

“Build A Super-Responsive Mailing List From Scratch”

Or… ‘How To Pretty Much Guarantee You’ll Never Need To Worry About Making Money Online Again ’

(A Case Study)

By Ian Jackson
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Ian Jackson here...

What follows is a study of my partner's model, mostly in His words...

If there is one thing you'd ever consider sending me a bottle of fine wine for, it's the information contained in this publication.

You'll need to put some work in, **but the rewards are HUGE.**

If you build a responsive email list and treat that list with respect, and help your subscribers whenever you can, **you'll never have to worry about making money online ever again.**

It's your golden ticket - the most valuable asset in your entire online business.

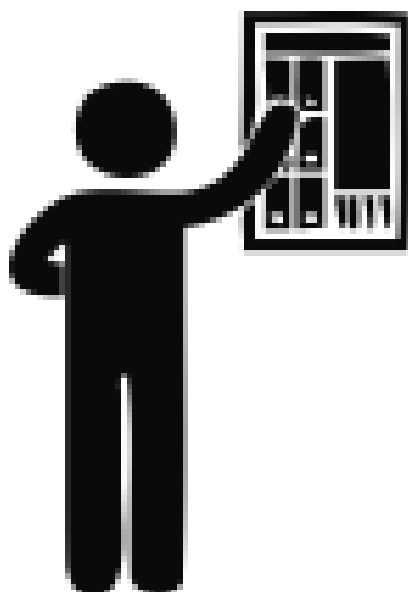
But it takes work and care to build and maintain.

If you're up for the challenge, read on...

Ian Jackson

Oxfordshire, UK

Introduction



If you took away all my products, my sites, the content I've written, my blog, and even my beloved MacBook...

Took away *everything*, *except* for my email list, I'd be back and earning good money within days.

That's the power of having a responsive email list.

You know the cliches about needing a new car or to pay a surprise bill?

And all you need to do is send an email or two to your list?

Those cliches are true for anyone with a responsive email list

A while back I needed a four-wheel drive car to move lots of garden stuff, house rubble (we were doing up our kitchen) and other things so I sent out a couple of emails - three at most - and bought a beaten up second hand 4x4 with the proceeds. It didn't cost much, less than £1,000 if I remember, but I made that money by promoting one product to my list over a couple of days.

All because of my responsive email list.

We could all name the people in internet marketing who are well-known for their responsive lists

You'll probably have noticed they're *also* usually the people who are known for featuring on multiple leaderboards as I did (when I was promoting other people's products, which I don't do so much these days).

If you're on my list (thank you) you've probably seen one of a dozen screenshots I've used on my sales pages showing my leaderboard skills:



It's because I have built a super-responsive list.

And I'm going to show you how to build one of your own, nurture it and **PROFIT** from it in a big way.

This is genuinely life-changing stuff

If you have a list, you have traffic on tap.

Genuine traffic on tap.

I've personally seen AdSense site marketers go from £93,000 a month to **zero** *overnight*. Some of you reading this might have been hit by that if you've been around long enough.

I've seen SEO experts watch their money sites vanish from the rankings in days when Google does an update, never to return.

But if you have traffic on tap - *an audience you can contact easily and for free* - then unless something grim happens you're pretty much going to be OK

And that's why you're going to build a *responsive* list.

If you follow what I'm about to share and built it RIGHT, then your list will be chock full of people who love what you do, trust you and will spend money buying from you (or what you recommend) with you barely needing to try.

Even better, they'll feel like they bought it from a trusted advisor and not some internet scamster. Your refund rate will vanish to almost zero and your repeat sales will go through the roof.

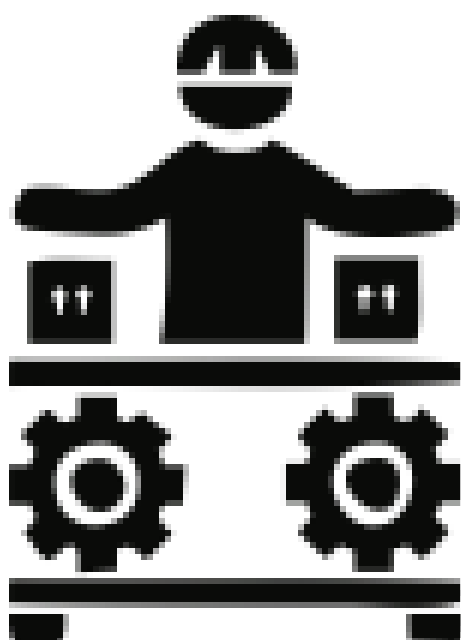
It's all about quality.

