E-COURSE: "How to Create an Instant Flow of New and Repeat Customers With Your Website"

Lesson #1 – What is Email Marketing and How Can it Help Your Business?

Thank you for getting our FREE E-course, "How to Create an Instant Flow of New and Repeat Customers With Your Website"

You are about to discover how your website produce more customers and sales using the power of email marketing.

Lesson 1 – What is Email Marketing and How Can it Help Your Business?
Lesson 2 – Choosing and Setting Up Your Email Autoresponder System
Lesson 3 – How to Decide on a Free Giveaway in Exchange for Email Addresses on Your Website
Lesson 4 – How to Get Customers to Opt-in to Your Email List While at Your Place of Business
Lesson 5 – How to Build Relationships, Educate, and Sell to Your List

By the end of this course, you will know more than most of your competitors about how to really build a huge customer-base and boost your profits.

So, let's jump into our first lesson: What is Email Marketing and How Can it Help Your Business?

If you're like most businesses, you want and need more customers, but you're shelling out a ton of money on traditional advertising methods such as newspapers, yellow pages, TV/radio ads, etc.

Although these methods used to work years ago, their effectiveness has drastically declined due to the emergence of the Internet. One thing that hasn't declined is the costs involved in using these methods.

This means that you're spending the same amount of money to use them, but the results are not as good as they once were. The worst part about using traditional advertising methods is that it is very difficult to track your ROI (return on investment). So even if you think something is working, it's hard to tell if it really is.

Most local businesses are familiar email marketing, but have not considered using this method within their own businesses. This is a mistake because

email marketing will dramatically reduce your marketing costs while bringing you more business at the same time.

I think you would agree that it really doesn't get any better than that!

Email marketing is one of the most powerful and cost-effective marketing tools that a business can use. With the use of an email Autoresponder system you can stay in front of existing customers and prospects on complete auto-pilot. This will create a constant stream of new customers as well as repeat customers.

Here are some of the benefits that email marketing can bring to your business:

Allows you to easily build trust, credibility and relationships with your prospects and customers

- Increases sales and profits
- Costs less than most other advertising methods
- Converts more prospects and website visitors into customers
- Completely hand-off and automated
- Easily deliver important messages to your prospects and customers
- Easily track results
- SPAM Compliant
- And much more

Every business wants to generate more customers without spending a ton of money in advertising and this strategy will do just that. With an email marketing campaign, you can truly increase your profits 24/7.

Lesson #2: Choosing and Setting Up Your Email Autoresponder System

The easiest way to run an email marketing campaign is by using what is called an Autoresponder system. An Autoresponder is a web-based email marketing software that will deliver your messages automatically.

Otherwise, you can plan on sitting at your computer for hours upon hours creating and sending emails manually. I think you would agree that that is not very cost effective!

An Autoresponder system makes the process truly "hand-off" once you set everything up, which consists of 4 major steps:

1. The first thing you should do is choose an Autoresponder service company to use. These companies charge you a small monthly fee to hold your list of email addresses and messages.

   Some of the most popular are Aweber.com & iContact.com. There are many different Autoresponder services out there for you to choose from. The monthly fees to use these services are affordable, but vary depending on the number of contacts you have in your database.

   These systems are also relatively simple to use and have many tutorials available to help you in when you need it. Review several different services before making a decision because they're not all created equal.

2. Next, you want to add any contacts that you already have into your email database manually. Depending on how many contacts you need to add, this could be time-consuming.

   However, going forward, all new subscribers can be added automatically without any input from you. When people visit your site, they can join your list via the opt-in form on your website. If your business has a lot of traffic coming in and out of your establishment, you can ask them to join your email list and offer them something of value for doing so.

3. The next thing you should do is create at least 5 different pre-written emails to start with. It's a waste of time to capture emails without a plan to follow-up with them to further monetize your efforts.

   To better organize and manage your email marketing, you should start off with a nice, powerful email series to send out to your subscribers. We will get into what types of emails you can send in a later lesson.

   When creating your first email campaign, create at least five emails to start and add additional emails later as you see fit. Keep going from there… Never let your list run cold!

4. Once you have everything setup, you will have the ability to generate an opt-in form to place on your website. An opt-n form is a simple HTML code that is generated by your Autoresponder. When setting up your code, you will determine what information you want from those who opt-in.

Obviously, you will need their email address, but you can also ask for additional information such as their name, address, phone number, etc. However, the less you ask for, the more subscribers you will get. So if it makes sense for your business, only ask for the email address.

That's it! Now, you're ready to start building a powerful email list that will yield more customers, more sales, and more profits.

Lesson #3 – How to Decide on a Free Giveaway in Exchange for Email Addresses on Your Website

The best way to build a list of email subscribers from your website is by giving away something that your website visitors need or want. It has to be something that will provide answers to a solution or something that they can benefit from in some way.

As mentioned in the last lesson, your Autoresponder opt-in box on your site will be responsible for collecting email addresses, but you must have a way to entice your visitors to give you their email address.

