



Checklist 15 - Promotion Emails

Project Name: _____

Date: _____

Don't just copy and paste email swipes!

Some of the content may not be 100% accurate so you will need to check this

Remember there are probably a lot of other marketers that have copy and pasted the subject lines and email content so yours won't be any different. So, it's better to write your own unique emails using the information you've gained from actually going through or using the product yourself and maybe some key benefits from the sales page and email swipes but written in your own words

	Yes	No
1 If you do copy and paste any content then paste it first into a notepad or word doc to remove any formatting	<input type="checkbox"/>	<input type="checkbox"/>

2 When writing your emails make sure that you use a name within the first line of the email.	<input type="checkbox"/>	<input type="checkbox"/>
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*If you do have the name of all your email subscribers then you may want to use the name prefix in your email but if you do not have all of your subscriber's names then you may want to include your own name for example;
Hi, Mark Laxton here and I just want to....*

3 Then you can start off with building some excitement, such as telling them how you have found something that everyone's talking about or you've been given exclusive access to something that you want to share with them before everyone else find's out about it	<input type="checkbox"/>	<input type="checkbox"/>
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Remember you need to grab their attention straight away so they want to continue reading your email

- 4 Then you may want to add a brief description of who created the product and the results they had with it, these results should be just what your reader is looking for themselves.

The more attractive this sounds to them then the more likely they are to continue reading and go and check out the offer

- 5 Then go into a little more detail into what's in the product

not how many videos and pdf's but more like this... "In the members area, he walks you through the exact process he has taken to achieve (results they want) and provides step by step videos that you can easily follow to achieve the same results.

- 6 You could also mention that you have followed these steps and you have already started seeing results in your own business within a short time

Generally, it's not always good to include the price of the product within the email, let them go check the offer and find the price themselves. Sometimes the price could put them off whether it's too high or too low before they've even gone and checked out the sales page and found out more information

- 7 If you do want to include the price and some kind of incentive then you can use scarcity in your email.

You could then mention how this kind of training is normally worth (\$\$\$) but for the next 24 hours he's almost giving it away and you can get it for only \$7 but after 24 hours the price will be increasing to \$27

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(adding scarcity by letting them know that the low price is only for a limited time will help and in many cases, you will find a timer or a limited number of copies on the sales page

- 8 You may also want to offer them a bonus to incentivise them to buy through your link, this might be a free pdf that's relevant to the product you're promoting or something else that will help them achieve the results they want.

- 9 Do not do as some affiliate do and offer \$7,000 worth of PLR material on all different areas of your niche in addition to them purchasing a \$7 offer.

That much material will not necessarily help them and may in fact just distract them and hinder their progress.

- 10 Include a P.S underneath where you sign off with your name.

The P.S can include something else that might give them more incentive to take action and go and check the offer or purchase right away or if could be something that encourages them to keep an eye out for your next email.

You may want to include a link in your P.S but remember this could reduce the number of people clicking on the link to see the offer which may reduce sales or it may catch those people who aren't interested in the offer but may be interested in something else, so use it wisely.

- 11 Once your email is complete, it's a good idea to use some kind of spell checker and proofread it to make sure it all reads ok before you send it.

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12 Then write or paste your email into your autoresponder

13 Format your email so that it's easier to read.

This is easily done by shortening the length of the lines and adding paragraph breaks so that it's readable in short bite sized paragraphs.

14 When an email contains paragraphs of 3 or more lines it can look like a lot to read, especially on a mobile phone and this can put people off if they are busy.

15 When you write or paste your email into your autoresponder remember to hyperlink your links in your email.

16 Go and grab your affiliate link

Link tracking

Yes No

17 Tracking your links is always advisable as you can then see how many clicks you are receiving and how it's converting.

Once you have your affiliate link you can enter it into the link tracker that you have chosen to use, this will also help cloak your affiliate link so that it's shorter and doesn't look like an affiliate link and then you can use that new link as the hyperlink in your email.

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There are many different link trackers to choose from so it's just a case of Google searching and finding the one that you like most.

Subject lines

Yes No

18 Next add your subject line.

It's well worth taking your time to think of a subject line that catches someone's attention and makes them want to open your email. Your subject line could be just 1 or 2 words such as "Thank You" or it could be a longer subject line such as "You'll never believe who I've just seen in my local supermarket..."

Both of these subject lines leave someone thinking...

*Thank you for what?
Who have you just seen?*

Either way they have to open the email to find out, then your email can tell a story or talk more about why you're thanking them for any number of reasons.

19 Test your email

Once your email is complete then it's highly advisable to test your mail and the links within it. You can do this by sending a test email to an email address you own and you may want to create a few different email addresses on some of the most common free email providers such as Outlook, Gmail, Yahoo etc.

This way you can check if the same email is being delivered to the inbox or spam folder in each of your accounts.

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20 Schedule the email to be sent as a broadcast on a specific date and time or you could send it straight away depending on the launch date of the product you're promoting.

21 Test your emails and conversions by sending them to smaller lists rather than your entire email list if you have a large list. If you have good conversions then you can email the rest of your list.

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