



Ewen Chia

#1 INTERNATIONAL BESTSELLING AUTHOR

EMAIL
COPY
SECRETS

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Full Transcript: Email Copy Secrets!

Russell: My name is Russell Brunson. I'm here with Ewen Chia. It's an early Monday morning, kind of a last-minute thing, but we're putting together a call talking about the effectiveness of email ad copy.

I'm really excited because Ewen actually contacted me and asked me if we could do this together. Of course I jumped right on it, and one of the main reasons why I did is because for the last 2 to 2-1/2 years, Ewen has always been my top affiliate. For everything that he ever decides to promote, he's always either the top person or one of the top ones.

He's just an amazing affiliate marketer. He's got four or five products about affiliate marketing. He has an affiliate marketing blog, and he's just very impressive.

I've never seen anyone ever teach about effective email copy for affiliate marketing, so that's why I'm so excited for this call today, because I'm excited to learn a lot about this for myself obviously, and to bring it to everybody else who's going to be listening to this call.

Like I said, I'm really thankful, Ewen, that you can be on the call. Do you want to kind of introduce yourself and tell a little bit about how you got started with internet marketing?

Ewen: Thanks, Russell, for the many kind words that you just said about me. I do hope that I can give a lot of quality content and information on this call.

How I got started in internet marketing was basically I kind of stumbled online in 1997 due to my love of music basically. I'm a song writer, so I was searching for ways to use the internet as a medium to market my songs.

That's when I came across MP3.com and really my first website wasn't a website at all. I was using a page of MP3.com to just market my songs and music.

That's when I began to realize, "Wow, the internet is such a great way to do marketing and to sell stuff, and get content and information over to people."

The bug just bit me, and I spent the next few years basically learning all I could about marketing on the internet. I didn't really find success overnight, or even in months, but it actually took a couple years to get where I am.

There's a lot of information on the internet, but basically there's certain proven systems that work. I think once you get a hold of these systems and the way things should be done, you should be pretty fine.

I think one of the main areas of internet marketing, and you've heard it before, would be to build a list, because the money's in the list. That couldn't be more true in my opinion, because frankly I didn't experience much success or I didn't even make much income online until I started building a list.

That's why I feel personally that it's true, but I think the phrase "The money's in the list" is much over-hyped. It just became something that people take for granted without getting the real meaning behind it, because the money is not really in the list. The money is in the relationship you have with the list. It's in the hyper-responsiveness that you've developed with your list.

That's why effective email marketing is so important if you're planning on making money online. And just before anyone jumps up and says, "Hey, this is only applicable to internet marketing," I would say that building a database of customers and prospects that you can contact over a lifetime works in any niche out there.

You may be in the golf market or you may be in the pets market, but I think having a means to contact people over a long period of time and having them get to know you is a critical factor of success not only on the internet, but offline as well.

Russell, do you agree with that?

Russell: Oh, definitely. I think everybody understands that the customer relationship and how that works with your own database – that's where all the big money's made, definitely.

Ewen: That's right. I would go so far as to say that you don't have to have a huge list to start making income online. Frankly, it's not the quantity that counts, but it's the quality of the relationships you have with the people that are on your list, and the quality of your offers and your information to those people and getting them to know you and trust you.

Frankly, for email marketing, one of the fastest ways to start making money off a list is with affiliate products. I guess that's why we're on this call, to talk about affiliate marketing and email marketing.

I don't think I need to explain why affiliate marketing is such an important tool and important medium as a money maker, because one of the most effective ways of making money immediately without your own product or even without a website would be affiliate marketing.

Russell, you're an expert in affiliate marketing, so maybe you want to say a few words about this.

Russell: Yeah, I want to step back to what you said earlier about the size of your list is not as important as your relationship with them. I have two friends I can think of off the top of my head, and I'm sure there are more, who have lists of barely around 4,000 to 5,000 people, which if you spend some time you can build a list that size in a few months pretty easily.

They've sent out emails before that have brought them in over \$100,000 just from an email, these two guys I know. Like I said, it's the relationships they've built with that list and their ability to write good emails and to sell something to those guys.

I agree with you 100%. When I got started, affiliate marketing was something that was big for me because if you have a list, what are you going to do with it? Well, you can keep selling your own products or you can try to find other people's. It just opens up a whole new world when you can promote other people's products.

