

*Rick Nuske's*



# Em@il Marketing SUCCESS





# **Making Email Marketing a Success Program**

## **Part Two:**

### **How to Successfully Find and Send Offers to Your Email List**

**By  
Rick Nuske**



# Rick Nuske's Em@il Marketing SUCCESS



## Introduction

Hi, my name's Rick Nuske and I'd like to welcome you to my ***Making Email Marketing a 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 section of my ***Making Email Marketing a Success*** program, you will learn how to:

- Differentiate between what types of emails you should send and how often
- Understand your audience and analyze how to sell the types of product they are looking for
- Find products to sell to your list
- Maximize the amount of money you make from your email marketing campaigns

I hope you'll enjoy all of the tools and strategies found in the ***Making Email Marketing a 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](http://www.myfuturebusiness.com).

Here's to your success,

Rick Nuske





## Knowing Differences between the Types of Emails to Send

Even though email marketing isn't necessarily a difficult process, it's important to know the differences between the types of emails that you will send to your list. Knowing the difference will help you to plan ahead and develop campaigns that will correctly target your audience.

What makes this part really easy is all you have to do is create the emails and load them once into your autoresponder program. You can then set up the program to send emails according to your campaign and most of the work is already done for you.

### Initial Emails

An initial email is the first email that's sent by your auto responder system when someone first signs up and becomes part of your list. They have come to be on your list by leaving their email address to receive a free download or other information compelling enough for them to leave their details.

The initial email you send to them will include instructions on how they receive their information. It will either have the information attached as a document or PDF file or as a link to where they can download or view the information from.

It's very important for this email to be easy to understand and give the reader exactly what they're looking for. If it isn't, you run the risk of them unsubscribing before they even have a chance to know what you're about. So keep it short and to the point.



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Subject: Congratulations on enrolling in the M.O.B.E. License Rights Program!

Hi Rick,

Congratulations on enrolling in the 'M.O.B.E. License Rights Program.'

This is my premier program--reserved for my most dedicated students. The investment is much higher than my other programs, *and for good reason*. As a licensee, you'll now be able to market my products and sales funnels as your own, and will keep 90% of the sales price.

Right now, my team is on standby, ready to get you completely set up.

**But first, I need you to complete the M.O.B.E. License agreement, and send it back to me.**

Basically, it outlines the agreement, and protects your rights, and mine.

You can access the agreement online (using the link below). Simply fill out the form and then hit the "submit" button at the bottom of the agreement.

Then, my team will go ahead and get you set up with your training and give you access to the entire MOBE License Rights program.

Click the link below NOW to complete the License agreement:

[\[Redacted Link\]](#)

It's great to have you as part of the MOBE team,  
Matt Lloyd.

This email is fairly easy as is won't change no matter who receives it. The only time it will change is when you make changes to the initial offer you are presenting to your audience. If the title of a document or the link to the download changes, you will need to make sure that this initial email reflects that change.





## Follow Up Emails

Once you send an initial email, you'll want to send follow up emails to your list. This is important, as these are new leads to your business who have expressed interest in what you are offering. Keeping in touch with them regularly is the key to turning them from a lead into a paying customer.

Remember, they signed up to be on your list, which means that they want to hear from you. It's usually a good rule to email them everyday for the first week to keep them interested and engaged with your business.

Again, you can set these emails up ahead of time and load them into your autoresponder program. You can set them up to send on regular intervals and specific times of the day for maximum effect. A clue here is to know the local time of the people you want to market to and set up your auto responder to send out the email at around 8am their local time as this is often the time people start to check their emails. Once you're done sending the first week of emails, you will still want to email that same list regularly so that you can stay in touch with them. This is not only about building relationships, it's about maintaining the relationship so you are known and trusted.

If you don't email your list regularly, they may forget who you are or what your business is about. This could cause them to unsubscribe or delete your emails without even reading them. You will also notice that not as many people respond to your emails and you will have lost some of the trust and credibility you have worked so hard to gain with your audience.





