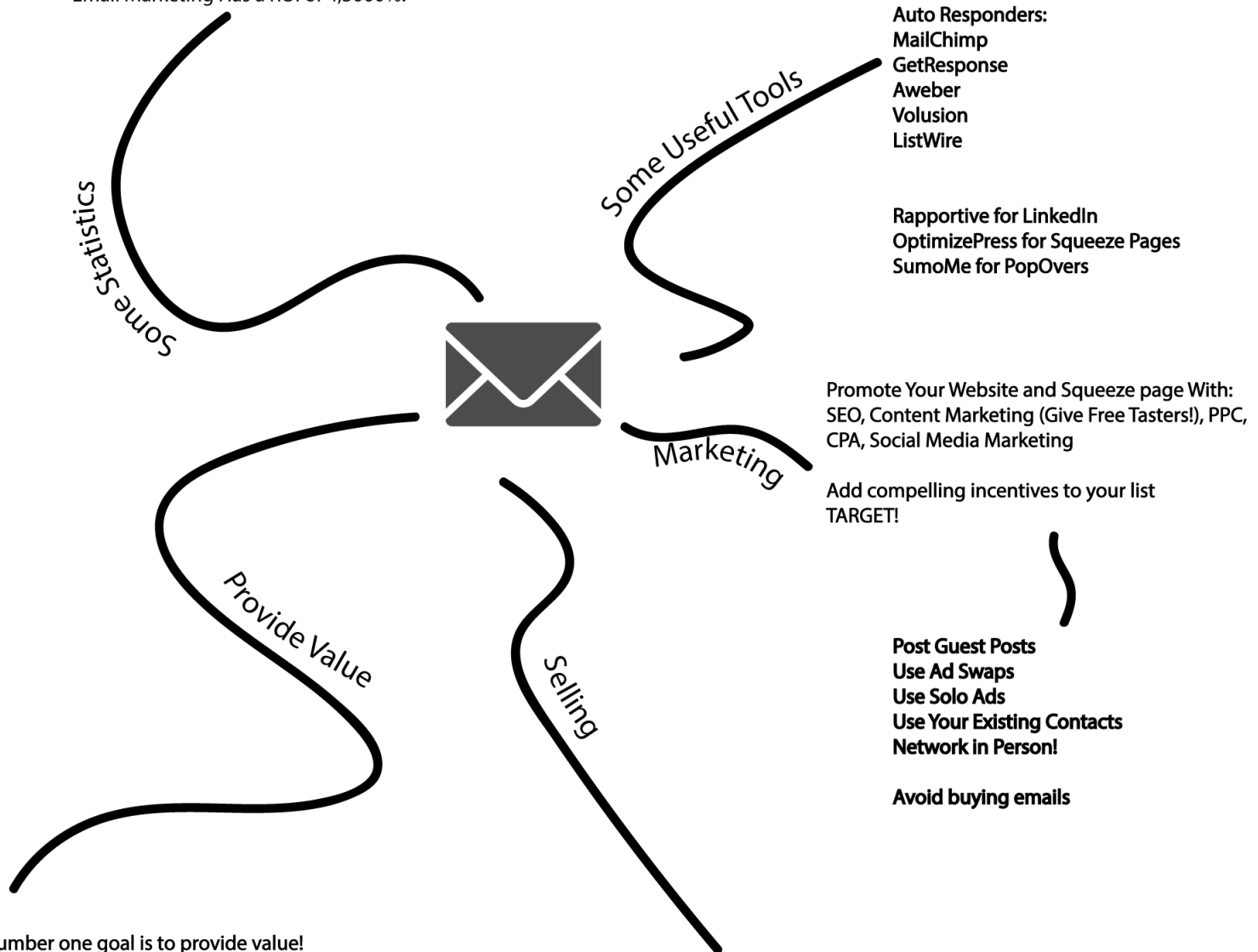


91% of Consumers Will Check Their Emails At Least Once a Day!
 Companies Rate Email Marketing As More Profitable Than PPC, Content Marketing and Direct Marketing!
 66% of US Consumers Have Once Bought Something Through An Email Campaign
 Email Marketing Has a ROI of 4,3000%!



Your number one goal is to provide value!
 Make great emails that people WANT to read and that they look forward to
 Avoid marketing talk
 Keep your subjects under 50 characters long
 Keep your emails short

Give away occasional free gifts and OVER DELIVER

Focus on delivering value to build trust, ready to sell later on

Some Useful Tools

Auto Responders:
 MailChimp
 GetResponse
 Aweber
 Volusion
 ListWire

Rapportive for LinkedIn
 OptimizePress for Squeeze Pages
 SumoMe for PopOvers

Marketing

Promote Your Website and Squeeze page With:
 SEO, Content Marketing (Give Free Tasters!), PPC,
 CPA, Social Media Marketing

Add compelling incentives to your list
TARGET!

Post Guest Posts
Use Ad Swaps
Use Solo Ads
Use Your Existing Contacts
Network in Person!

Avoid buying emails

Create AutoResponders That Use Aida:

Awareness
 Interest
 Desire
 Action

Upsell!

YOUR EMAIL MARKETING MIND-MAP