

- Special Report -

Get **Em@il** **Results!**

Jimmy D. Brown

**How
To Get
Your List
Members
To Buy
From You**



Make More Money From ANY Size List

By Jimmy D. Brown
Benchmark Publishing, LLC

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About The Author

Jimmy D. Brown



Jimmy D. Brown is widely considered one of the web's **leading email marketing consultants**.

He's been one of the featured speakers at the world's largest Internet marketing seminars, such as the ***Big Seminar*** and the ***System Seminar***. He's been interviewed by some of the most successful marketers in the world, like Yanik Silver and Jim Edwards. He's privately counseled some of the top "gurus".

And those who've *submitted testimonials* for his products are like a who's who of Internet marketing...

- John Reese
- Armand Morin
- Terry Dean
- Paul Myers
- Stephen Pierce
- Jim Edwards
- Alex Mandossian
- Phil Wiley
- Ryan Deiss
- Jason Potash

Just to name a few.

His [Small Reports Fortune](#) course is getting rave reviews from seasoned Internet Marketers as well as from college students, stay-at-home moms and retired grandparents. In the Small Reports for Big Profits system he outlines a step-by-step plan that is simple to follow, yet incredibly powerful when it comes to generating large amounts of profits (think 6 figures).

6 KEYS TO GETTING MORE EMAIL RESULTS

His [Get Messages Read](#) course breaks new ground in email marketing techniques. Not only will Jimmy teach you how to make sure your emails get delivered in the first place, he also shares his own techniques to write headlines that will catch your subscribers attention. And once you have them reading your email, his course will teach you how to write copy and make offers that make them pull out their wallets to spend money before they even finish reading your message.

Jimmy has helped thousands of people establish and grow online businesses since 1999, and has created ***dozens of best-selling internet marketing courses***.

When he's not working, Jimmy is found spending time with his family (lovely wife Paula and "just as stubborn as his daddy" son, Jacob) or out playing tennis.

He has an online daily devotional site at [Living4Jesus.com](#) where over **700 of his original devotionals** are archived.

Other products from Jimmy:

- [List Profit System](#)
- [Subject Line Secrets](#)
- [Email Strategies Explained](#)

Introduction

Special Report –

PRINT THIS OUT FIRST

6 KEYS TO GETTING MORE EMAIL RESULTS

How to Actually Produce Profits By Using the Power of Email Marketing

By Jimmy D. Brown <http://www.GetEmailResults.com>

Hi. This is Jimmy D. Brown of [GetEmailResults.com](http://www.GetEmailResults.com). Welcome to this special report that I've put together to share with you a new strategy that very few people are using with their email marketing.

In fact, after applying what I'll teach you, there's a good possibility that you may be the ONLY person using this strategy in your particular niche.

And, even if you are involved in some highly competitive, overly saturated field like "internet marketing", only a few will be up to speed on using this one.

Here's your chance to separate yourself from the competition.

What I want you to pay particular attention to as you learn this technique and think of ways to apply it yourself is this: watch it unfold before your very eyes.

You see, THIS REPORT – the way it was requested, the way it was delivered, the way it is structured – is a case study of the strategy itself.

That's right, what you are now reading IS the very system I am about to describe to you IN ACTION.

6 KEYS TO GETTING MORE EMAIL RESULTS

So, as you read through the “keys” for success a bit later in this report, take a closer look at what you are reading ... and you’ll see that I “practice what I preach”.

This very report is the strategy come to life.

As you read each “key”, think about how I have applied that key here and you’ll be able to see better how YOU can apply it to your own email marketing.

In particular, we’re going to talk about how to get more people to read your newsletter, your ecourses and your special reports.

Remember, the goal here in learning this new concept is simple.

The goal is to help you...

- ❑ **Get more people to read your email messages.**
- ❑ **Get more people to respond to your email messages.**

So, having said that, let’s see what you can learn here.

STOP! Before you move on, PRINT this report. I assure you that you’ll receive much more benefit from STUDYING over the information, rather than simply browsing through it on your computer screen.

Before you even begin reading ... PRINT the report out on paper. Then, grab an ink pen and STUDY it. Circle or underline items of importance to you. Scribble ideas and notes in the margins. Write out action steps.

