

QUICK BUSINESS BOOSTERS

A Lucrative List

31 Profitable Ways To
Monetize Your Email List



3d Consulting Services

Magnify Your Mission : Multiply Your Reach

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The Lucrative List

31 Profitable Ways To Monetize Your Email List

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Contents

1. The key to generating more sales with your welcome email	1
2. The most effective way to use a postscript in your email	1
3. How to indirectly promote an offer and boost sales	2
4. The perfect 3 emails per week sequence	2
5. The best way to cross post your mailings to social media	2
6. Create a swipe file of high-response subject lines	3
7. When to send long emails, and when to send a short email	3
8. A proven format for increasing your response rate	3
9. Another highly effective way of boosting your response rate	3
10. The best ratio for content to promotion mailings	4
11. How to get your best content in front of your regular readers.....	4
12. The best time to send out your emails	5
13. How to optimise your response rate	5
14. Use your email service providers built in tools	5
15. A regular feature that keeps readers coming back	6
16. How to provide value within every email	6
17. The most valuable thing to cultivate within your subscribers.....	6
18. How to increase your exposure and get more traffic	7
19. How to get subscribers to forward or share your emails?	7
20. Send your most important emails in multiple formats	8
21. Being original.	8
22. How to makes content creation quicker and easier.....	8
23. The one thing you should do for every email	9
24. The key to keeping readers excited by your mailings	9
25. The powerful psychological motivator that boosts responses.....	10
26. Jump starting a cold list.....	10
27. Getting busy people to open and read messages	11
28. Getting your foot in the door	11
29. How to write for your “skim” readers	11
30. Develop your own voice	12
31. The key to improving your email conversion rates	12

Introduction

Now here's a question: what are you going to do with all the email addresses that you're cultivating from your website? In other words, how do you think you are going to monetize it?

The first thought is to sell a product. And you're right, that's a good and profitable choice. But the truth is, those frontend sales will be just a small part of your overall income. That's because you can sell all sorts of products and services on the backend of your business, and those backend profits can really add up quick.

So how do you take advantage of these backend profits and start monetizing your email list? Answer: By implementing several of the following streams of additional revenue for your business.

Let's take a look...

1. The key to generating more sales with your welcome email

Here's the one thing you should always include in your welcome email to generate more sales: a strong, clear call to action.

A lot of people send out lists of benefits. They send out links. But they don't put calls to action next to those links, which can really dampen conversions. Use a strong call to action where you tell people what to do and why. E.G., "Click here to activate a 50% off coupon!"

2. The most effective way to use a postscript in your email

The most effective way to use a postscript in your email is to insert a major selling point, overcome objections, or even offer proof.

For example:

- List a new benefit not mentioned elsewhere.
- Reiterate a strong benefit.
- Offer social proof, like a testimonial.
- Offer other proof, such as a link to a video.
- Provide an incentive to click, such as a discount coupon or bonus offer.
- Offer a price justification.

In all cases, be sure to also add a call to action and a link inside your P.S.

3. How to indirectly promote an offer and boost sales

Here's a good way to boost sales: add an offer button image at the bottom of your email to indirectly promote an offer.

Maybe you're sending out a content email, such as a "how to" article. Your goal is to teach your subscribers something, build relationships with these subscribers, and train them to open your emails.

In other words, this isn't a hard sell email. But that doesn't mean you can't slip a soft-sell in at the end. One way to do it is to mention a product or service within the email (plant a seed), and then put an offer button at the end of the email where people can snag a great deal on this product or service.

4. The perfect 3 emails per week sequence

Need the perfect 3 emails per week sequence? Take a look:

Imagine you have one offer each week to promote. Here's a three-email sequence you can send to promote that offer. For this example we'll imagine you're selling a dieting course.

Email 1: Plant a seed. Talk about the problem. Offer tips to solve that problem. Mention the offer at the end.

E.G., "Seven Tips for Shedding 10 Pounds..."

Email 2: Offer part of a solution. Now this time provide more information... but only part of a solution. For example, give them in-depth information on how to solve part of their problem.

E.G., "How to Raise Your Metabolism By Eating The Right Foods..."

Then pitch the offer at the end as the solution to the rest of their problem.

Email 3: Directly sell the rest of the solution. In the final email send out a direct promo with a bulleted benefit list, social proof and strong call to action.