If you've read my stuff in the past you know that I regularly outsell marketers who have lists ten times as big as my own.

It's because I concentrate on **quality not quantity**.

You should too...

Do Squeeze Pages Still Work?



Yes and no

The mistake is the process of putting up a squeeze page offering a lead magnet **that appeals to an audience that is TOO WIDE** in an attempt to get new subscribers.

This still works, sure.

It just doesn't work *well* any more, especially for newcomers to the market-place.

Luckily for you and I, most marketers are **still following methods that were taught three or more years ago** and are scratching around and struggling to get subscribers than don't usually fit what they're selling or teaching.

Let's leave them to it...

I used to create squeeze pages with headlines such as:

'How anyone can earn four or five figures a month in 60 days'

It wasn't targeted at anyone *specific*, it was targeted at *just anyone*

So I ended up with a list full of vastly different types of people - people who were badly in debt and needed to get out of it, people who needed to find thousands of dollars in a matter of days, people who wanted the jetset lifestyle, people who simply wanted to buy a new car etc.

And *because* they were vastly different, most of them **didn't buy** when I released a product about copywriting. Most of them weren't interested in copywriting, just 'making money' **because that's why they'd opted into my list in the first place.**

So The First Lesson Is To Make Your Lead Magnet Highly Related To Anything Else You're Going To Sell - Whether That's Your Product Or Your Branding.

For example, these days my lead acquisition is much more specific, because **instead of selling my products, I sell my BRAND***.

*(*I do this too; my **Brand** focuses on E-business; hence "ebizlense.com" and my objective to help people to build their online business in a similar way to how my business partner does). Back to Him:*

As I said earlier, it's about lifestyle and escaping your 9-5 job by replacing your salary with your online income;

And that's what most of my products teach - **the different aspects of earning enough money online to get free from your job**

So now I don't get the Porsche, bling, rockstar wannabes joining my list, and I don't get the e-commerce peeps joining either. I don't get the SEO crowd or the Forex or CPA or the empire builders.

I mostly get people who are astute enough to realize we have a limited amount of time in this amazing world and they want to wring every bit of enjoyment juice out of it while they still can.

I get the lifestyle freaks who want to be free of their 9-5 jobs and work for themselves doing something they love, and also take a lot of time off traveling, gardening, spending time with their loved ones, drinking wine and having sex.

(I think I've just written about my ideal month LOL)

**Here's The Takeaway - You
Should Be Repelling The
People You Don't Want At
The Same Time You Are *At-*
tracting The People You DO
Want When It Comes To List
Building!**

And here's how to do that...

Everything You Write, Create, Offer For Free, Post On Facebook Or Otherwise Put Out Should **Scream** Exactly What You Do And What You're About!

If you're into SEO and you teach
IT OBVIOUS IT'S ABOUT THAT

Tell 'em on your squeeze

*'This is ONLY for SEO nuts
into it'*

Yes you're sacrificing signups



products about SEO - **MAKE**

page:

so don't sign up if you're not

just so you can market solely to

SEO people **but that's what's going to build you an ultra-responsive list.**

You might think *'But why shouldn't I get as many people onto my list as possible in case they MIGHT buy?'*

Well, a few reasons really:

==>> Having a list *full* of people who aren't interested will put your Aweber fees through the roof.

==>> It'll also mean you get more complaints and certainly more refunds.

==>> Singling out your best, targeted buyers will maximise your profits.

Here's the other biggie:

You want to have them come onto your list primarily for your INFORMATION.

So you don't want people who like how you look, or that you live in France or L.A. or whatever.

You also don't want people who point out there's a typo on page 8 of your newsletter or email you to say that you shouldn't run 48-hour sales because *'closing a product makes no sense'*

These people are pedantic, often ill-informed and they're a waste of time. They also take away time you could spend helping others who DO want your information.

