



MODULE 6

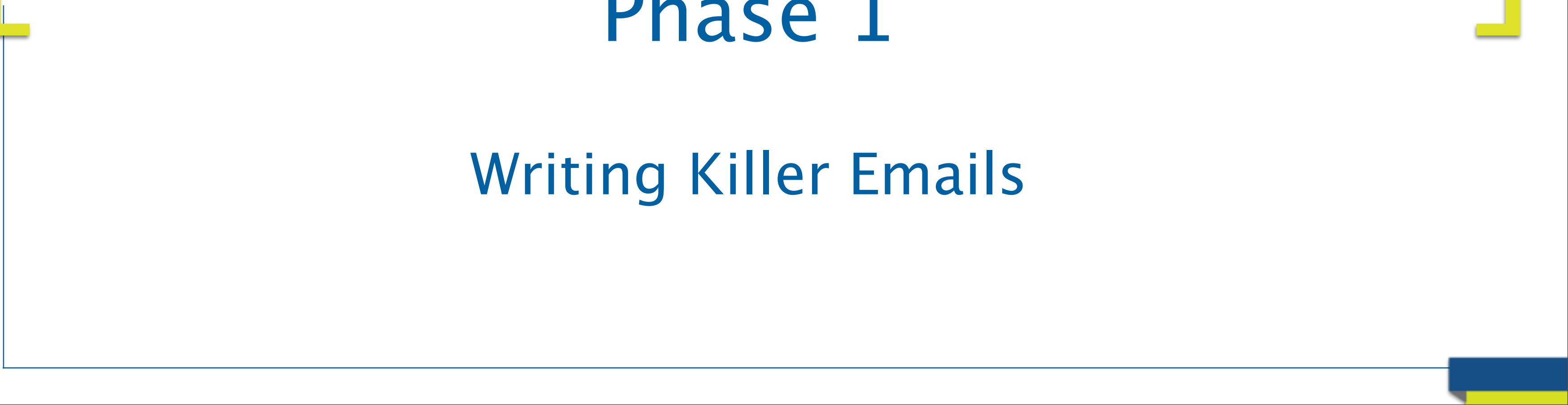
SEGMENT 3



Module #6

Phase 1

Writing Killer Emails

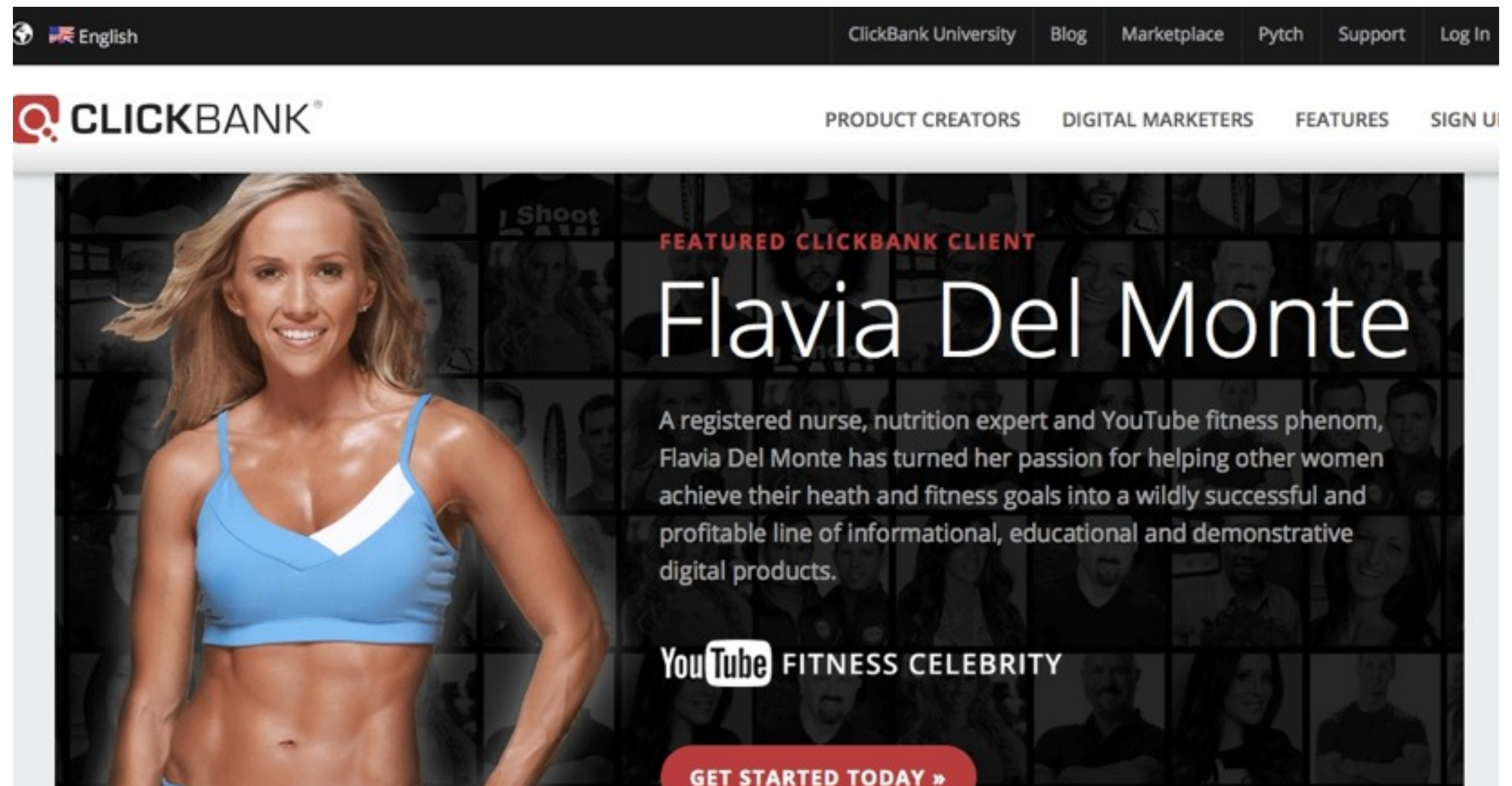


In This Class

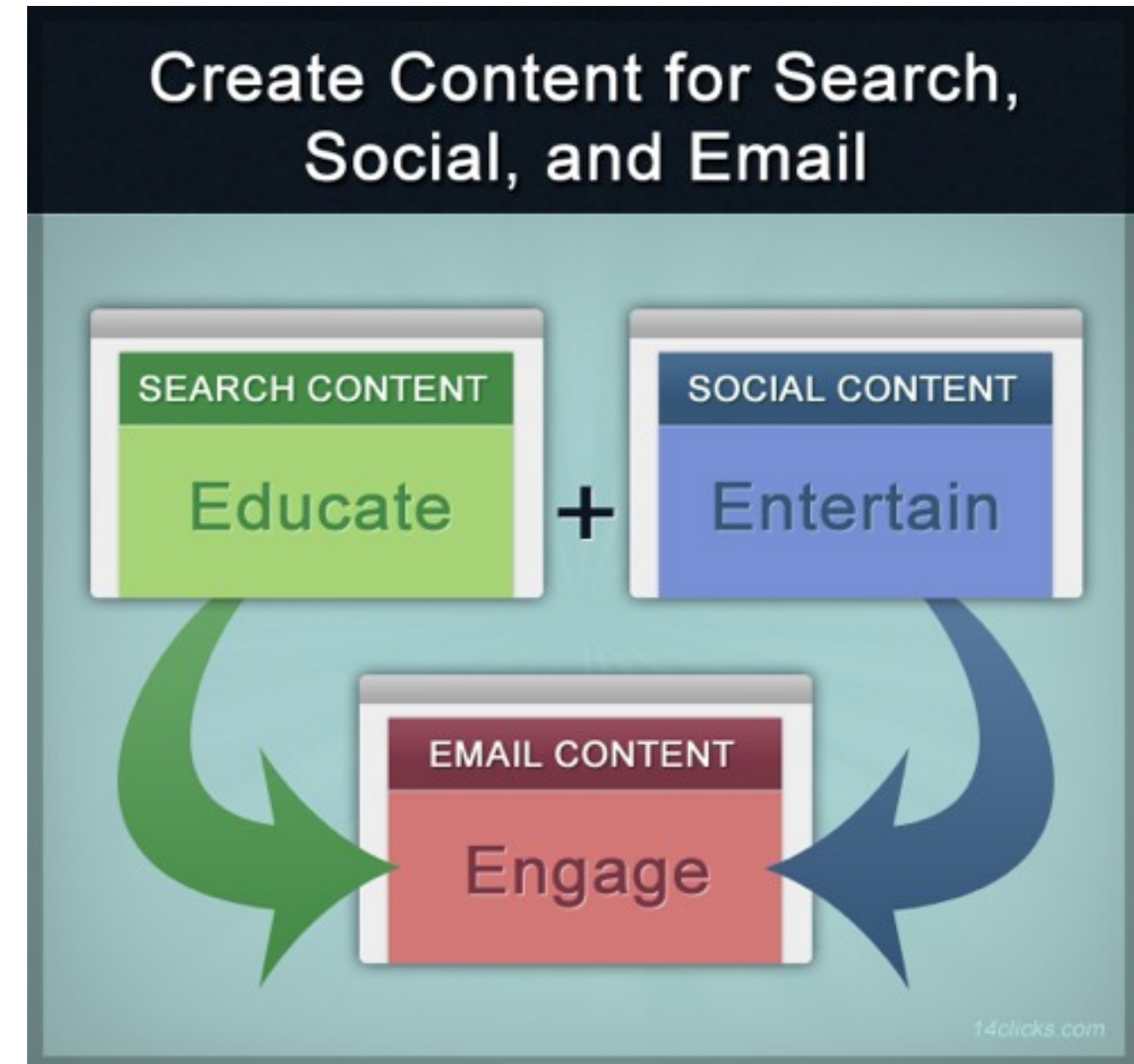
- Finding Good Affiliate Programs
- Types of Emails - Balancing Content With Promotions
- Introduce Subs To Blog, Facebook, Twitter, YouTube
- AR Series Vs. Broadcast Emails
- Email Writing Tips And Tricks