I recommend that you at least email your list one to three times a week so that you maintain some consistency with them yet you're not overwhelming them either. Setting this up in your autoresponder makes the process easy and you can keep track of which offers work best or those that may not receive a high response.

Keep in mind that when people sign up for your list, you still have to work hard to get them to be an actual paying customer. By sending follow up emails, you will start to build a relationship with the people on your list. This will also create trust and credibility with those people as well.

### **New Offers**

As you build your business, you'll create and promote new offers to send to your existing email list. In reality, new offers should be sent to your entire list. If the email is written well, it should apply to everyone whether they've been on your list for one day or one year. However, you may want to segment your list for specific offers that apply to specific members of your list for maximum results.

Regardless of what type of email you are sending, your autoresponder program should allow you to differentiate between them so that you can set them up to be delivered in the way you intend.

You should be able to set up the exact date and times or frequency of the email so you can keep your audience engaged. This makes it an easy process and can be set up ahead of time.





## Knowing Your Market

One of the most overlooked concepts in email marketing is delivering what the people on your list actually want. Instead of thinking about what's important to you or what you like about a particular market, your focus needs to be on what the market (your target customers) actually wants.

I see a lot of people start off their businesses based particularly on their personal skills or interests. While these elements are essential parts to picking a good market to be in, it's not all that needs to be considered. In fact, thinking of what only interests you is doing it backwards. Don't waste time and money developing products and services just because you think that's what your target customer's need, ask what they want and you can develop your product from the feedback you receive.

You must understand what your market needs or wants and then base your business around that. In order for people to spend money on your business and the products you create or promote, they must have a defined need and be interested enough to buy from you.





## Surveying Your List

Instead of trying to figure out or guess what your market wants, one way to find out what your list is specifically looking for is to survey them. VerticalResponse offers this feature as part of their email services and at the time of writing, they have some free trial offers that you can take advantage of.

You also may want to do a Google search to see if there are any other survey programs you can use. I recommend using your email autoresponder program if they have that feature available. They already have your list in their system and it will allow you to segment the list to people who may not be responding to your offers.

Since you do already have your email list, it may be best for you to make the survey anonymous. People won't have to provide any more personal information than what they gave you when they signed up and they will respond more honestly that way. I also strongly suggest that you keep the survey simple as well as short.

Limit the questions to no more than 10 and ask questions related specifically to the information you need. Emphasize to your list that it will only take a few minutes of their time to respond so that they are encouraged to participate.



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Make the questions with multiple choice answers and ask them things like what problems do they face in their lives or business, their level of experience, their gender if it's relevant, how much money they spent on your type of products in the last year, or what types of information are they looking for, and so forth. Choose your questions carefully and make sure you follow up by creating answers you can use to help you keep you list engaged in your business.

Here's an example of a successful survey copy email recently sent out:

Send	
Cc...	
Bcc...	
Subject:	What Do You Need Help With In Your Business Right Now?

Hi Jake,

I've had a lot of questions about how to build a better business and it got me to thinking maybe you had similar questions you would like answered.

I would like to ask that you complete this survey so I can work out what the best solution is for your business.

I will be responding to you in one week to give you enough time to complete the survey. Thanks for your input.

Here's The Link - [Click Here Now](#)

Always here to help out...

Rick Nuske





## Analyzing Results

Once people have responded to your survey, take some time to analyze the results. After about a week, you should have enough responses to get an idea of what your list is about.

Whether you use VerticalResponse or another program to create your survey, you should have the capability of pooling the results. Most survey programs have a reporting feature that captures all of the responses so you can see what people have answered. I really like Survey Monkey for this reason.

It's also a good idea to have at least one question that is open to a written response. In other words, the person taking the survey can actually type in a response instead of choosing a multiple-choice answer. This can be something based on ideas or thoughts about the information they've received so far from you or specific responses based on additional information they still need to be successful in your market.

For example, if your list responds that they are new to the market, you know that the products you offer to them should be geared towards beginners. If your survey indicates that your list works 40+ hours a week, the offers you send to them should not require a lot of their time.





