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Em@il Marketing SUCCESS





**Email Marketing Success
Program**

Part One:

How Email Marketing Works

By
Rick Nuske



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Introduction

Hi, my name's Rick Nuske and I'd like to welcome you to the first part of my *Email Marketing Success* program.

I've created this program specifically so that your business can join the other companies that have successfully built a way to make income online with email marketing. While I can't guarantee your success or the amount of income you'll make, the tips and tricks found in this program can provide you with all that you need to increase your income potential through email marketing.

In this first section of my *Email Marketing Success* program, you'll learn how to:

- Understand why email marketing is a great way to start building your online income potential
- Choose the best niche or market for your success
- Create landing or opt-in pages for optimal response rates
- Build a list full of potential customers willing to buy from you
- Set up your complete email marketing system

I hope you'll enjoy all of the tools and strategies found in my *Email Marketing Success* program. They will help you to develop a passive income that can give you the ability to increase your company's bottom line and build a powerful presence online.

If you'd like information on my other business-building products, please visit my website at www.myfuturebusiness.com.

Here's to your success,
Rick Nuske



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Why Email Marketing?

One of the most popular ways to build income online is through email marketing. When done right, it can be a way for you to connect with those individuals interested in your type of business and the more you stay in touch with them, the more money you will make.

Whether you're sending out free information, inviting people to attend a free webinar or promoting an offer, you can generate a following for your business that will create multiple income opportunities for many years to come. Using the methods I show you in this section as a foundation, you'll understand why email marketing is so important to your overall online income strategy.

But before we cover the elements of how to create successful email marketing campaigns, it's important that you understand what email marketing is and why it is so powerful.

I do want to mention that if you already have some experience in internet marketing, you may want to skip through some of the parts in this first section. You may also want to jump ahead to the second section to get more detailed information as this section is designed for those just starting out.



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What is Email Marketing?

If you're curious about just how much money you can make from an email marketing campaign, here's an example:

I was recently promoting an offer by an Australian Entrepreneur named Matthew Lloyd. In one of his courses, he teaches people how to use internet marketing to make money. So I decided to promote this product to my own email list for 30 days using targeted banner ads coupled with an email campaign as my main strategy. You are already familiar with emails that you receive and send on a regular basis but you may still be wondering what exactly email marketing is. Email marketing is where you send an email with an offer or promotion to a pre-designated list. Usually the offer isn't made in the actual email.

The email "builds up" the reader within the email and the idea is to entice them with your promotion so that they will want to click on the link provided within your email. Clicking on that link will take the reader to a sales or landing page where they can actually make the purchase.

Chances are that some of the emails you receive in your inbox are exactly like this. They probably come from companies that you've previously done business with or have shown interest in before and they're trying to attract business from you.



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They have your email address because you either purchased something from them, downloaded something from their website, or requested information from them and they asked you to provide your email address as part of the process. With your email address, they basically have permission to email you additional information,

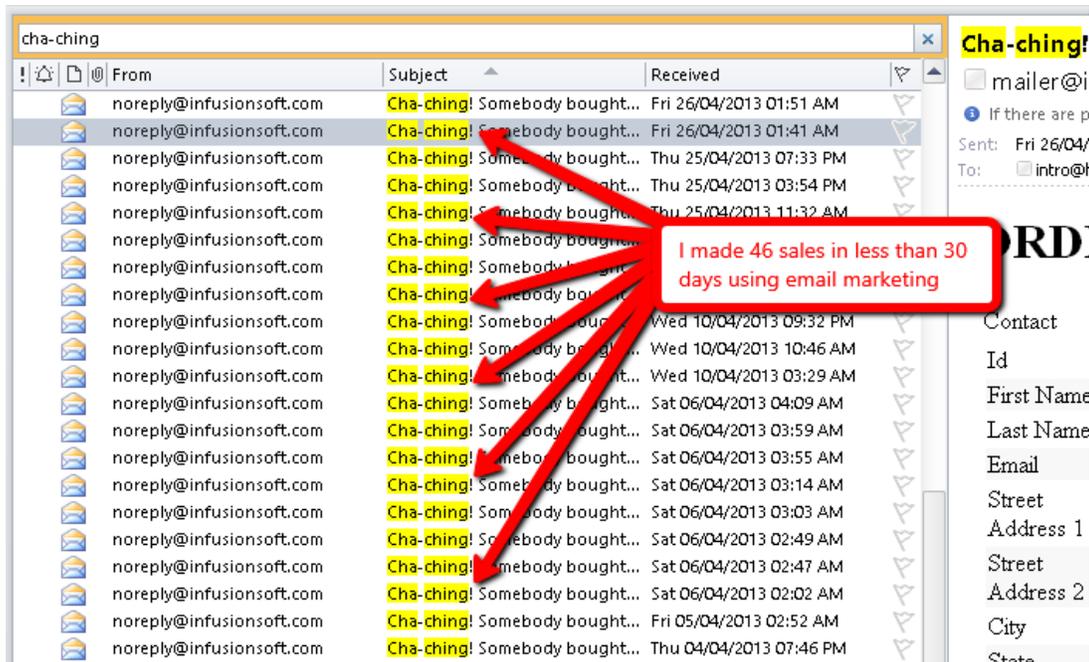
offers, and promotions in order to create trust and build a relationship with you.

I set up a new email autoresponder account myself, which was something I had never done before. Then I created 30 days of email copy and set them up to send automatically each day. At the end of the month, I checked my Infusionsoft account and I ended up with around 46 sales and generated \$3,354.70!

Not bad for a complete novice and for very little work. The results were amazing. I don't show you them to you to say how good I am, I'm showing you because I wanted you to know that I was a complete newbie at the time and just decided to give it a go – and it worked better than I could have hoped for!



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This screen shot was my email account during the banner and email marketing campaign. Although the screen shot cuts them off, there's over 40 purchases made of the product I was promoting – and all of them came directly from my sequence of follow up emails I'd set up earlier in my autoresponder account.

This is exactly what you'll be doing with your potential and current customers to make money through email marketing campaigns. We will go over the process in detail throughout this module.





Difference between Mass Marketing and Email Marketing

Mass marketing is the type of marketing you see every day. The ads placed in newspapers and magazines in addition to TV and radio commercials are considered mass marketing. It's where large companies such as UPS and McDonald's spend millions of dollars to place their products and services in front of the mass population.