One thing I like about it is the relationship you have promoting an affiliate product is different than your own product. When you're selling your own products, you're saying, "Oh, look at my product, it's so great."

But as an affiliate you're kind of recommending. You're saying, "Here's this guy's product. This is why I like it," and you have a different relationship driver there. It makes it easier to make that sale.

Ewen: Exactly, Russell. I think you've hit the nail right on the head. One more thing for affiliate products is how many of your own products can you create every month to offer to your subscribers? It's going to take a lot of time and it's going to really kill you to create a product every single month.

I think that's where affiliate marketing comes in perfectly, where you can get products and make money off them immediately without going through the whole process of product creation, of writing a sales letter, and offering customer service. I think it's just frankly the lazy way to online riches.

Russell: I agree. One thing we have on the outline here I wanted you to talk about a little bit was the role of an affiliate. Can you explain more about the role of an affiliate and their responsibilities?

Ewen: Sure. Being an affiliate marketer, you have a very heavy responsibility, especially if you're marketing to your subscribers through email marketing. If everything falls into place and if you do your relationship building well, it means that your subscribers actually trust you and what you have to recommend to them.

I think the balance between being responsible and offering quality products, and on the other hand making commissions off the products, it's very involved and there's so many ways to look at it.

Just as a very quick example, fire sales and so-called "blow out" sales are very popular these days. I won't say that they all contain good products. I think that most of them contain really, really good products, and the commissions are really good. These are basically high-end products that you can market to your list as an affiliate.

Due to the popularity of these fire sales, anyone can just put together a fire sale and get JV partners. If you're one of the JV partners approached, how would you deal with promoting a fire sale if it contains rehashed products that, after looking at it, you know are not really quality products, but the commissions are good?

Basically I think you've got to weigh that heavily. It's really a one-shot sale and a one-shot commission. That's not necessarily going to get you lifetime trust from your subscribers.

Imagine if you recommend something that's pure crap. They won't trust you again in the future, so you're cutting off the road to any further commissions in the future if this trust is misplaced.

That's basically what I want to say about being a responsible affiliate, and that's to ensure that the products you recommend are good stuff, quality stuff, and products that will help your subscribers in some way, and not just to go after the money all the time. You've got to think about it long term.

Email marketing and especially affiliate marketing is a long-term business that you've got to look at. It's not a one-shot thing. Anybody listening to this call, don't fall into the trap of recommending every product that comes with the latest hype out there, because this is definitely long term, and I think Russell would agree with me on that 100%.

Russell: Yeah, I know some affiliates promote everything under the moon, and then quickly people stop trusting their recommendations and they realize the person is out to get money and not to help the person.

You make a huge point right there, the fact that as an affiliate marketer your goal's not so much to make money as it is to provide value and to give your subscribers what they need. If you find something that they really need, it's not hard to sell it to them.

If something's garbage and you sell it to them, they're not going to keep coming back and believe in you in the future.

Ewen: On the other side of the coin, of course as an affiliate marketer you do have to bring home the money and put food on the table, especially if you're focusing on affiliate marketing as your main business model.

You can still make a lot of money from affiliate programs and recommend various sorts of affiliate products out there to your subscribers, but you can do that not by following the crowd and going after all the latest hype out there, but what you can do is to research relevant and suitable products out there in the marketplace.

You can go to ClickBank Marketplace or you can go to Commission Junction, depending on the niche and your list, and find products that you know will help these prospects, instead of falling into the trap of recommending the latest hyped products.

You can basically do that every month. You can do the research yourself at these various places, and you'll definitely have a constant source of good affiliate programs to promote to your list.

The other thing that I would like to bring up on this call is when you're promoting an affiliate product, what exactly should you look for to maximize your commissions?

I've been an affiliate marketer for years now and I've got tons of JV offers in my email. I'm sure, Russell, you've experienced the same thing too.

Russell: Yeah, too many of them. [laughing]

Ewen: Yeah, too many of them. You just can't promote every one of them. If you're looking at the commissions versus the quality, as I've mentioned before, you have to weigh what the affiliate program actually brings to the table.

What I meant by this is to maximize your commissions, providing that the product is a quality product, the things that you should look for in an affiliate program are first of all the sales letter. This means that the sales

copy must be able to convert your visitors into customers and maximize your effort in getting the visitors there.