## Split Testing

At some point, you may also want to split off a portion of your list and just survey them. For instance, you may notice that there's a section of your list that has never purchased anything from you. It's important for you to find out why so you can turn them into paying customers.

You may also find that there's a portion of your list that consistently buys from you. It may also be important to find out why they keep coming back for more and use that point to market to others. You may even learn that your list makes a certain amount of money per year indicating that high-end offers may work well.

No matter what, it all boils down to the fact that the more you know about your list, the better you will be able to market to them and create a successful business. If you don't take the time to learn about the people on your list, you could end up wasting a lot of time and money sending them offers they aren't interested in.





## Finding Offers to Send to Your List

By performing surveys, it will actually help you to find offers to promote to your list. The results should pinpoint you in the direction of products related to what people on your list are interested in.

Basically, when you sell products to your list you are taking part in Affiliate Marketing. This means that you become an affiliate of another business by selling their product or service to others. You receive a commission based on the amount of sales that you produce and it is usually based on a percentage of the sale.

Obviously, the higher the commission percentage per sale, the more money you will be able to make. This is where you will also want to look into higher priced items as I discussed in Part One of this program. A high-priced item that has a generous commission attached to it will generate the best chances for you to make money quickly.

You don't need any special qualifications to become an affiliate. What's really nice is you don't even need to purchase a product to become an affiliate, although I'll explain more later on why this could be helpful.



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It also doesn't cost anything to sign up as an affiliate. All you need to do is search on some of the product websites you are interested in and you will mostly likely find an affiliate link, usually at the bottom of the page. You basically become a salesperson for the product and the more successful you are, the more money you make for yourself and the product's business. And you don't have to worry about product creation, website development and so forth which is an attractive option for a lot of people who go onto become super affiliates.





## Researching the Best Offers for Your Market

Aside from the link just provided, if you don't know where to start with your first offer, one of the best places to find these and other types of offers is [ClickBank.com](http://ClickBank.com). They are probably the biggest marketplace online to find good quality affiliate offers to promote.

The nice thing about ClickBank is that they really make the process easy for you even if you're just starting out. It's free to sign up and they provide a way for you to search on the thousands of products available on their site.

It's also nice because they handle all of the processing and payments for you as well. When you sell a ClickBank product, the commission amount has already been decided on by the vendor. ClickBank processes the sale, calculates the commission, and then pays the commission directly to you within a set amount of time.

The best thing to do at this point is to set up your ClickBank account and start looking for products to sell.

Go to the ClickBank website at [ClickBank.com](http://ClickBank.com) and click on the Sign Up tab. Since you are starting out as an affiliate, you will click on the lower right corner where it says 'I am a New Affiliate.'



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INTERNATIONAL MARKETPLACE ABOUT US ORDER SUPPORT SIGN UP LOGIN BLOG

CLICKBANK®

Monetize your KNOWLEDGE

Monetize your AUDIENCE

Our PLATFORM

Featured PRODUCTS

## READY TO GET STARTED WITH CLICKBANK?

WELL, WE'RE READY TO HELP.

Just let us know how you plan to use ClickBank and we'll make sure to put you on the right track.

VENDORS		AFFILIATES	
 I WANT TO MONETIZE MY KNOWLEDGE	 I'M AN EXPERIENCED INFORENEUR	 I HAVE AN ESTABLISHED AUDIENCE	 I AM A NEW AFFILIATE

Once you click there, you will be taken to a page that provides you with a ton of information on how to get started and resources to be successful. I strongly suggest you take the time to read this information and use all of the tools so that you can learn as much as possible as you can before you delve into becoming an affiliate.

After you have gone through all of the information and you feel comfortable with getting started, click on the Sign Up Now button at the bottom of the page.



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This takes you to the page where you will fill out all of your personal information as well as your account name and password. As you are setting up your account, there is one crucial fact that I want to bring to your attention. Your username or Account Nickname should not include any personal information, especially your name.

The reason is that your username will be visible within the links you use for any one purchasing from you and once you set it up it can't be changed. If people responding to your offers notice a name within the link, they will be "reminded" that this is an affiliate product and be less likely to buy. Use a name that will be easy for you to remember but not be identifiable to anyone else.



