



## Module 10: Email Marketing, Lists, and Autoresponders



*"How impersonal!! Who would want to buy from someone they don't know, especially on the internet!"*

After we'd been comparing the "old-fashioned" way of selling products versus the "new-fashioned" methods on the internet, this was the reaction from a good friend and extremely successful sales manager of a major company.

His method is now known as "old-school."

You start with a list of customers or leads. You call people on the phone and set up an appointment. You meet them face-to-face at their place of business, or your office, or a restaurant. You have a cup of coffee or lunch, and talk about your products, pricing, and service. The customer looks you in the eye, gets a feeling of your character, and decides whether to buy or not. (This creates the “trust” I covered in the previous module.)

Deals were sealed with a hand shake across the table. Companies made millions and gave their salespeople huge commissions based upon their ability to “close the deal” while maintaining *a close personal relationship with the client*.

This old-fashioned method made mega sales and created customers who stayed with companies for a long time. The underlying concept of building relationships is still essential today, but the methods are quite different . . . and challenging.

Enter new-fashioned email marketing, with customer lists like before, but with impersonal autoresponders – your invisible sales force that knocks on customers' digital doors, develops virtual relationships, and promotes your products. Your big challenge is still the same: *build close personal relationships with your customers*.



### **Let's begin with a basic definition of email marketing.**

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

Thebalance.com adds this clarification:

"What is email marketing? The use of email to promote products and/or services. But a better email marketing definition is the use of email to *develop relationships* with potential customers and/or clients."

### **Now look at a closely related term: content marketing.**

"A type of marketing involving the creation and sharing of online material (such as videos, blogs, and social media posts) which does not explicitly promote a brand, but is intended to stimulate interest in its products or services."

Forbes adds their slant on *content marketing*: "A marketing technique of creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action."

Content marketing – value-based emails providing solutions and help with problems subscribers may have – is a great way to build trust and confidence between you and your customers, and pave the way for future sales with products you promote. (This ties into the "value" I covered in the previous module.)

### **How do you get started with email marketing?**

Besides content, two essential elements of email marketing are 1) your customer list, and 2) your autoresponder program. Here you'll learn about lists first, but I need to give you a preview of an autoresponder.

Am I putting “the cart in front of the horse”? No, because the autoresponder is the horse AND the cart. The horse delivers the content which it carries in the cart. The customer (or subscriber) list is where you send the horse and cart.

A simple definition of an autoresponder: A program that stores the contact information of your customers and sends them your marketing email messages. These programs are available from email marketing service providers.

Without a list of subscribers, an autoresponder program is an empty cart with a clueless horse so...



## Soak in these FAQs and facts about the almighty List!

### 1. What is a subscriber?

Someone who has “opted in” (provided their name and email address) to receive something from you like a free gift, free e-book, action guide, or “how-to,” and to receive regular emails from a particular campaign. You have to get their permission in order to send them something. This can be the tricky part! Getting someone to part with their contact details takes creativity and a finger on the pulse of your particular niche market. I delve into building your list of subscribers in one of my advanced modules.

### 2. What is a list?

My online mentor, successful email marketer, and close friend George McBride says: “A list is a group, a large group of people with whom you have built *trust* by offering *value*. When you have a robust list, you will make robust sales.”

### 3. How do I build a list of subscribers?

Offer valuable content that attracts individuals interested in further engagement with you. If they decide your content is worthwhile, potential subscribers willingly offer their name and email address, which gives you permission to send them email marketing messages.

### 4. Why would I want to build a list?

How many reasons would do you want? That list could go on forever! Check out these reasons from successful professionals.

Brian Rooney, the owner of Traffic Wave.net (my favorite autoresponder) has this to say about building a list:

*We hear about it. We read about it. We download e-books about it. We watch YouTube videos about it. It seems all the big gurus agree – the profit is in the list.*



*The big internet marketers are known for bragging about the size of their lists, and for good reason. When you have built a good list and you've*

*managed that list well, you basically have your own online ATM machine. You are able to sell to your subscribers over and over again. This is why so many top internet marketers are constantly singing the praises of list building.*

List building is how top internet marketers like Chase Swift are able to generate online sales with the click of a button. When he finds a product or service he believes will help his subscribers, he puts an email together and sends it to his list. His subscribers trust him and usually agree to look at his offers.

List building is how top producer Didi Wargo creates online streams of income. She sends updates, training, and motivational messages to her subscribers on a regular basis. Her subscribers know she's a producer and they want to become producers, too.

My buddy George McBride has this to say about list building:

*Statistics show consistent email advertising is the best form of online advertising to date. Everyone says the money is in the list because with a list you can consistently present your offers to a group of people who are coming to know and trust you.*

I'm a subscriber on an email list from Scott Lord, the CEO of an internet business called IEngineer.com. He's got some great in-your-face things to say about lists.