And you DO want people who get in touch and say *'I loved the last product I bought from you but could you please explain why you did XXXX on page 3?'*

These are the people who want your information. They want to know all about it.

They don't care how your offer is presented or if there are a few typos here and there

They just love it and they want to know more

Which means buying more products and services from you.

These are the people you must focus on helping, because they will become your coaching clients and will buy everything you put out.

They want to learn. They resonate you and they want your info.

They don't care what format it comes in or even if it's written on the back of a beer mat.

They want your knowledge.

They're the ones you want to attract, focus on and help.

And since they don't care what format your information comes in, it means you can structure your business EXACTLY as **you** wish?

For example, I don't like making videos despite many marketers telling me I MUST.

My rabid buyers don't care that I'm 'only' a writer and put out mostly written content.

Would I get more buyers if I made videos or podcasts?

Maybe, but I decided long ago that if I'm running a business it'll be on my terms and NOT how any expert or guru says it should be run.

Seems to be working too :)

If potential buyers decide they DO want to learn from a video instead of my normal delivery method which is written content, *then they'll have to go and buy from another marketer*. I don't change what I do for anyone. The people who buy from me know I write, and they're happy with that.

Which is another big advantage of building a responsive list

Here's something else you should do:

Set The Level Of Your List

I'm talking about deciding what level of experience or knowledge you want your list to have when they come to you

I try to repel complete newbies.

If they buy from me I'll help them but in everything I do I try to make it clear that my readers will get more out of my products **if they have a grasp of the *basics of online business.**

*Although sometimes I'll create products that are newcomer-friendly and I'll make that clear on the salespage

Because there's nothing more boring (sorry) than teaching someone how to add a product to JVZoo or to set up a domain name and hosting.

Especially when there are tutorials out there that can be freely accessed - either in the support section of the platform being used or on Youtube. If someone gets in touch as asks how they set up a product in JVZoo they're usually not the type of person I want to work from, *because they don't seem to have the initiative to find out for themselves and/or they're lazy.*

The technical aspects of internet marketing can be learned for free if you work at it and are prepared to make mistakes OR outsource.

You don't need a coach or mentor for that.

In fact hiring a coach or mentor to help you with that is a BLOODY expensive way of doing it!!

BUT that doesn't mean I'm not willing to help people with very little knowledge, it just means that it will take longer and cost them more

So How Does This Relate To Your List?

Well because **in every email you send to your list you should be selling.**

Even if it's a content/teaching email you should be including a link to **SOME-THING** that ultimately makes you money.

That's the point of having your list, right?

If you've read my [Flipping The Switch](#) course you'll know I'm all about helping people, giving before asking for something in return and operating a very non-salesy business.

But this doesn't mean I don't put a related link to one of my products **in every email I send out** - because I most certainly do.

The best way I can help someone is to show them what I have for sale, then **THEY** can decide if they want to buy it or not.

So I mail them every day, sometimes with straight offers and sometimes with content-rich emails that also includes a link to my products.

I'm not shy about what I do and what I offer - I'm proud of it - and if you get that same mindset settled in your head in relation to your email marketing, you'll make more money than the 'pitch this, sell that' merchants that send sales messages in every email.

How To Consistently Out-Sell Your Competition With Your Emails



This is so simple to do, yet because most marketers who think they have an 'individual style' are actually herd animals, **this following method is easy to win with because VERY FEW do it:**

Most email marketers write to the lowest common denominator.

You know the old thing about pitching your email at the reading level of an 11 year old?

I dunno about you but the last thing I want on my list is a shedload of adults with the intellect of an 11 year old!

Instead, *if **you** set the level of your own list* you can **meet them at the level they're at** because very few marketers do that.

I put some quite high-level literary and intellectual references in my emails.

Not everyone will get these, but most of my list DO because I angle my emails as though I'm speaking to equals (which I am) NOT deliberately talking down to them or assuming they need to be spoken to like an 11-year old.

If someone spoke to you in that way in the pub or at a social gathering you'd want to hit them - it would feel condescending and patronizing.

So why do it in emails?

Because most email marketers haven't set the level of their list and they're trying to include everyone by targeting the lowest common denominator.

It comes across as insulting to a majority of your list, and the ones who DO like it have the intellect (or at least the vocabulary) of an 11-year old.