This information is just information unless you use it.

I encourage you to print it out before you read it.

Part 01: The Times They Are A-Changin'

First of all, let me explain why this new strategy has become necessary.

**Email marketing is the most powerful tool for creating wealth online.
Really. Nothing else comes close to it.**

Every part of marketing online, to one degree or another, uses email as a part of the process.

No big surprise there. Email is a powerful, powerful weapon.

And, because it is so powerful, coupled with the fact that it is completely FREE to use, it has become overused.

It is overused by those who want to ABUSE the outlet, (I.E. SPAMMERS) and it is overused by those who don't know how to use it effectively.

The result is a constant bombardment of email messages in your email box... which has led to a myriad of problems.

1. We now have SPAM filters that are deleting a great majority of the SPAM, but are - in the process - deleting a great majority of the legitimate email messages. These filters are deleting YOUR marketing messages and MY marketing messages to recipients who REQUESTED the information.

2. We also have massive deletes. (How many times have you quickly scanned through 50 email subject lines, highlighted them all and then clicked the DELETE button?) We, as individuals, error in trying to determine which emails to read, and which are SPAM.

3. We have incredible competition for the subscriber's attention. There are many other messages (and more coming each day) by many other marketers (and more coming each day) that are also attempting to reach the very subscribers that we are trying to reach.

Bottom line is: it is becoming increasingly difficult to get your email marketing messages ever even seen by the intended recipient, and certainly more difficult to get the messages read and responded to.

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Does that mean that email marketing is dead, as many people want you to believe?

Of course not!

Don't buy into that kind of limited thinking.

What it means is that YOU must adapt as email marketing challenges arise. As these obstacles get into your pathway, don't just quit and head backwards. Don't you dare give up.

Find a way around the obstacle, through the obstacle, over the obstacle or under the obstacle... so you can continue to go forward.

Downloading this report is a step forward.

What I'm about to talk with you about is a way to accomplish three important things...

1. Beat the spam filters.
2. Beat massive deletes.
3. Beat your competition.

Sounds good, huh?

OK, so let's get to it.

What we're going to look at is how to use what I call "downloadable email messages." (AKA "D.E.M.")

Here's what they are...

Defined: "Downloadable email messages"

A "downloadable email message" is an informational message (newsletter issue, ecourse lesson, special report) that is announced via email to a list of subscribers, but delivered as a downloadable document (a PDF file).

To understand why this new technique is important, let's look at the way most information messages are delivered.

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----- Sidebar -----

When I refer to "informational messages", I am primarily referring to newsletter issues, ecourse (mini-course) lessons and special reports.

Typically, here's how it works. You encourage people to join a newsletter list or subscribe to an ecourse series of messages. Then, those messages are sent to the recipient directly to their email address. In other words, the latest edition of your newsletter heads for their email inbox, or each of the ecourse lessons heads for your subscriber's email inbox.

And the problems set in.

SPAM filters eliminate the informational messages to some recipients because you used the wrong keyword(s) in your featured article.

Everybody and their grandma sends out their information message on the same day and yours gets lost in the shuffle.

Many of your subscribers "intend" to read your newsletter, but accidentally delete it or file it away with other issues of other ezines and have little to no chance of ever seeing it again.

What now?

You change your strategy, that's "what now".

You begin using "downloadable email messages."

Now, let's see what happens in this new scenario.

You send out an email to your subscribers. (Perhaps it's the latest edition of your newsletter, or the next ecourse lesson or a special report they requested). It reads something like this...

Subject: Name, here's your download link...

Hi Name, You may download lesson 5 of the "List Alchemy" ecourse at <http://www.mydomain.com/lesson5.html>

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In this lesson you'll discover "How to Use Any List to Triple Your Affiliate Commissions."

Yes, even if you have a list of 50 people, this strategy works.

Best regards,
Jimmy D. Brown

Now, what happens?

First of all, it is MUCH less likely that the SPAM filters are going to automatically delete this email. Instead of having 1,000 or 2,000 (or up to 5,000) words in your newsletter issue or ecourse issue that ***all*** have to pass the test, you have (in this example) only 44 words. **Much more chance you'll make it through the maze of filtration.**

Secondly, there is much more VALUE here. Think about this. Your competitor sends out a text newsletter. You send out a downloadable PDF file. Which one has a higher perceived value? I'm going with the downloadable version.