I think this is one aspect of affiliate marketing that has hardly been brought up in public before regarding the sales letter of the affiliate product you're promoting. Imagine if you send visitors there and the sales letter of the product is just crappy and doesn't sell – you're basically wasting your time in sending your subscribers there.

So for you as an affiliate marketer, you'll want to leverage off the sales letter of the product so that you get better results from each of your promotions.

Whenever you're choosing an affiliate program to promote, I think the first thing you've got to look at is first the quality of the product and then the sales copy of the product, whether it sells them in the first place.

I'm not sure if I'm hitting the nail here, but Russell, what do you think about this?

Russell: I agree 100%. If you're going to spend your time and your money promoting a product and it goes to a sales letter that's not good, it doesn't matter how good the product is. Nobody's going to buy it.

I think you definitely hit a big one. Look at the sales letter and see if it's something you would buy. If you read that and it would make you want to buy it, then it's probably going to do the same thing for other people.

Ewen: Exactly. Sales letters are meant to sell. Most of the time sales letters are hyped up in their language, so that doesn't mean that it's an unethical thing that you're doing by going after high-converting sales copy, because don't forget – you've actually confirmed that the product is a quality one before you send your people there.

I think it's a matter of maximizing your efforts and getting the best results out of that.

The second thing that an affiliate marketer should look out for in an affiliate program is what I'll call the customer service of the affiliate owner itself. There are two ways to this.

The first one would be how the affiliate owner responds to you as a JV partner or as a marketer, and how the affiliate owner responds to the customers, because you don't want to send your hard-earned subscribers there and have them experience a very, very bad experience with the owner.

I actually came across this matter before and it was just hell. My subscribers were complaining to me about how rude the owner was and how badly they were treated. This definitely made me think twice about promoting affiliate products blindly.

That's my two cents take on what to look out for in affiliate programs.

Russell: Those are the most important things – the product, the sales letter, and the support.

In the next section here we're going to talk about the importance of affiliate email copy. Maybe you could talk a little bit about what the main difference is between when you're sending email out promoting your own product versus promoting somebody else's product.

Ewen: I think in terms of having your own opt-in list or your own subscribers, when you're promoting your own product you'll definitely get better results as compared to when you're promoting affiliate products. That's because your subscribers basically know you and it's your own product, so they'll be more excited to check it out themselves.

That brings us to the point where how do you promote an affiliate product in your email copy when you're sending out to your subscribers. One factor that you must realize is that as an affiliate your job is not to sell the product in the email copy. What you do is you pre-sell the product.

I know this word pre-selling has been online for a long time and it's a very popular word, but how many people actually know how to pre-sell a product as an affiliate in the email copy?

By pre-selling I don't mean that you write a whole 15-page email to send to your list describing what the product is about and explaining the benefits of the product. You've got to realize that in email marketing your emails have to be short and sweet in order to get people to respond. So how do we couple that with pre-selling?

The objective is #1 to get the click-through to the website. A good way of pre-selling using email marketing as an affiliate would be to use what I call the 'content/pitch approach' in selling the product.

What this means is you start off with some content and you have a pitch at the end. Does that make any sense, Russell?

Russell: Yeah. I'm glad you're going into this, because this is something that always impressed me with what you do. When I read your emails I don't even know that you're trying to sell me something most of the time.

Ewen: Okay. I just want to make sure that I'm on the right track with the listeners out there so they don't get confused. Then I'll continue.

So basically your job as an affiliate would be to pre-sell. The main goal of pre-selling is to get a click-through to the affiliate website. Also remember you don't have a lot of space to sell in your emails, and you don't have a lot of time either, because people are just impatient, so what you want to achieve with your emails would be to get your subscribers to go to the affiliate website and let the website do the selling.

That's precisely why you've got to have a good sales letter for the affiliate product, because you're going to get your subscribers over there, and if the product doesn't sell, it's basically a waste of your time.

Once again, pre-selling is just about getting the click-throughs. A very effective method of pre-selling to get the click-through is, as I mentioned, to use content to pre-sell, but this is just short content. Then you have a link to visit the website for more information.