Don't Do it!

Set the level of your list and target your emails precisely at those people and at that level. If you're in the Opera niche assume that the people on your list have a decent understanding of Opera.

If you're in the hunting niche you don't want people coming back to you who question the ethics of killing animals for food - you should have already repelled *those* people with your squeeze pages.

Some marketers assume there aren't enough TARGETED readers in any niche to do this.

That's wrong. Just try it and you'll see.

Look at what you're going to be selling, teaching or offering and set your list level so that when you offer these goods, you're offering them to the most PERFECT people possible.

That way you won't really have to sell.

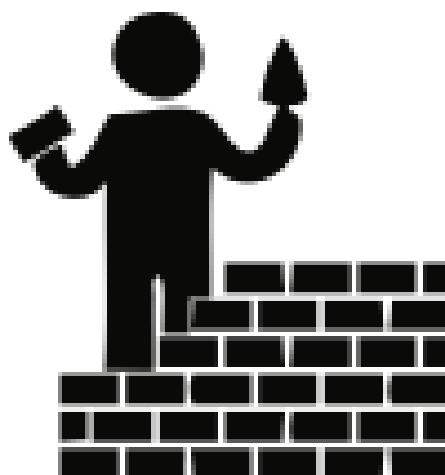
You just have to offer your products and services then count the money

It really is as easy as that if you do a little pre-planning with your list.

It also means that you won't have your time taken up by the '*How do I create a Paypal button on my page*'? requests that eat up your time and energy, because those subscribers will have been repelled in the early stages.

And if some DID get through, they'll quickly unsubscribe because they won't understand the level you've set your emails at. It'll just be over their heads.

You Must Be Consistent... From Day One



My brand is all about enjoying life and freedom rather than money - right?

That's my BRAND.

But my **TONE** is different.

My TONE is about **how** I sell, how I use language, what I SAY.

So my tone is (hopefully) one of being honest, simple, down to earth and genuine.

That's the way I've been since the very early days when I tried the usual hypey crap:

'Don't buy XXXXX product until you read this'

or

'Frankly I'm shocked!'

I'm sure you could rattle off a hundred of these dodgy sales emails and gimmicks that I mean. I tried them in the very early days but first, they just don't work, and second, they make you feel like a pile of crap for using them

Since then, I've concentrated on honesty, simplicity and being straight with my readers.

So, your message and your tone must:

1. **Fit your brand**
2. **Be consistent**

You **can't** be an honest '*marketers friend*' one day and then promote a pile of crap to your list the next because it won't work.

Your list will stop believing you

Sure, you'll make mistakes - I have - but come clean about it and you'll be fine.

For example, if you're sending out a promo to get your offer inside another marketer's launch funnel then TELL your list that you're doing it.

'Listen up guys. I struck a deal with this bloke to get my ad inside a brand-new launch funnel which will get me a LOT of new subscribers. In return I said I'd mention his product (which I believe to be excellent) to you lot.

If you have a look at it and decide it's something that can help your business, as a bonus I'll include the exact email approach I used to secure the funnel deal in the first place :)'

Honesty.

Your list will understand (and probably be interested) that you need to strike deals and do other things as part of your business. So tell them!

It can be profitable also - as well as telling my readers about the things I do behind the scenes, I also made it into a [paid private group](#) too!

Target, And Target Well



Find a way to segregate *who buys which* of your products.

I use Clickfunnels, Stripe and Aweber to do this.

You could use Infusionsoft, Getresponse and a shedload of other platforms to do this. Zapier is GREAT for integrating loads of different platforms.

You can integrate JVZoo with Aweber and Getresponse so it adds people who buy a specific product to a specific list.

In short, just segregate your buyers and your subscribers, and THEN segregate the buyers into who buys what.

Why?

Because once you do this, you can send targeted offers extremely precisely.

If someone has bought (for example) your \$97 course on Facebook Advertising, you can target those buyers and tell them you're running a special three-day hotel-based intensive workshop to teach advanced Facebook Advertising strategies and price it at \$3,000

Your conversion rate is much more likely to go through the roof than if you offer it to everyone on your list.

More than that, if you segregate you'll get people who already KNOW how Facebook marketing works so you won't spend the entire three day workshop having to explain to newbies who've just paid you three grand what *total reach*, or *adspend* is.