E.G., "Who else wants to lose 25 pounds?"

5. The best way to cross post your mailings to social media

Question of the day: What's the best way to cross post mailings to social media?

The very easiest way to do this is to use an email service provider that integrates with your preferred social media platforms. For example, Aweber integrates with sites such as Twitter and Facebook, so you can cross post your content without doing it manually.

6. Create a swipe file of high-response subject lines

Tip: Start creating a swipe file of high-response subject lines.

The idea here is to join other peoples' lists to discover the subject lines that work best. These newsletters don't even need to be in your niche. Then use these eye-catching subject lines as inspiration for creating your own high-response subject lines.

For example, you swipe this: Who else wants to triple their conversion rates?

Then you re-create it like this for your niche: Who else wants to fit into size 4 jeans?

7. When to send long emails and when to send a short email

Question: When should you send a long email and when should it be a short one?

Answer: Every email you create should be short enough to hold attention, yet long enough to meet your goal for that email (such as preselling a product).

So for example:

- You want to build top of mind awareness? Drop a short email with a tip just to get your name in front of prospects.
- Looking to build relationships? Send a very useful and in-depth explanation of how they can achieve a desired goal.
- Do you want to presell a product? Send a medium-length email... one that holds attention while explaining the benefits.

8. A proven format for increasing your response rate

TIP: You can increase response with a "but first, check this out" format.

The idea here is to create an email where you give away something very valuable, such as a free report or app. But right before you drop the link to this freemium, you share a related promo.

For example, "In just a moment you'll find out how to get this weight-loss app for free. But first, you'll want to get your hands on a proven diet that can produce real results for you..." Then go on to explain the main benefits of the product and provide a link and call to action.

9. Another highly effective way of boosting your response rate

Here's an amazingly effective way to boost response rates: use a countdown timer.

You see, it's one thing to tell people that the expiration date for an offer is rapidly

approaching. It's another thing entirely to show them a countdown timer that's ticking down the hours, minutes and seconds.

This visual representation of scarcity trips a psychological trigger and creates a powerful sense of urgency. In turn, this gives your conversion rate a great boost!

10. The best ratio for content to promotion mailings

Question of the day: what is the best ratio of content to promotion mailings?

The answer is it depends on what your subscribers expect.

If you told them they're signing up for a list where they'll get a new product review or discount coupon code every week, then you'll be sending promotional mailings every time you hit the "broadcast" button.

On the other hand, if your readers expect to get "how to" information, then at least 75% of the content you deliver should take that form. In other words, for every four emails you send, figure on three content emails and one straight-up promo.

However, this is the key...

Every email you send should include a promo, even if it's a soft sell. So for example, if you're teaching people how to set up a WordPress blog, then this "how to" article might include a soft-sell promo and a link to a useful WordPress Plugin.

E.G., "Here's the WP plugin I install on all my sites—you'll want to use it too..."

11. How to get your best content in front of your regular readers

TIP: Create recap mailings to get your best content in front of newsletter readers.

The fantasy is that all your subscribers read every email you send, every blog post you publish, and every bit of content you post to social media. But of course that almost never happens. And that's why you can create a "recap mailing" that shares summaries and links to the content you've created over the past few weeks. You might call it something like the "In case you missed it" feature.

For best results, follow these tips:

- Curate only your best content. You don't want to send busy people to links with average content.
- benefit-driven, curiosity arousing summaries to get people to click on the links. E.G., "Click here to discover a simple trick to get 10,000 targeted visitors for free!"
- Create a list of related content. This content should all focus on helping your prospects solve a singular problem.

12. The best time to send out your emails

Do you want to boost your open rates and response rates? Then send out emails when it's likely your subscribers are online and have the time to read and respond to your newsletter.

Hint: Start by looking at when the bulk of your subscribers actually joined your list. If you have a surge of people joining on Tuesday mornings, then that's a good time to try sending out an email.

As always, be sure to test to find out what days and times provide the maximum response for your particular list. You may even end up segmenting your lists geographically to better catch ALL your subscribers at a good time of the day in each of their time zones.

13. How to optimise your response rate

Here's a way to quickly boost your response rate: segment your list for maximum response.

Many top autoresponders let you tag and segment subscribers by demographics or even by behaviours. For example:

- Segment by demographics, such as age, gender or location.
- Segment by purchases.
- Segment by lead magnet.
- Segment by whether they click a link or not.
- Segment according to whether they open an email.

