

80 Example Templates In Autoresponder Alchemy

<http://NAMS.ws/alchemy>

Example #53: Q&A

Subject: Write Emails Like a Super Hero

Loads of questions have been coming in about email marketing.

Today I decided to take some time out to answer them.

Away we go...

Question: What is your favorite way to build your email list?

Answer: Joint ventures.

When someone else promotes you, it gives you immediate credibility and proof. In fact you'll often see response rates at least DOUBLE what they are from cold advertising.

Here are a few of my favorite list building JVs.

Run a webinar where you promote a product 50/50 and register people for your list when they sign-up for the free webinar.

Participate in Amazon book launches where you give away one of your products as a bonus with the book. You add a whole bunch of "buyers" to your list for free.

Pay affiliates 100% commission on a low ticket product while you build a list of buyers.

Of course I love paid traffic also and use PPC Search, Facebook ads, CPV, banners, and more to grow my list quickly.

Question: Why aren't you promoting _____ (insert newest and biggest IM launch)?

Answer: Because I don't promote BSO's.

Almost all of the hottest internet product launches are BSO's (Bright Shiny Objects).

They're a distraction you don't need.

I do promote affiliate products from time to time, but they have to meet 3 qualifications first.

1. The product has to be excellent and worth at least 10 times the investment.
2. I take the time to try out the product myself and put it to the test.
3. It must be evergreen. It needs to work just as well next year as it does today.

Question: Do I have to use my name on my emails?

Answer: No.

You could create a pen name instead.

With my unique 'Super Hero Writing Method,' you could even think of your pen name as your alter ego.

Beginning email marketers are more confident using this alter ego persona.

One additional caution. In the US at least, you do need to have your business name and address on emails. It doesn't have to be your home address. It could be a box you rent.

Question: Do you have to tell personal stories?

Answer: No, but you want to tell stories.

Some of your best stories may be about your clients.

Or you could tell a story one of your friends recently shared with you.

You could even talk about a book or movie character.

You could create a "parable" to illustrate your point.

Stories are how you bypass the head and speak directly to the heart.

Question: How can you increase your open rates?

Answer: Write more entertaining subject lines.

Quit worrying so much about your open and clickthrough rates.

Sales are what matter. I've seen emails with 2,000 clickthroughs and 5 sales...and other emails with 350 clickthroughs and 122 sales. Which one would you rather have?

But to increase your open rates, try benefit + curiosity subject lines.

You offer a benefit plus make viewers curious about what you'll say this time.

I have a lot of proven subject line formulas, and that's one I regularly use.

If you want the insider scoop on all my cash producing email secrets, it's all recorded in "Autoresponder Alchemy."

Plus, you get 80 of my proven email templates as "models" to make the process easy...

<http://NAMS.ws/alchemy>

17 Year Email Marketing Veteran,
Terry Dean
The Internet Lifestyle Mentor
Earn More. Work Less. Enjoy Life!

Template #53: Q&A

Subject: [Benefit][Curiosity]

Loads of questions have been coming in about [subject you're covering].

Today I decided to take some time out to answer them.

Away we go...

Question: [A question you've received.]

Answer: [Quick Answer.]

[Answer the question with more details.]

Question: [A question you've received.]

Answer: [Quick Answer.]

[Answer the question with more details.]

Question: [A question you've received.]

Answer: [Quick Answer.]

[Answer the question with more details.]

Question: [A question you've received.]

Answer: [Quick Answer.]

[Answer the question with more details.]

[Do a quick pitch that ties in your product with the questions you just answered.]

LINK

Your [Benefit] Coach,

[NAME]

[TITLE]

[Benefit Rich Slogan]

Note: This type of email is about as easy as it gets. For years I had a section in a newsletter where an SEO expert was answering questions that came in for him. Great content and easy to produce. You could have a couple of questions or multiple questions in an email like this. Don't forget the pitch!