### SIGN UP FOR A CLICKBANK ACCOUNT

To begin selling products as a Vendor or an Affiliate, complete the form below.  
All fields are required.

---

**YOUR LOCATION**

Language

Country

---

**YOUR CONTACT INFORMATION**

First Name

Last Name

Address (line 1)

Address (line 2)

City or Town

State

ZIP



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Phone Number

Email Address

Email Format  Formatted text, images, clickable links (HTML)  
 Plain text

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## YOUR ACCOUNT INFORMATION

Your **Account Nickname** will be the user name/ID you use to access your account, and will be displayed in the Memo of all payments you receive from ClickBank.

Your Nickname will also be **visible to every customer during the order process**.

Please note that once you submit this form, **your Account Nickname cannot be changed**.

Nickname

Please choose an **Account Password** that contains all of the following:

-  At least 2 upper-case letters
-  At least 2 lower-case letters
-  At least 2 numbers
-  At least 2 special characters, for example: !@#%&\*

Password

Confirm Password



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## CLIENT CONTRACT

Please review the client contract. You must scroll to the bottom of the contract in order to proceed.

### 2. REGISTRATION.

- a. You will be required to register for an account in order to use certain ClickBank Services. When You provide information during the registration process, You agree to provide only true, accurate, current and complete information and to update it as necessary to maintain its truth and accuracy.
  - b. If You register for a ClickBank account, You agree to accept responsibility for all activities that occur under Your account or password, if any, and You agree You will not sell, transfer or assign Your subscription or any subscriber rights. You are responsible for maintaining the confidentiality of Your password, if any, and for restricting access to Your computer (or other Internet access device, as applicable) so that others may not access the password protected portion of the ClickBank Services using Your account information in whole or in part. ClickBank reserves the right to terminate Your account or otherwise deny You access in its sole discretion without notice and without liability.
3. **PROMOTING PRODUCTS.** If You promote, market or otherwise advertise ("Promote" or a "Promotion") any product which is registered for sale via the ClickBank Services, either by You or by another ClickBank client (each a "Product"), whether

I have read and agree to the terms and conditions.



[NEW IMAGE](#)

Please enter the text from the image above:

[SUBMIT ACCOUNT REGISTRATION](#)

Once your account is setup, you can start searching for products to sell. To start searching, go to the Marketplace.



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**MARKETPLACE**  
Choose from thousands of great products to promote

Find Products:

[Advanced Search](#)  
[Search Help](#)

**CLICKBANK\***  
**INFOPRENEUR  
SUCCESS GUIDE**  
FOR ONLY **\$27**  
Get yours now

Advertisement

**Resources**  
Bookmarks  
Recently Removed

**Categories**  
▶ ARTS & ENTERTAINMENT  
▶ BETTING SYSTEMS  
▶ BUSINESS / INVESTING  
▶ COMPUTERS / INTERNET  
▶ COOKING, FOOD & WINE  
▶ E-BUSINESS & E-MARKETING  
▶ EDUCATION  
▶ EMPLOYMENT & JOBS

**How to Find Products to Promote**

1. Browse Categories on the left.
2. Use the Find Products box above to search by keyword.

To view the vendor's Pitch Page, click the listing title. Stats show you how much you can earn for referred sales. Click Promote to create a HopLink and start referring sales!

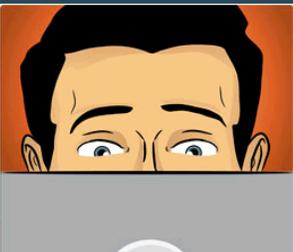
To learn more about how the Marketplace works [click here](#).



**New to Affiliate Marketing?**

The ClickBank Knowledge Base will help you to get started.

- Not sure what an affiliate is or does? Learn the basics of being a ClickBank affiliate.
- Follow the easy steps in this guide to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? This article will show you how your earnings are calculated.



