Ian Jackson Reveals…

"7 Strategies That Can Turn Confirmed Subscribers Into Buyers Of Products And Services"

Ian Jackson is an online marketer, writer and occasional blogger…

You can get an idea of why he's set up ebizlense.com By Clicking HERE

The Split Test

The first thing I do is split test as much as I can I'm a proponent of inorganic marketing; in other words, for the most part I pay for my subscribers.

There are two reason for this: it is highly and specifically targeted in the niche I work in, AND, I can get results quickly so that I can fine-tune my message.

The downside is that to do that, I would suggest at least a small monthly budget IS necessary.

In my opinion, somewhere like Udimi.com is the best place to invest in bringing

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people into my business, and I like to do so by using Solo Ads.

This is because I feel that I have **more control** in what I do in terms of financial outlay.

While it's not perfect, it's a close as it gets. The *perfect* business strategy *does not exist*.

My suggestion is to begin split testing using two simultaneous opt-in pages, and send 50-100 clicks to each; that is 50 each or 100 each.

Analyze the results when they come in, and iterate from there; one page will always outperform another.

When you have a winner, create the next page, and run it alongside the winner. Rinse & repeat.

Differentiate by differentiating

I would be inclined to send a mix of email content.

As you will see from what you receive from me, for as long as you're a subscriber to my list (a long time, I hope 😊), I send out all manner of

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things, from serious advice and information, to humour (humor) and plenty of stuff in between.

List building provides for another awesome opportunity…

The scope to build and develop a **Brand.**

The importance of a Brand is so that you can differentiate your voice from that of everyone else.

Your Brand can be either a business or personal one. Mine's a business one, based on a theme:

A lense (focus) on E-business, hence ebizlense.com

With each email, your Brand will become more familiar, and subscribers grow to recognize it.

It's about building a trust factor too.

Not everyone will endear to you, but that's just a fact of life and an occupational hazard, in business and personal life. *People WILL unsubscribe, but that's not a bad thing because it helps to keep your list lean and efficient.*

What you will notice is that in every email you receive from me there will be

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a product *suggestion*, an *offer*.

It is entirely your CHOICE to decide if it is for you or not.

Send every day?

Send an email very day|?

Surely that's overkill?

There are no set rules, regulations, or blueprint, for setting any delivery schedule as the right way to do it.

All we have to work with is the psyche of subscribers; you, me, and our subscribers.

We Humans are fickle creatures, who respond differently to different things at different times.

What we respond to one day, we will not on another day… or from one hour or minute to the next.

I know you'll hate to hear it, but the only way to find out what people will or won't respond to is *testing*, and there's no such thing as too much of it.

What happens with consistent testing is that you will see patterns emerge, and

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from those you can make a judgement call, similar to the spilt testing I mentioned earlier.

I try to send an email every day, and depending on your objectives, YOUR emails could be either broadcast ones, or in a follow-up sequence.

Without knowing you or your business (yet) it is practically impossible to give a one-size-fits-all solution to this.

Survey, and feedback

Prompt for feedback by asking questions.

Send periodic questions out to your subscribers; a common one being is there anything they want you to cover.

This can be a great way of creating products too.

I was asked by several subscribers about how (and what) they could write for members in their niche, so I sat down for a couple of days, had a bit of a think, and wrote a product about the writing journey of discovery I had been on.

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Learn to write

I firmly believe that learning to write (for the Internet) is a crucial element for success in the business of Internet marketing.

Writing is the Heart and Soul of everything that happens online, and to become reasonably proficient at writing will prove to be one of the best assets you'll adopt... I can promise that much.

Can't write? *Sure you can*.

If you can write for searches in your web browser, you can extend that. I'm not saying there won't be challenges along the way, but the kind of results you are here online for, are surely worth some effort?

If you're struggling with this aspect, this may be able to help you.

Get subscribers in the habit of opening links.

It's been known, and proven, that it helps to get your subscribers into the habit of clicking on links.

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This is not a method I use (at the moment) and for no particular reason, but I know it is adopted successfully by many top Internet marketers, who write or record a short publication of some sort, into a PDF or video file, zip it up, and embed a link to it in an email bulletin. You may have seen it used elsewhere?

By doing this, subscribers become used to clicking on link to access information, and do so more easily when a product offer is placed in front of them.

Can’t hurt to try it out for yourself perhaps, it costs nothing to do – see how you get on.

Keep Investing

I urge you to keep investing.

You will need to, otherwise you won’t have a business.

You will need to invest in two things: **yourself**, and your **business**.

Some investing you do for free, just an investment of time, but the hard truth of the matter is, that you will also need to invest financially – in many

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aspects.

Tools of the trade, such as webhost, autoresponder, domain registration, outsourcing, training, come at a cost, but that's normal.

I anticipate you are business-wise enough to know that anyway and **anyone telling you otherwise is bullshitting you!** Honest *Info*preneurs tell it how it is 😊, and make it a priority to invest in their continued discovery of knowledge too, in both time and funding.

All this can be done in a day or two. It's a bloody hard slog and you'll be knackered at the end of it, but it is possible to power through it.

Speak soon

Ian Jackson

P.S.

If you'd like to work 1-2-1 with me, CLICK HERE, and…

If you want to make easy recurring commissions by simply telling your subscribers and readers about my free reports, email me for details: ianjackson863@gmail.com

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