

The Email Magic. Learn It and Use It

By Oluwafisayo Akinlolu

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Inbusiness4profit <http://www.server.com/webapps/mail-list-subscribe.cgi?id=65509>

Email is a tool which works with other features of a website to create a chain of communication with prospects. In this case, your prospects.

To avoid spamming, you must have an opt-in situation. In fact, the only guarantee for a successful email campaign is simply to get your prospect's consent (opt-in).

I personally receive hundreds of mails daily and what I simply do is push the DELETE button. I only read mails I have consented to!

So, the first thing to do is create an avenue through which you get prospect's consent, collect their email; then BANG!

Apply the magic.

Once you get enough email addresses, start an email newsletter and profit from it.

FIVE EFFECTIVE WAYS TO GET 200-500 SUBSCRIBERS TO YOUR EMAIL NEWSLETTER WEEKLY.

1. ARTICLE DIRECTORIES.

Use search engines. Find article directories which allow you to place your ezine in their listings. List your ezine in these directories and watch what will come out of it.

TIP: Use a killer ad when submitting your newsletter to these directories. You will be surprised what will come out of it. Use the WHAT IS IN IT FOR ME principle.

2. USE YOUR WEBSITE EFFECTIVELY.

Place a subscription form on all pages of your website. Make sure the subscription form is easy to find and complete. All you need is the email address of your prospects and probably their names for the purpose of personalization.

3. ADD A BONUS FOR SUBSCRIBING.

I can assure you, adding a bonus for subscription to your ezine will increase your opt-in by a 100%

in no time. Give a free ebook or report. There are thousands of free ebooks all over the net. Pick them up and use them; and fast!

4. WRITE ARTICLES.

Write articles for ezine publishers, webmasters, ebook writers etc for free. Your article will include your resource box which will bring you hundreds of subscribers in a short time frame. Your article may end up on so many websites, you will be amazed and what's more, it will point right back to you.

5. NEWSLETTER JOINT VENTURE.

Look for other ezine publishers, contact them and start a Joint Venture. If someone opts-in to your newsletter, ask them if they would like to subscribe to your Joint Venture Partner's newsletter. Your Joint Venture partner also does the same. If each of you have 20 subscribers daily and you have 10 Joint Venture partners, you have increased your daily subscription to 60-100 by the Joint Venture partnership.

TIP: Make sure you subscribe to the ezine you want to show-case to your subscribers or have the publisher send you copies of previous issues. You might even check the ezine archives. You should be sure your subscribers will get value for their time.

Now that you know what to do to get subscribers to your newsletter in a clear opt-in situation, you have learned the first part of the email magic. The other half is about turning those subscriptions to SALES every single week.

Let's get this straight; if you have a subscriber base of 5,000 and a response rate of 5% (this of course is influenced by the quality of your newsletter. It can go higher with quality content. It is possible to have a 20% or even 50% response rate) and you make a profit of \$5 on each sale, you will end up with \$1250 weekly. This is just a minimal estimate. You can be sure of more if you do things right.

TIPS FOR TURNING SUBSCRIPTIONS TO SALES EVERY SINGLE WEEK.

1. GIVE YOUR READERS GOOD CONTENT.

If you cannot write, get articles from other writers. I definitely will not read a newsletter that has nothing in it. I would unsubscribe if I find out your newsletter is nothing but a sales letter. If your readers do not read, how will they see your ads.

Give them good content.

2. BUILD RELATIONSHIPS.

Make your prospects know and feel you. Ask them questions make it easy for them to reach you. Once you can build relationship and trust with your prospects, you have a higher chance of making them customers.

3. BE REAL.

Add personality to your email newsletter. Make your readers see you are real. Don't just publish the work of others, add a few comments or remarks. Write a few paragraphs. You can list places where they can get further help etc.

Just write something!

4. WRITE ADS THAT SELL.

Your ad copy should be great. It should make your prospects click (respond). Once you have been able to make the first three tips a reality, your ad will work like magic. (It is really magic).

It is quite easy to buy from someone who gives you good content. you have a relationship with, you trust and most of all real.

There you have it, the EMAIL MAGIC. You can increase your opt-in list every single week. The bigger the size of your mailing list, the more the profits you make.

Just keep turning subscriptions to sales every single week.

It works like magic. Use it.

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