
How To

Get Your Subscribers To Read Your Messages

Virtually Every Time!

6 Keys to Producing Profitable Results With Your
Email Marketing Messages

A Get Email Results™ Guide

By Jimmy D. Brown

<http://www.GetEmailResults.com>

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Introduction

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, 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.

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: 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 out. 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 things 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 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 (Like 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 message subject lines, highlighted them all and then clicked the DELETE button?) as we, as individuals, try 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.

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.

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.

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 going 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 (I.E. A PDF file).

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

----- 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 subscribers 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 "meant" to read your newsletter, but accidentally deleted it or filed 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.

You send out an email to your subscribers (either for the latest edition of your newsletter, or via autoresponder for the next ecourse lesson or a special report they requested) that 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>

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 1,000 or 2,000 (or up to

5,000) words of a newsletter issue or an ecourse issue that all have to pass the test, you have (in this example) 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, get this: you also have a much longer shelf life.

A file that someone downloaded 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...

I've been experimenting with these "downloadable email messages" and have found them to be extremely effective. After all, you're reading one now. ☺

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.

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 the download link. I can have a short testimony 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.

While you don't want to OVERDO it with sales pitch at this download site, you will want to use the site as a promotional page. If you want a "sample site" to look at, go back to the site that you downloaded THIS report from.

I think you'll find a careful blend of promotion that isn't too little or too much.

It's like the baby bear's chair, porridge and bed in the Goldilocks story ... "this one is JUST right."

----- 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 ecourse 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.

Your Case Study Example

[We'll be referring back to THIS report that you are reading and the process that took place for you to obtain it as we make our way through these keys.]

You are looking at a perfect example of this process in action. If you've been analyzing things, you probably recall that this is **exactly** how you came to read THIS report. Right?

Think back with me...

- You requested the report.
- You received a short email message.
- You downloaded the report at my site.
- You started reading it.

And, let me say, none of this was "by chance." There is a definite strategy involved (we'll continue to explore it in these keys) that produces these results.

So that's it for today. You've received a good overview of what "downloadable email messages" are all about, and your first "key" to success in using them.

Tomorrow we'll be taking a look at "*The #1 Strategy For Getting Long-Term Results From Your 'Downloadable Email Messages'!*"

So, keep an eye out in your email inbox for download instructions.

And don't forget to drop by <http://www.GetEmailResults.com> and grab a copy of "Get Messages Read." The strategy that we're

discussing in this mini-course is only ONE of TWENTY-FOUR strategies revealed in the full product itself.

Drop by <http://www.GetEmailResults.com> now and grab a copy while it is still available.

As always, if you have any questions, feel free to email me.

Yours in email profit,

Jimmy D. Brown