Another method would be basically to stir up curiosity, which is something that I've used a lot of times. I don't say what the product is about and I don't really mention the product most of the time. I use curiosity as a very powerful psychological trigger to get them to click the link.

I think, Russell, you'll be familiar with this approach too, because I've seen some of this in your emails. Does this work?

Russell: It works amazingly well. In fact, I found out the more than I hold back – if I tell just enough to make people go, "What?" then they go and click on the link to find out what in the world I'm talking about, or to get the rest of the story. That works the best for me, I agree.

Ewen: Right. I think we've covered this point about email marketing being a medium for selling affiliate products, and to sell affiliate products you've got to pre-sell.

This is no different from if you're going to pre-sell using a special report or if you're going to pre-sell using articles. Physically you have much more space and a much more effective medium to create more content, but when you're using email marketing you've got to make it sharp, make it short, and you've got to make sure to get through to get the subscriber to actually click the link, and we often use curiosity to do that.

Russell: And one thing that I want to kind of mention too is that when you're pre-selling you're putting your subscriber in a frame of mind, so when they end up seeing the person's website eventually, they're not going in thinking they're getting sold something.

They're going through a frame of mind where they see and they can feel that whatever's going to come next is going to help them to change their business or change whatever it is you might be selling to them.

So in the pre-sell, that's huge, that frame that you're setting for your customers, and I don't see a lot of people doing that effectively. You're one of the few that I see that does it really well.

Ewen: Thanks. Email marketing and email copywriting is really very akin to sales letter copywriting. Basically you're using all the psychological triggers to get people to respond.

But when you're applying it to affiliate marketing, I think that the main importance of it is you don't really sell them, but you pre-sell them to get them to visit your website.

Russell: Yeah, perfect. Let's talk a little bit about the steps and the formula and the different elements that are important in email ad copy. Can you take us through those steps?

Ewen: Basically when you're writing affiliate email copy, the first thing that you've got to know is don't hype it up, don't do that all the time. I mean you can hype up something once in a while, but if you're going to hype up every email that comes in, if every product that you're promoting is the best thing since sliced bread, I don't think people are going to trust you and they're not going to be bothered with clicking on that link if you always say, "Oh, this is the best! This is the best!" with every email that you promote.

So the first step would be not to hype it up.

Russell: It makes me laugh. I'm on some guy's list, I'm not even sure exactly who he is, but every single email that comes through is like, "This is the email that'll change your life!"

Then the next one is, "This is the most important email I've ever sent!" Every single time it's like that. [laughing]

Ewen: Right. I've seen those emails before and it just makes me wonder what kind of response these people are getting. If you're getting these kinds of email every time, you're just not going to believe the guy anymore.

The next thing would be, as I mentioned before, to keep your emails short and simple and go for the click-through.

There's one thing I want to talk about that's called the AIDA formula. This is not something I invented. This is a very old copywriting formula. It's time-tested and it works well. AIDA stands for Attention, Interest, Desire, and Action. You can actually format your email copy according to this formula.

The first thing would be attention. That would really be your subject line, especially getting people to open your email, so the subject line has to promise a benefit or has to evoke curiosity in the reader to get them to open the email.

There's all kinds of subject lines, and I would be the first to admit that not all of them work. I think the method of using curiosity is really good and does get people to respond and to open the emails.

The next one, Interest, would be basically how you open your first sentence of the email, to get the reader interested in what you have to say. To get them interested in what you have to say, you've got to put it to them that it's for their own benefit, basically the "What's in it for me?" type thing.

Your first few sentences of the email will have to address the question of "What's in it for the reader to get them to read your email further?" Does this make sense?

Russell: Yes, it does. You have to give them some kind of hook to pull them in and get them to keep reading. Think about when you're reading emails, how fast you go through them all and delete them. You have to have something there to grab them right off the bat; otherwise, you're going to lose them fast.

Ewen: Yeah. It's really hard for me to explain it on the call now without having any samples to show, but basically if you're a marketer I would encourage you to collect a swipe file of email messages that you receive and really study them.

If they're really good, if there's something that captures you, then you'll see how this formula works and how you can use this AIDA formula for your own email copy.

The third one would be desire. Basically desire means why should the reader even be interested in what you're talking about and how you can provoke a desire in them.

