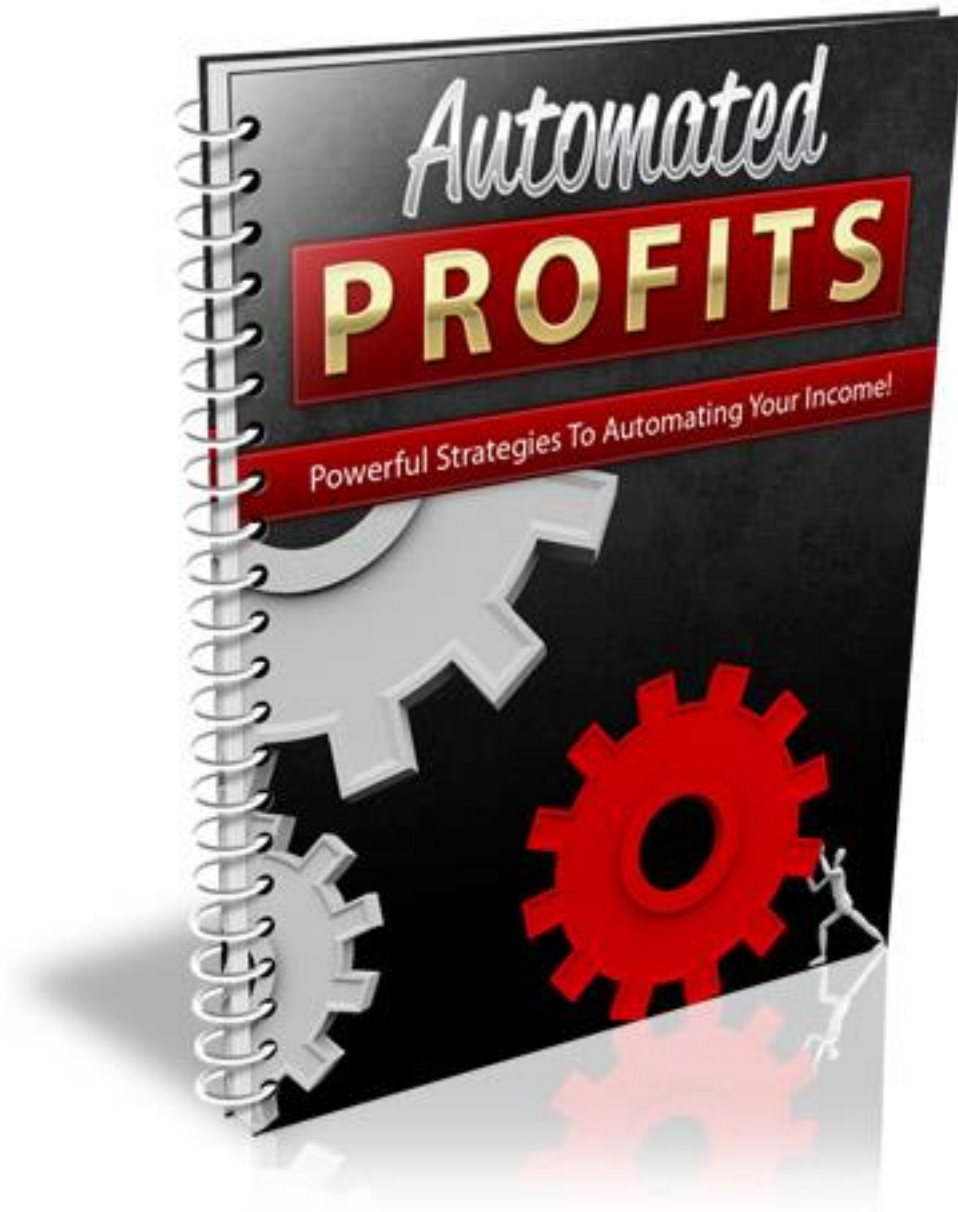


Automated Profits



[HTTP://WWW.YOUR-DOMAIN-HERE.COM](http://www.Your-Domain-Here.com)

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Building An Automated Income Machine

One of the greatest reasons for building a targeted mailing list is in your ability to **automate your profits**.

Not only will email marketing help to secure your position within the most profitable markets, but once you've gone through the initial "*building phase*", you can literally set it on autopilot, forget all about it and it will continue generating profits for months, even years to come!

One of the biggest mistakes that new email marketers make is in looking at their email campaign as a "*broadcast only*" resource.