However, most of us can't afford to spend that kind of money to attract our customers, which is why email marketing is much more effective. Email marketing is a form of what is called Direct Response Marketing. Many business owners, including home-based entrepreneurs, aren't familiar with it but it can make a big difference in reaching the perfect audience.

Direct Response Marketing very clearly targets the right audience for what you are trying to sell by asking them to directly respond to your advertising. This is done in the form of a call to action within the advertisement. You've probably seen these types of ads without even realizing it.

Direct Response ads include a headline, copy that speaks directly to the reader, and a call to action, sometimes throughout the copy, but especially at the end. The call to action could be, "If you're interested in learning more, call this number" or "For your free report, provide your email address and we'll email it to you."



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If you want to see the perfect example of direct response advertising in action - watch an infomercial. Even though this isn't the form of advertising you will be using, infomercials include all of the necessary elements for direct response marketing. They have a catchy way of immediately getting your attention, which is the

equivalent of a headline. They talk incessantly about all the features but focus mostly on the benefits of the product, which is the same as the copy in an ad. Then they have an enticing offer to get you respond, such as "Order now before we raise the price!" or "Get it today before we run out!"

You will have the same elements in the emails you send to your customers. The headline will be the subject line of the email. The copy will be the body of the email and the call to action will involve getting them to click on a link to a sales or landing page. I will go over these in more detail in a later section.





Pros and Cons of Email Marketing

Just like any other form of advertising, email marketing has its advantages and disadvantages. One of the advantages is its cost. As I mentioned previously, mass marketing can cost a company millions of dollars to implement. By comparison, email marketing is a very inexpensive method of advertising.

In order to send emails, you'll need to sign up with an email service provider. These companies will either charge you a low monthly fee or a very minimal fee per email sent. Either way, it is a very cost effective way of advertising.

Another positive to sending emails is the ability to reach the right audience more quickly and effectively, which also has a direct impact on your cost savings. Think about the fact that in this age of information overload, it's getting more difficult for businesses to reach an audience that is interested in their particular type of product or service.

Consider how many ads you see in any given day. There are ads on TV and radio, in magazines and newspapers, as well as online on any given site.

Now, think about how much you power you have to "weed" those ads and commercials out. Many of us have DVR's that allow us to skip commercials. We can listen to MP3 players or other devices such as satellite radio in our cars that have limited or no ads at all on them. So even with new technology and better ways to reach your audience, it's still a challenge to reach them successfully.



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But with email marketing, you're targeting an audience already interested in your types of products or services and only the qualified ones who responded to your ad.

One other advantage to using email marketing is the ability to track results very quickly. If you were to send a flyer or sales letter out to a select group of people, it could take a few weeks or longer just to see if anyone responds to your call to action.

With email marketing, on the other hand, you can see results within a day. Regardless of what email service provider you use, they will have tools in place to help you track how many people have opened your email, which is called an 'Open Rate'.

You'll also be able to track if people clicked on the link within your email. These results will be available to you quickly and will be easy for you to evaluate.

By having this information, you'll have the opportunity to tweak the email headline, copy, or offer and track what works best to maximize your profitability. I'll go over this in more detail in a later section.



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Choosing the Best Niche for Your Success

Even though email marketing is a fairly simple process, there are important factors to consider that will determine your success. If you're new to email marketing that success will mostly depend on what niche or market you choose.

Choosing your niche or market is a very important first step to creating successful email marketing campaigns. However, you will need to take certain factors into account before you decide on that niche or market.

By taking into account the following factors, you'll find that there's a niche out there for you that will attract your interest and it'll show in your efforts as well in your success.





Draw From Your Interests & Skills

One thing that will help you in your decision of what market to choose is to consider what interests you. This could be something you have experience or skills in or something you do as a hobby. It can also be a topic or subject that you've always been interested in and always wanted to learn about.

It's important to pick something you already have some interest in so that you can have a better understanding of your customers. This will enhance your success, as you'll have better knowledge of what customers need and how to 'speak' to them in your emails.

Having this knowledge will also help you to understand the market better. If you have this understanding, it could help you to avoid potential mistakes that will affect your income potential.

For instance, if you know that most people in your niche are inexperienced, your product or service will be geared towards that audience. If you don't have that knowledge, you could waste time, energy and money creating products that aren't a good match for your audience.



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Why Competition is a Good Thing

A common mistake that most people make when they choose their niche or market is to pick something that doesn't have any competition. They mistakenly think that having competition will cost them sales when actually the opposite is true.

While it may seem more profitable to introduce a new product that doesn't have competition, it's actually better to have products or services similar to what already exists. What most people don't understand is that if a product has competition, it means that people are already making money in that area.

Competition is also good as it means that if others are in your market, it could give you the opportunity to partner with them and increase your income potential as you build your business.

For example, say your internet marketing business is about helping people to improve morale in their company. You could partner with a trainer or coach specializing in that area and each of you could promote each other's business, which will lead to increased profits for both of you.





Take Time to Do Your Research

Even if you are knowledgeable on your topic or market, it will still be necessary for you to do research to optimize your success. You'll first want to make sure that your topic has enough competition as I discussed in the last section. Doing a search on your topic can provide you with some information and you can also look at a free tool called the [Google AdWords Keyword Planner](#).

I will go over this free tool in a later section but for now, I will tell you that you can enter your topic into the Keyword Planner and it will give you the average amount of people searching on that particular topic. The larger the number, the more competition you have, the better your chances for success.

Doing a Google search on your topic can also help you to find partnerships or Joint Ventures. As I discussed in the last section, these can greatly enhance your profit potential and you can also help others with their sales for a win-win situation.

Research will also help you to figure out what types of products within your niche are available and which ones will be the most profitable for you to sell. It makes sense that larger ticket items will make you more money more quickly but you will need to know where to go to find them.

You don't necessarily have to sell only larger ticket items but having them as part of your strategy will enhance your income potential. One place that you can go to do research on the variety of products available is [ClickBank.com](#).





ClickBank.com is an online marketplace where people can buy and sell information products on various topics ranging from business and investing to health and fitness to self-help and spirituality and more. It's free to sign up and definitely worth taking a look at.

Landing or Opt-in Pages

Landing pages are basically online sales letters. They're also referred to as lead pages, squeeze pages or sales pages. I'm sure you've seen them before but may not have realized their specific purpose at the time.