Then send ultra-targeted emails to these list segments and you'll likely see a boost to your conversion rates!

14. Use your email service providers built in tools

Do you know how to use your ESP'S (email service provider's) built-in tools to increase response?

Check out these ideas:

- Send a follow-up email to everyone who opened your last email but didn't buy anything.
- Send a follow-up email to everyone who did NOT open your last email.
- Use automated tagging to tag (and segment) subscribers who take some specific action, such as clicking on a link.

- Use automated rules to subscribe or unsubscribe people from your lists according to their behaviours.

Most major ESPs have these sorts of tools available to you along with plenty of documentation about how to use them, so log into your account today to see what tools are available to you!

15. A regular feature that keeps readers coming back

TIP: Create regular newsletter features to give your readers something to look forward to.

For example:

- Freebie Fridays
- Tips Tuesdays
- Infographic Wednesdays
- Special Offer Mondays

These are just examples. Figure out what kind of content your subscribers really respond to well, and then create a regular feature for them to look forward to.

Bonus Tip: For an even better response, be sure to build anticipation for the upcoming feature a couple days before it happens. E.G., “Don’t forget to check your inbox Monday, because you’re going to get a special offer that’s never been available before!”

16. How to provide value within every email

Here’s how you create value for your newsletter: solve a specific problem in every email.

You might do this by providing straight-up content. You might do it with content and an offer. Or you might accomplish this simply by telling your subscribers about the very best way to solve their problem. This could come in the form of a direct promo, a product review or even a product comparison.

But in all cases, you need to focus on ONE problem. And then you need to offer just ONE solution to that problem. If you consistently offer the best solutions, your list will begin to trust you – and you’ll see your conversion rates grow over time.

17. The most valuable thing to cultivate within your subscribers

Here’s something valuable to cultivate in your subscribers: top of mind awareness.

This means that when they think of a particular problem or topic, they think of you

FIRST. That's a powerful way to increase sales, because people think of your business even if your ads or emails aren't right in front of them.

Here's how to cultivate that top of mind awareness:

- Send emails regularly – at least weekly if not more. Don't let yourself be out of sight, out of mind!
- Create a memorable tagline or slogan to include in every email. This works particularly well if it's centred on a solution or unique selling position.

For example, "The Copywriter's Copywriter... For When You Need to Make a GREAT Impression."

- Build brand awareness. Be sure to create an HTML template with your logo and colours built right in, so your subscribers see it every time you send an email.

18. How to increase your exposure and get more traffic

Here's how to get more exposure, more traffic and establish yourself as an expert: swap content with other newsletter publishers.

Everyone gets free content, and everyone gets free exposure too. Here's what to look for in a potential content-swapping partner:

- Look for someone whose list is right around the same size as yours. They'll be more likely to agree to the swap if the exposure you can offer to them is about equal to what they can offer you.
- Choose reputable partners. If you're not familiar with them, research their name in Google to be sure they have a good rep in your niche.
- Look for partners with multiple platforms. Those who post their newsletters on social media or blogs will help you get extra exposure.

19. How to get subscribers to forward or share your emails?

Your subscribers are a good source of traffic. But the question is "How do you get them to forward or share your emails?"

Here's how:

- Make your email shareworthy. This means including something unique, something inspirational, something extraordinarily useful.

- Tell people to share it. In other words, offer a strong call to action to boost response. E.G., “Share this set of tips with your friends – they’ll thank you for it!”
- Give people an easy way to share it. For example, you might include social media buttons within your email for easy sharing.

20. Send your most important emails in multiple formats

Tip: Consider sending important emails with multiple formats to boost response.

You see, people prefer to get information in different ways. So if you offer different formats, you give people the opportunity to choose their preferred way to receive information. And that means they’re more likely to consume the content.

For example: you can give people the option to read a text email, or they can watch a short video.

21. Being original.

If your newsletter is just the same as everyone else’s newsletter in your niche, then your subscribers have no particular reason to stay on your list. And if you’re not varying the content you send, they’ll get bored. That’s another quick trip to the unsubscribe button.

Here’s how to keep readers engaged:

- Don’t use cookie-cutter emails or the same format every time. This makes you seem like a robot instead of a person, which decreases trust.
- Do offer new twists on old strategies. This shows your readers you can give them something fresh, which keeps them coming back for more.
- Do use a light, conversation tone. This keeps readers engaged and reading right to the end, where they’ll see your call to action.