But, consider this: even if the value is equal ... you still stand out from the crowd, because you are DIFFERENT. **In the sea of similarity that dominates the web, those who are unique will almost always command more attention.**

And, you also have a much longer shelf life. A file that someone downloads to their computer will almost always stay on their computer longer than an email message. It gets even better. When you use the "keys" that we're going to talk about in the next section, you can actually get better results from your email marketing than you ever have before ... even before SPAM filters and cutthroat competition.

----- Sidebar -----

One thing that I do want to mention here is these "downloadable email messages" are better (in my opinion) than either information delivered by email OR by information announced via email and delivered at a website.

So, if you've been using something similar to this (I.E. "The latest edition of XYZ Ezine is available at <http://www.mydomain.com/issue231.html> ") this technique, when used properly, can be used more effectively.

Read on to find out how...

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I've been experimenting with these "downloadable email messages" and have found them to be extremely effective.

The important thing to note is this: using this strategy works with any informational message that you deliver to your subscribers...

Newsletter issues. I encourage you to use this strategy for each issue of your newsletter. Prepare the issue like you always do, and, when you are finished, convert it into a document for downloading ... preferably a PDF file. You can "spice it up" by using different font sizes, styles and colors, along with adding in graphics if you choose. Think about it ... I used a full-color cover at the beginning of this "downloadable email message."

eCourse lessons. You can apply this strategy to each of your ecourse lessons. If you have a five-day ecourse, then you'd setup five downloadable documents. In your autoresponder, instead of sending out the actual information each day, you'd send a download link each day to a PDF file.

Special reports. When folks request your special reports, send them a download link instead of the information itself.

We've turned the page in email marketing here with this strategy, and I guarantee you that the smart marketers won't continue losing sales to the barriers in the middle of the road.

For now, "downloadable email messages" are a great way to overcome the obstacles.

For now, not many people are using this strategy.

For now, you can beat the SPAM filters and beat your competition.

For now...

So, while the opportunity still presents itself, let's look at some keys for making this a successful email marketing strategy for you.

There are six of them...

Part 02: 6 Keys to Getting More Results

In order to help you make the most of this technique, I'm going to give you six "keys" for success.

While it isn't absolutely necessary to use them all, the more of them you can incorporate into this strategy the more results you should generate over the short-term and long-term usage of it.

Key 01 ... Point them to your site for downloading.

One thing that I think is critical to increasing results is getting folks to your actual site for the download link, rather than linking straight to the document via email.

In other words, instead of providing them with the actual download link in your email, you provide them a link to your web site instead. Notice the slight difference between the two...

OPTION 01: You may download today's lesson at
<http://www.mydomain.com/myfile.pdf>

OPTION 02: You may download today's lesson at
<http://www.mydomain.com/myfile.html>

One link allows them to download the file directly from the email that they receive, while the other makes them go to the site to download.

So, what's the big deal?

There are actually two reasons why I want to get folks to a web site for downloading instead of simply providing the download link via the email I send them out...

1. **First, it allows me more selling opportunity.** Think about it. If I provide the download link for the file in the email I send out, they simply click and download.

But, if I send them to my site to download, I have an opportunity to expose them to more of my sales process.

I can place a banner ad on the page. I can insert a popup window. I can redirect them to a sales page after they click on

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the download link. I can have a short testimonial for a product below the link. I can point towards my other content.

There are all kinds of opportunities to sell at my site versus ZERO opportunities to sell via a one-click download link in my email.

If nothing else, I get them to my site where they might see something they want to check out later, so they bookmark it.

2. **Secondly, I build a better opt-in list.** Anyone who is willing to join my list at my site, open an email and then return to my site for downloading is relatively interested in the information. They are willing to invest their time (albeit, just a few seconds) in obtaining the document, so they are much more likely to read it.

While you certainly don't want to make someone jump through a bunch of hoops to obtain your free information, this one extra step (literally, can take just seconds) isn't too much to ask.

So, I like to get them back to my site for downloading purposes.