Finding Good Affiliate Programs

- Clickbank
- OfferVault.com
- ShareASale.com
- Google
- Networking

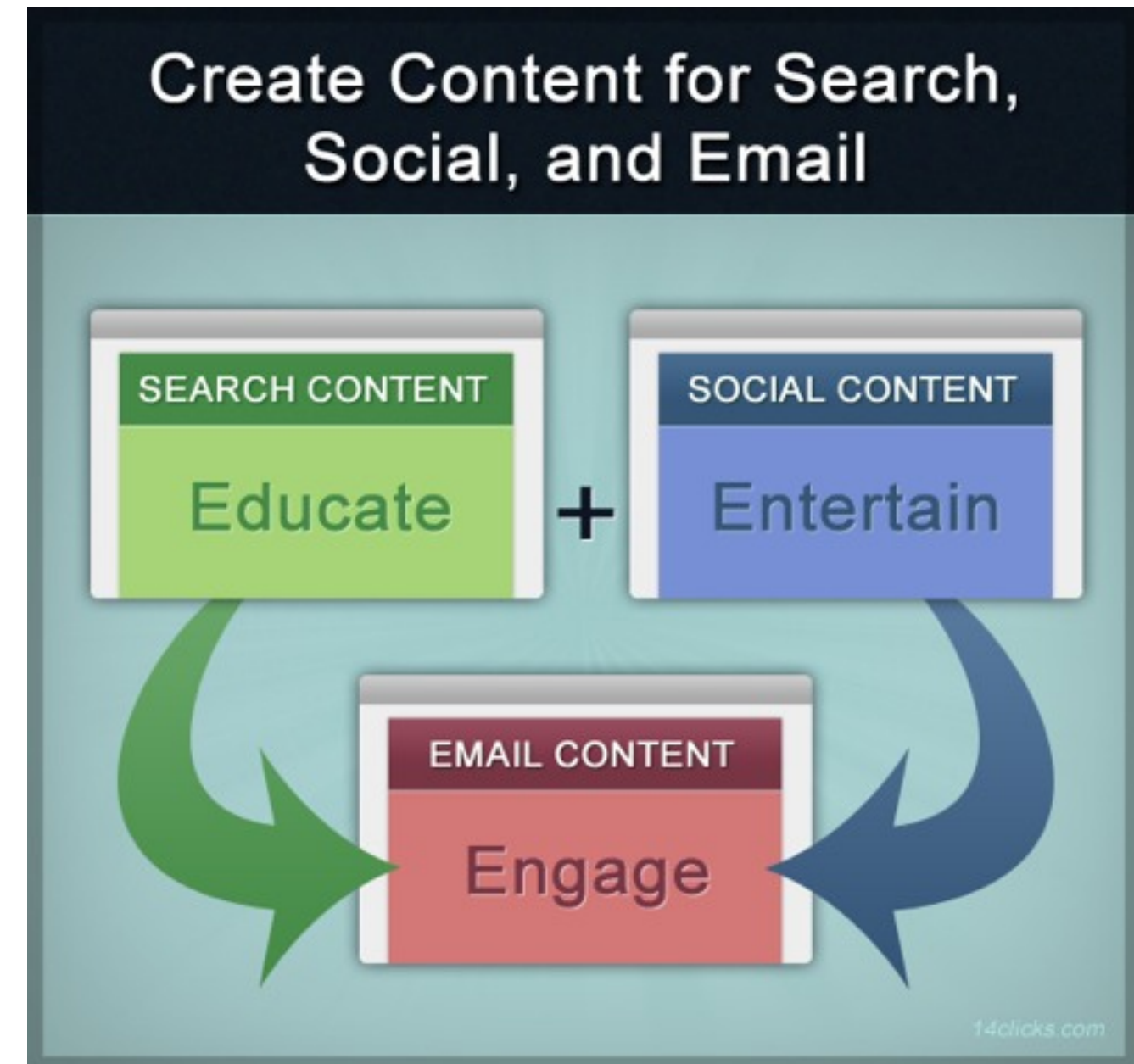


Types Of Emails – Balancing Content With Promotions



Types Of Emails – Balancing Content With Promotions

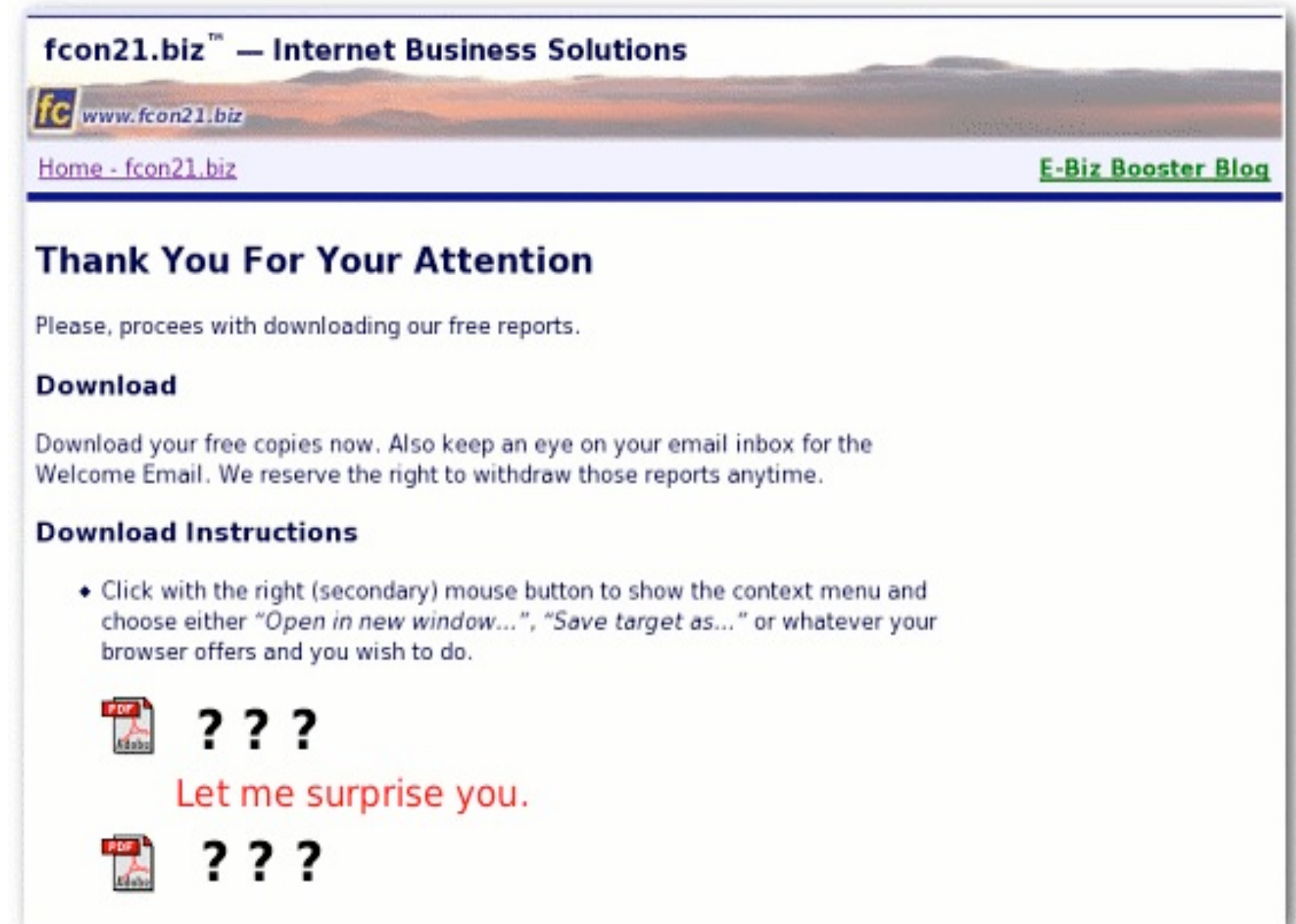
- Welcome Emails
- Content Email
- Promotional Emails



Welcome Emails

The Purpose

- Value
- 1st Contact With Sub
- Introduce Yourself
- Build Trust
- Admin Settings
- Whitelist Instructions