Unfortunately, if you're in the internet marketing market, to evoke desire would be to tell them that they can make a lot of money, because in this market people are basically excited about making money and they want to make money online, so money is a very strong motivator. That's one factor that really evokes desire.

Let me give you an example. If you're in the golf market, a desire would be for somebody to have a perfect swing or to hit further. These are what I call 'hot buttons' that you've got to know in your market place, and you've got to know what buttons to press to hit your readers, depending on your market.

It may be money, it may be lust, it may be having better health. These triggers are what would evoke the desire to get people to respond to your email, so use them.

The last step of the AIDA is A for action. That would be to get the reader to take action and click on the link. There are numerous ways to get people to click on the link. It depends on how you format your email copy.

A very simple way of getting people to click on a link is just to tell them to do so. It's like "Click here for more information" or "Visit this website now" or whatever phrase comes to mind. Maybe, Russell, you've got some better examples that I have.

Russell: Well, your examples are perfect. I think that when you're calling the action, you've got to call it back to whatever their desire was. "Visit the website below to figure out exactly how to..." and then whatever the desire was – how to increase your golf swing, how to whatever it may be.

I notice a lot of times with you you'll send them to a page that has a report or something, so "Click here for the report to explain this in further detail and give you the rest of the content that you'll need to be able to implement this aspect into your life."

Ewen: Right. There are actually other triggers to get people to click the link in the email. One of them would be the repeat effect. That's basically that you repeat your URLs and your links a couple times in the email.

Don't just give them one link right at the bottom of your P.S. and have them have to read through your whole email in order to get to the link.

What you can do is to put in your affiliate link to the website a couple of times in your email. Make sure that people don't miss the link. If you've been on my list and seen my emails, you'll know that I have a lot of links within the emails. Maybe for just a two-paragraph email I'll have at least two or three of the URLs there, to make sure that people actually know that the URL is there and it's easy for them to click through.

I think in all matters it's important to make it easy for the reader to take action, so using the repeat effect of the URLs will surely get them to click more than if you're not using it.

Russell: I read a study – I believe it was Armand Morin that did this, or he was on the teleseminar where they were talking about this – but the concept is they did a bunch of different tests of emails. At first they put just one link in there, then they tried two links, and they would track each link with a different ad tracker, just to see which would get most clicks, and then they did three links – one at the beginning, one in the middle, and one at the end.

They found the one that converted the best was having three. They found out that when there are three, the one in the middle is the one clicked the most. It's just kind of an interesting stat there.

Ewen: It's been proven to work.

Russell: I would say if you don't believe that, just test it yourself. Get some ad trackers and test one link versus two versus three. I always do at least two, and I usually try to do three just for that reason.

Ewen: Another thing is you want to include your link in the P.S. itself. I think having a P.S. is really essential. Remind them of what you've mentioned in the email body and remind them to take action.

Tests have confirmed that people may not read your whole email, but they'll probably just scan down to the P.S., read the headline and the subject line to see if they want to click the link to get more information, so it's really important to have a P.S.

Russell: The P.S. is just as powerful as the headline, especially in emails because they're so much shorter. At least for me, I would scan before I read the whole thing, so you need to have a good P.S.

Ewen: Then using bullets or arrows or what I would call 'tricks' to get the click-throughs. All this is really important stuff, which I hope our listeners are noting down.

Another thing I want to mention about getting click-throughs, you can use what I call third-party endorsements, which would be testimonials, to get people to be excited.

The way to do this is in your email copy, include testimonials that the product you're promoting has actually received. You can get these off the web page itself, because most sales letters have testimonials.

What you basically do is look for testimonials that are really powerful, and include them in your email. Say, "Hey, this is what Joe has to say about this product," and just include the testimonial there. Have a link that says, "Find out why he's so excited about it."

It's just another way of getting people to visit a website, which is to use testimonials.

Russell: One thing I want to mention about testimonials too that I've noticed is don't just put any testimonial, and don't put the ones that say, "I looked at your product. It looked really cool."

Use ones that show specific results, like "I used this product and this is the results of what happened." Those are the ones that are powerful that you should be looking for and including.

Ewen: That's right. Another method is to use FAQs. I'm not sure if everyone is familiar with what an FAQ is. It's Frequently Asked Questions. Using a FAQ is a good tactic for email. It wouldn't be good as a first email, but you could use it as a second email or a third email.