Because getting a \$3,000 client at the wrong level is just a waste of their money and your (and your other client's) time.

I see this problem with many of my coaching clients too. They'll be trying to sell something - affiliate marketing for example - and they'll talk about different products for beginner affiliate marketers, affiliate marketing for advanced people, affiliate marketing for intermediate people.

And it doesn't work - I tell them they're trying to target everybody and that simply won't work. Choose one and get good at it.

As the saying goes, *if you try to ride two horses you fall off both. Learn to ride one and to do it well.*

But You Haven't Mentioned How To Actually Build A List Yet



Actually I have.

I've already given you quite a bit of info about how you should set the level of your list, who you want to repel or attract and how everything you do should scream out who you are.

But if you want specifics about an ACTUAL squeeze page template to use, I can't provide that because I don't know your products, your brand, your market and what pages works for me may not work for you and so on.

If you want to know how to create a squeeze page or what a lead magnet is, you're at the wrong level for my list.

(See how this relates now?)

But that's cool - go learn the basics from Youtube or another marketer and come back and use my advanced strategies to start earning.

Tough love eh?

Here's Something About The Actual Building Of Your Squeeze Pages And Lead Magnet Pages That You Can Definitely Use:

Here's an old squeeze page of mine:

It looks like every other squeeze page out there right? (tho maybe a bit dated now)

It
ER-

FREE!
\$3,126 In 13 Days
(From Simple 'Research' Anyone Can Do)



Inside Your FREE COPY
of Tony Shepherd's
**AFFORDABLE
MENTORING
NEWSLETTER**



*"My Affordable Mentoring
Newsletter Shows You Exactly
How I Make Money In My
Business!"*

Tony Shepherd



Email:

3 GEN-
RUN

3 an
ch is
ards,

opt-in
very

and that may be very good for testing your OTO - *but the quality of the lead who opts in on a page like this...is very low.*

There's simply not enough information for the person entering in their contact details, to know whether the report/freebie is any good.

The magnet on the above squeeze page is good. In fact, it's an excellent copy of my newsletter and a GREAT read. So why on earth didn't I make that fact known "before" the person put their name and email address into my opt-in form?

Well, I didn't know any better back then. I was just doing what everyone else was doing.

I realise now it was a mistake to spend so much time creating a great report... only to devalue it by making it seem like just another crappy report you can find on any other squeeze page..

I hope this makes sense chaps, *because it's very important that the people opting into your list have a high expectation of what they're going to receive.*

The difference between your subscriber having low expectations - and high expectations, is the difference between generating a low quality subscriber – and a high quality subscriber from our first point of contact.

Don't get me wrong - you SHOULD create great lead magnets. But why waste them on squeeze pages that are no longer effective?

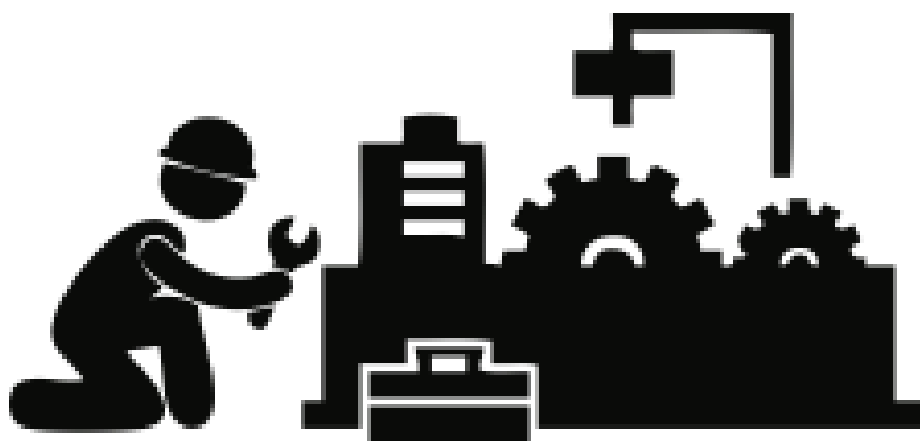
Even when they read the report and it blows them away with the quality. **It doesn't mean a thing if they gave me a throwaway email address they never use, does it?**

So you need to stop doing what everyone else is doing and giving quality information away for free.