22. How to makes content creation quicker and easier.

Remember this: you don’t have to think up everything yourself. Instead, seek out inspiration from other sources. This makes content creation quicker and easier.

For example:

- Check which videos are popular on YouTube in you niche and then provide similar content.
- See what people are talking about on social media.

- Browse popular blogs in your niche to uncover hot topics.
- Find out what's selling on sites like Clickbank.com or Amazon.com – these are hot topics.
- Use a keyword tool like MarketSamurai.com to discover what your users are searching for in the search engine. Then write content around these topics.

23. The one thing you should do for every email

TIP: Create a singular goal for each email, and then write your email around that single goal.

Here are some examples of a goal. You might want readers to...

- Watch a video.
- Click on a link to purchase a product.
- Fill out a form to get more information.
- Register for a webinar.
- Tell their friends about your business.
- Enter a contest.
- Read a post on your blog.
- Join your social media network.
- Take advantage of a freemium offer.

And so on.

First pick your goal and then make sure every word of your email is geared towards getting your subscribers to take that specific action.

24. The key to keeping readers excited by your mailings

Want to keep your readers excited about your newsletter? Then offer them some variety. Create an element of surprise, and they'll open your emails just to see what you're going to offer them next.

Here's a list of the type of content you might send to your readers over the course of several emails:

- One short yet very useful tip, just 100 words or so.
- A long article with an in-depth explanation of how to get some result.

- A link to a video.
- A list of curated content (e.g., “Top 10 Posts You Missed This Week...”)
- A product review.
- A link to a freemium offer.
- An infographic.
- An unexpected flash sale with a steep discount.

Those are just a few examples. The key point is to remember that variety is the spice of life (and is the key to building a profitable mailing list).

25. The powerful psychological motivator that boosts responses

Tip: Use the power of curiosity to boost response within your emails.

Curiosity is a powerful psychological motivator. If you can make people curious about what is inside your email, they'll open. If you can make them curious about what's behind a link, they'll click on it. And if you can make them curious about a product, they'll buy it.

For example, check out these phrases you might use in an email to arouse curiosity and boost response:

- Click here to discover the secret to whitening your teeth using ingredients you already have on hand at home!
- Find out the weird trick Hollywood celebrities use when they need to drop 10 pounds fast...
- Are you making these costly mistakes? Click here to find out...

26. Jump starting a cold list

You've got a cold list. You had good intentions, but you just didn't nurture it enough. Now you want to put the electric paddles on the heart of your list and give it a jump start – how do you do that?

Like this: Be honest and let them know you screwed up by not emailing them lately, but you want to make it right. Then give them an absolutely irresistible freemium offer. This freemium should be highly valued and highly in-demand in your niche.

TIP: If you haven't emailed in quite some time, be sure not to send promos out in your first several emails. If people don't recognize your name, they might mark your message as spam.

27. Getting busy people to open and read messages

Your list is full of busy people. They're checking your emails in a checkout line at the grocery store. They don't always have time to read 1000 words. But they might still be interested in your content or offer.

The solution?

Post an "Are you in a hurry?" message at the top of your email to boost response.

For example: "Are you in a hurry? Click here to get the highlights in less than 200 words." Then behind that link you can offer the top five points in a bulleted list. This might be five reasons to buy a product, or five tips for achieving some goal.

Those who want to read your full email and get all details can do so, while those who only want the highlights can get 'em.

It's a great way to better serve your readers and boost your conversions at the same time.

28. Getting your foot in the door

Try the "get your foot in the door" technique to boost responses.

Researchers have found that if you ask for a small favour first and then later ask for a larger favour, people are more likely to comply with your request. That's because they want to appear consistent.

For example: ask readers to download a freemium, and then later ask them to purchase the premium version.

29. How to write for your "skim" readers

As much as we'd like to think that every single subscriber is going to read every word of our emails, it just doesn't happen. A lot of people skim the content. That's why you need to format in a way that gives the skimmer the highlights and benefits of your message. This includes:

- Using sub-headlines to highlight important content.
- Offer benefits or other content in a bulleted list.
- Inserting graphics with enticing captions to draw the skimmer's eyes back into the content.
- Using a "P.S." that showcases a major benefit or other point.