Landing pages are a web page that is only one page and doesn't provide you with any other content pages to click on but it does include a link or form to sign up or purchase something. Businesses will use them to sell products, services, or to get people to attend an event or sign up for free information.

When someone fills out a form placed on your landing page for these types of information, they will be required to leave their email address to receive the download for further instructions. Once you have that email address, you can start using it to market to them on a regular basis.

A link is sometimes put on a landing page as a way to get the reader to buy something on an actual web site. The landing page is used to "build up" the reader in order to get them to click on that link to actually purchase an item.



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Here's an example of a basic landing page design by Optimize Press 2.

 [Landing Page Generator](#) [Home](#)

A Brief Guide to Responsive Design

How to use responsive design to increase sales on your websites



Get Instant Access!

We value your privacy and would never spam you.

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Your 3-Step Guide to Getting Started with Responsive Design

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In the case of the company Lead Squared (shown below), they are using their landing page as a way to get people to sign up for a free 15-day trial. Notice that they are requiring you to leave a name, email address, phone number, along with some other information before you begin. This gives them the opportunity to contact you in the future with other offers or specials.



Simple Software to Create Landing Pages and *some*

Industry Specific Templates | No Coding | Easy to Customize | Setup Autoresponse

A screenshot of a landing page for Lead Squared. The page is divided into two main sections. On the left, there is a video player with a light blue background. The video title is "Land More Leads. Close More Deals". Below the title are social media icons for Google+, Facebook, Twitter, Blogger, YouTube, WordPress, and LinkedIn. A play button is centered on the video. Below the play button, it says "Learn how Ginger is growing her business". The video player has a progress bar showing 3:05 and social sharing options for Embed, Tweet, and Like. On the right side of the landing page, there is a dark blue sidebar with the heading "Signup for FREE Trial!". Below the heading are five input fields: "Name *", "Email *", "Phone Number *", "Website", and "Best time to reach you?". At the bottom of the sidebar is a red "Get Started" button. Below the video player, it says "Some of our Clients".

Regardless of the purpose of your landing page, it's important that you know what you're doing so that it gets people to respond. Your landing pages require specific elements in order to ensure they're a success. By taking note of the following elements, you'll create successful landing pages that will result in your online success.





Writing to Your Audience

It's important that any online content you write is targeted towards your specific audience. You'll want to speak directly to them as if you were having a conversation with them and direct them to do exactly what you want them to do. Instructing them to do what you want is very important.

Be aware that people arriving on your site will not want to feel like they're being sold to. That's why a conversational tone is so important. Avoid using terminology that sounds too "sales-y" or over-hyped. Remember that you'll need to remain credible to maintain your audience and with that, you should be able to back up and guarantee any claims.

It's also important that all of your copy is geared toward getting your reader to take action. Provide them with a reason why they should sign up for your free webinar. How will it benefit them? Also, telling them why it is worth their time to attend are just a few things you will need to consider.

If you're offering a free download, what vital information is included that they can't get anywhere else? Is it pertinent or helpful to something they are trying to be successful at and is it somehow relevant to the topic you're promoting?

The content in your landing page should make your audience understand that your product or event is the only solution for whatever problem they may be having. Spend time getting your message right and it'll make a massive difference to your conversion rate.





Landing Page Creation Software

As I've mentioned previously, landing pages are meant to attract your audience and get them to take action. This includes having specific graphics and written copy geared towards attracting attention to key spots throughout the page to encourage a response. In order to take full advantage of this, you can use landing page software to create the content as well as action-enhancing graphics.

Landing page software is designed to make it easy for you to add graphics, enhance your headlines, and add attention-grabbing features. You will also be able to add sign up forms or links for those interested to purchase products.

By using software specifically for landing page creation, you don't have to worry about learning any specific coding. All you do is download the software, tell it what you want it to do, and adjust the page to look the way you want it to.

There are many landing page software packages available to choose from. As with any other software, each includes features that are standard and some have additional bells and whistles that may appeal to you.

As part of the many bonuses I'm providing with this program, I've included a list of landing page software package vendors for you to research and choose from. Refer to the bonuses section for your exclusive access.





Essential Elements to Your Landing Page Success

It's essential that your landing pages have the necessary elements required for them to successfully attract your audience. Every element of your landing page will be essential to getting people to take action.

First, you'll need a headline that gets people to notice it. Not only do they need to notice it but it also needs to draw them in and keep them reading. Think of the headlines you see on newspapers or magazine covers. They are there to attract readers and get them to buy or at least read the article.

The body of your landing page must focus on the benefits of what your product or service has to offer. You shouldn't be writing so much about what a product does (its features and functions), but what it does for the reader and the benefits they will get from having it.

Does it help them to make more money, run their business more efficiently, or manage their employees better? Don't focus on the facts. Focus instead on what they'll do with the extra money, how much money they can save or the benefits of increased employee morale.

Your offer or call to action is what you want the reader to actually do. Whether it's signing up for a webinar or downloading information, you want them to act now. Mention that the offer is only for a limited time or it's only available for a certain amount of people. The point is to create urgency so that they sign up right now.



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Driving Traffic to Your Landing Page

Just having a landing page won't be enough to get people to sign up. It's not like a regular website that can attract the search engines with a lot of content and SEO strategies. You'll need to use specific tactics to drive traffic to your landing page in order for it to get noticed.

Landing pages aren't meant to be found in organic search engine results. They are meant for people to be drawn to them from internet marketing strategies that you will use throughout your email campaigns.

You may have heard of some of these tactics or use them already for different reasons. It's important that you understand all of these methods so that you can ensure your landing pages are a success.



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Keyword Research

Search engine optimization or SEO starts with keyword research. When someone is looking online for a product or service, they type a word or phrase into their search engine related to what they are looking for. That word or phrase is called a 'keyword' in internet marketing terminology. The search engine they use will create a list of potential matches based on the popularity of the sites related to that keyword.

Doing keyword research is essential, as when it is done properly you will be able to see what keywords match the specific product or service you're trying to promote. You can then use those keywords to drive traffic to your landing page successfully.

Your keywords will drive not only your email campaigns but also all of your internet marketing strategies. Knowing the right keywords to use is essential as it will drive the correct audience to your campaigns, which will enhance your email campaigns success.