Depending on the nature of your business, you can offer things such as:

- Discounts and Coupons: Most businesses sell products and services that benefit from the use of coupons. Everyone wants to save money these days so offering a discount or coupon could prove to be very powerful for building a list. For instance, if you are a restaurant, you could offer a free meal in exchange for an email address. Although you're giving away a free meal, chances are that this subscriber will buy more meals from you now that they're on your list.

- Free Ebooks/Reports: A lot of people are online searching for solutions to a problem or need that they have. Free reports are the perfect way to give them the information that will solve their problem or fulfill their need. Most website owners give away free reports in exchange for email addresses. Once they opt in to receive the free report, you now have a new prospect that you can follow-up with via email.

- Free Video Guides: Video is quickly becoming the most preferred method of taking in information on the internet. Many people would rather watch a video than read an e-book so if you are offering a free e-book, it may be a good idea to provide it in video format as well.

- Free Tutorials: Tutorials are an excellent way to build an email list. This is because a tutorial provides a LOT of value to subscribers who are looking for a solution to a problem. For instance, if you are a moving company, you could provide a tutorial on "How to Take the Headaches Out of Moving."

Whatever you decide to offer, just make sure it makes sense for your business. For instance, if you are a restaurant, you may want to offer a coupon. If you are a chiropractor, you may want to offer a free e-book on "How to Ease Back Pain." If you are a hair salon, you may want to offer a free tutorial on "How to Keep Your Hair Looking Nice in Between Salon Appointments."

I'm sure you get the point. Just make sure that whatever you offer is "irresistible" to your visitors and before long, you'll have a nice, hefty list of potential money.

Once a subscriber is on your list, you can begin sending follow up emails that offer even more high quality information, such as articles, reports, video guides, special offers and other information and resources that your subscribers would be find useful.

Lesson #4 – How to Get Customers to Opt-in to Your Email List While at Your Place of Business

In the previous lessons, we talked a lot about getting people to opt-in to your list from your website. But what about those customers who come into your establishment? Yes, they are already a customer, but remember that one of the most powerful features of email marketing is the ability to create REPEAT business.

So if you do not get people to join your email list while at your place of business, you are missing out on a major opportunity to create repeat business from them. What a waste!

This process works similar to getting people to join your list from your website. While in your establishment, make an offer (usually a coupon or discount) to get people to join your list.

You should have some type of cards or program setup to ask your customers to join your list. Make sure your staff is trained to ask EVERY CUSTOMER no matter what. If they are not asking people to join, they won't. Don't just put some cards out next to the cash register and hope people see them and fill it out.

Instead, make sure your staff is actively asking. For instance, if you are a restaurant, make sure your wait staff takes a card along with the bill to the customer and ask them to join your list.

Also, put something on your receipts that offer a discount for joining your list. That way, if the person doesn't sign up while at your establishment, they will have the receipt as a reminder with a big ole discount staring them in the face… and in today's tough economic times, discounts are powerful.

To take it even further, you can actually setup a laptop setup somewhere in your establishment and ask people to sign up on the spot on your website in exchange for a cool free offer. This way, you and your staff won't have to manually add these email addresses into your Autoresponder account. Instead, it'll already be done for you!

Lesson #5: How to Build Relationships, Educate, and Sell to Your List

Once you've setup your email marketing campaign and have started to get new subscribers, it's time to build relationships, educate, and sell to them.

In other words, it's time to cash in!

The best way to create repeat sales from your list is by giving them helpful information… don't just sell to them. In fact, most of your messages to them should be free information that helps them out in some way.

Only work in promotional emails every now and then. Your subscribers don't want to be continuously sold to over and over again. This is a recipe for disaster because you will watch your list start to decline as people opt-out of your email list. Although it does happen from time to time, trying to oversell to your list will make it happen more often than it should.

Also be conservative about how often you send emails. Don't hit your subscribers with constant emails because this will reduce the perceived value of being a part of your list. Once the value is gone, people will quickly opt-out. Instead, only send out emails periodically and this could vary depending on the nature of your business.

However, in most cases, just sending one email per week – or even two emails per month is more than enough to engage with your list.

If your business relates to something that people crave information on, send out messages pertaining to those topics. Keep your subscribers wanting more and more from you and they will remain loyal.

Let them know that you understand their pains, needs, and wants. Cater to them… this is the key. When you do this, they start to trust you and will label you as the "authority" in your industry. This is powerful because whenever you do send out promotional/selling emails, they will quickly buy from you.

In other words, be smart about trying to sell to your list. Although selling is the main reason you built an email list, there's a proper way to go about it if you really want to increase your profits.

Last but not least be sure to familiarize yourself with, and follow, all of the applicable CAN-SPAM regulations. You don't ever want to be accused of spamming, or it could have a very negative effect on your business.

This concludes your E-Course, "How to Create an Instant Flow of New and Repeat Customers With Your Website"

Now that you know why email marketing is so powerful and how to setup an email marketing campaign, it's time to start doing it in order to realize the huge ROI most businesses crave.

If you would like professional help setting up and maintaining your email marketing campaign, feel free to contact me

I hope you've found this Course useful and I look forward to speaking with you.

Thank you,

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