Instead of setting up a fully automated back-end, they focus only on the "front end", which usually includes offering an incentive, motivating visitors into becoming subscribers and then sending out occasional broadcasts promoting products, or delivering free content.

But the **REAL** power in email marketing is then completely overlooked!

You see, your autoresponder account is designed to populate your mailing list with fresh content, all on complete autopilot. It's not useful just in making money from front-end offers, but instead, you can set up a powerful, unstoppable **PRE-LOADED** system that continues to deliver content and promotes products, even when you are nowhere near your computer!

Let's take a closer look at how you can set up an unstoppable autopilot email marketing system!

Setting The Wheels In Motion

In order to create your automated income system, you will need to begin adding content into your autoresponder sequence.

It works like this:

You set content to deliver on specific dates or times. If someone joins your newsletter today, you can schedule your autoresponder to deliver fresh content tomorrow, then a week later, and so on.

While you can always broadcast out individual emails in between scheduled content, it's important to integrate enough content so that you are in consistent contact with your list.

Have you ever heard of the term, "letting your list run cold?".. This happens when you fail to communicate with your list for long periods of time, or you allow a lapse in between communications. When this happens, all of the work you've put into building a relationship with your subscribers is lost, and you'll end up starting all over from square one.

One of the easiest ways to ensure that you stay in communication is by setting up pre-loaded sequences, so that your autoresponder kicks in from the moment someone becomes a confirmed subscriber. Your

autoresponder then continues to deliver content regularly.

Whenever you want to update your sequence, you simply log into your autoresponder account and change delivery intervals, so that newer content is automatically delivered on scheduled dates.

Another thing to consider is balancing the types of emails you are sending out.

If you are sending out advertisements every few days, make sure that you also send out emails that contain high quality, free information in between these promotional based broadcasts, so that you continue to build a solid relationship with your list.

You want to give your subscribers the feeling that they are benefiting by being a member of your list, and that they are being given high quality information that isn't available elsewhere.

No one wants to be sold to, so keep that in mind whenever you consider sending out an ad-based email. Balance it with free, useful content that your subscribers will enjoy and appreciate. It will go the distance towards building rapport with your list.

In fact, the easiest way to monetize your lists and encourage subscribers to purchase your products, or the products that you promote is by initially helping them first identify why they need these products and then trusting

you in delivering only high quality material, and promotions to them.

This doesn't happen overnight, but if you work on it every day, before too long, your list will be an exceptionally responsive one.

Creating Your Content Delivery Sequence

The first email that should go out to your list is one thanking them for subscribing and providing them with a direct download link to the product you are offering on your squeeze page.

This is called the “Welcome Email”, or “Introductory Email” and it’s often the very first time you are in direct contact with your subscribers, so it’s important that you use this time to begin establishing a relationship, and building rapport.

Your welcome email should work to deliver 2 main things:

- 1: Your incentive offer, via a direct link;
- 2: Additional information about you, such as by giving subscribers a direct link to your support desk or a way to reach you via email, Skype, etc.

Keep your welcome email short and to the point. You simply want to thank your subscriber for joining your list and begin building a relationship with your reader, so try not to overwhelm them with too much information. After all, they are just getting to know you, and you want to leave a positive impression in the minds of every subscriber.

You will want to make sure you set up the welcome email, within your autoresponder account so that it is broadcast instantly after subscribers

confirm their request to join your list.

Your introductory/welcome email shouldn't promote anything but rather simply thank your subscriber, and welcome them to your newsletter. If you are offering an incentive offer, now is the time to deliver it.

Here is an example of a welcome email:

Hello [FIRSTNAME],

Thank you for becoming a member of my newsletter, I really appreciate it! You can go ahead and download your free copy of "YOUR PRODUCT NAME" at the link below:

<http://www.Your-Website.com/Product.zip>

I will be contacting you in the future with important updates, and special offers that I believe you'll enjoy. Keep in mind that I will never share your personal information with anyone.

If you ever need to reach me, you can contact me at: XX

Your Name

Traditionally, your welcome email is the first content delivery in your sequence that gets sent out to anyone who subscribes to your list, however it should NOT be the only email you set up when creating your autoresponder campaign.

In order to ensure that you stay in active communication with your subscribers, you will want to contact them regularly, so that your list doesn't run cold, and your subscribers continue to look forward to your broadcasts.

This is called "list conditioning", and it works towards building a consistent cycle with your list so that they begin to look for your emails and expect them on certain days.

To do this, you should create a delivery schedule that sends out new content on pre-determined dates. That way, you never have to worry about your lists running cold.