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The Power of Google

It's hard to miss the fact that Google has significantly increased in popularity over the years. It's almost completely taken over how we use the internet. Google has basically set the rules for keyword research and SEO and it appears that their influence gets stronger every day.

One way they have proven their influence is through their free keyword research tool. The Google AdWords Keyword Planner can provide you with a lot of useful information. This is a free tool that only requires that you sign up for a free Google account or Gmail address to use all of its features.

With this tool, you can type in a word or phrase related to the business, product, or service you are trying to promote. It will then show you the average amount of people searching for that word or phrase, the level of competition for the word or phrase, and the Cost per Click (CPC), which we'll get into in another section.

You can see where this can be a valuable tool to use when you're trying to increase traffic to your landing page. It gives you the keywords you need to use to attract people looking for your particular type of product.





Paid Online Advertising

One of the most popular ways to drive traffic to your landing page is through paid online advertising. When you do a search on Google or any other search engine, you can see the online ads other people have placed that are on top and/or to the right of your search results.

This is also known as Pay-Per-Click or PPC advertising. With PPC, you write ads based on your target keywords. You then put these ads on search engine sites where you are charged every time some one clicks on the ad, hence the name pay-per-click.

These ads can be very effective as they are focused on the keywords that are related to the product you're selling. Since you've done the research, you will already know what keywords will work well. When people search for that keyword or keyword phrase, your ad will show up within their search results. This increases the likelihood of someone clicking on the ad since it is so targeted to their search.



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Google AdWords

The most commonly used method of PPC is through Google AdWords. You can set up a free account and tie it to your keyword research with the Google Keyword Research Planning Tool.

Although the details of setting up a Google AdWords campaign go beyond the scope of this product, know that it's an important part of your email marketing campaign.

As you can see in the screen shot below, Google allows you to set up a budget, create your ads, select appropriate keywords related to your campaign, and set up your payment options.

The screenshot shows the Google AdWords dashboard. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', 'Tools and Analysis', 'Billing', and 'My account'. Below this, the main content area is divided into two columns. The left column, titled 'Welcome to AdWords!', features a 'Create your first campaign' button and a 'Getting started' section with four numbered steps: 1. Choose your budget, 2. Create your ads, 3. Select keywords that match your ads to potential customers, and 4. Enter your billing information. Below this is a 'For experienced advertisers' section with a link to 'Choose one of the following and get started with the full range of AdWords features'. The right column, titled 'Learn more', contains a video player for 'Getting Started with Google AdWords' and a 'Common questions' section with a search bar and a 'Go' button. At the bottom of the right column, there are 'More resources' including a phone number and links to a 'Beginner's Guide' and 'AdWords Certified Partner'.

Google AdWords Announcements (1)

Home Campaigns Opportunities Tools and Analysis Billing My account

Welcome to AdWords!

[Create your first campaign](#)

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- [Start creating advanced campaigns](#)
- [Go to billing setup](#)
- [Set up conversion tracking](#)

Learn more

Getting Started with Google AdWords

Learn more about AdWords

Common questions

- Where will my ads appear?
- How much does AdWords cost?
- How do I choose a budget?
- How do I choose a maximum CPC bid?
- How do I select keywords?
- How do I write targeted ad text?

Search help center

More resources

- For free campaign setup support call: **1-855-331-2683** (Not in the US?)
- Want to learn all the basics? Check out our [Beginner's Guide](#)
- Want to find an AdWords Certified Partner to manage your account? Use



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Once you've set up your Google AdWords campaign, you can monitor the results. I suggest starting out with a very low budget until you become more familiar with the process and start seeing results.

You can set up multiple campaigns and Google provides you with many tools to monitor your results. They also provide a toll-free number and a Beginner's Guide to help you if you have any questions.





Other PPC Methods

In addition to Google AdWords, you can use a few other options for PPC advertising.

Bing, which is the search engine for MSN, and Yahoo! have combined forces for their own network of PPC advertising. You can also set up an account for free and it works very similar to Google AdWords.

As I've mentioned earlier, how to set up your PPC campaign goes beyond the scope of this training, but you will want to try a few different methods in order to achieve the most success.

Looking at the screen shot below, you can see that you can import information from your Google AdWords account or start from scratch. Bing also provides a free hotline and live chat features to help you get started.

The screenshot shows the Bing Ads account setup interface. At the top, there's a navigation bar with 'bing Ads' logo and links for 'Home', 'Campaigns', 'Accounts & Billing', 'Reports', and 'Import from Google AdWords'. Below the navigation, a 'CUSTOMER' section displays a 'Congratulations!' message. The 'Get Started' section offers two main options: 'Import From Google AdWords' (with a download icon) and 'Create Your 1st Campaign' (with a plus icon). A 'Need help?' section provides 'Free Setup Support' and a 'Live Chat' button. On the right, a 'Keep in Mind...' section lists key features: 'You choose your budget', 'Ads are shown for free', and 'You're always in charge', each with a 'More Information' link.





Facebook Ads

You can also place PPC ads on Facebook. The nice thing about Facebook is that you have a lot more flexibility about who will see your ads and how. This gives you an even better chance of having a successful PPC ad campaign.

As you can see in this screen shot, Facebook starts out by asking you the reason for your campaign. Not only can you use their ads to promote your website, but you can use it to promote Facebook page likes, offers, events, and more.

It's simple to use their ads program and just like other PPC options, they provide a lot of information and assistance free of charge.

Advertise on Facebook Help: Choosing an Objective

What's your advertising objective?

- Clicks to Website**
- Website Conversions
- Page Post Engagement
- Page Likes
- App Installs
- App Engagement
- Offer Claims
- Event Responses



Clicks to Website
Get people to visit your website.

[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Terms](#) [Help](#)

Facebook © 2013 · English (US)





Directing Traffic

When you set up your PPC ad campaign, it'll be important for you to know ahead of time where you will direct people to when they click on your ad. This is where your landing page comes in to play.

As I discussed earlier, creating a great landing page will drive traffic to your final target destination. Make sure that the language you use in your PPC ad campaigns is directly related to the language you use on your landing page (in other words, is congruent). If it doesn't match or is conflicting in any way, you could end up losing some of your audience, as they'll think they've 'landed' on the wrong site.

