

SPECIAL REPORT

“Fire Up Your Opt-In List”

By Munya Chinongoza

7 Easy Ways To Boost Your Opt-In List's Response,
Increase Your Click thrus and Make More Sales Starting Today!



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ABOUT ME

Hey there

This is the one and only, Munya Chinongoza.

You may or may not know me but I have been actively involved with internet marketing since 2002

I now make my living TOTALLY from the internet, and like the current Mcdonalds slogan says:

<- "I am lovin' It" ->

Anyways, enough about me, let's get into the real reason you are reading this now.

It's not DEAD yet, oh yeah, not just yet.

Email Marketing is still alive & kicking, and is responsible for a huge percentage of my income.

Today I thought I would share a few of my tips & strategies when it comes to email marketing.

Enjoy!!

Best Regards,
Munya Chinongoza

P.S. You Can! Make money giving away this report see details at the end of this report.

My Websites:

<http://www.AmazingCashStrategies.com>

<http://www.GuruTrafficSecrets.com>

7 Easy Ways To Fire Up Your Opt-In List Tip 1.

“Determine your most & least responsive days & time.”

Tuesday, Friday & Saturday...

These have proved to be the most responsive days for me when I send offers to buy something from my list.

For me the least responsive day has got to be Wednesday.

Whenever you can, send out informative resources, free gifts, etc on your least responsive days.

This way you build a relationship with your list without sacrificing your most productive days.

My best time to email is usually early morning... between 9 am - 10 am EST midday.

I recommend you track results with your own list to see what works best for you.

Determine Which days produce better results, then set those days for any special promotions or JVs you have set up.

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7 Easy Ways To Fire Up Your Opt-In List Tip 2.

“Bring your own personality into the emails you send your list.”

I have found it to be very rewarding to add your own personality into your emails you send to your list.

You see people, like to receive emails from "real" people.

Differentiate yourself, give them a reason to open your email every time it arrives in their email inbox.

Once in a while talk about yourself, things you have done or are going to do.

I personally write my emails like I am writing to a friend, I even put (LOLs) & (GRINS) because I am crazy like that - LOL!! <BIG GRIN >

Find your own style, just be yourself, it WORKS (WINK)

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7 Easy Ways To Fire Up Your Opt-In List Tip 3.

“Use Special Offers (Subscriber Only) to increase your response..”

Especially if you are promoting the same product on the same day with 100 or MORE marketers.

Give your subscribers an added reason to buy from you, pile up your own bonuses to Spice up the offer.

On ordinary days, where you are just promoting your own individual product, that they buy directly from you

1. Give them a special subscribers only discount
2. Give them a time limit e.g. 48 hrs only
3. Give them a limited quantity available eg. 25 copies only.

** If you give time limits or limited quantities, do exactly that in order to keep your credibility.

Don't give limits & then keep the offers up after limits have been reached. Take down the offer immediately!

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7 Easy Ways To Fire Up Your Opt-In List Tip 4.

“Show Proof of your own results from the product or services.”

Whenever possible, in fact I try to make it every time, you promote something to your list, you will increase your sales if you show proof that it actually works.

Don't use the product owners proof on the sales letter, try include your own personal results from your experiences with the product.

Your list, trusts you, and when you show your own results the trust grows, and the sales usually will increase too.

All of a sudden, you are not just a "product peddler" out to make a "quick buck" from your affiliate commissions.

You are a now trusted person, making a tested recommendation.

Just think about it?

Do you enjoy, buying products that are not tried and tested?

I bet you your answer, is no, right? It's the same thing with your list subscriber!

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7 Easy Ways To Fire Up Your Opt-In List Tip 5.

“Personalize your emails with your subscribers name.”

It's really simple, as much as 3 times in your email add your subscribers name.

If you do it more than 3 times, it usually becomes less effective & intrusive, imagine someone calling your name more than 3 times in 3 minutes, you will become annoyed.

Here's where I usually add my "subscriber names"

- 1) Right at the top ... Hi (subscriber name)
- 2) If the email is long I may squeeze in another name call in the middle section the email copy.
- 3) Then in the call to action, the last part of my email just before I close, I will call them by name also...

eg. Munya, you really have to see for yourself here...

=> <http://www.amazingcashstrategies.com>

Sometimes I will, leave the last personalization for the P.S. section. it really draws the attention of the reader to take another look, before they delete your email.!

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7 Easy Ways To Fire Up Your Opt-In List Tip 6.

“Use the P.S. for that one last chance to boast your response.”

Your P.S. is your last chance to grab your subscribers attention & get them to click thru to check your offer.

Give it, its own headline & Keep it short and easy to read.

For Example:

Are you still struggling to get traffic? Discover how to automatically get High Quality Traffic Everyday

It's Simple! Take a few minutes to check this out:

=> <http://www.gurutrafficsecrets.com>

I recommend you put, one benefit of the product in this section.

**Remember this is your last chance to "state your case" before your email finds its way to the trash folder.

Side note: With short emails I use the P.S. section to remind my list of another product I may have promoted previously, but using a different angle from the one I used the last time, maybe use a different benefit.

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7 Easy Ways To Fire Up Your Opt-In List Tip 7.

“Do NOT try to sell in your emails.”

Yes, that's right! Don't try to sell your subscriber in the email you send out.

Rather just tell them enough information to get them interested enough to want to click thru & see the sales letter.

Then, Let the sales letter on the website do its job.

So again, *DO NOT* try sell in your email copy, just aim at getting your subscriber interested or curious enough to click thru and see the sales letter.

It's exactly the same strategy, movie trailers use their job is just to get you interested enough to go see the movie. Do the same with your emails.

Warning: As many as 46% of your subscribers ARE NOT receiving the email messages you send them.

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**Here Are My 24 Closely Guarded Secrets For
Getting Your Subscribers to Read and Respond
to Every Mailing You Send To Them."**

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****Here's A Bonus Tip****

Have you ever noticed how "REALLY good public speakers" always start with some joke or outrageous story to suck you into their presentation.

You can do the same, or just use a simple short statement or question to pull your subscriber in...

Eg. Have you heard?
- did you ever notice how...
- what if this happened to you...

Even better, you can use these one liners as your subject line for your email also.

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