Content Emails



Content Emails

- Engagement
- Provides Value
- Provides Good Will
- Sets Up Your Offers



Offer & Promo Emails



Offer & Promo Emails

- Affiliate Offers
- Solo Ads



Guide Your Subs



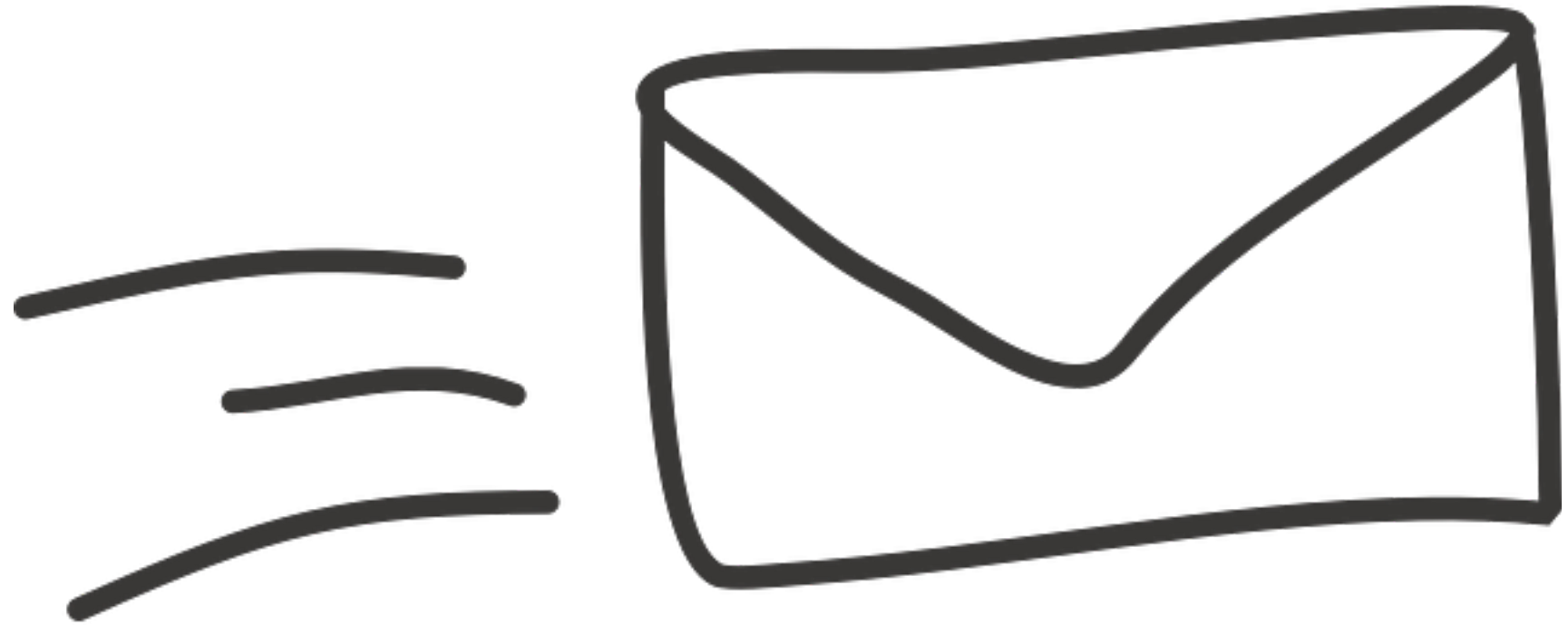
Guide Your Subs

- Your Blog
- Facebook
- Twitter
- YouTube
- Other Social Media
- To Your Sales Funnel