To learn more about the types of PPC ads out there, as well as landing pages, I suggest you do some basic searches in relation to your keywords on Google. You'll see ads to the right and on top of the search result page. If you click on some of these ads, you will see that most ads will bring you to a landing page.

Doing this will help you to see how other people are using PPC and what types of landing pages are out there. You'll also see what looks more appealing and how some ads and landing pages will look more professional than others will. Keep yours looking on the professional side and you've already made big steps to stand out against your competition.





Free Information

Once people show up on your landing page, you should have a way to entice them to leave their information so you can get in touch with them at a later date. One of the best ways to do this is by providing them with free information related to your business.

You may be thinking that you don't have enough material to provide to your target audience, but In reality, it isn't as hard as you think.

Regardless, you must have some from of content to attract your audience. The good news is that there a plenty of options for you to provide quality content. If you're having a hard time figuring out what will work best, go back to your research.

What types of content are your competitors providing their audience? Can you provide more or enhance it in any way? If they're providing an ebook, can you find a way to record a podcast or MP3 file to accompany your version?

By looking at your competitors, you will see that there are a variety of ways you can provide content to your audience. Any one of them can be a great way to entice people to join your list as well as engage them in business with you. Think about what will provide the most value to your audience and then you can develop your content from there.

Remember, it's good to research what your competitors are doing but never copy or steal their content or else you can find yourself in violation of copyright laws. I am listing some ideas for free information in the next few segments.



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Ebooks

Ebooks are quickly gaining popularity as most people have a smartphone or tablet device to read them on. Ebooks are also easy to create and produce for distribution. You can create them in a simple Word document and then convert them over to a PDF file. If you have an older version of Word, you can use free software that easily creates PDF documents such as [PrimoPDF](#).

Whatever you do, make sure you distribute your ebook as a PDF document as this will severely limit the ability for people to copy and/or change your content and sell it as their own. A PDF format also looks more professional and can easily be formatted with your own graphics and logos.

Some of the best content for ebooks can involve tips or tricks in relation to your business. For example, if you run a bookkeeping business, you can provide tips on how to reduce expenses or ways to eliminate mistakes on taxes.

Regardless of what business you're in, an ebook can be used to provide trust and credibility. This will give people a reason to download it without hesitation. Within your ebook, you can also provide additional links and offers for people to choose from. This gives them the opportunity to stay in touch with you even if they eventually leave your email list.





Case Studies and White Papers

A case study is simply a story of a testimonial from one of your clients. In it, you'll describe what problem your client was having, what kinds of issues they were experiencing because of it, how they sought a solution for the problem, how they specifically found your business, and what was the end result of using your product or service.

A white paper is broader in terms of detailing a problem and how that problem can be solved with your type of product or service. Even though white papers started out many years ago as being more technical in nature, their format has changed somewhat in recent years and they don't necessarily have to be written that way.

Both case studies and white papers can provide your business with a tremendous amount of credibility. By offering them as free information, you can give people a great reason to start being a customer of yours.

Don't get discouraged if your business is new and you don't have enough material for a case study. You can still create a white paper even if you are just starting out based on industry statistics. All you need to do is refer people to your business as an end result to get the desired effect.





Monthly Newsletter

A monthly newsletter is probably the most popular form of free information that businesses use. Unfortunately, it's also one of the hardest to get people to sign up for since everyone these days is already inundated with email.

Again, this is where great content will come into play. Not only will your newsletters need to be well written, you'll also have to give people a reason to want to sign up even though they may not want to read another email.

Consistency will also be a huge factor in the success of your newsletters. If you say you're going to send a newsletter out on a monthly basis, make sure that you do send one out every month. If you don't send it out as planned, you'll run the risk of looking unprofessional to your audience and you will damage your credibility with them.

Tips and tricks are a large part of the content normally found in a newsletter as well. For example, if you own a landscaping business, one of your monthly newsletters could be about ways to keep your lawn green during a hot summer or during a drought.



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Webinars

Webinars are also increasing in popularity and they're easy to produce. As part of the bonuses for this product, I've created a list of a few companies you can use to create your webinar. As with any other vendors I recommend, do your research on each of them to find out which one will suit your specific needs. Some of the companies I list will let you do a 30-day free trial so you can see how they work. Refer to the bonuses section for your exclusive access.

Webinars are a great way to demonstrate something like benefits to using a specific software or a process specifically done by your business. You can also guide people through how your product or service differs from its competition.

Webinars are also a good way to interact with customers and show a personal side to your company. You can set them up to have a Q & A feature at the end so you can talk directly to your audience and build a rapport with them. It's so important to build relationships with your customers so that over time they get to know and trust you.

Now that you have some ideas of what types of content you can provide to your audience, essential elements to include in your landing page and how to drive traffic to that landing page - it's time to build your email list.





Building Your Email List

The most important element of email marketing is your list. Without a list of people to email to, you can't send out any emails. So building your list with relevant contacts will be essential to your success.

There are a variety of ways to build your list and some are more effective than others. Your success will ultimately depend on how well you know your audience and their needs.

Keep in mind that you won't build a list overnight. It will take time to cultivate an audience that will be interested in your products. The faster you try to build your list, the more likely you will not have qualified people on it. I've talked about a few of these methods already but I will mention them here as well.

Pros & Cons of Purchasing a List

The quickest way to build an email list is to purchase email addresses from a list broker. Although this may be a quick way, it doesn't necessarily mean an effective one. Purchasing a list should be done with extreme caution and only if it's within your budget to do so.

When you buy a list from a broker, you can choose people based on their demographic information. For instance, if you know your product or service will benefit people from the 25-35 age group, you can choose your list from that group when you purchase it.

You can also buy a list based on the types of products or services that they have shown interest in before. In other words, if someone has purchased weight loss products before, list brokers will have them on a specific list for those companies looking to sell related products.



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The reason why I say that you should exercise caution if you are considering buying a list is because the cost of buying a list can add up quickly. In addition to cost, you also run the risk of getting an outdated list of people. Some list brokers may only update their list a few times a year or only once a year. This would mean that you're wasting money on a list that may not be very effective or valid.

There are quite a few other ways for you to build your list. Most cost less than buying a list and by creating the list from already existing resources, you'll have a stronger, more effective, and targeted list.





Paid Advertising

As I've mentioned in the last section, you can use PPC ads to drive traffic to your landing pages. The nice thing about setting up your campaigns is you can test variations of your keywords and copy to see what works best.

