

Give Your Visitors a Free Email Course

By David McKenzie

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Are you providing a free email course to your visitors?

A great way to disseminate content online is via an email course. Better still is the WAY you can distribute the information.

Email courses allow you to split up your information into easily readable chunks. Each email needs to be only about 6 to 10 paragraphs long.

For example, lets assume your content is "7 Tips for Getting Published Online". With an email course, you can provide a 7 part series with a different tip in each part. This email course could go out to your subscribers every other day so they receive it over a period of 2 weeks.

You want to make sure your email course is free so do not give away everything you have to offer. Just provide some important information which will lead potential buyers to look at what else you have to offer. You want to give them a taste of what they can get.

Then what you want to do is offer your products or services for sale in each email. If you are sending 7 emails as part of your email course then you get 7 opportunities to advertise what you have to offer.

This could be your own product or a product you resell as an affiliate in an affiliate program. Both work equally as well.

When people read your valuable information in your email course they are MUCH MORE LIKELY to buy than if they just visited your web site. I know this is a fact because it has been my personal experience.

Have you noticed how popular free email courses have become

lately?

Well, now you know why. They really work and they really produce excellent results. I can guarantee your conversion ratios will increase.

So if you are NOT offering a free email course you are missing out on additional opportunities to make sales.

You can set up your own free email course with one of the free autoresponder services at sendfree.com or getresponse.com

Start your email course today!

Resource Box

David McKenzie is offering a Free Email Course
"5 Tips to Being Successful with Affiliate Programs"

== <http://www.1sthomebasedbusiness.com>

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