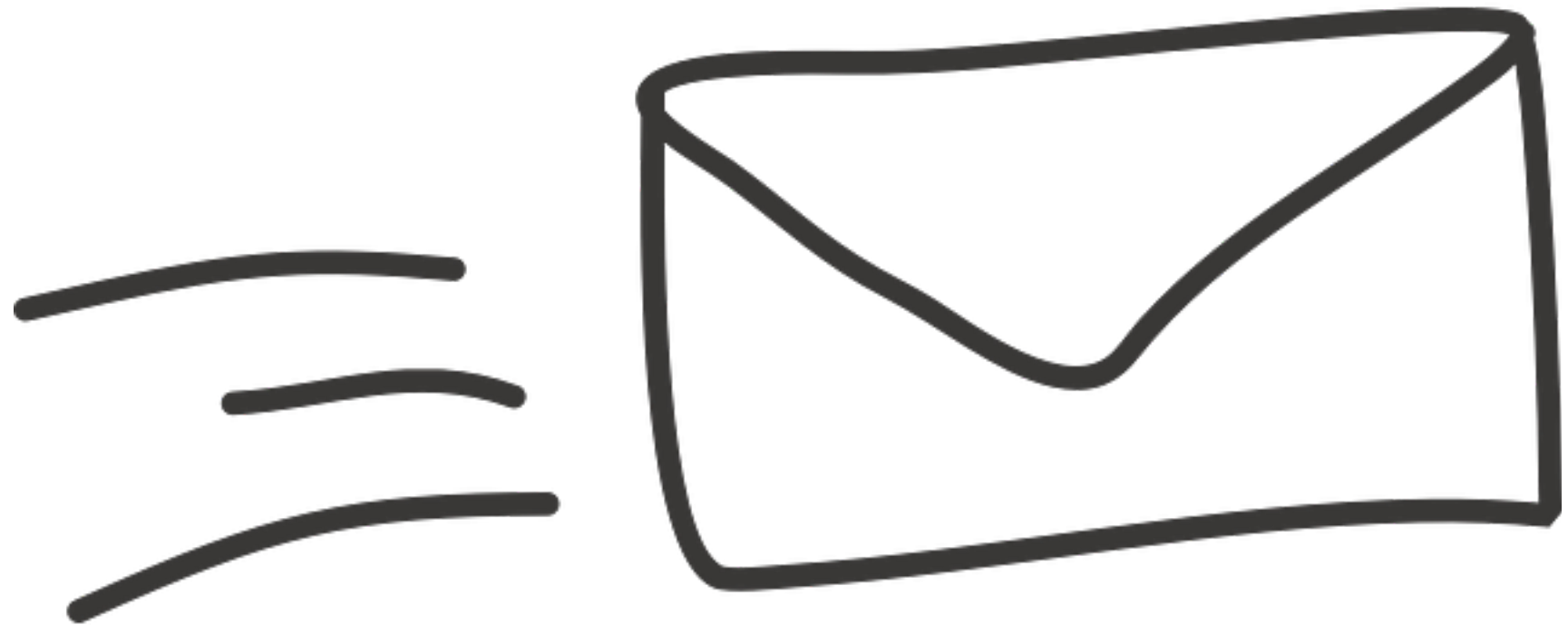
AR Series Vs. Broadcast Emails

- The Difference



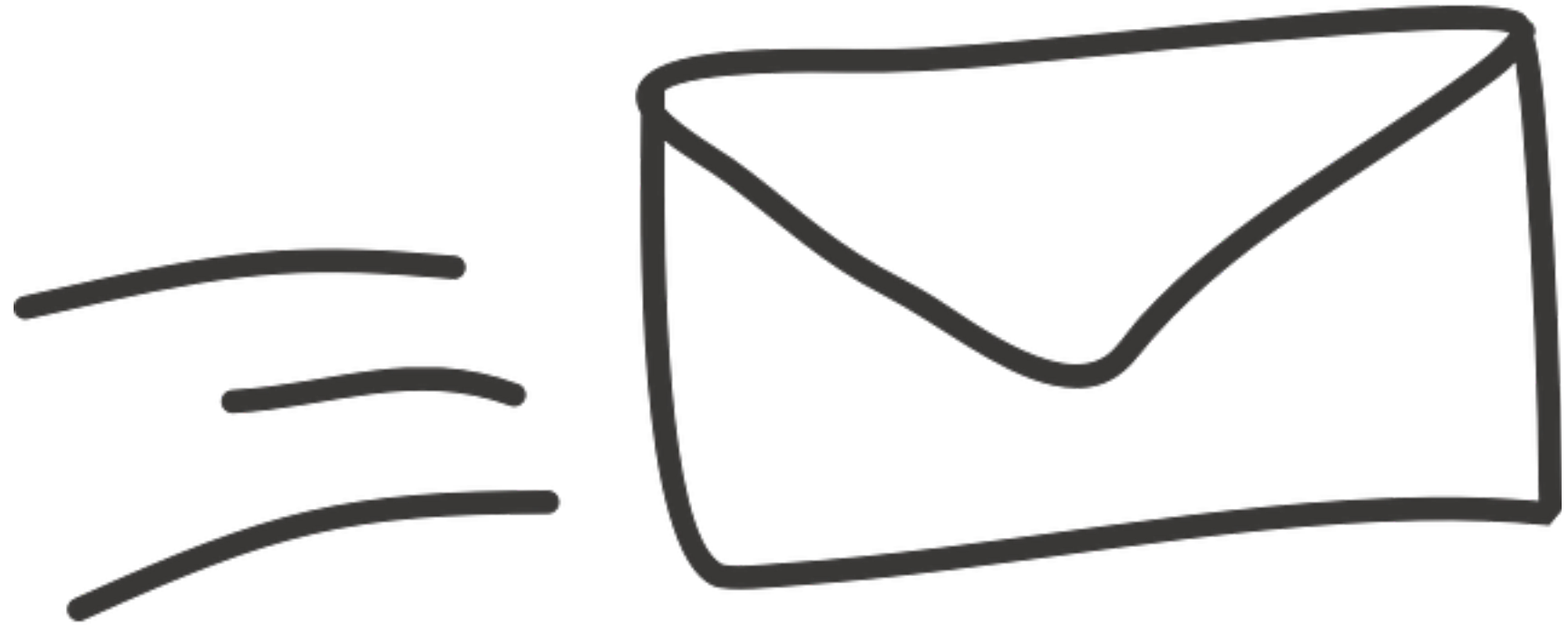
AR Series Vs. Broadcast Emails

- The Difference
- Why?



