a legal requirement under the CAN-SPAM Act that the subject line be authentic and not misleading).

So if your subject line says *Mary, three ways to save money*, you need to make sure you actually are talking about that, and preferably within the first few paragraphs. Otherwise, your visitors will feel cheated, and that will hurt your credibility.

By following these simple tips for writing and formatting the subject lines for your emails, you should be able to increase your open rates and click-through rates by up to 50%. And considering your opt-in list is where you'll find your most valuable customers, think how that could crank up your bottom line.

Top email marketing dos and don'ts

So you've just finished proofreading your brilliant promotional email — it's got an irresistible subject line and an offer no one in their right mind could refuse — but if you think that's all you need to keep an eye on when you're sending out your email marketing campaign, you couldn't be more wrong.

Here's a good example of something that may not even have occurred to you to check... viewing your email in the preview pane of an email program like Outlook. You may not use this program, but a whole lot of your readers will. A preview pane allows recipients to view the top two to four inches of your email without actually opening it, and statistics from MarketingSherpa show that 26.6% of consumers read emails that way. And 69% of people reading email at work do so with the preview pane turned on.

Nearly half (49%) read only the first few lines in the preview pane to decide if they want to continue reading the message. And an impatient 19% immediately delete messages if insufficient information is displayed. So if you don't grab people's attention in the top couple of inches of your email, your message could be lost.

And that's an example of only *one* of the challenges you have to face! There are plenty of actions you can take to improve (or hinder) your email's chance of being opened and read, so here are some of our top dos and don't of email marketing to guide you through the minefield...

Dos

- **Clean your list.** Your list is one of your greatest selling tools, so treat it with care. Use an email service provider (we recommend iContact), to manage your list, remove any outdated or incorrect email addresses, manage your subscribe and unsubscribe requests, and remove duplicate addresses.
- **Divide your list to conquer more subscribers.** If you offer more than one product, or have different markets that buy from you, you should divide your list into smaller segments so you can send more tailored messages.
- Write a "teaser" paragraph or attention-grabbing headline **at the top of your email** that compels recipients to continue reading it. This is so people who only glance at your email in the preview pane (instead of actually opening it) will see something that hooks them in.

Don'ts

- **Absolutely do not continue to email people who have unsubscribed from your list.** It's illegal.
- **Don't write subject lines that are misleading or wrong.** This is considered spam, so you can get in a lot of trouble. And at the very least it's annoying for your subscribers!
- **Avoid emailing too often or without purpose.** That's a sure way to lose subscribers!
- **Don't place a large image or banner at the top of your email.** They take up far too much space that should be spent getting your message across and encouraging readers to read the rest of your email.
- **Don't make your emails too long,** unless you promised a lot of information. It wastes your time and turns subscribers off if they feel they have to wade through too much content.

Dos Cont...

- Include a **table of contents or a brief contents summary.** For example, if you're sending a newsletter, you may want to include an "In this issue..." section at the top of your email. Again, this is so recipients can quickly scan your email to see if they're interested in its contents (rather than them just trashing it without looking!).
- **Include the benefits** that are most important to your target audience in the top section of your email. Answer the question "What's in it for me" as quickly as possible in the email so recipients are compelled to read on right from the start.
- **Snag your recipients' attention by using their names** in the email greeting as well as the subject line.
- **Include a call to action.** Whether you encourage subscribers to visit your site, make a purchase, or send feedback, your emails should have a call to action that tells them how to do it and why. For example: "Click here to download your FREE report."
- **Include instructions on how to white-list the email** by saving your email to their address book so your mailings aren't filtered into spam!
- **Suggest that recipients forward your email** to anyone who might find it interesting. It's a perfect, free opportunity to gather more subscribers.
- Include a standard disclaimer to let subscribers know **you won't be selling their information to third parties!**
- When you're gathering email addresses, **confirm opt-ins by sending an email to the recipient's address.** They're more likely to remember their interest and it cuts down on unsubscribes.

Don'ts Cont...

- **Don't assume your subscribers can view images** if you include them in your emails. Remember that 59% of consumers and 90% of business email users view some or all of their email with images turned off, so include enough text that your message will make sense to them, too! Keep images small and give them descriptive names (alt text).
- **Don't send out emails full of spelling and grammar mistakes.** It looks unprofessional and certainly won't entice subscribers to view your message instead of just dumping the email in their trash!
- **Never attach files to your emails** (especially large ones). Include a link to where subscribers can download a file if you need to.
- **Don't forget to include an unsubscribe link and a physical mailing address in your email** — this is required under federal antispamming laws. You should consider including a link to your company's privacy policy, too.
- **Never give anyone else access to your email list!** You have no control over what other people do with your hard earned subscriber list, so it is best for you to keep it private.
- **Don't use the default domain alias provided by your ESP** when you send out your emails. It ties your reputation to every other company using that same domain, which can be problematic if other users are not as careful as you are with how they run their marketing campaigns.
- **Don't make the unsubscribe process long and confusing.** Nor should you require unsubscribers to log in using their username and password when they want to remove themselves from your list.