**Sponsored Links**

**25 sales => \$2,250/m RECURRING**  
Get Paid Big \$\$\$ Monthly  
[www.SportsCashSystem.com](http://www.SportsCashSystem.com)  
Avg Comm 60%: [Promote Now](#)

**New Affiliates Get \$50!**  
Who Else Pays You To Join?  
[www.RealWritingJobs.com](http://www.RealWritingJobs.com)  
Avg Comm 75%: [Promote Now](#)

**\$50 FREE To Affiliates!**  
Promote the #1 survey site.  
[www.GetCashForSurveys.com](http://www.GetCashForSurveys.com)  
Avg Comm 75%: [Promote Now](#)

**\$75 FREE for Affiliates!**  
Top Rated. 75% Payout +Bonuses!  
[www.PennyStockPropheT.com](http://www.PennyStockPropheT.com)  
Avg Comm 75%: [Promote Now](#)

**Make Extra Cash from Home**  
Best Converting Lotto System  
[www.thelottoblackbook.com](http://www.thelottoblackbook.com)  
Avg Comm 60%: [Promote Now](#)

**Best Survey Site To Promote**  
Make \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$  
[www.SurveysPaid.com](http://www.SurveysPaid.com)  
Avg Comm 75%: [Promote Now](#)

**Work From Home With Google!**  
Sign Up Today - Paid Monthly!  
[www.The7dayTest.com](http://www.The7dayTest.com)

Next, you will see a list of topics on the left side of the screen highlighted in red. Click on a topic you're interested in. This should be the topic you chose once you completed all of the work necessary to choose your market in Part One of this program.

For this program, we will use Health & Fitness as our topic.

This will bring up over a thousand products to view, but for this program we are only going to look at a few to give you an idea of what to look for.





If you click on this topic, you can see that some of the products are geared towards fat loss. If my list indicated that this was a topic they were interested in, I would already have a few products to promote to them.

The screenshot displays an affiliate marketing dashboard with the following elements:

- Left Sidebar:** Includes an advertisement for "WHAT DO THEY HAVE THAT YOU DON'T?", a "Resources" section with "Bookmarks" and "Recently Removed", and a "Filters" section with sliders for Gravity, Avg \$/sale, Initial \$/sale, Avg Rebill Total, and Avg %/sale.
- Main Content Area:** Titled "Health & Fitness", it shows two product listings:
  - The Venus Factor:** "New Highest Converting Offer On Entire CB Network! (view mobile)". Avg \$/sale: **\$44.76**. Includes a "PROMOTE" button and an "Add To Favorites" button.
  - The Fat Loss Factor:** "Guaranteed Highest Converting Front End On CB (view mobile)". Avg \$/sale: **\$40.56**. Includes a "PROMOTE" button and an "Add To Favorites" button.
- Right Sidebar:** Lists several affiliate programs with their commission rates and "Promote Now" buttons:
  - [www.affcontest.com](http://www.affcontest.com) (Avg Comm 75%)
  - [www.EjaculationByCommand.com](http://www.EjaculationByCommand.com) (Avg Comm 75%)
  - [www.TopSecretFatLossSecret.com](http://www.TopSecretFatLossSecret.com) (Avg Comm 75%)
  - [www.racedaydomination.com](http://www.racedaydomination.com) (Avg Comm 75%)

Let's take a look at the product called The Fat Loss Factor. The sale price for this product is \$40.56. You can click on the product itself to see what the landing page looks like.



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The landing page is actually a video, which is a popular trend for most of these sites. I discussed this in Part One of this product.

The actual price mentioned here on their landing page is \$47. According to ClickBank, the commission is 75% of the sale, meaning that for selling every one of these products you would receive \$35.

One way to tell if a product is doing well is to look at what ClickBank call the "Gravity" factor. This is a score calculated by ClickBank and it indicates if a product is selling and if it's popular. For this product, the Gravity score is 293.42, which is very high.



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I would encourage you to stay away from this product for now because its gravity factor indicates that it has a bit too much competition. As you are starting out, I recommend that you stay with products that have a Gravity score between 75 and 150. This will indicate that the product is still selling well but you have a better chance of success with less competition.