It gives away great information for free, and lets the reader sign up to receive more from me **on their own terms and when they want. No 'squeeze' involved.**

Give them SHEDLOADS of options to sign into your list AFTER you've given away some of your best content for free.

Pulling All This Together Into A Strategy For Building A Super-Responsive Email List From Scratch



This is how to do it from scratch, and on an ongoing basis:

1. Decide on the narrow audience of people that you are going to target.

This is the single-biggest thing that most marketers do **WRONG** by going to wide. But if you **DO** it, because it will basically **REMOVE** any indecision about what products you should create or what you should promote to your list...

...because everything you do will be geared up, aimed at, and **PERFECT** for your list.

I focus on people who want a lifestyle business. They want simplicity and they want to be able to make just enough money to free them up from the 9-5 jobs (at least to start with)

Every product I create or promote is aimed at that group of people.

And I don't really have to sell anymore, I just let them know when a product that suits them is available and watch the money hit my bank account.

Even better, I'm genuinely helping them at the same time and don't ever have to sell them on a product that they don't need. I sleep well at night :)

2. Become an expert in the subject you're selling.

Because you're selling to a very narrow audience of people (kite-makers, CPA nerds, German Shepherd breeders, beard-care) you can become an expert very quickly (couple of weeks) by reading everything you need to know and joining every group and forum you can find.

It happens by osmosis almost, **especially** if you're interested in it.

Example - some years back when I was looking to buy a small second-hand yacht, I had my mind fixed on a Westerly Centaur because it was a basic, simple boat that I could teach my kids to sail in yet was big enough for us to spend a few nights away from home in her comfortably.

I read everything I could about this boat from websites, blogs, forums, user groups, sales reviews and everywhere I could find. I had a test sail in one and visited several marinas and spoke to owners.

Within 2 weeks I found I was becoming an expert and knew more about this model than a lot of other sailors did.

I knew about the way you could differentiate between versions by the shape of the portholes, I knew the weaknesses to look for in the coach roof lining when buying a second-hand Centaur so you didn't end up with leaks, I knew which pre-installed engines were the best option and which could give you trouble, etc etc

In short, I knew more than enough to produce a very good buyers guide to second hand Centaurs. I also knew which add-on products new buyers would need and whether they had affiliate programs or not ;)

Because it was a small niche, I was able to become an expert very quickly

And that's what you need to do.

Become an expert in the things your list wants/need to know.

Which is another reason to go into a niche or subject area you're interested in. How great to be immersed in your hobby or area of interest all day, full-time for a living?

3. Sell *Without* Selling

There's an easy way to do this.

If you're targeting a narrow group of people, you're halfway there as discussed above, but there's an addition you can make that will seal the deal:

Entertain Them.

Forget *only* including content in your emails. Even if it's highly relative to your market, sending dry, boring content emails every day (and you *should* be mailing daily) is going to bore the pants off your list.

Have you ever wondered why I tell awful jokes, include stories about my life, weird facts, funny, sexy or shocking stories in my emails?

Because people respond to these.

Forget experts who say you won't be taken seriously if you wander 'off topic' or that you must build *authority and respect*?

It's a load of balls.

People read newspapers, watch TV and browse the internet for **entertainment** *more than ANY other reason* (yes including porn)

We're human beings and have been telling jokes, bawdy stories and entertaining each other since long before Chaucer or Shakespeare, and nothing has changed today.

Don't get me wrong - you **MUST** teach too, you must inform and help people but for the most part entertain, tell stories and make it interesting and watch the results.

If you've been on my list for any length of time you'll know I've done this for years. **I wouldn't have done it for so long if it didn't work bloody well!**

Luckily most email marketers have no idea that this works or don't have the guts to try.

4. Create An Email Schedule

I used to do this extensively when I first realised the power of email marketing. I still do it but it's very gut-feel based now.

Here's how to do it.

Just keep a schedule of WHAT you're going to mail on each day of the week.

I don't mean what the actual content is, just the *feel* of the email.

For example:

Monday - Start your email with a joke

Tuesday - Tell a personal story

Wednesday - Tell a story about the niche you're in (research)

Thursday - Make it a motivational email

and so on.