Just to mention here, it's really important to follow up, because you'll make many more sales if you actually follow up with your emails. So in the second email you could use FAQs, which would be common questions that people would have about the product. You answer them in emails and use that as a pre-selling tool to get people to visit the website again.

Russell: I've tested that a couple times, and I can't believe the response. We usually get a better response sending the follow-up Frequently Asked Question email than we do the original one.

It's just amazing, because then you take the most common questions that people have and send it out the next day or a couple days later and say, "Here are some questions people keep asking me, here's the answer to them, and here's the link again."

I think what it does that's really powerful, besides answering questions for people, is people say, "Oh, there are other people that are asking tons of questions. This must be something I should look at."

It really causes a psychological thing, I think, in people, and they go back and start looking at it and take a serious look after they see all the questions that people are asking.

That second look usually gives you more sales – at least what I've found in testing is the second time around gives you more sales than the first time.

Ewen: I think that really relates to what Jeff Walker has mentioned about social proof, that is to get people to think, "There are tons of people who asked the same questions as me. I'm not the only one asking these questions."

It's just a matter of getting them to think that this is actually what they need. That's my two cents on that. I'm not an expert on social proof here. [laughing] I didn't listen to the call.

Russell, are there any more things that you would like ask me?

Russell: I want you to go a little more into what you were saying about short email copy. This is something that I wanted to really stress and maybe even mention a little bit more about.

I get a lot of emails where the emails are as long as the sales letter, and I can never read through everything. What's been your experience and how short should an email be when you're sending out to somebody?

Ewen: Really, what I meant by short is as short as a one-paragraph email with a link in it so you can sign up. This would be good for follow-up emails again, but as a first email, short would be anything from one to three paragraphs.

Having short emails is very important because of the delivery rates these days and because of spam filters. The longer your email is, the higher chance it has of not being delivered to your readers.

Just keep it short and use curiosity and use pre-selling as a tool as a matter of getting the click-throughs. For example, your first email promoting an affiliate product may be as short as,

Hi firstname,

I just came across something that could increase your traffic by 300%. I think you really need to look at it...[link]

As you can tell, it's a very short email and you have the benefit there about increasing your traffic. You have the link there and you're using curiosity.

You don't say what the product is about. You don't say what the whole thing is about, but they have to visit the link to get more information.

I've actually sent out an email just with a link, which only contained one sentence, with a link and a sign-off and it worked very well. The email was to promote my new product, *Secret Affiliate Weapon*.

I'd sent a first email, but my second email was basically,

Hi firstname,

Here's a quick note for you. Have a look here. [link]

I just put the link there and signed off. That's a pretty short email, just one line with a link. It's literally forcing people to click on the link, so that's the kind of response you want your readers to have, to force them to click on the link.

As you mentioned, getting the click-through is really important, especially to promote affiliate products. Actually I'm not selling an affiliate product here, I'm selling my own product, but it works the same way for affiliate products in the follow up.

Russell: That's cool. The other thing I like about that, at least for me, when you write your friends email, you don't write a 5-page email. You usually send them a quick paragraph and that's about it.

I think when people see that they usually think of it more as a personalized one as opposed to like a big business. I'm on a list for a couple of larger businesses and it's funny because the emails they send out are so formal and professional.

You can tell that they're just cookie cutter emails, whereas when people are on your list and things are really personal and short, a paragraph here and there, that's what sticks out to me.

I'm able to read those and spend the time, as opposed to reading this five-page document sent over from some company talking about who knows what.

Ewen: Exactly. That method is not suitable for entrepreneurs and small business owners, which is what most internet marketers are. As we've spoken about, you've got to build a relationship with your list. You want to make sure they see that you're being personal with them.

If they're going to have a very corporate-y email and a very corporate-y look, I don't think that people will really respond that well.

Russell: It's the same thing as back in the days of direct mail. The guys who were having success and making all the money were the ones who were personalizing their letters and making it seem like they were coming from a friend. Those were the letters that got opened and made orders, as opposed to these documents from big businesses and big companies.

Ewen: Right. I have something else that I want to talk about, and that's how do you actually create your own solo ad.