In fact, it's important to test your PPC campaigns as the cost can add up quickly, especially if your campaigns aren't working. By maximizing their effectiveness, not only will you save money, you'll increase the amount of people who sign up to be on your email list.

Other PPC methods such as Bing and Facebook Ads work the same way. You can set up multiple campaigns to test what works best and what doesn't.

Testing will also help you in your future campaigns, as you'll start to see what types of copy and calls to actions work. This will prevent you from wasting time writing ads that aren't effective and focus on ones that are. So be sure to test!



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Free Downloads

Don't forget the importance of free downloads or information. They are the key to attracting your audience. If you don't emphasize the importance of downloading the information to your reader, they won't bother to sign up.

Make sure you stress what makes the information so important. For example, it should be something that they can't find anywhere else or it contains so much information that it isn't worth them taking the time to compile. Either way, emphasize that your information is relevant and provides value and you will see the size of your list increase.

If you're concerned about what types of content to provide refer to the previous segments on free information for some ideas. You can also outsource the content for your free downloads if you feel that you don't have the resources to create quality content. I will discuss outsourcing your content in more detail in another section of this program.





Setting Up Your Email Marketing System

How you set up your email marketing campaign in the beginning is important to your overall success. You'll be able to make changes as you go but getting it right from the beginning will help you to prevent making costly mistakes.

Choosing an Autoresponder Provider

There are many email autoresponder vendors out there for you to choose from. Some offer free trials and are worth looking into however, there are some essential elements that the vendor should provide in order to maximize your success.

One thing the vendor should provide you with is a sign-up form to place on your site or a way for them to collect emails from your landing page. This can be HTML code that creates the actual form or code that at least allows for the email addresses collected to be brought into their software to create your list.



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The image below shows an example of what that HTML code will look like. Unless you have experience working with HTML code, I strongly suggest that you copy it exactly as it is and don't make any changes to it as to avoid any potential errors with your sign up form.

```
<form method="post" action="http://oi.vresp.com?fid=dbda089a73"
target="vr_optin_popup" onsubmit="window.open('http://www.verticalresponse.com',
'vr_optin_popup', 'scrollbars=yes,width=600,height=450'); return true;" >

<div style="font-family: verdana; font-size: 11px; width: 160px; padding: 10px; border:
1px solid #000000; background: #d4d4d4;">
<strong><span style="color: #333333;">Get Your Free Report
Today!</span></strong>
<p style="text-align: right; margin-top: 10px; margin-bottom: 10px;"><span
style="color: #f00;">*</span><span style="color: #333333">required</span></p>
<label style="color: #333333;">Email Address:</label> <span style="color: #f00">*</span>
</span>
<br/>
<input name="email_address" size="15" style="margin-top: 5px; margin-bottom: 5px;
border: 1px solid #999; padding: 3px;" />
<br/>
<input type="submit" value="Download Now!" style="margin-top: 5px; border: 1px
solid #999; padding: 3px;" /><br/>
<br/><span style="color: #333333">Email & Social Media Marketing by <a
title="Email & Social Media Marketing by VerticalResponse"
href="http://www.verticalresponse.com" rel="nofollow">VerticalResponse</a></span>
</div>
</form>
```



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Once this code is placed on your site, the following form will appear for visitors to fill out.

Get Your Free Report Today!

* required

First Name: *

Email Address: *

[Download Now!](#)

Email & Social Media Marketing by [VerticalResponse](#)

Once you have this form on your site, visitors can start signing up immediately. Their information will be saved in your email vendor's system and you can email at any time from that list.

Eventually, you will want to segment your list according to your audience. I will get into this in more detail in a later section but know for now that segmenting your list will allow you to test emails for their effectiveness just like you do for PPC campaigns.



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Setting Up Your Campaign & Sending Emails

To get started with building your list, you will need to set up your email campaign and corresponding sign-up form for people to fill out on your site. When setting up your account, be sure to choose a strong user name and password to avoid unauthorized access.

The screenshot shows the VerticalResponse website homepage. At the top left is the VerticalResponse logo with the tagline "Unbelievably Simple, Incredibly Effective". To the right is a search bar and a "SIGN UP FREE!" button. Below the logo is a navigation menu with links for Products, Pricing, Resources, About Us, Jobs, Partner, and Blog. A red banner in the middle reads "Big News" and "We're now part of a company that wants small businesses to save time, money and ultimately work happy!" with a "Learn More" link and the DELUXE logo. On the left is a "Log In" section with fields for "Username/Email:" and "Password:", a "Log In" button, and a link for "Forgot your password?". Below this is a note: "If you don't have an account, start by creating one." The main content area features a "Social Media Management" section with icons for Facebook, LinkedIn, Twitter, and Google+, the text "Social Media Management" and "Get the right topics in front of the right audience.", and a "Learn More" button. To the right of this is a "LogoMojo" advertisement for "EVERYTHING Holiday" with the text "Get a logo as unique as your business" and "Free Marketing Guides & Webinars". At the bottom are three promotional boxes: "Custom Email Design" (with a mobile device icon), "Refer-a-Friend" (with a photo of two people), and "VR Events" (with a screenshot of an event registration form).



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Click on List and then New to start the process. When you set up a new list, you will see the screen below to review and agree to terms.

[Messages](#) | [Log Out](#)

VerticalResponse 0 Available Survey Responses | 0 Email Credits | [Buy Now](#)

[Home](#) [Emails](#) [Social](#) [Events](#) [Postcards](#) [Surveys](#) **[Lists](#)** [Tools](#) [Account](#) [Help](#)

[Mailing Lists](#) [Opt-In Forms](#) [Segments](#) [List Fields](#)

 **Mailing Lists**
Review and agree to our terms of service before adding a list

In order to maintain excellent email delivery rates we enforce strict anti-spam policies within our system. You must read and agree with our **Data Import Policies and Terms of Service** before uploading your list. Violation of these policies and terms can result in account termination.

Data Import Policies: **The use of purchased, rented or harvested mailing lists is strictly prohibited**
All contacts on your list must have directly opted-in to receive email from your company

Terms of Service: Customer represents, covenants, and warrants that Customer will use the Services only in compliance with [VerticalResponse's privacy policies](#) as published at [www.VerticalResponse.com](#) or otherwise furnished to Customer (the "Policy") and all applicable laws (including but not limited to policies and laws related to spamming, privacy, obscenity, or defamation).