----- Sidebar -----

One thing that I want to mention before we move on is this:

Make your download pages UNPREDICTABLE. For example: If you have a 5-day course that you are sending out in PDF format, **don't** set your download pages up as

<http://www.mydomain.com/lesson1.html>
<http://www.mydomain.com/lesson2.html>
<http://www.mydomain.com/lesson3.html>
<http://www.mydomain.com/lesson4.html>
<http://www.mydomain.com/lesson5.html>

If you do that, then your subscribers will know exactly where to download the next installment before your autoresponder message ever arrives.

Mix it up so they can only access the information in the time intervals you've established in your autoresponder sequence.

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Key 02 ... Choose keyphrase filenames.

The next thing you will want to do is carefully choose the actual filename(s) of the downloadable messages.

Specifically you want to choose KEYPHRASE titles that stress benefits to the reader.

Instead of "lesson1.pdf", use "2affiliatetactics.pdf"

Instead of "vol2iss4.pdf", use "5viraltools.pdf"

Why is this important?

Simply because you want your readers to READ your downloadable message...preferably NOW, but if not you certainly want it read LATER.

Think about this: If you are browsing through your file folders on your computer, which are you likely to open and read: an ebook entitled "lesson3.pdf" or one that reads "3stepstoemailsucces.pdf"?

Or, if you suddenly remember that you were going to read that report you downloaded a week ago on viral marketing and you go to look for it ... which would be easier for you to find ... sorting through a series of "vol2iss3.pdf", "vol2iss4.pdf", "vol2iss5.pdf" or seeing "viralmarketing.pdf"?

Or, if you are clearing out files on your computer that you seldom use... which are you more likely to KEEP - a file that reads "wlt2.pdf" or "weightlosstips2.pdf"?

Here's the thing: you want your readers to **RECOGNIZE your PDF** file among other files on their computer (and thus, REGAIN their interest through the keyphrase). You want your readers to be able to **QUICKLY FIND your file** when they want it (instead of giving up in disgust after searching through a bunch of archives) and you want them to KEEP your file by recognizing its value.

All of that can be accomplished by simply using a KEYPHRASE as your filename... one that stresses specific benefits found in the document itself.

Obviously, you don't want to go overboard here with some long, drawn-out title like...

"7reallypowerfulkeysthatanyoncanusetomakealotofmoneyonline.pdf"

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Know what I mean?

It's a very simple idea, but I assure you, it is monumental in the effect it can have on long-term effectiveness of your "downloadable email messages" when a subscriber has them on their computer.

So, you wanna get this right.

To help you choose your title, I've put together a simple checklist. Just ask yourself these three questions and when you get a "yes" checked off on each of them, you've got the right title.

- Is your title **Short**? As I already mentioned, you don't want to go overboard in your description. Twenty to twenty-five characters is a good rule of thumb. As short as you can make it to both generate interest and convey the topic is what you're looking for.
- Is your title **Specific**? If possible, you want to include some kind of specific reference to material inside the "downloadable email message", preferably a numerical reference. For example: Instead of "fastweightlosstips," make it "22fastweightlosstips."
- Is your title **Suggestive**? Finally, you want your title to be a reminder of the overall topic of the file itself. If the topic is "online dating," then somewhere in that title include a reference to online dating. A good file title allows the reader to know immediately what's inside.

One other thought: If your "downloadable email message" is a tutorial of some kind, then certainly a "how-to" title is appropriate...

```
howtoloseweightfast.pdf  
howtomakemoneyonline.pdf  
howtohomeschool.pdf  
howtomeetwomen.pdf
```

What about eCourses and newsletters? The same general "tips" apply to all "downloadable email messages."

Yep, all of them.

Now, specifically, there are some things to consider about email mini-courses (I.E. "ecourse") and email newsletters. Let me share the three options that you may choose from and which one I think is best.

