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

Email Courses For Success

By Raymond Johnston Jr

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As the eBook market has become ever so saturated with much useless material, the use of email courses is on the rise.

It is fast becoming one of the most cost efficient ways to advertise.

Let's take a look at what is required to be successful with an email course.

1. Valuable Information

If you don't provide helpful information, you might as well save yourself the time and energy required to produce the course.

No content, has become the norm in the mass over population of the eBook. Everyone is putting one out and very few have anything useful to say.

A lack of information would put your course in a similar light.

2. Easy to Read Format

This is a must. There is nothing that will get an email deleted faster than to open up a huge bunch of text all

crammed together.

Make it easy to read. Put it in a format that makes it easy for the reader to go back and find information. Lots of white space makes it easy to read as well. This also makes it easier to find wanted information.

3. Keep Each Part of Your Course Short

Make sure each part can be read in a

reasonable amount of time. Time is so very valuable and people are looking for the condensed version.

You can't expect someone to sit down and spend 20 to 30 minutes a night reading your course. Most people just don't have that much time to devote. If your course is long, simply make it into more parts. You are much more likely to get your material read if it is only 4 to 5 minutes a day.

4. Keep your advertising short

Let your advertising be short and to the point. If your reader finds more advertising than information, you will lose them very quickly.

Some of the so called email course are nothing more than advertisements. Putting out something of this nature will do nothing but tarnish your reputation.

Email courses are a very good way to advertise while building your reputation as a provider of useful information.

Email courses provide you with a full time advertising medium, while allowing you to give away valuable content as well.

It is quickly becoming one of the best ways available to advertise. Don't be late to the party. Start offering email courses for your website visitors or newsletter subscribers today.

You can help contribute to the success of your readers as well as yourself.

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!

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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