I recommend writing 10 emails to start, with the welcome email sent out immediately and the second follow up 1-2 days later, with each additional email being sent out every 2-3 days.

Example:

Monday: Free report on list building

Tuesday: Free Article

Wednesday: Promotional email on list building

Thursday: Free article on how to increase open rates.

Friday: No email

Saturday: Free Private Label squeeze page template with short email promoting affiliate product.

Sunday: No email

Begin by logging into your autoresponder account, to set up the initial email that goes out immediately after someone subscribes to your list.

Remember, this is the welcome email, thanking them for joining your newsletter or mailing list and providing the download instructions based on the free offer you advertised on your squeeze page. Make sure to test out your download links!

Apart from the introductory email, you should also have at least one cycle's worth of content integrated into your autoresponder sequence, so that your subscribers continue to receive emails every few days.

Depending on the frequency in which you send out emails to your list, if you ran a campaign offering one email each week, you should have at least four emails (one month) of content readily available.

There's no guaranteed formula as to when you should email your list or how frequently, so it's very important to test out a series of different intervals to determine what will work best based on your overall response rates.

It's important to always know your metrics! You want to test out every element of your mailing list, from subject lines, to times of the day, to the

day of the week. Once you've found the "sweet spot", you will be able to maximize response rates, open rates and of course, sales!

Expanding Your Back-End System

Here's where the power of autoresponders really shines. You now have a content delivery system scheduled to send out emails every few days. These emails may offer free resources, tools, or links to recommended products and services, or you may offer a combination of free reports, tutorials, guides and information.

But in order to maximize your income, you want to create a blend of **promotional emails** and **free content**. After all, you're in the email marketing business to make money!

There are many different ways to monetize your lists, from affiliate marketing to promoting your own products, but regardless HOW you monetize your lists, you always want to stay consistent with both your focus, and your theme.

If you have a mailing list focused around the weight loss industry, you could begin by offering free guides and articles around common diets. You could then begin to promote affiliate products, such as weight loss guides or videos so you can start making money from your list.

But what's next?

You then look for “auxillary components” that you can use to further monetize your list!

For example, if you’ve successfully promoted a weight loss video course, you could then turn to Amazon and promote physical products such as free weights, yoga mats, or even health supplements. You need to broaden your outreach so that you aren’t just promoting one type of product, but rather an all encompassing variety of products that appeal to your market.

This means that before you ever start to build a list, you need to determine the markets you are going to focus on, and make sure that there are many different angles you can take to consistently monetize your customer base.

Here are a few simple ways to expand your backend delivery system, so that you are able to extract cash from every broadcast:

Offer Informative Product Reviews

One of the easiest ways to convince potential customers to follow through on a purchase is to provide them with valuable and detailed information about the product.

You can set up a website in a number of different ways, but the fastest and most cost effective strategy is to install a copy of Wordpress, and then write detailed reviews and descriptions about what the product has to offer. The more information you provide, the better your chances at securing the sale.

The great thing about Wordpress, is that even if you lack experience creating websites, or you don't have a technical bone in your body, you will still be able to create highly optimized webpages quickly just by taking advantage of the built-in optimizer tools and free themes.

You can download a copy of Wordpress from:

>>> <http://www.Wordpress.org>

You can then browse through available themes at:

>>> <http://www.Wordpress.org/extend>

To enhance your website and further optimize your site for the search engines, you can plug in additional components, known as "plugins" that will make it even easier to gain top search engine rankings.

All In One SEO Plugin

This plugin makes it easy to optimize every page on your Wordpress blog for top search engine rankings! You can define meta tag information, add keywords & descriptions and customize your website right down to defining noindex for pages and archives!

Download <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

Google XML Sitemaps

This plugin will allow search engine spiders and crawlers to quickly index and archive your website pages, providing better positioning and overall tracking of new posts, pages and content!

Download <http://wordpress.org/extend/plugins/google-sitemap-generator/>

Reviews need to be written so that they demonstrate to potential customers that you have personally evaluated the product, and have experience using the material. Potential customers don't want to read reviews from affiliates when they believe that the only reason you are recommending a product is because you will earn a commission from doing so.

Offering detailed, in-depth reviews of various products and services that your subscribers will be interested in is a great way to introduce them to promotions, without directly selling.

You are essentially “helping” your subscribers, by providing them with a detailed analysis of products that you believe they would benefit from.

The best, most successful reviews are always written from a customer's perspective. They're designed to communicate directly with potential customers by getting into their frame of mind, and addressing the questions and concerns that they have. This means that you need to know your market!