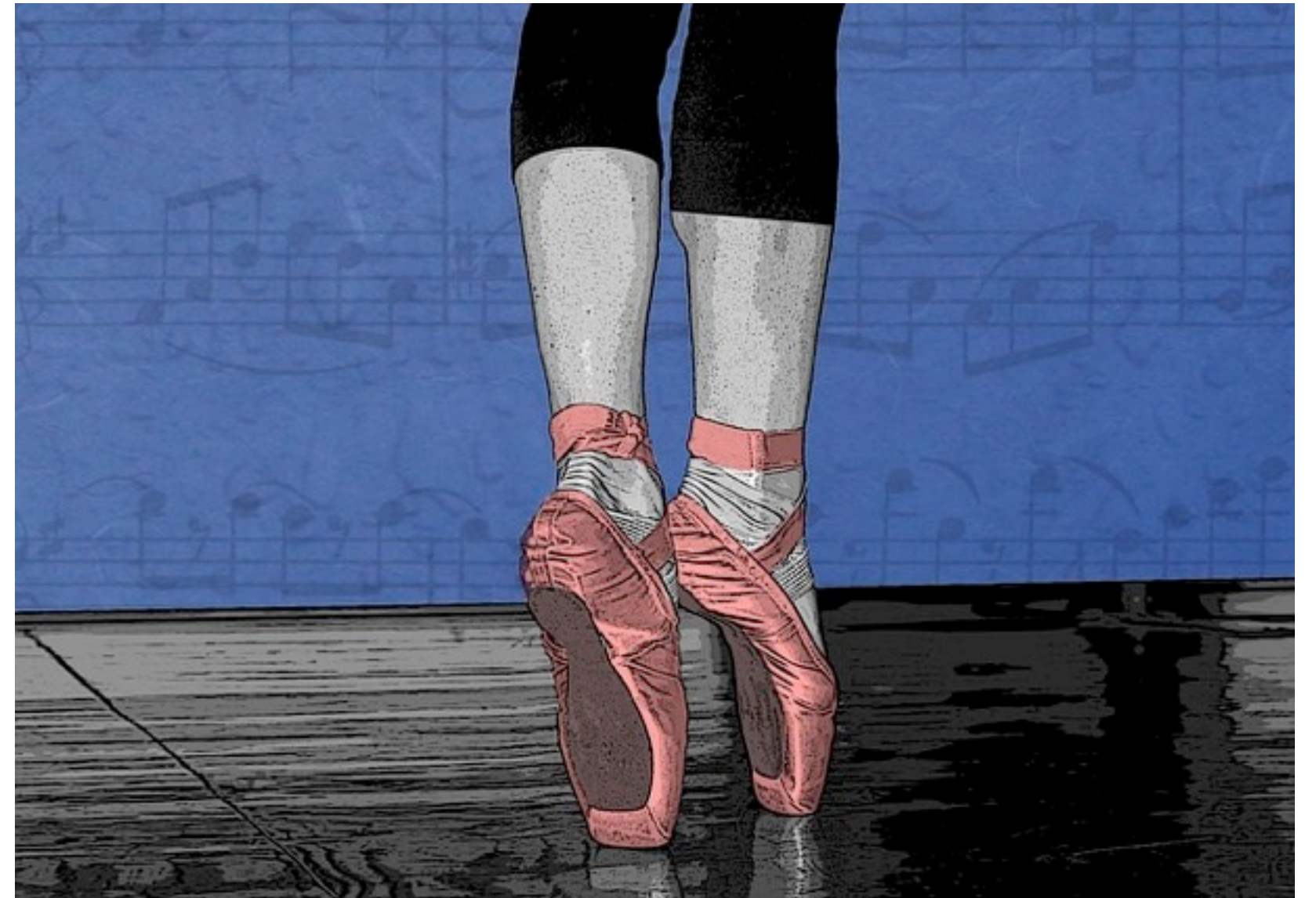
AR Series Vs. Broadcast Emails

- The Difference
- Why?
- When To Use



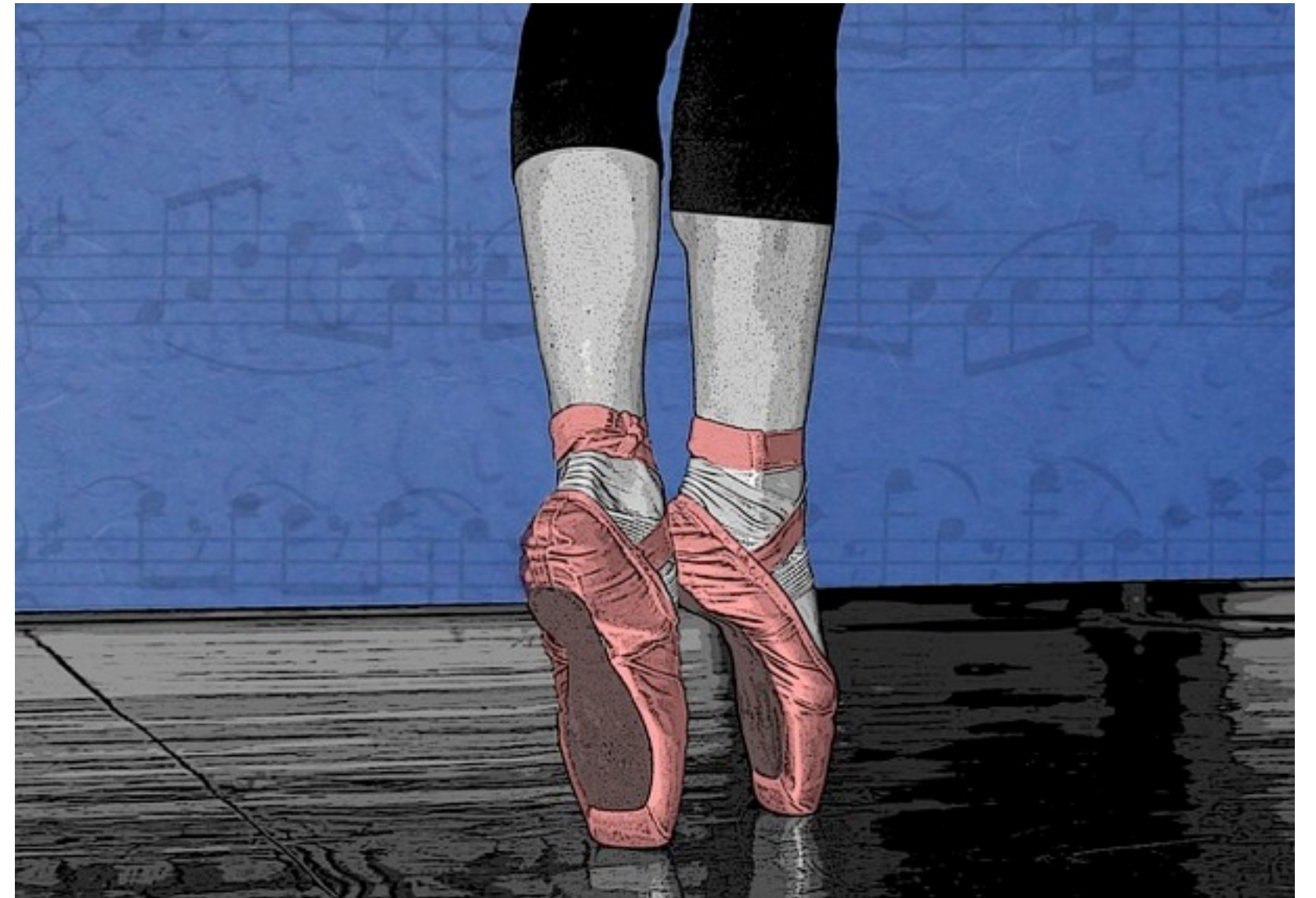
Email Tips And Tricks

- Your Brand = Your Voice