Remember you should include a link to click and a product or service to buy in every email you send, but the way you WRAP your offer must be entertaining.

Every day go look at your list and you'll see that Monday you need to start with a joke - so go and find one and use it to begin your email.

It won't write your email for you but it'll let you know what kind of email you need to compose.

5. My Trick For Getting That 'Personal' Feel

This is easy but WOW it's powerful.

To get the personal feel that I (think) I have in my emails, you just need to find yourself a 'Bob'

This can be someone you know or a made-up character of the ideal person you wish to target.

And when you write your emails, FORGET that you're writing it to a 10,000 strong list, and just imagine you're writing a personal email to Bob.

Dump any formal language you might use because it won't seem natural.

Have you seen crime witnesses interviewed by TV reports and they'll say '

And then we saw the suspect proceeding northwards in a suspicious manner after the offence took place'.

Who the hell speaks like that in real life???)

It's because they're in front of a camera and feel they should be formal.

Also look at the scene in The Wolf Of Wall Street where Jordan Belfort's dad affects a British accent whenever he answers the phone to see what I mean!

Yet most email marketers turn into formal (boring) writers when it comes to sending emails. If you ***don't*** fall into the trap you instantly gain an advantage.

6. Sell In Every Email

How does this help your list to be responsive?

Because if you get your entertainment and content levels right, they won't **care** that there's a sales link in every email.

What they don't like, and what you don't like and I certainly don't like, are **blatant** pitches in every email.

As long as you're building relationships with people, and your emails are interesting, engaging and entertaining, they'll come to expect a sales link in every email and it won't be a problem.

Yes, I'm talking a link to your product in **every single email you send**.

The traditional 'send two content emails then a pitch, then three more content emails before you send another pitch' approach is old hat and people just use it without thinking or testing.

(More good news for us)

Here's the reality:

Content is everywhere these days, and it's free.

But paid content - the act of BUYING information - **is what motivates people to take action. You pay for an info product, you value it.**

Your list understands this more than you think they do - and they WANT to see your offers. It won't bug them - that's WHY they're on your list!

Besides, not every email you send is going to be opened by every person on your list every time. Nowhere near in fact.

Even your rabid fans don't open every email they get from you.

That's just the way it is.

So think about this - **if you don't put a link to your product in every email you send, then quite simply that's an email where you just lost a potential sale.**

The trick is to engage and entertain – and then subtly promote your product with a little blurb at the end of the email. You'll have seen me not mentioning any product until I come to the P.S. section of the email. That works extremely well.

As long as you're emailing often, and engaging your subscribers, they certainly won't mind you putting a link to your product in every email.

And if they do, and if they unsubscribe, so what?

There's no point in marketing to people who don't want to buy your products?

Put a link in every product.

7. The Content And The Offer Don't Have To Be Connected

It's always nice if you can segue into an offer from a nicely crafted content email but the truth is it's bloody hard to do.

I've successfully told jokes about religion that sway nicely into a promo for one of my products. See what I mean below:

Joke for you

(Told to me by my 12 year old daughter)

Jesus Walks into a restaurant with his disciples

He says to the owner:

'A Table for 26 please'

The owner says:

'Why do you want a table for 26, there are only 13 of you'?

Jesus says:

'We all want to sit on the same side'

(If you don't get it I'll give you a clue. Think Da Vinci)

Here's another quote. This one is from my subscriber Keith .

X

This was a brilliant product!!! (👍)
I just wanted to take a moment and tell you!
Well done!
K

(Thanks K - very appreciated mate)

Best

X

P.S. Keith was talking about my brand-new product

Details here: <http://www>

It shares one of the reasons I've been making this IM lark pay so well for TEN YEARS.

It CLOSES in less than 24 hours though!

It's all about getting their attention then redirecting that attention onto your product.

It doesn't have to be related at all, although you can **link** ANY content to ANY offer using phrases such as

‘And speaking of interesting items...’

or

‘Now here’s ANOTHER thing you should pay attention to’

They're clunky but as your experience grows you'll find connector words and phrases of your own that really work and your list gets used to.

Grab their attention then redirect it to your offer.

8. No unsubscribes? Then it's not working...

You just have to look at your OWN reactions to unsubscribing.