Your quickstart guide to email autoresponders

That's what autoresponders are all about... they are powerful sales and marketing tools designed to keep the customer informed, remind them of who you are, promote good customer service, and build a positive sales relationship that may blossom into further purchases.

What is an Autoresponder? Easy! It's an email you set up to be sent automatically when a customer takes a specific action — for example, when they opt in to your mailing list or make a purchase from your website.

Have you ever bought something online and received an instant email confirming your purchase and thanking you for shopping? Well, that would have been an autoresponder.

The website's owner didn't email you *personally*... they set up an **automated reply** that is sent to every customer to make sure they have information about their purchase. Clever marketers also add a little positive customer service by thanking the customer for buying... and even perhaps suggesting some other products they may be interested in.

And of course there are the emails you receive from companies after giving them your email address. You may not ever have bought from them, but those promotions and reminders arriving in your inbox periodically remind you that you had an interest in what they had to sell (or say)... and the time might come soon when you *will* decide to purchase from them.

One of the great things about autoresponders is that once you've written them and set them up you don't have to think about them anymore! It's a great way to automate a necessary chore, and free up more time to work on other aspects of your business.

You can see how important autoresponders are, so you will want to make sure you put some thought into them. You need to find a balance between sales pitches and providing valuable information — you can't just send promotions week after week with your autoresponders!

To help you out, we've put together three sample autoresponder series — you don't have to follow them exactly, but it will give you a good idea of what autoresponders, how to use them, and how often to send them.

1. An "opt-in" series — this should be sent to people after they have opted in to your mailing list.
2. A purchase series — this should be sent to a customer after they make a purchase from you.
3. "Haven't heard from you for a while" series — this is a great way to get back in touch with

customers who haven't made a purchase from you in the last while (e.g. four months.)

1. Opt-in Series

Day 0 — Immediate

*If you offered a free report or something else in exchange for their opt in, you should include it here

- Thank them for joining your list
- Tell them how frequently they can expect to receive updates from you
- Include a link to your privacy policy ("We will never share your contact information with anyone. Click to view our privacy policy.")
- Give them a rundown of your products/services
- Direct them back to your site

Day 3

- Provide a useful article that incorporates a soft plug for your product or service
- Remind them about your best products/services
- Offer them a special deal if they buy now ("Click here to claim your 20% discount!")

Day 7

- Provide a useful article or "Top 10" list
- Link back to your site

Day 10

- Pitch your best product

- Offer a discount if they buy today

Day 15

- Provide a useful article or quick tip
- Link to your blog or any other social media site you may have (Facebook, Twitter, etc.)

Day 22

- Offer to enter customer in a draw to win a free product if they make a purchase today
- Remind them of your customer service and return policy
- Link back to your site

2. Purchase Series

Day 0 — Immediate

- Thank them for the purchase
- Offer them a complementary product at a discount
- Remind them of your refund and customer service guarantees
- Link back to your site

Day 3

- Provide an article on how to get best use out of the product
- Offer them a discount on another one of your products
- Link back to your site

Day 8

- Remind them you offer a range of products and recommend a second product, at a discount

Day 12

- Summarize and link to an article or relevant news that relates to your industry

- Remind them of your customer service policy

Day 18

- Offer to enter their name in a draw for a free copy of your product or service if they make a purchase today
- Link back to your site

3. "Haven't heard from you for a while" series

This series is designed to re-activate a "dormant" customer's interest in your product or service.

Reminder: Set up this autoresponder series to REMOVE people once they've made another purchase!

Day 0 (when you put them into the series):

- Thank them for their past business
- Remind them of what and when they last bought from you
- Offer them a freebie like "buy today and get ____ absolutely free!" as a thank you for coming back

Day 15

- Include a useful article or link to an article in your niche area
- Give them a *gentle* reminder of your products and services (soft sell)
- Offer a special "returning customer" deal

Day 27

- Send them a link to a survey (where you can ask why they haven't bought more from you!) and offer them a free gift for completing it
- Plug your best product or service
- Include a testimonial from a satisfied customer

Day 43

- This is the final-chance offer! Offer a large discount
- Pitch your products (hard sell!)
- Offer bonus products if they purchase today
- Thank them once again for their business and express a hope that you will be able to meet their needs again soon

iContact for your email needs

iContact (www.marketingtips.com/icontact) is the email service provider we recommend. It allows you to...

- Store and manage as many email addresses and contact lists as you want
- Automatically process your subscribes and unsubscribes to keep your lists clean
- Send sequential autoresponders
- Specify exactly when you want

- the responders to be sent
- Send your messages in text or HTML (including templates)
- "Subscribe" people to your responder series automatically
- Store several pieces of information about your subscribers (city, state, interests, etc.) and automatically merge that information
- Easily create an opt-in form and add it to your site



NEXT ISSUE

in the Internet Profit Report...

We take a look at social media and how you can make use of the many platforms available to boost your sales. You'll learn...

- The evolution of social media and how it has become such a powerful marketing tool
 - How to use platforms like Twitter and Facebook properly so you're getting your message out there
 - What the future of social media looks like, and how to make sure you're in on the ground level
- ...and much more!



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