

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

9 More Writing Tips for Successful Email Marketing

By Steve Slaunwhite

9 More Writing Tips for Successful Email Marketing

by: **Steve Slaunwhite**

A few months ago, I wrote a guide entitled: 101 Writing Tips for Successful Email Marketing. In fact, many COPY TIPS subscribers have a copy. Since that time, I have worked on dozens of successful projects and have discovered some additional tips for boosting response.

1. Ask a question in the Subject line. This almost always gets the email opened. I suspect this is because questions are so much a part of everyday email between friends and colleagues. It's a natural way to begin a conversation. Just be sure your question is honest and straightforward — not cryptic, hyped, or suspicious.
2. Write a letter, not an ad. With the growing use of graphics in email, a lot of marketers are experimenting with formats that look more like an ad than a personal message. The fact is, an "email ad" is more likely to be deleted on sight than one that appears to be a personal message - even if that message is obviously promotional.
3. Don't be afraid to go long. In the early days of email marketing, short copy was the rule. But this is changing. For some offers at least, longer copy that tells a more complete story is doing better. This is especially true when a transaction is involved, such as a subscription or sign up.
4. Beginning, middle, and end. Most click-thru responses will come from the hyperlink at the top, bottom, and middle of your email message - in that order. A lot of marketers forget the middle hyperlink. Don't. Your response rates will suffer.
5. Show a picture. For graphics-enhanced email, consider including a picture of your product. This will tend to lift response. Of course, if your product is intangible, you'll have to think of an interesting way to present it as an image. But, trust me, it's worth the effort.

9 More Writing Tips for Successful Email Marketing

6. Link the images. If your email contains pictures and other graphics, be sure to hyperlink them. You'll be surprised how many prospects will click on these to respond.

7. Drop-text images. A drop-text is a text message that appears when your cursor hovers over a graphic. This is common on web pages. In email, this technique works like a picture caption or sidebar that displays as your prospect interacts. Very powerful.

8. Bribes work well. An offer of free shipping, a discount, an invitation, or a free gift is extremely effective in email marketing. For my money (and my clients') information premiums — white papers, guides, checklists, downloads — work best.

9. Add a toll free number. Most prospects will click thru and respond to your offer online. But some prefer to call and speak with someone live. A toll free number will often boost response.

An award-winning copywriter, Steve Slaunwhite helps companies achieve their direct mail and email marketing objectives. He can be reached at

Affiliate Marketing Means Using Email Marketing

By David McKenzie

Affiliate Marketing Means Using Email Marketing by David McKenzie

As an affiliate in an affiliate program you need to be good at affiliate marketing. One of the most important aspects of affiliate marketing is email marketing.

Get it right and you will be a successful affiliate. Get it wrong and you will be just another affiliate statistic. (It is estimated that between 80% and 90% of affiliates make little or no money from affiliate programs)

What email marketing methods work best to be a successful affiliate?

Here are 3 methods that consistently produce the best results for affiliates:

1. Developing a Newsletter

You **MUST** have a personal newsletter that goes out on a regular basis. Just because you're an affiliate doesn't mean you should not have a newsletter.

A newsletter with valuable information lets you build an email list. Then you can market your affiliate programs through articles and ezine ads in your own newsletter. I personally have experienced some excellent results by promoting affiliate programs I belong to in ezine ads.

I know I personally have clicked on thousands of ezine ads in newsletters!

2. Set up an Email Course

A great way to build an email list is to run a free email course.

You package some of your content into an email course running over perhaps a few weeks and offer it for free to subscribers.

What you can do is have links at the bottom of each email promoting a different affiliate program.

For example, if you offered a 5–part email course you could promote 5 different affiliate programs in each email. In each email would be a link to a different affiliate program. Each link would have your unique affiliate code.

3. Offer an Ebook Download

Another great way to build an email marketing list as an affiliate is to offer a free ebook download. You can offer the download via autoresponder so that an email goes out to each subscriber giving them the download page.

In that email you could promote a few of your affiliate programs.

You can also promote affiliate programs by having links throughout the ebook. However be careful not to just provide an ebook full of links – you want to provide quality information first and the affiliate program links second.

Email marketing is an essential tool for the successful affiliate. Use it properly and you will see some fantastic results!

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!