What do you do if you're subscribed to a marketer who's emails are so boring, gouging your own eyeballs out with a chocolate dildo seems like a fun afternoon?

You unsubscribe of course.

So why wouldn't you expect your OWN subscribers to do the same if you're not keeping your eye on the ball?

The second reason is more productive:

It's **WORKING!**

Your attraction/repulsion machine (discussed earlier) should be constantly switched on. This means you'll resonate with many people on your list with

every email you send, but you'll also REPELL those who don't understand or like your message.

So unsubs is a healthy sign that this is happening.

I constantly get emails from people who don't like that I use swear words, sex words in my emails, or take the piss out of royalty, religion and other professions that involve silly hats.

I usually ignore these and smile. Because I'm being true to myself.

Trust me, if you meet me in the pub for a pint I'm not going to suddenly turn into a politically correct model citizen :)

Likewise if you ever read an email from a marketer apologising for saying something in a previous email then keep a wary eye on him (unless it's a sales device) because the chances are he's responding to a complaint or two.

And that means he's not confident in what he does and thinks.

I don't want to learn from someone like that. Do you?

They're pleasers. And that means they're more likely to be saying what they think people want to hear, NOT what they should be saying, which is the truth.

You will also get unsubscribes because they don't like YOU.

This is possibly the hardest one to take when you start marketing. But you already know not everyone you meet in life will like you, so why should you think it will be any different online.

They wouldn't have bought from you anyway. That's the cliché you hear from the experts - right?

*But they never tell you **WHY** they wouldn't have bought from you.*

Here's why:

Because they won't buy FROM you until they buy YOU.

And you don't buy from people you don't like or respect.

Another good reason for being the TRUE YOU in your email marketing.

which brings us on to the next point:

9. Stop Being Professional - Get Casual.

The next biggest reason for people unsubscribing from my list is calling me 'unprofessional'. They think typos, bad language, lack of 'proper' photographs of me and the like mean I'm unprofessional.

I once had an argument with an old style guru, (who in his defence, was a complete nobber and couldn't really help himself)...

He said that when you present on stage you should always wear a suit because it looks professional, and promotes trust.

When I pointed out that the suit-wearers in my life also happen to be the people who try to take money from me in the form of tax men or officials or sell me shit I don't want upset him a bit and he spilt a beer down the front of his suit in anger. Wouldn't have to to dry-clean a T-shirt eh?

In short, and especially in you're in the IM niche, 'slick' feels mucky.

It feels like someone is trying to fleece you.

If I watch a video of someone in a suit using formal language and being very earnest I instant make sure my wallet is still in place because it's **WRONG** for this time in business history.

When the head of Apple and Facebook (to name just two) speak and dress informally you have to wonder why 'professional' and formal still cuts it at all.

Sure, your behind-the-scenes **SYSTEMS** and **FUNNELS** should be professional, but I honestly believe that your persona and delivery (unless you're in the funeral industry), simply **CANNOT** be too formal or appear too professional because it actively works against you when it comes to resonating with your list.

In email marketing terms this means making your emails casual and friendly

I realise that will rankle with some people but you have to get your personality across.

10. ALWAYS Keep A Swipe File

I've made tens of thousands of dollars - maybe hundreds of thousands - from repurposing emails I sent years ago.

Hell, just this week I'm getting amazing comments, sales and subscribers from re-purposing old emails to my list, onto my Facebook page for new readers to see.

Once you've written a good email, you can use it time and time again.

Whatever offer you use in your P.S. after a GOOD email will convert better because you're diverting all the positive, feel-good energy into your offer link.

11. ASK Them To Get In Touch

This one simple thing has made a HUGE difference to my business.

If you look on most of my emails you'll see the line (just before the sign-off) that says:

"As always, if you've any Q's just hit reply and I'll do my best to help"

Or something like that. But the whole thing of me being available has been just MASSIVE when it comes to my list being responsive, making sales and getting feedback.

The thing of course is you have to DO the replying that you promise, but since this builds a relationship with your list it's no major hassle.

Not to mention the sales and coaching jobs that come out of it.

It also (I'm reliably told) lets companies such as Gmail know that your email is from a trusted source ;)

So go build a super-responsive list.

Why?

Because most marketers never do.

Best,

Ian Jackson