



Successful Email Marketing

YOUR SNEAK PEEK AT THE INSIDE

TO GIVE AWAY OR NOT TO GIVE AWAY

I want to get this question out of the way before we go any further. There is a huge popular misconception that 'giving away free content' is a good way to build your subscriber list. In my opinion it is not. Here are my three main reasons why giving away free content to your subscribers is pure nonsense:

- First of all, it defeats your true purpose and goal of building a mailing list. The reason you build a list is to convert your prospects into buyers, and buyers into long time customers. You want to build a list of buyers not freebie seekers and tire kickers. This is essentially why you are building an email marketing list. You do it for the profits.
- Secondly, when you send a 'content only' email your subscribers rarely, if ever take action. I guarantee you that. Send them an email containing a 400 word article on tips and how to do something – with no links or call to action whatsoever – and you will never make a red cent. And worse, your subscribers are usually busy people they rarely have time to read a lengthy 'content' email!
- Third, most amateur email marketers believe that giving content is important because it will reduce their unsubscribe rates while making their subscribers happy. This is B.S. For two reasons. One, you can never please everyone. And two, when people realize they don't have time to read or 'consume' your emails they will hit the unsubscribe link at the bottom of the email anyway. So you still get unsubscribes and you never had a chance of a sale.



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Are you sure about that?

I certainly am. But don't just take my word for it. Take a look at what the leading internet companies are doing with their email marketing campaigns. I guarantee you will not find any large company trying to cosy up to you with free information before making you an offer to buy something.

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Did you ever get a free flight or cruise from a travel company? No.

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Period. Full Stop. End Of Story.

OK I get it now

That's great because the quicker you learn this the quicker you will make money...

END OF PREVIEW

**GO AHEAD NOW AND BUY
SUCCESSFUL EMAIL MARKETING**