30. Develop your own voice

Increase engagement and response by developing your own voice. In other words, don't write dry, robotic content. Use these tips and...

- Tell personal stories to increase engagement and to give readers a glimpse inside your life
- Inject some humour into your content. Since humour is subjective, use this tactic sparingly.
- Write like you're writing to a friend. This creates a conversational tone and that unique "voice" that attracts and engages readers.

TIP: If you outsource, outsource your emails to one person so you maintain the same voice.

31. The key to improving your email conversion rates

Here's how to improve your conversion rates for every email you send: learn the art of good copywriting.

No matter what type of content you send readers, you'll boost your open rates, read rates and response rates by employing good sales copy techniques. This includes:

- Writing benefit-driven headlines.
- Telling stories that engage your readers on an emotional level.
- Overcoming common objections using proof, justifications and more.

You might want to pick up books by the copywriting masters, such as Victor Schwab, David Ogilvy and Joseph Sugarman.

Hopefully, this short report has provided you with a solid introduction as to how you might profitably monetize your contact databases' email list and help you start to accelerate your business growth, if that's one of your primary, long-term objectives. And I'm sure that you also realise that there's a great deal more you'll need to do in order to get your business to the level that you truly want.

So, if you want to grow your business quickly, head over to...

www.3dConsultingServices.com

and see how else we can help you achieve your long term goals faster.

We guarantee you'll be delighted you did!

About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that's most convenient for you.

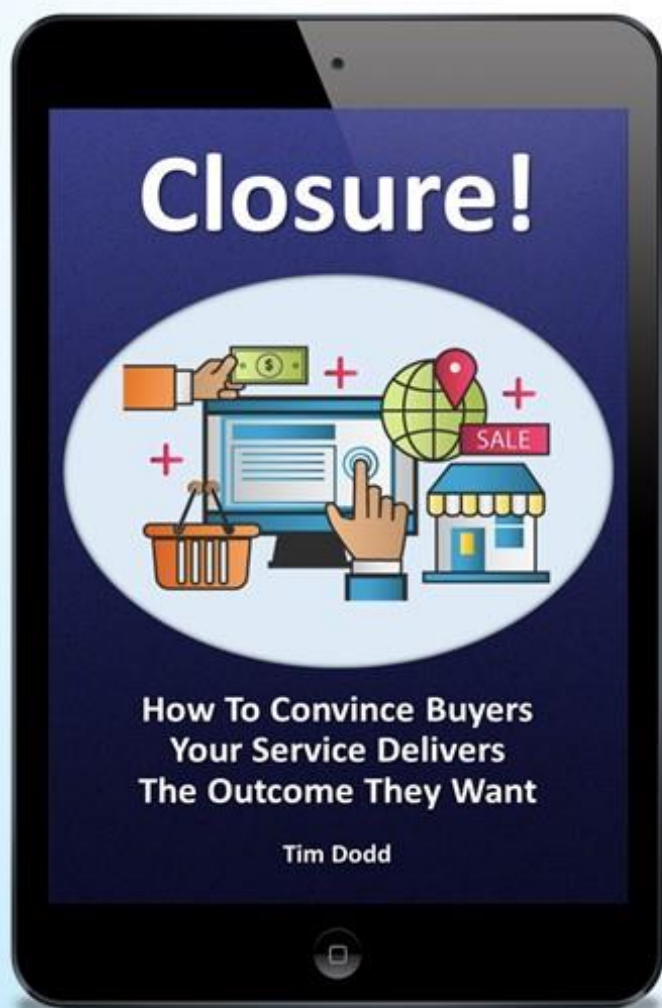
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

**These Days Traffic Generation Isn't A Problem.
Convincing Browsers To Buy Is The Challenge!
Yet, A Few Little Tweaks To Your Website Can
Soon Fix That When You Know What To Change...**



**Readers Who Implement These
Changes Truly Appreciate The
Difference It Makes To Their Sales!**

Every self-respecting business owner would like more paying customers. It doesn't matter what you sell, the end goal of being in business is to keep finding people who want and, more importantly, are in a position to buy the product or service you offer.

So if you have a website and want to learn how you can easily set yourself apart from other suppliers in your marketplace, take a proper look at this easy to follow guide right now. Then start by completing the first exercise and very soon you'll see it yield truly excellent returns on a tiny investment!

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