

Boost Sales With An Email Bonus!

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Boost Sales With An Email Bonus!

By A.T.Rendon

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If you are doing business online then you must have an email contact list.

It is absolutely essential that you be able to email your list of subscribers, customers, hot prospects or general permission based list of non-customers with information about whatever product or service that it is that you are involved with.

Email, after all, is the foundation for communication on the Internet.

Whether you have your own established list of email addresses to contact or if you use one of the 1000's of online safe email lists to get your message out, you can boost your sales response by using a simple yet valuable email tool; an email announcement.

An email announcement is essentially an 'Alert' or bonus email.

You can provide your established customers an email alert about timely information on product releases or new services being offered, even before your non-customers

find out about it from you or someone else.

This gives your established customers preference.

But you can use the same technique with total strangers, like those from a safe list that you recently joined, by wording your email to show that it is a "Special Announcement".

All of us allow our attention

to be captured when we see an email alert of this nature.

Whether or not our attention is retained by that email has less to do with the actual wording of the alert than with the subject matter and whether it holds any interest for us personally.

But the important thing to remember, is that the 'Alert' itself can capture the attention of your potential audience just long enough for them to decide if it is of interest for them.

Capturing the attention of your target market will always **BOOST YOUR SALES!**

Ezine Subscribers Want More than a Free Ezine

By David McKenzie

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An ezine is an essential part of an online business.

But it is not enough just to offer a free subscription to your high quality ezine.

You need to offer something more. You need to make the decision to subscribe to your ezine really easy. Basically, you have to give away something else for free when someone subscribes to

Boost Sales With An Email Bonus!

your ezine. You need to offer a bonus.

The 2 best bonuses to give subscribers when joining up to your regular ezine are a free ebook or a free email course.

1. Free Ebook

Give your subscribers a free ebook. If it is only 10 pages long then call it a free ebooklet or free special report. If it is more than 10 pages then call it a free ebook.

Also, make it really easy to get the free ebook. When subscribers subscribe to your ezine make sure an autoresponder goes back to them immediately with instructions on where to obtain the free ebook.

It is often the case that the free ebook enticed them into subscribing so make sure they can get their free ebook quickly and easily.

2. Free Email Course

Set up a free email course and offer it as a bonus for subscribing. Once again, make it available by autoresponder.

Set it up so that the email course starts as soon as someone has subscribed.

Again, make it really easy. When they subscribe to the ezine, tell them they will start receiving the bonus email course immediately.

Unfortunately it is not enough to give away a free ezine just by itself. You have to give away a bonus as well and you have to make the bonus enticing.

With a free ebook or email course you can set it up automatically with an autoresponder so that once it is up and running there is no more work to do.

Using a bonus to get subscribers will certainly increase the number of subscribers you get. And that really is the objective for the ezine publisher - to get more subscribers!

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!

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