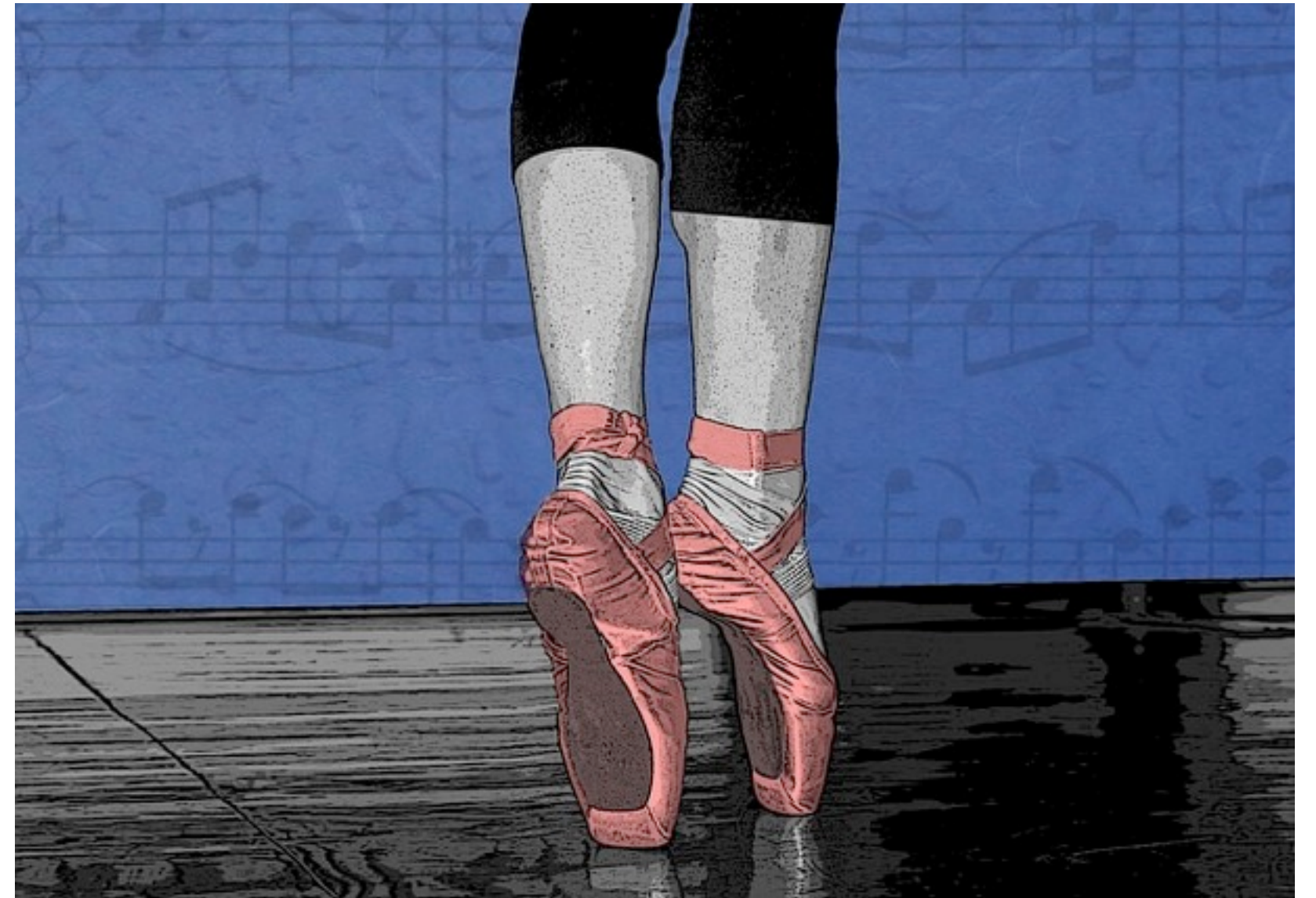
Email Tips And Tricks

- Your Brand = Your Voice
- Engaging Subject Lines



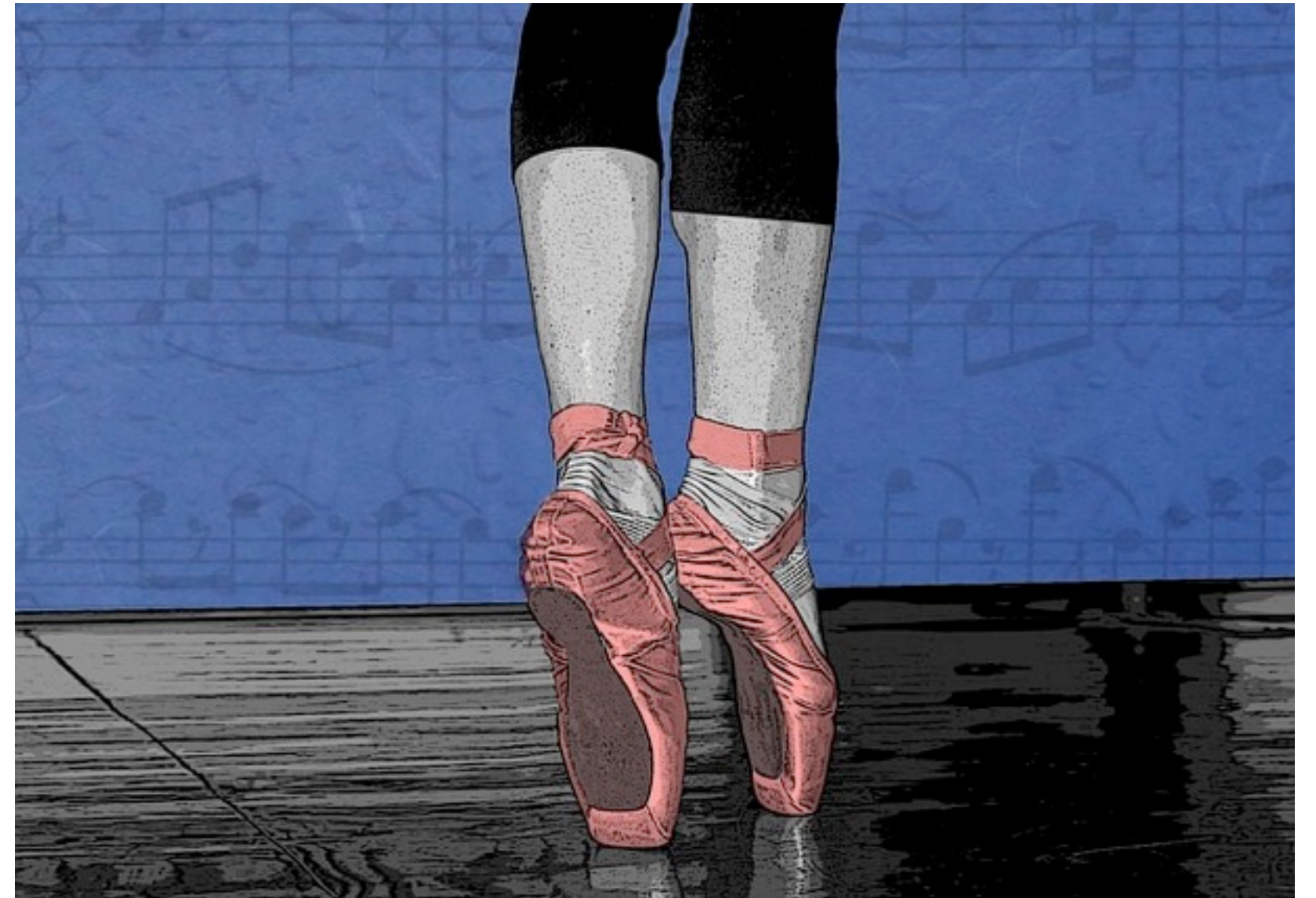
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