

Hey, Why Are You Recording My Name?



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By Alan Yap

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Which email are you more likely to read: one with your name on it or one without? Chances are, you will choose the former. Well, you are not alone. Statistics have shown that people are more than twice as likely to open and read an email that is personally addressed to them. But how can you benefit from this fact?

Personalize your emails!

Whenever you send emails to your prospects or ezine subscribers, have their names appear on the subject headings. This simple tip can easily double your earnings.

But wait, how are you going to get them to "willingly" tell you their names?

If you run an ezine (which is an absolute ***MUST*** for your online success), your primary goal is to get the email addresses of your potential subscribers. Don't try to ask for their first names, last names, gender, age, or any other

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personal information.

With the increasing number of online scams, it is not difficult to see why people hate to divulge their personal data, especially on their first contact. Why should they? They hardly know you. You should be happy if they are willing to give you their email addresses. Ask for anything more and they may not even subscribe.

"What Alan? I thought you just said we should personalize our emails? How can we do so without asking for their names in the first place?"

You can, and you should ask for their names. But not on the first contact.

An example always makes things clearer. Take a

look at <http://www.profitjump.com> . You see that I only ask for the email address of those who wish to subscribe. Once they enter their email addresses and hit the "Subscribe" button, the real action begins...

Notice that I say all new subscribers will receive 3 free gifts? After I've received their subscription requests, I send them a "Thank You" note. This note also tells them how to get their free gifts -- by simply replying to my autoresponder. This time they will be emailing me using their email programs, which are usually configured to include their names. The second "free gift" request email that I receive from them will now contain their names. Bingo!

Even if they don't reply to my autoresponder, I still get their email addresses. :-)

Still can't figure out how this works? Then see it in action! Just go to <http://www.profitjump.com> and do a subscription request. You'll get the picture in a minute.

Now I'm not going to leave you hanging there. You

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can implement what I've done right away. Here are the resources:

1) To set up a form page (where subscribers give you their email addresses):

<http://cgi.tj/scripts/alienform>
– what I use

<http://cgi-resources.com>
– choose from a collection of CGI scripts

2) Autoresponder:

<http://www.autobots.net>
– I prefer this to others as it does not carry any annoying advertisements

3) Software to organize and send your personalized emails:

<http://www.group-mail.com>
– This award winning software will solve many of

your email management problems.

When you ask for your subscribers' names right from the start, they become defensive and may even reconsider subscribing to your ezine. Or they may just give you fake names which really defeats the whole purpose. Don't let them! Ask for their names only after they have subscribed. It is usually easier that way.

Remember: More Subscribers + Personalized Emails
= Double Your Sales!

Alan Yap, founding editor of ProfitJump. Learn the "unconventional" tricks that he uses to grow his ezine to 4,000+ subscribers in just 2 months! Visit <http://www.profitjump.com> or subscribe at <mailto:subscribe@profitjump.com> and receive 3 Bonus Reports.

Call management

By Marcom Communications

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Thousands of UK businesses are now protecting their employees and meeting legal requirements through intelligent use of call recording systems. Due to recent government legislation (coming in force by Dec 2004) it is now imperative to record all your business calls if you run a financial services organisation.

Even if you don't, call recording is an important business tool that your organisation should seriously consider using. Until now, call recording has always been an expensive luxury designed for large organisations. However, with Marcom's cost effective recording solutions, this is no longer the case.

Why do you need it?

Find out at http://www.marcom-news.com/Call_recording.htm

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