*"Quick question, answer fast! How many people's email lists are you on currently? 5, 10, 50, over 100+?"*





*Well, I know you are on at least one person's list, MINE. So, chances are you are on a lot of other people's lists too. Today, I bet you are receiving automated emails from marketers like me like clockwork.*

*When you read this email, it will likely be Sunday or Monday and guess what? I'm not even in the office or at home, but likely will be with my family doing something or another. It's automated marketing, baby! And it's a beautiful thing.*

*This is "Scott Bot 3000" emailing you right now. So, guess what you need? You don't need to join another marketer's email list, but you need YOUR OWN FREAKING LIST!*

*It's simple, you either craft and send out emails like this in autopilot fashion, or you're over there as a plain subscriber. You either send emails and make bucks, or you receive emails and spend bucks.*

*Which are you? Want to change? Yeah, it's time you put your butt on the line and GET YOUR OWN LIST OF SUBSCRIBERS!*



## **5. Is it true that having your own email list is like having your own ATM?**

Well, in many ways . . . yes, it's true! Successful email marketers with their own list can send out an email and see money in their PayPal or Payment Service account within minutes!

Will this work for you? Sure it can! If you do it right and keep doing it right. (That's why you're taking this course!) Remember that one of the key

ingredients to a responsive email list is the relationship you have with the customers on your list. If you're always trying to sell them on a product or hitting them up to buy something, then you'll have problems.

If you build trust and confidence in your email campaigns and focus on value content that helps your customers, then each email you send can be like withdrawing funds from your own personal ATM!

## **6. How do I make my list make me money?**

These days just having a generic list or a bunch of leads is not good enough. You need to develop your list by offering high-quality content in such a way that you build trust, confidence, and respect. If you do this carefully, you'll create a solid, loyal, and dedicated following. Many online marketers want to push people into a sale. Successful marketers use attraction strategies which "pull" people into whatever they are promoting instead of "pushing" them away. (Please read my article at the end of this module in the "3E's to Succeed" section: "Push-Pull Marketing: Don't push 'em away. Pull 'em in!")

## **7. Building an email list sounds hard.**

That depends on how you look at it. Let's get psychological for a minute. If you think something is "hard", it will be! If you think something is impossible – it will be! If you think something is easy, you will find it is easy. Mental? Yes, but it's true!

Building your list is really not hard, it just takes some training and learning and practice to do it right. If at first you don't succeed, try, try again. (A classic cliché, but it doesn't work for skydiving.) Even the most successful marketers made loads of mistakes but refined their skills over time.

But don't listen to me! Listen to Thomas Edison's words about inventing the light bulb: "I have not failed. I just found 10,000 ways that won't work." Or do you prefer Albert Einstein's words? "A person who never made a mistake never tried anything new."

Once you enjoy the results of having a great list, all your work will be worth your time and energy!

## **VIDEO TUTORIAL – Email Marketing basics explained**

[Click HERE to watch!](#)

[Get some of my coffee-licious, java-brew here!](#)



## Autoresponders: your storage and delivery system!

While we're talking about "hard", try using Gmail, Yahoo, AOL, or other email service providers to send out hundreds or thousands of emails. They will quickly shut you down. It's not just hard. It's *impossible!* You cannot email prospective buyers without an efficient and acceptable means to email them. Setting up an autoresponder program is a *must!*

Building a high-quality list will bring you consistent income for many years, so it's crucial to have an equally high-quality **auto-responder** program. Autoresponders are essential tools you need to

build your online business – the same as a carpenter needs the proper tools to build a house!

Your personal email account is not a proper tool for the job. Major email service providers are super serious about preventing spam, and this could drastically hinder your progress in getting emails delivered, building your list, and monetizing it. Certain legal rules need to be followed when sending large numbers of emails, and many ISPs are set to reject emails if they consider them to be spam.

Auto-responder companies have relationships in place with ISPs and can prevent any problems with mailing thousands of emails every week. A reputable auto-responder company can aid with the mechanics of delivering your email promotions and make sure your emails have the greatest chance being sent and received.

### **A reputable autoresponder company helps you by:**

- Receiving and processing the opt-ins (those who hit "Submit") from your campaigns or website
- Sending broadcast emails to your entire list
- Creating auto-responder sequences in a timely manner which are controlled by you
- Managing email campaigns
- Handling subscription management
- Ensuring your emails get delivered
- Providing analytics and general automation

I've already shared with you that my favorite autoresponder company is [TrafficWave.net](http://TrafficWave.net). Though they're not one of the "big" companies, they succeed by providing excellent service and support at an economical price. (Still only \$17.95 monthly with no limit on subscribers, campaigns, and emails!) I've had experience with four other autoresponder service providers but was not satisfied with the results.

**[VIDEO TUTORIAL - Click HERE to watch my over-the-shoulder review of TrafficWave.net](#)**

Some of the reputable autoresponder companies (or email marketing service providers) on the market are GetResponse, Aweber, MailChimp, Infusionsoft, iContact, VerticalResponse, Active Campaign, Sendlane, Constant Contact, Topica, and of course, [TrafficWave!](http://TrafficWave.net)

If you want to engage with email marketing, start doing your autoresponder research now. Check 'em out, test 'em out, use 'em!