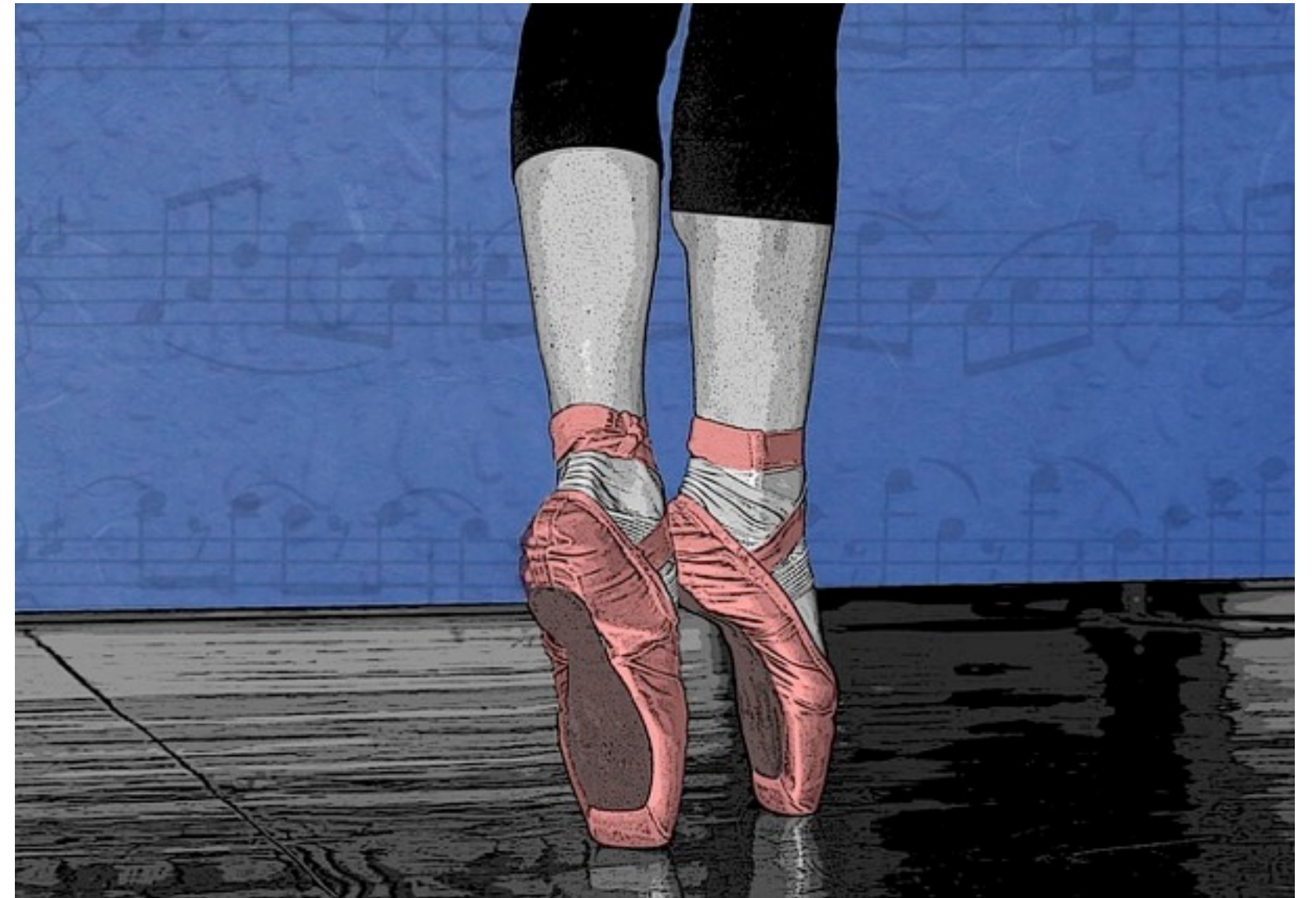
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- Your Brand = Your Voice
- Engaging Subject Lines
- Your Hook
- Be Personal-Not Creepy