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- You can use a PUBLICATION title throughout. In other words, you can use the title of your publication (I.E. Name of your newsletter or eCourse) in the filename of each of your related "downloadable email messages." amsezinel104.pdf, amsezinel105.pdf, amsezinel106.pdf, 44datingtips1.pdf, 44datingtips2.pdf, 44datingtips3.pdf
- You can use a SPECIFICATION title throughout. In other words, you can use a keyphrase that is specific to the main topic shared in each individual message. Instead of referencing "amsezinel104.pdf," you would, for example, look at the featured article of that issue and title the filename based on the main emphasis of your content... "5hiddenprofitstreams.pdf"
- You can use a COMBINATION title throughout. The third option is to use a combination of PUBLICATION and SPECIFICATION titles. In this scenario you would generally ABBREVIATE the "publication" title, then add an underscore, and then add in a keyphrase that is specific to that particular file.
Examples:
AMS_5keystosuccess.pdf | AMS_7waystobeatdepression.pdf |
AMS_44powerprinciples.pdf

Which is right for you?

That's completely up to you.

My advice is simple: combination for newsletters, publication for eCourses, specification for any one-time files (I.E. "special reports")

The important thing is to make certain your "downloadable email message" is entitled in such a way that it is (a) easy to identify, (b) easy to locate.

Your Case Study Example

[We'll be referring back to THIS report that you are reading as we make our way through these keys.]

I could have easily entitled THIS report something like "specialreport.pdf" or "optinreport.pdf" or "emailreport.pdf"

But, instead, I chose "6keystoemailresults.pdf".

You will immediately know what it is when you see it on your computer. And, chances are, you'll keep it and read it (possibly referring to it again and again) simply because of the filename.

Key 03 ... Encourage consumption.

The next thing you'll want to do in successfully using this strategy is to "encourage consumption." That simply means you'll want to encourage your readers to READ (or "consume") your downloadable email messages.

You see, it won't do you any good at all to have them download it if they don't actually read it.

Right?

In order for YOU to get the desired response you want (ultimately, for them to BUY something), then they are going to need to read the message.

So, you need to "encourage consumption." Encourage them to read the messages.

Which begs the question, "How can I 'encourage consumption'?"

I'm glad you asked. ;)

There are two things that you can do in order to encourage your readers to actually read your downloadable messages.

1. **Get them to print.** First, you can REMIND them to print out your downloadable message. Here's the thing: there are OTHER files on their computers. There are OTHER emails in their inbox. There are OTHER marketers trying to get them to read THEIR messages. You gotta get them to read YOURS. And the easy way to do that is to separate your message from the others that are on

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their computer. And you do that by getting your message OFF of their computer and onto paper. They are MUCH more likely to read a report they've printed out than one on their computer screen. Remind them to print out each of your downloadable email messages ... tell them UP FRONT in the opening paragraphs of the message itself.

2. **Send out a follow-up email**. The other thing you can do is to send out a follow-up email. A couple of days after your downloadable message is sent, send out another message that reminds them to READ it. You can get them scrambling for that original downloadable message by doing one simple thing: mention a particular enticing benefit and the EXACT location in the downloadable message where they can find it. For example: "*Don't forget to read the special report I sent you two days ago. You'll want to pay particular attention to the GOLD BOX on PAGE TWO of the report, because that's where I explain exactly how to lose an extra pound per week while watching TV.*" That'll get them READING your report, pronto!

Your Case Study Example

[We'll be referring back to THIS report that you are reading as we make our way through these keys.]

First, look back to the early part of this report: I told you to PRINT OUT this report.

In fact, I made a big production of it, encouraging you to "*Then, grab an ink pen and STUDY it. Circle or underline things of importance to you. Scribble ideas and notes in the margins. Write out action steps.*"

Chances are you're reading this on PAPER and not your computer screen.

Key 04 ... Point towards an offer.

Quick question: What is the PURPOSE of you providing these "downloadable email messages" to your subscribers?

It's not a trick question. ;) Seriously. What is the PURPOSE? What are you creating and distributing these messages?

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To get the reader to BUY something, right?

Good. I'm glad to see that you're with me here.

So, you put together these messages (whether a newsletter issue, an ecourse lesson or a special report) and you give them away as we've described.

And you use your free information to EDUCATE the reader with content and POINT the reader towards an offer.

The key here is to provide them with USEFUL information that leaves them wanting more.

----- Sidebar -----

Here's a perfect example of this in action. Just the other day, my wife and I went to one of our favorite restaurants, Olive Garden.