An affiliate marketer really shouldn't use the standard solo ads that are provided by the affiliate program, especially if it's a popular product and it's a hot product that tons of people are promoting now. That will just mix you in with the crowd and nobody's really going to take notice of your emails because you're just using cookie cutter solo ads.

A method of creating your own solo ad the fast way would be to start with the sales copy itself, which links back to the first point I made earlier on the call that says you have to have a good sales letter for the affiliate program. This is another use for it, because you can start your email copy from there.

I've done this most of the time. Basically I'll just visit the affiliate website and I'll just suck the subject line, I'll suck the bullets, and I'll just stick it in my Notepad. I'll either rewrite the thing or I'll give some bullets together with a short note and you can have your own solo ad pretty fast this way.

It's something that's unique to you. It's something that separates you from the other marketers out there. I think it really works and it's a really cool trick to use, especially if you're not exactly a copywriter and you're pulling out your hair every time you've got to write something. It's just a matter of sucking it off the main sales page and using that as your email copy.

The other thing I mentioned earlier you can suck off is testimonials and a couple of other things. It's just a matter of using what's already there and leveraging on it for your own email copy.

- Russell:** That's perfect. It's a simple way and there's no reason to reinvent the wheel or rewrite a whole sales letter. Just take what they've already written that's already been working and customize it to yourself.
- Ewen:** Right. On top of this, you may want to instead create your own endorsement for the product. In this way, it's something that's very unique to yourself because it's your own endorsement. I think it'll make you stand out from the crowd even more.
- Russell:** Yeah. One thing I want to mention there too is a lot of people say, "I've got a list of so many people, and nobody will ever buy anything. What's the problem?"
- I think a lot of the problem is that people aren't being themselves. They're not giving their personality. People want to buy from people they like. They don't want to buy from people they can't stand, especially if there's 10 people selling it.
- If you have a good relationship and they like you and their personality, they're going to buy from you. I think personality should really show through in your emails.
- Ewen:** Right, you've made a very important point here, Russell. I just want to add that having a personality is a whole bundle. It's not just one sector that contributes to your whole response.
- Personality ties in with how honest you are and whether you only promote good products, because you can have a great personality, but if you're going to sell every crap product out there, it's really going to affect your response rate in the end.
- But you're right, having a personality is really, really important. I think just be yourself and get people to know you and like you.
- Russell:** I think that's a lot of the reason why I have a lot of success. I don't hide too much. Whatever's happening in my life, people on my list know about it. They know that I'm a wrestler, they know that I'm having twins, whatever it may be, because I talk about it a lot and I show pictures of it.
- I think that really gets people to empathize with you and your situation. They're a lot more likely to purchase from somebody they like, like you said earlier, so it's important.
- Ewen:** Exactly. I think we've covered a lot of ground here. Do you have any more questions for me?

Russell: Maybe we can kind of go through how to get the sale. It's obviously kind of an extra bonus thing. Do you mind talking a little bit about the actual things you're doing there to get the sale?

Ewen: Basically, I've thrown in all these elements earlier in the call, but just to summarize, you're going to get more sales and make more commissions as an affiliate marketer if you pre-sell the thing first. Get people to visit by improving the click-throughs that you get.

Another thing would be if you're in a position to actually strike a deal with the program owner or affiliate owner, that would be great. Then you can offer an exclusive discount for your list or offer additional stuff that's not provided with the main product to your list. But you've got to have a deal with the affiliate program owner that would be more akin to a joint venture.

In the sense of getting people to buy from you, I think one of the key elements here would be to do bonuses. This is more for high-end products that you're selling. I think the more expensive the product, the more suitable it is for giving bonuses to get them to purchase the product from you.

Basically, when using bonuses it's important that the bonuses that you use are not just throw-away products that you find all over the place. It's important that the bonus that you use is something unique and something that they wouldn't be able to get elsewhere.

There are two types of bonuses you can use here. The first would be to use a time-limited type bonus, which works very well, so you can have a bonus that's good for 72 hours or 48 hours. That encourages people to take action, because it's a time-limited bonus.

Or you can have a bonus which is limited in quantity. This would be the case if you're offering, for example, a personal consultation with yourself, which would be taking up a lot of time. You can offer this in a limited quantity for the people who purchase from you.

It's just a matter of making somebody buy from your link instead of from somebody else. I think the use of bonuses is really, really popular now because it works.