As a training example of autoresponders for you, I'm using TrafficWave since I've already built many campaigns with their system.

**TrafficWave is free for the first 30 days after you set up an account.**

After viewing or going through their basic course, you can cancel if you don't want to continue. If you like their program, I've got a way for you to get an additional 30 days free. No other autoresponder company does this!

Here's what to do:

- [Click here and create a \*free\* account with TrafficWave.](#)
- After you create an account, go to your email Inbox and confirm the email sent to you from TrafficWave.net.
- Within 24 hours of confirming your email address, you'll receive another email, from me. This email walks you step-by-step through the process of setting up a simple campaign.
- Over the course of two-three weeks, you'll receive several emails showing you how to create a new campaign, how to make settings changes, and how to download a sample email campaign.
- If you so desire, TrafficWave has uploaded many video tutorials about their program to YouTube. Go to YouTube and enter "TrafficWave" in the search bar. Watch and enjoy!

**VIDEO TUTORIAL:** The following video shows the framework of creating an email campaign in an autoresponder program.

This is a demonstration of an email campaign I recently used to build my list.

[Click HERE to watch now.](#)

The next step in your training will be to set up an email marketing campaign and start building your own list of subscribers. Patience, patience! My short fingers can type only so fast! Since I've already typed this advice about Push-Pull Marketing that I told you about earlier, please read on!



### **Push-Pull Marketing: Don't push 'em away. Pull 'em in!**

There are two types of online marketers – those who try to "push" people into buying something and those who have the ability to "pull" people into buying. A great difference exists between the two, and I want to clarify these differences now.

Many online marketers, myself included, want and need to earn money online. I'm eager, ready, and willing to promote products and programs I think people will buy.

**The problem with push marketing is "disconnection."** You disconnect with the honest emotions and the trust factor in the sales process. When someone uses push marketing, they try to impose their will on you, press hard, or strongly convince you to buy what they're selling. They tend to "push" people to buy a product, and when this happens the customer tends to run away.

When you chase after a sale, just to put cash in your pocket with no regard for your buyer, people shy away or run the other direction! Nobody likes a pushy salesperson! This is the "Used Car Salesman Approach" and it doesn't work online.

I want to gently "pull" customers or clients into making a decision to buy the product I'm promoting with pull marketing – also known as "attraction selling". Rather than chase after a sale, I offer something of value, some measure of appropriate content beyond the sale which might solve a problem for one buyer

or meet the needs of another. My ultimate goal is to have customers who are eager to buy the products I promote. This doesn't always happen quickly. Skepticism in the online space runs prevalent and must be overcome. I work on creating trust from my customers and potential clients so they feel comfortable purchasing what I have to offer.

### **Sounds hard again! What do I do?**

One way to overcome many of these challenges is by "moral authority." That's the "ownership" part of selling. The best people to buy from are those who are satisfied and happy customers themselves and currently use the product or services they're promoting! Truly believing in your product or service is only one part of the picture. The other part is the "ownership," where you confidently say . . .

*"This product will help you, because it works for me! I know, because I'm using the product now!"*

This is moral authority. It's carried thru your advertising verbiage and speaks directly to the emotion of the buyer.

How can you convince people to buy products if you are not buying them yourself? Sounds like hypocrisy to me. Not very trustable. (It might work if you use pushy-me-me-me, I-don't-care-about-you marketing.)

### **How do I establish "moral authority?"**

First of all, find products you are passionate about, have an interest in, or excite you. Purchase these products and use them, so you can confidently say, "I own this product, and I use it!"

Second, perhaps in your line of work, occupation, or niche, you use or own products you're already familiar with and can speak authoritatively and honestly about them.

Examples? If you're a beautician and have used a certain line of hair care products for years, you own these products with "moral authority."

If you're an accountant, the systems and programs you use can be promoted to help build trust with your potential customers.

For an auto mechanic, products which increase the value of a vehicle, or solve a problem for current customers can be advertised to your potential customers. This approach establishes your own moral authority. You will see better results with your promotions when you incorporate this method.

## How do you engage this method? Create a product review!

Purchase a product and create a review. You can then post the review online at a blog site or forum along with a link sending the reader to a site selling that product. If they buy, you receive a commission!

Could you do this? Try it. It doesn't have to be a lengthy review, just a few sentences or paragraphs. Give a personal testimonial of the value you received by purchasing and trying the product for yourself. Conclude with a product link, and tell them to "go there now, buy it, and see for yourself!"

This short review can be posted on social media sites, added into emails to your friends and family, posted on community blog sites, or copied and pasted into forums.

Video is becoming King of the Online World. Everywhere you look, people are posting videos on all sorts of subjects.

How about you doing this? Why not? Einstein said try something new. Make your own video review of a product. Post the video on your own YouTube Channel (which is easy to set up), add a link to the product in the comment section, use the "Share" button to create another URL link to your YouTube video and email this URL link to friends, family, and anyone else who won't just think you're bothering them with pushy marketing. This URL can also be posted on social media sites without any fear of rejection. Easy! ☺ Really!

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