And, as happens every time we visit, the server asks us "Would you like to try a sample glass of wine?"

We decline, simply because we don't drink.

But, most people accept the offer.

Here's how it works for Olive Garden: You try the wine, you like it, and you say "Yum, yum, give me some more!"

And the "more" isn't free. You pay for it. And Olive Garden rakes in more fiscal profits.

That's how it should work. You provide your readers with a sample "glass" of information. If it tastes good to them, they're going to want some more.

And you give them the link where then can grab a few more glasses.

Heck, sell it to them by the bottle!

The point, I hope, is clear: offer a sample, encourage sipping and offer more at a price.

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Your Case Study Example

[We'll be referring back to THIS report that you are reading as we make our way through these keys.]

Look at what you're reading here. I've GIVEN you over 20 pages of, what I think is, really good information. I think, as you've been reading this, ***you've realized that this is VALUABLE content that you can begin USING in your own email marketing.***

I hope it tastes good to you. And, if it does, I've got about 23 more strategies waiting for you at GetEmailResults.com.

I've put together 23 MORE strategies to show you exactly how to get your email marketing messages received, read and responded to!

Here's what two of the web's leading marketers, Stephen Pierce and Alex Mandossian, have to say about "[Get Messages Read](#)"...

"...worth 100X the value of the total investment you'll pay for this ebook!"

"Email is the oxygen that pumps more blood into your online marketing, and when it comes to online marketing and email marketing, no one is better than Jimmy D. Brown.



*He is the king of viral marketing and he's done it again with his brand new ebook, **Get Messages Read!** - 24 ways to get your email marketing messages read.*

Alex Mandossian
AskDatabase.com

Let me tell you something, don't walk, run! Take out your credit card and get this ebook! I get nothing from endorsing this. On page 62, the single insight he reveals on five other kinds of lists to build - that's worth 100X the value of the total investment you'll pay for this ebook.

So pick it up. Get it. Learn. And watch your profits soar. Watch the five-figure income come pouring in month after month, after a few months of using these techniques.

Again, Jimmy D. Brown has done it again!

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Alex makes it clear ... "[Get Messages Read](#)" is worth one hundred times the pricetag of the eBook itself!

Here's the thing: If you publish an online newsletter, eCourse, tip-of-the-day, special report, autoresponder messages or email list of any kind...

...you've got a big problem!

To find out why less than 10% of your subscribers may actually be reading your email messages ... and what you can do to reverse this problem, visit: -> [GetEmailResults.com](#)

"This alone can be responsible for doubling and tripling your profits"

"Just when you thought you knew it all about email marketing, Jimmy releases this trailblazer of a product.

We know from first hand experience that using "Insight #10, starting on page 27" is worth a fortune.

We use it regularly and when used correctly it's perhaps the single greatest advantage you can have with email marketing.

As if that was enough. Perhaps the biggest overlooked goldmine in list building is revealed starting on page 62 with the "5 Other Kinds of List To Build."

This alone can be responsible for doubling and tripling your profits and making sure any offers you send out are seen by the highest percentage of people.

AWESOME Jimmy!"



Stephen Pierce

The-Whole-Truth.com

It's clear to see ... you can't afford NOT to have your own copy of "[Get Messages Read](#)"!

[Click Here to visit the site to learn more.](#)

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Key 05 ... Mention an unadvertised incentive.

How would you like an extra weapon to "seal the deal" and get them to buy?

I thought you'd like that.

Here's such a weapon: mention an unadvertised, exclusive bonus that is ONLY available through your "downloadable email message."

In other words, mention something FREE that you'll give them if they order that isn't advertised elsewhere.

For example: You might have a product you are selling at your site and you might already have 4 free bonuses listed in your salesletter. You would offer your readers a FIFTH bonus if they order. Something that the "regular" customers don't receive.

Get it?

In fact, to make it really work, you have them EMAIL you with their receipt number in order to claim the exclusive bonus.

Now, what do you have? You have an extra reason -- completely built in -- to entice the reader to buy whatever you are promoting.

And this can work for either YOUR products or any affiliate program you might be promoting in your content.

Your Case Study Example

So, that brings us back to THIS report and how I use these strategies myself.