Once you choose a product to sell, you will next want to create your HopLink, or affiliate link. To do that, you will need to click on the Promote button next to the product. The following window will appear with your account nickname already filled in. You can use the Tracking ID to further track your links if you'd like. I recommend that you always use tracking so you know what's happening in your business and have visibility on what's working for you.

Affiliate Program: Promote Products for 'flfenglish' - Google Chrome  
https://ncabs0411.accounts.clickbank.com/info/jmap.htm?vendor=flfenglish

**Affiliate Program: Promote Products for 'flfenglish'** Close

You can earn 75.0% for each paying customer you refer to this product. For details please enter your account nickname and tracking (one):

Account Nickname:

Tracking ID (Optional):

**CREATE**

**CLOSE WINDOW**

Close



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Once you click on the Create button, ClickBank will provide you with the link for you to use in your marketing efforts.

The screenshot shows a browser window titled "Affiliate Program: HopLink for 'flfenglish' - Google Chrome". The main content area is titled "Affiliate Program: HopLink for 'flfenglish'" and includes the following information:

- ClickBank pays you 75.0% when you sell FLFENGLISH's product. To refer a customer send them to this domain name:
- URL: `http://9c71ekh9fe5ydz2bx2nkw7nqr6.hop.clickbank.net/`
- Copy the following HopLink HTML code and add it to your web page:
- Code: `<a href="http://9c71ekh9fe5ydz2bx2nkw7nqr6.hop.clickbank.net/" target="_top">Click Here!</a>`
- A warning box: **WARNING:** Due to the possibility of transcription errors, we recommend copying the HopLink from this page instead of typing it manually. To copy the HopLink, click on the text of the HopLink and either right click and select copy or hit Ctrl-C.
- Language dropdown: English
- QR code
- Information icon: What is this?
- Size dropdown: Small
- SAVE button
- CLOSE WINDOW button

Although it isn't required, keep in mind that it may be a good idea to buy the product yourself before you start promoting it. The more you know about the product, the more qualified you are to sell it. It will also help you to build a relationship with your audience as your feedback will be more realistic to them.

Now what you will need to do is log in to your email autoresponder account and choose the list you will be using to promote this product to. Always remember to only promote products that your list will be highly interested in. Sending them random products hoping they will stick is a sure way to alienate people from buying from you or even unsubscribing.



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Once you choose the list to send this product to, you will need to create the email you want to send. Here's an **example of an email sent out as a promotional offer:**

Subject:	How I win major affiliate contests...
----------	---------------------------------------

Hey Ren,

Recently, I competed in an affiliate contest - where I won a brand new Macbook Air.

In the contest, over \$140,000 in commissions were paid out to partners who promoted, and the first place took a \$15,000 cash prize. I didn't win that, but a Mac Air is still very nice.

In the past two months, **I've won over \$10,000 of prizes from affiliate contests**, and this doesn't include the commission I made from selling the product!

If you've ever competed in one of these things, you're probably wondering how to get more sales. **Let me tell you.**

In 2013, most of your prospects in IM know that you're an affiliate who's gonna get a commission if they buy from you. And, they know there's hundreds of others they can buy from.

So, the question they ask, is "why should I choose to buy from you?" If you can't answer that... then, you're going to have a tough time making the top 10 partners in the big contests.

In other words, you've got to add value - a bonus - if people choose to buy through your affiliate link.

This is called the **'Affiliate Bonus Domination'** method, and, you can learn about it on an upcoming webinar: Seating is limited to register now.

[Register for The Affiliate Bonus Domination Webinar](#)



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Note that whenever you send out an email that the majority of responses you get will come within the first 24 hours. You will want to analyze your results, which we'll discuss more in the last part of this program.

For now, you will want to look at your Open Rate. This should fall between 15% and 30%. Although, this may seem low, it is actually the overall industry average of opened emails. Your email autoresponder program should easily provide all of this data to you.





## Maximizing the Income You Generate from Your Emails

Even though we have discussed [ClickBank.com](http://ClickBank.com) as one of the places to make money through email marketing, you may have to dig a little further to generate additional income from that site.