Customer may not access or otherwise use third party mailing lists in connection with preparing or distributing unsolicited e-mail to any third party. Customers found to be in violation of these Terms, or who have engaged in abuse of service (spamming), will have their account terminated immediately and are not eligible for a refund on used or unused credits.

Customer hereby agrees to indemnify and hold harmless VerticalResponse against any damages, losses, liabilities, settlements, and expenses (including without limitation costs and reasonable attorneys' fees) in connection with any claim or action that arises from an alleged violation of the foregoing. Although VerticalResponse has no obligation to monitor the content provided by Customer or Customer's use of the Services, VerticalResponse may do so and may remove any such content or prohibit any use of the Services it believes may be (or alleged to be) in violation of the foregoing.

I have read and agree with the Data Import Terms of Service





Once you agree to their terms of service, you can start naming and creating your list. Choose a name that will be specific to what you are trying to do, as you will most likely create more lists as you expand your email marketing campaigns.

For example, if you have one target market that is focused on internet marketing and another that is for weight loss products, you will need to set up two distinct lists for those two different groups. Vertical Response also lets you include a brief description about your list to help you differentiate them further.



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For this program, I will use one of my other info-marketing products, Cash Control for Success, as an example to build a list. As you can see in the screen shot below, Vertical Response also gives you options on how to build your list. You can build it one name at a time, import a list from an external file, or import it from a web-based client.

Since you most likely will be starting from scratch, we aren't going to use those features in this example. I will be showing you how to create your list from an opt-in form.

A screenshot of the VerticalResponse web interface for creating a new list. The page has a blue header with the VerticalResponse logo and navigation tabs: Home, Emails, Social, Events, Postcards, Surveys, Lists, Tools, Account, and Help. Below the header, there are sub-tabs: Mailing Lists, Opt-In Forms, Segments, and List Fields. The main content area is titled "New List" and includes a sub-header "Name your new list and decide how to add list members". There are three steps: "1. Name It", "2. Add Members", and "3. Results". Under "1. Name It", there is a "List Name" field with the value "Cash Control" and a "Description" field with the value "Cash Control Email list". Under "2. Add Members", there are three radio button options: "Create a new list one member at a time." (selected), "Create a new list from an external file.", and "Create a new list by importing list members from your web-based email client: NEW!". Below these options is a text box that says "Build a new list using standard and custom fields, then choose to add data right away or at a later date." At the bottom left is a "Cancel" link, and at the bottom right is a "Next >" button.

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Click on Next once you have completed filling out your information. This will bring you to the adding a new member page, but you only need to click on Opt-In Forms at the top of the page to continue.

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Cash Control

Add members to your new list

1. Name It **2. Add Members**

Add new list members using the form below. As you add members, the totals on the right will be updated. [Help](#)

* Email Address:

First Name:

Last Name:

Address:

Optional address line 2

City:

State / Province:

List Snapshot

Total members: **0**

Email addresses: **0**

Last updated Oct 12, 2013 2:26PM MDT

Need to Add a Field?
Create custom fields at the [bottom of the page](#) using the "Add Custom Field" link.



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Next, you will see the Grow Your List page to start creating your Opt-In Form. Click on the New Opt-In Form button.

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Home | **Emails** | Social | Events | Postcards | Surveys | **Lists** | Tools | Account | Help

[Mailing Lists](#) | [Opt-In Forms](#) | [Segments](#) | [List Fields](#)

Grow Your Lists

Capture new sign-ups from your website and blog visitors

Opt-In Forms [New Opt-In Form](#) [New Opt-Out Form](#)

<input type="checkbox"/>	Name	Actions
<input type="checkbox"/>		Actions
<input type="checkbox"/>	Initial Sign Up Form	Actions
<input type="checkbox"/>	My Web Signup Form	Actions

[Delete Selected](#)

[Need help?](#) © 2001-2013 VerticalResponse, Inc.



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Now on the next page, you will follow the tabs to start creating the form. First, you will need to name your form. The same rules apply here in that you will want to name your form so that it is designated for the specific campaign it will be used for.

A screenshot of the VerticalResponse web interface. The page is titled "Name It" and is part of a multi-step process for creating an opt-in form. The steps are: "Name It", "Design Your Form", "Pop-up or Redirect?", "Customize Your Opt-in Email", "Lists & Alerts", and "Publish!". The "Name It" step is currently active. Below the step names, there is a text box labeled "Name Your Form:" with the text "Cash Control Form" entered. A "Next »" button is located to the right of the text box. The page also includes a navigation menu at the top with options like "Home", "Emails", "Social", "Events", "Postcards", "Surveys", "Lists", "Tools", "Account", and "Help". There are also status indicators for "0 Available Survey Responses" and "0 Email Credits".

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Clicking the Next button will bring you to the Design Your Form tab. This is where you will really start to see the options you have available, once you choose the right email autoresponder vendor.

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[Mailing Lists](#) [Opt-In Forms](#) [Segments](#) [List Fields](#)

[Name It](#) **Design Your Form** [Pop-up or Redirect?](#) [Customize Your Opt-in Email](#) [Lists & Alerts](#) [Publish!](#)

Select the fields to include on your opt-in form. Choose from our list of standard fields or create your own custom entries. In addition you can also modify the layout and colors of your form components.

Field	Required	Type	Form Label	Action
Email Address	<input checked="" type="checkbox"/>	Text	Email Address:	🗑️ ⬆️ ⬇️ ⬆️ ⬇️

[Add New Field](#)

Title Text:

Required Field Label:

Submit Button Text:

Use CAPTCHA Verification: [Help](#)

[« Previous](#) [Next »](#)

FORM PREVIEW

Full Opt-in Form

Get Your Free Report Today! * required

Email Address: *

Email & Social Media Marketing by [VerticalResponse](#)

Border Color:

You can see here that you can add additional fields to your form, type in the text that will appear in it and change colors so that it matches the theme of your site.



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Next, you will see an option for people who have filled out your form. You can either create a pop-up form or direct them to a web page on your site. For this example, I will use the pop-up option.

