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## Give Your Visitors a Free Email Course

By David McKenzie

### Give Your Visitors a Free Email Course by David McKenzie

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.

## Give Your Visitors a Free Email Course

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](http://sendfree.com) or [getresponse.com](http://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!

### **Affiliates Need to 'Capture' the Email Address**

**By David McKenzie**

#### **Affiliates Need to 'Capture' the Email Address by David McKenzie**

One of the secrets to a successful online home based business is capturing your visitors' email address so you can contact them again and again. The most effective way to capture email addresses is by offering a free newsletter, free email course or free ebook.

For affiliates, capturing the email address is a bit more difficult, but certainly no less important.

If you resell products or services on your web site this is done through affiliate links. Quite often your visitor comes to your site, clicks an affiliate link and leaves; perhaps never to return again.

You **MISS** capturing the email address!

So how can you ensure you get that email address?

While you will never capture everybody's email address there is a way to increase the number of email addresses you do capture.

You need to redesign your web site and change the focus away from affiliate programs and towards

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getting email addresses.

Here are 3 web design techniques you can use immediately:

1. Offer a free newsletter on your home page or entry page and make the sign up process really easy.
2. Offer a free email course on your home page or entry page.
3. Take the affiliate links OFF your home page. You are much better putting affiliate links in your newsletter or email course.

To have a better chance of getting the email address it comes down to offering your visitors something else before giving them access to your affiliate links.

The best offer' is something for free like a free newsletter, free email course or free ebook.

Believe me, altering your web site like this does work. I used to have lots of affiliate links on my home page but not many sales.

Now, most of the people who purchase through my affiliate links are already subscribers to my newsletter or my email courses.

Do not underestimate the importance of this. Redesign your web site to capture your visitors' email addresses.

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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