** What questions will they have about the product?*

- * *What background or level of experience do they have?*
- * *What are they looking for in the product?*
- * *What problems do they have that the product could solve?*

When you understand your market, you will be able to create compelling reviews and information pages that clearly address any potential concerns, and when you do that, you lower the wall of resistance, and are able to create high converting affiliate campaigns.

Give people a unique perspective on the product; let them know what you truly feel about the product and whether the brand promise is fulfilled. You never want to promote products that you haven't evaluated, or that you don't feel live up to buyer's expectations.

Remember, every product you promote reflects your brand ethic, and demonstrates to customers whether you have their best interests at heart, so be cautious when promoting high-ticket items.

You want to push people towards products that will ultimately help them achieve their goals so that they will purchase through your campaign again in the future. Set yourself apart by focusing on promoting products from honest, experienced and reputable sellers. Your customers will thank you for it!

Create your own products

Find something that's missing in the market? Consider creating your own information products that fill the gap and offer value to your subscribers.

All you do is create a simple salespage promoting your product, and then send out an instant broadcast to your subscribers, offering your product at a discount price. Consider offering it to your list before the public, and emphasis this in your mailing.

Remember, your subscribers should always receive the best price for every product you promote. Focus on the exclusivity factor, and demonstrate the value in remaining a member of your newsletter.

Offer Bonuses

Whenever you plan to promote a product launch to your list, consider what you can do to increase the value by offering them something unique, exclusive and original.

Bonuses work well at convincing subscribers that purchasing the product through your affiliate link, rather than others will offer them extended value at no extra charge.

Bonus offers need to tie in directly with what's being offered and offer CLEAR and DIRECT value. In fact, your bonus offer should always include a “value price” associated with it, so that potential customers know exactly what the bonus is worth, and how much money they are able to save by purchasing through your affiliate link.

Your bonus offer needs to be either exclusive, limited or both. In many cases, your bonus offer will be **THE** leading factor in whether a potential

customer chooses to purchase the product through your affiliate link or someone else's, so you need to spend some time creating a compelling offer that is not only valuable, but irresistible!

With exclusive bonus offers, no other affiliate can replicate your offer because you own full rights to what is being offered. This might include unique reports, content or video tutorials that you either created yourself, or hired out to qualified freelancers.

Being able to offer exclusive bonuses will help set your offer apart from the competing offers in the market, and since you own full rights to the content, you'll also be able to use this package as a bonus in future offers, launches, or even as part of your own information package later on!

With limited bonuses, you are offering access to your offer only for a limited time, or to a limited number of customers. This employs the 'scarcity' tactic, which motivates people into taking quick action because they don't want to miss out on a great deal.

It's very important to use '*motivators*' with every bonus offer. If people feel that there's no rush, or no exclusivity to the bonus, chances are they'll continue looking around for a better or bigger bonus, offered by another affiliate, so take your time when creating your bonus and make certain that it's relevant, and extends the value of their main purchase.

For example, your bonus offers should serve as ***auxiliary components*** to the main product. If you were promoting BloggingToTheBank.com, you

could offer bonus items that included Wordpress themes, Wordpress video tutorials, or maybe content packs that new bloggers could use to jumpstart their websites.

Analyze the product you are promoting and determine what is missing or lacking in the main product. Then, create your bonus product around that unfilled need or demand.

When creating your bonus product, you don't have to develop it yourself.

You can minimize costs by using high quality private label content, or other types of content that allows for distribution. You can then create compilations from existing material, or develop extensive bundles, collections and packages that fit with the product you are promoting.

Here are a few private label developer sites that I strongly recommend:

>>> <http://www.PrivateLabelReleases.com>

>>> <http://www.ResaleVault.com>

>>> <http://www.CompleteStartups.com>

Final Thoughts

Remember, list building is all about **connecting with your target audience** by offering them high quality information in exchange for their subscription.

List building helps facilitate the process of converting subscribers into active customers, since once your prospect has been added to our mailing list, you are able to develop a relationship with them, that will encourage sales as well as repeat sales, from affiliate offers and even your own products!

Once a subscriber is a confirmed member of your list, you can begin sending promotional based follow up emails in balance with relevant and useful content based on your overall market.

And the only “cost” to acquire a customer is an incentive offer to encourage the initial opt-in, and then follow up emails that build and nurture your relationship with your subscriber base.

While you won’t need a big list, you DO need a responsive, targeted list compiled of subscribers who are all interested in specific markets. This way, you’ll be able to create tailor-made email campaigns that speak directly with your audience, motivating them into taking action.