

Don't Know Much About "Nuthin" But...

By Caroline Gainer

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Don't Know Much About Nuthin, But....I know a Little Bit About a Lot!!!

Well, of course, it goes without saying that most of us "over the hill gang" would be able to say the same thing. Have you noticed how young all of these guys are? Cori, Rick, Yanik and the other "too young and handsome to be true" experts were making millions while I was struggling to send an email.

That's ok though because I have finally found my little tid-bit to pass along to you. I learned well from the "too young and handsome" group and have some statistical information to pass along to you at the end.

As I was pondering what I should write about, I was still working (struggling would be a better term) with getting my "warm list" organized, it struck me. Write about warm lists and invitation sending.

Warm List

Well, here it goes. One of the reasons that we place advertisements to safe lists, classifieds, and ezines is to get email addresses. We want to be spammed!! From these unsolicited emails we get the names of people who are out there actively trying to make a buck on the net. Misguided as they may be, they are at least ambitious which is a qualifier which most of us are looking for.

We put these addresses in a list called our warm list and then proceed to build a rapport with these potential business partners. Sometimes we forget that these are real people like you and I. Let us recap the points thus far

- Ø We place advertisements to get email addresses.
- Ø We want to be spammed.
- Ø These leads are qualified as ambitious.
- Ø We save these email addresses to our warm list.

Our goal is to move these people from our warm list to our hot list. Or in other words to move them from just browsing to buying.

The following instructions are written for yahoo mail boxes, but other service providers offer similar features. I just happen to use yahoo.

One way to do this is to send them a thank-you note via yahoo greetings. If you have saved the contacts names and addresses in your yahoo address book, all that you need to do is to follow the directions given there for sending greetings.

This is the message that I include in the greeting.

Thank-you for your timely and informative email.

Please take the time to accept my thank-you gifts.

Go to [http://\(your page\)](http://(your page))

The gift includes a

** free auto responder that will store and send messages at predetermined intervals.

**free software that will save you time, educate you, and get traffic to your site.

**and a free discount shopping service which will save you \$ on everything you buy.

All you have to do is go to my site and leave your name and email address.

Feel free to copy this message and use it in your greeting.

What are the advantages of this method? You have personalized the message because your address book gives the person's name as well as the email address.

In his book "Million Dollar Emails" Yanik Silver explains that one way to get your emails read is to personalize them. This is also a way to avoid be reported for spam.

Another advantage is that you are not using your paid ISP to send the message and therefore may avoid one of those nasty "you are not allowed to do this" phone calls from them.

The greeting card approach adds another dimension and that is

Ø The person must pick up the greeting card.

Ø When they pick it up, you have a record of it in your yahoo account.

The person who picks up the card may sign in at your site, or they may trash it. Either way, they have just moved one-up on your warm list.

Let us recap the second set of points

Ø We want to move people from our warm list to our hot list.

Ø We send them a thank-you note and give them free stuff.

Ø We use yahoo, or another free service provider.

- Ø Our card is personalized to help eliminate spam complaints.
- Ø We have a record when they pick up the card.
- Ø You move those that pick-up the card to your hot list.

As promised here are the cold hard stats. Or % to the true student of research.

- Ø 25% of the people picked up their card within 24 hours.
- Ø 10% of those people signed in at the website.
- Ø Another 10% picked up within 48 hours.
- Ø Of that 10% group 1% signed in at the site.
- Ø Experiment over: I quit keeping tabs after 48 hours.

Oh yes, if you are a real statistics nut. That did give me statistical significance.

Caroline Gainer,

Caroline is the author of "The Effects of Cognitive Restructuring Program In Comparison To An Incentive Program On the Manifest Behaviors of At-Risk Droupout Students". She co-authored an article in Journal of the Institute for Rational Cognitive Therapy in 1998. To contact Caroline "mailto"ctgainer62@yahoo.com or go online at ctgainer62.50megs.com

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