And, since I have your undivided attention, I guess I should give you an *exclusive* offer that isn't available at my website. Obviously, I think you should buy [Get Messages Read](#).

And, I like to "practice what I preach," so here's something EXTRA that you won't find mentioned at the website: If you order through this special link, I'll send you FOUR "unadvertised bonuses!"

First, I'll send you a FREE 90-minute email marketing audio tutorial where I share a fool-proof plan for earning a six-figure income with opt-in email lists.

Secondly, I'll give you a FREE copy of a brand new report, "How to Triple Your Opt-in Requests!" It's not available anywhere else on the planet ... and it's yours free of charge when you order [Get Messages Read](#) through [this link](#).

And I've got a couple of other special bonus "surprises" for you as well. All for ordering from [this link](#).

Order now to make certain the offer is still available.

Key 06 ... Insert links to other reports.

The next thing you'll want to do is to CROSS PROMOTE other "downloadable email messages". In other words, you'll briefly mention other similarly themed messages that the reader may want to download and read as well.

There are a couple of different strategies you may want to employ here...

1. Specifically related. You would, naturally, want to mention other "downloadable email messages" that are specifically related to the message they are currently reading. For example: If they are reading the 4th lesson of a 7 lesson eCourse, then you would want to provide download links for the previous 3 messages in the series...thus reminding them to download and consume them. (Which increases your likelihood of producing results.)

6 KEYS TO GETTING MORE EMAIL RESULTS

For example: If they are reading the current edition of your newsletter in a downloadable PDF, you might have links to your archived previous issues in PDF format so they can download and consume them as well.

2. Non-specifically related. The other strategy you might use is to mention other files they can download that aren't necessarily related to what they are currently reading. For example: If they are reading eCourse lesson #4, you might point them to a downloadable newsletter that has an article on the same subject. Or, let's say your newsletter is focused on DIETING. You might find this customizable ebook from some exercise website (which allows you to insert YOUR affiliate link to THEIR product and earn a commission) and mention it. These other messages aren't part of the series they are reading (I.E. 5 lessons of the same ecourse or 10 issues of the same ezine), but they are messages the reader is likely to be interested in.

It's like creating your own web. You get them into ONE "downloadable email message" and you promote others. And those others promote still others. Ultimately, you have an entire system of messages that all forward the reader from one to the next. You keep them interested in YOUR content. You keep exposing them to YOUR offers. You keep them coming to YOUR site.

And ultimately, they spend money with YOU in the process.

Those that use the "cross promotion" system to continue educating and building relationships and making offers to the same set of contacts are the ones who ultimately earn the coveted "autopilot income" that every marketer dreams of.

Your Case Study Example

I guess that means I need to inform you of my other reports, huh? Well, I wouldn't want to not do what I tell you to do, so here is one of my COMPLETELY FREE resources you can check out...

- **[5 STEPS TO A BIG-PROFIT, S.M.A.L.L.™ REPORT BUSINESS.](http://www.infoprofitshare.com/srf_5steps.pdf)**
Learn How To Turn 7-15 Page Small Reports Into A Six-Figure Information Empire with this free report. - http://www.infoprofitshare.com/srf_5steps.pdf

While I could go on and on and on here (I have about 2 dozen different free reports and ecourses alone) I am going to limit it to this one.

Why is that? (Case study example time)

Because there isn't any way the average person is going to go download 24 different messages. And, even if they did, there isn't much likelihood that they would READ all of them. So, I keep it simple.

Besides, if I've got things setup properly, you'll end up reading all 24 different reports and ecourses over the next few months anyway.

See how it works?

Conclusion

Email marketing is the ultimate weapon in every marketer's arsenal. It is NOT without flaw ... so, you need to be PROACTIVE in adapting to the ever-changing technology and taking steps to overcome the obstacles that come up.

This report is just ONE way to increase your results with email marketing.

There are many others – even BETTER strategies. And you can learn all TWENTY-FOUR of them when you grab a copy of "[Get Messages Read.](#)"

I hope you've found this information useful and I trust you'll drop by [GetEmailResults.com](#) to continue learning how to really skyrocket your profits with your lists.

Wishing you much success,