Russell: Do you want to share the story about when Joe Vitale was launching his *Hypnotic Marketing* course, and you were the #1-selling affiliate by far, and I even bought from you because of the bonuses that you had offered.

Do you want to tell a little about how you set up those bonuses and what you offered?

Ewen: No wonder you remember that, Russell. [laughing] Basically that was for the product by Dr. Joe Vitale, *Hypnotic Selling Secrets*. I was really committed to get the #1 spot for the product, so what I did was I put together a whole list of bonuses. It was kind of like the fire sales that you see nowadays, but I was using it as a bonus. It exceeded even the value of the product itself in bonuses.

The bonuses I used were what I'd call unique bonuses, in that they're either paid products delivered elsewhere which people had to buy with money, or a bonus that I created myself.

One of the key bonuses I had was I told my list that I would actually create a best-selling product for them. Anybody who bought through my link would get the rights to this product and they'd have an instant business to sell.

I think that was the key element of the bonus, and it was something unique. It was something I hadn't done and it worked pretty well, as the results showed.

Just to bring it back, I mentioned that I also included paid products there. I didn't steal these products. Basically what I did was I set up joint ventures with other product owners for them to allow me to include this product as a bonus to my list. The customers would have to arrange it with them to get the product, so actually they acquired customers themselves without doing anything.

Just little things like that you can actually combine what you know about internet marketing, like joint ventures and product creation, and use that as bonuses for affiliate programs.

I think it's really, really cool because it's easy to do and it's something that's unique.

Russell: That's a perfect example. I remember when you sent the email out. Well, first you contacted me before and asked if you could have one of my bonuses, so my bonus is in there. Then I went to the site and I saw my stuff and I saw 6 or 7 other products that were just awesome products that I wanted to buy anyway.

Then you said, "Oh, and I'm going to make you this product you can sell," and because I know the quality of the stuff that you do, I just bought it. I didn't even want the \$1,000 course as much, but I got the product and all the bonuses.

Then like you said, the product you created to sell is something I sell right now and I sell very well, *30 Days to Profit*. That's a great product right there, a great sales letter and everything.

So basically it made it no risk at all because I'm getting this \$1,000 course plus all these other products, plus I'm getting a product that I just have to sell 10 of them and I made my money back. You take away all the risk from the buyer and it makes it a lot easier to sell.

Ewen: Right. It's just getting people to buy from you instead of somebody else when they're going to buy the product anyway. It's really a matter of how much more value you can give to your subscribers to get them to buy from you.

That's something I always stand by as a marketer, and something that the listeners out there should take note of, because in the end it's about giving value – and this applies to affiliate marketing too, especially in the way that you offer special bonuses to them, you offer discounts to them, and it just makes them more ready to respond to you in the future, because it just builds up from there.

It's not a one-off thing, it just builds by itself, and as you go along you'll get better and better results from your affiliate marketing ventures because of these steps.

I think we've covered everything I wanted to cover here.

Russell: Yeah, it's been a great little mini-course right there on email copy for affiliates. Like I said before, it's something that I've never seen taught very much, and I think you did a great job with it. You covered everything that's vital to know when you're writing email ad copy.

Ewen: Thanks for having me join you on the call, Russell. I appreciate that.

Russell: Thank you. Is there anything else you wanted to mention or to give people to help them, some encouragement to give people who are just getting started in affiliate marketing?

Ewen: Definitely the first thing I would tell them is to really put their work into this. If you happen to be in Russell's program and be listening to this now, you have to really dive into his program and learn from what Russell can teach you, because he's really got a lot of things to share with you. He's got a proven system there and you're in good hands.

Don't give up, because you never know when success is just the next step away. If you give up now, you're just wasting your time and giving up your dream, and it's not worth it, so just hang in there and listen to Russell.

Russell: Thank you. I appreciate you spending your evening with us. It's early morning over here, but I know it's a late night for you, so I appreciate you coming in and spending time with us.

Ewen: It's about 1 a.m. here now and I'm still awake. [laughing]

Russell: [laughing] Time for you to get to bed!

Ewen: Thanks for having me again, and I hope everybody here enjoyed the call. I hope I've provided some good content and some good value for you guys.

Russell: Thanks again, I appreciate it. Bye.

Ewen: Okay, bye.