VerticalResponse Messages | Log Out

0 Available Survey Responses 0 Email Credits | [Buy Now](#)

Home Emails Social Events Postcards Surveys **Lists** Tools Account Help

Mailing Lists Opt-In Forms Segments List Fields

Name It Design Your Form **Pop-up or Redirect?** Customize Your Opt-in Email Lists & Alerts Publish!

Select an option below to control the subscriber's experience after they've submitted the form. Choose a simple pop-up "thank you" page or include a link to the webpage of your choice.

Form Submission Behavior

Pop Up

Redirect

Redirect URL:

Pop Up
This option handles the form submission without taking the subscriber away from your website or blog. After they submit they will see a standard "thank you" page and can simply close the pop-up to return to your site or blog.

Redirect
This option allows you to send new subscribers to a designated webpage after they submit the form. Possible redirect locations include your website, blog, or a customized "thank you" page.

Logo Options
Give the signup process a consistent look and feel by uploading your logo file. This image will display when the subscriber successfully submits the form (Pop-Up only) or if the form is submitted with required fields missing. You can upload JPEG and GIF files which are no larger than 2MB.



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Now you will need to set up the information for the opt-in email that people will receive once they fill out and submit the form.

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[Name It](#) [Design Your Form](#) [Pop-up or Redirect?](#) **Customize Your Opt-in Email** [Lists & Alerts](#) [Publish!](#)

After your subscriber submits the form, an email will be automatically sent to the address they've specified. Before they can be included in your next mailing, they must validate their registration by clicking on a link within the confirmation email. You can customize the From Label/Address, Subject Line and Body of the confirmation email below.

From Label:	<input type="text" value="Rick Nuske"/>
From Address:	<input type="text" value="rick@cashcontrolforsuccess.com"/>
Subject Line:	<input type="text" value="Action Required: Confirm Your Sign-Up"/>
Greeting:	<input type="text" value="Please confirm your email address by clicking the link below:"/>

From Label
This is the first name people typically see when the email arrives in their inbox. Typically it is your full name or the name of your organization.

From Address
Any replies to this email will be sent to this address. If you would prefer not to receive replies, leave this field blank.

Subject Line
The subject should inform the recipient that they need to read and follow the instructions to complete the signup process.

Greeting & Closing/Signature
Customize the message to encourage the recipients that they must click on the

Confirmation Link Text:

Closing/Signature:

Custom Thank You Redirect URL (Optional)

Redirect URL:

[Preview](#) [« Previous](#) [Next »](#)

Confirmation Link Text
This text will be the link that customers click to complete the signup process.

Custom Thank You Redirect URL
After clicking the confirmation link, by default, the user is redirected to a thank you page that we host. If you want to redirect the user to a different location, specify the URL here.



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As you can see, you also have the option to send people to a thank you page if you wish.

Now you get to choose what list this opt-in form belongs to, which is why you will need to create your list first. This is also important to note as you can add new forms for your list in order to test which ones are more effective.

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[Mailing Lists](#) [Opt-In Forms](#) [Segments](#) [List Fields](#)

[Name It](#) [Design Your Form](#) [Pop-up or Redirect?](#) [Customize Your Opt-in Email](#) **[Lists & Alerts](#)** [Publish!](#)

Choose Your List

Select a mailing list option to handle your opt-in form subscribers. You may create a new list or choose to have sign-ups populate an existing list within your account. **NOTE:** Once you decide which mailing list you'll use for this form, you will not be able to change your selection at a later time.

New List **Append to List**

List Name:

Select List:

Opt-In Alerts

You can receive e-mail alerts about the number of sign-ups you receive via the opt-in form. We'll send periodic e-mails to you based on the notification frequency you specify below. **NOTE:** You will **not** receive an alert if there were zero sign-ups during the previous notification time period.

[« Previous](#) [Next »](#)

New List / Append to List

You'll want to specify a new list if you have multiple forms and/or you want to track these sign-ups separately. You should append to an existing list if you want to limit the number of lists you have in your account.

Opt-In Alerts

The alert e-mails will include the number of sign-ups that occurred since the last notification was sent out.

Notifications will be sent according to the time zone you've specified in your [profile](#). They will be sent on the following schedule, shortly after midnight (except for Daily 4x):

Daily (4x): daily at 8 AM, 12 PM, 4PM, & 8PM
Daily: every day





The last thing for you to do is publish the list to your site. Vertical Response will provide you with the code you need to place on your site in order to create the form. If you're not sure how to do this, check with your web developer or the person who created your site.

VerticalResponse Messages | Log Out

0 Available Survey Responses 0 Email Credits | Buy Now

Home Emails Social Events Postcards Surveys Lists Tools Account Help

Mailing Lists Opt-In Forms Segments List Fields

Name It Design Your Form Pop-up or Redirect? Customize Your Opt-in Email Lists & Alerts **Publish!**

Choose one of the publishing options below to add the opt-in form to your website or blog.

Publishing Options: Full Opt-in Form Only Email Field Only Subscribe Button

```
<form method="post" action="http://oi.vresp.com?fid=dbda089a73"
target="vr_optin_popup" onsubmit="window.open(
'http://www.verticalresponse.com', 'vr_optin_popup',
'scrollbars=yes,width=600,height=450' ); return true;" >
<div style="font-family: verdana; font-size: 11px; width: 160px; padding:
10px; border: 1px solid #000000; background: #dddddd;">
<strong><span style="color: #333333;">Get Your Free Report Today!</span>
</strong>
<p style="text-align: right; margin-top: 10px; margin-bottom: 10px;"><span
```

^ Copy the HTML above and place on your website or

Add to TypePad

OPT-IN FORM PREVIEW

Get Your Free Report Today! * required

Email Address: *

Download Now!

Email & Social Media Marketing by VerticalResponse

Once you place this code on your site, people will be able to start signing up. You can set Vertical Response to notify you by email when someone successfully fills out the form.

If this seems too overwhelming, Vertical Response offers a lot of free help features to help walk you through the whole process. You can also outsource this so that you don't have to worry about all of the different steps. I will go over how to outsource tasks in more detail in another section of this program.



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TO DO LIST

- Research & pick the niche you want to focus on
- Choose the landing page software of your choice
- Create a landing page
- Create your free download
- Sign up with Vertical Response, or the email provider you prefer, and create your list and sign up form
- Start your PPC Campaigns to create traffic and build your list

In the next section, we'll start learning how to start sending offers to your list. See you in the next session...