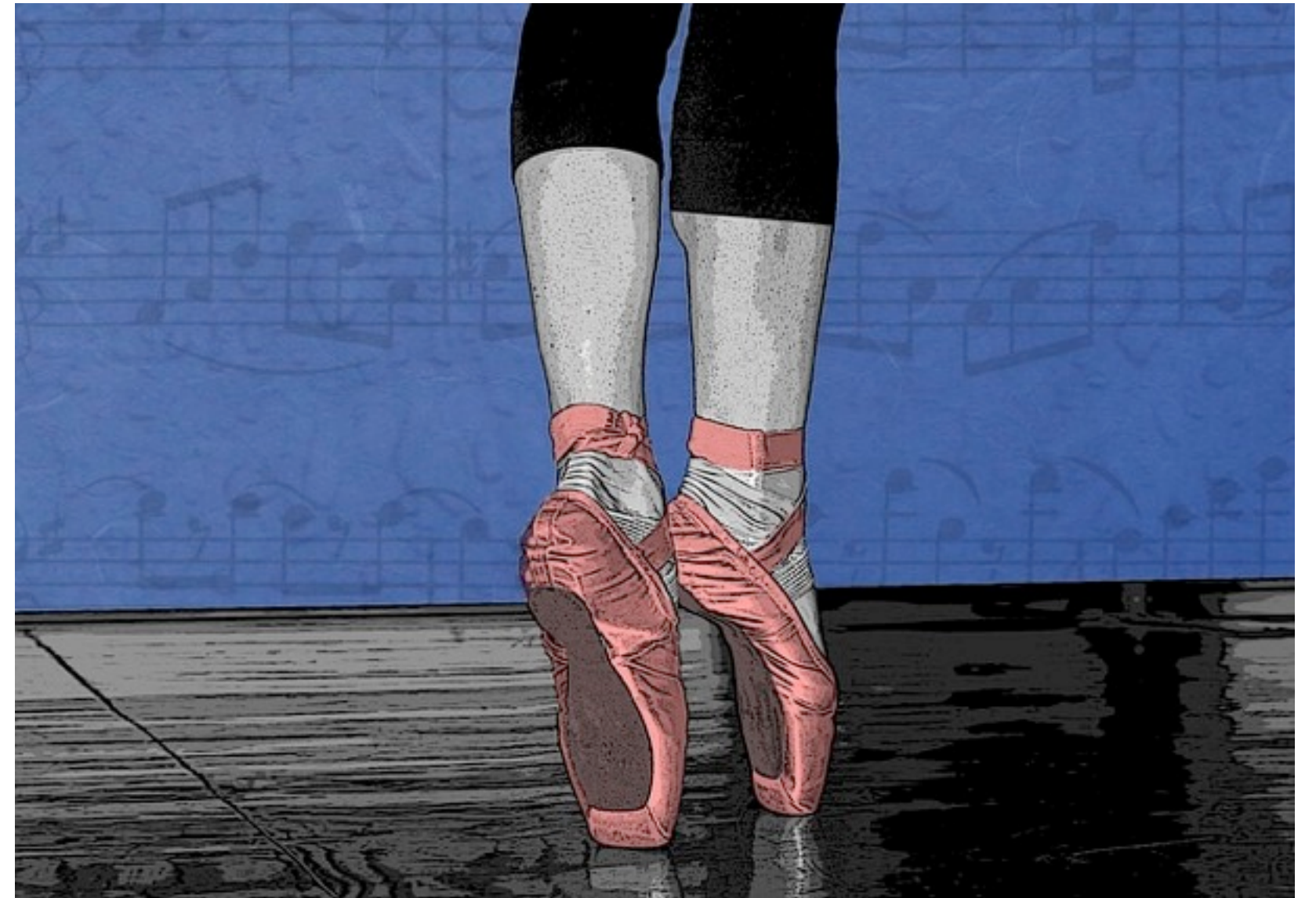
Email Tips And Tricks

- Your Brand = Your Voice
- Engaging Subject Lines
- Your Hook
- Be Personal-Not Creepy
- Always Use “You”



Email Tips And Tricks

- Your Brand = Your Voice
- Engaging Subject Lines
- Your Hook
- Be Personal-Not Creepy
- Always Use "You"
- Use Open Loops



Email Tips And Tricks (Cont.)

- Speak Simply



Email Tips And Tricks (Cont.)

- Speak Simply
- Talk WITH Them,



Email Tips And Tricks (Cont.)

- Speak Simply
- Talk WITH Them,
Not AT Them



Email Tips And Tricks (Cont.)

- Speak Simply
- Talk WITH Them,
Not AT Them
- Show Your Personality



Email Tips And Tricks (Cont.)

- Speak Simply
- Talk WITH Them,
Not AT Them
- Show Your Personality
- Spam Filter-Defense



Email Tips And Tricks (Cont.)

- Speak Simply
- Talk WITH Them,
Not AT Them
- Show Your Personality
- Spam Filter-Defense
- Schedule Intelligently



Email Tips And Tricks (Cont.)

- Speak Simply
- Talk WITH Them,
Not AT Them
- Show Your Personality
- Spam Filter-Defense
- Schedule Intelligently
- Use P.S.'s



Let's Review

- Finding Good Affiliate Programs
- Types of Emails - Balancing Content With Promotions
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