The reason I say this is because [ClickBank.com](http://ClickBank.com) limits the amount of commission you can earn per sale to \$150. This means that the likelihood of finding higher priced items on there is very slim to none. However, you can still make a significant amount of money selling products on that site that have recurring billing.

### Recurring Billing

Recurring billing mostly refers to membership sites. This is where someone pays an initial fee and then gets billed for a specific amount every month for as long as they are a member. ClickBank refers to these types of products as Rebill or Continuity products. When you sell this type of product, you receive a steady stream of income.

That's why I recommend you look for products that have recurring billing. For every customer you sell that product to, you receive a commission every month as long as they are signed up. You can see why it makes sense to try to sell these to as many people as possible so that you can increase your income potential every month.





## Product Upsells

Other types of products you may want to target to increase your income are those that include what is called an upsell. This is where as a person is buying a product an additional product is offered for them to buy as well.

A person could be buying an ebook on how to be a life coach and then they could also be sold a separate program on getting certified or receiving one-on-one help with building a life coaching business. An upsell is usually higher priced than the original product and is related directly to the original product they are purchasing.

## Single Product Offers

Single product offers are also a good way to improve your income potential. For example, when you offer your potential customers a free product that they only need to pay shipping for, you can also offer them an additional product at the same time.

The key to this type of product is making them understand that this product is only available this one time and they won't have the opportunity to buy it or get it anywhere else. This creates a sense of urgency with buyers and encourages them to buy right then.





## Other Ways to Find More Offers to Promote

In addition to [ClickBank.com](http://ClickBank.com), there are other places out there to find products to sell to your list. It basically comes down to researching who is successful in selling similar products and joining their email lists to see how they are doing it.

Do a Google search on the types of products that you want to sell and you will find where to gain access to these products. You may also want to do a search on forums related to the market you want to be in.

Once you find the people or websites where these products are sold, you can view those sites and look to see if they have affiliate programs of their own. Signing up for their programs will not only help you to make more money online but it will also help you to learn what works and what doesn't as these programs will provide their own resources to help you become a successful affiliate.





## Do's and Don'ts to Becoming a Successful Affiliate

### Do...

- Always promote a product you believe in or would buy yourself. As I discussed before, this will make your promotions more believable. Your audience will sense this and be more likely to purchase from you.
- Make sure that all of your affiliate links are working. Not only will this lead to you producing a more quality product but it will help your audience to avoid any frustrations in clicking on a link that goes nowhere.
- Always keep on top of the latest trend in promoting products. You can do this by subscribing to lists yourself and seeing how others promote similar products.
- Always have a list of all of your affiliate links somewhere you can easily get to them. Someone you know may need a product that you've promoted and by easily providing them with your affiliate link, you've just made a sale.



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**Don't Do...**

- Don't send out spam. You will ruin your reputation and risk people unsubscribing.
- Don't use negative ad campaigns. In other words, don't ask "Is this product a scam?" and then spend your campaign defending the fact that it isn't and all of the reasons why. It will not only give you a bad reputation but it will also taint that of the product itself.
- Don't feel that you have to purchase every single product you promote. Just knowing enough about what the product is about and that it will bring value to your audience will be enough to be successful.
- Don't make the mistake of offering bonuses in the form of cash or an equivalent. It can end up being a very complicated process and may result in crucial mistakes being made.





## To Do List

- Select 4 or 5 products that you would like to promote from sites like ClickBank.com. Try to choose those that have recurring billing to increase your earning potential.
- Do some market research related to the products you want to sell. Find some of the major players in your market and find out if they have affiliate programs of their own. It may be helpful for you to buy some of their products as well as join their affiliate program.
- Make sure to use all of the free resources they include in those affiliate programs so you can learn as much as possible for your own campaign.
- Write your first email based on your research, the products you want to promote, and the knowledge you've gained from joining other affiliate programs. This will help you learn firsthand how to write your email campaigns.
- Survey your list in order to find out what types of information or products they are looking for. This will provide you with the opportunity to fill their specific needs and significantly improve the amount of money you make with your email campaigns.

