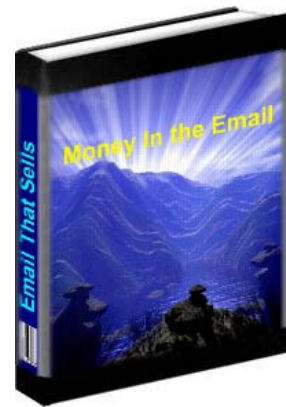
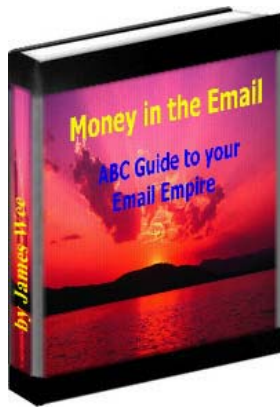


James Wee's



Money in your Email

Bonus: ABC Guide to your own Email Empire



Introduction

This bonus book is meant to compliment the Main book - “[Money in the Email](#)”. If you’ve applied the principles I’ve shown in the book on your emails, your campaign quality would have increased dramatically. Remember that a successful campaign is not only about immediate sales, it’s about long good branding for future sales.

In this bonus book, I shall include 2 Guide for you to use to create your own successful email campaign. Remember though that the best campaigns are the most creative ones, therefore, use these templates as a guide and improve on them.

Good luck.

Regards,
James Wee

p.s. If you haven’t gotten the main book, see my WSO for more details.
http://www.warriorforum.com/forum/topic.asp?TOPIC_ID=109139

Content

- 1) Chapter 1:Your 1st Email**
- 2) Chapter 2:Your Subsequent Email**
- 3) Chapter 3:Thank you**

Sun Shines Fills The Sky: Email fills your bank account





Your first email

Your first email is always the most important. Remember to impress and be honest.

Sender Name

Use either your name or your company name. This will create an impression for your customers. Studies have proven that people place more importance on who the sender is than what the subject is.

Subject

Don't use general terms like "Thank you" or "Congrats" Using something different is good. Stated below are some examples which have good response. I shall use SEO as an example.

- 1) My first email on SEO
- 2) Replying to your request on SEO
- 3) Introducing our SEO family to you
- 4) Delivery of your 1st SEO course
- 5) Lesson 1 on SEO as promised.

The list can go on and on. These subjects illustrate 3 principles.

- 1) Reminding the person it is information that he requested or asked for.
- 2) Telling him it is your first email with words like "1st" or "introduction". This tells them it's something new. And curiosity will get the better of them.
- 3) The subject should be lesser than 6 words. Most subjects more than 6 words get truncated.



Guide to Content of your first email: Introducing Yourself

Hi “name of person”,

Introduction:

- 1) Thank them for their interest.
- 2) Tell them who you are.

Middle:

- 1) Tell them about some tips/ information (remember don't sell your product yet).
- 2) Tell them how important these information are to them.
- 3) Remind them to check their junk mailbox for other possible mails from you that have helpful information for them.
- 4) Don't sell your product yet. The first mail is for them to recognize you. I'm sure you don't feel comfortable if a person proposes on the first date too.

Conclusion:

- 1) Thank them again
- 2) Remind them to look out for the next issue of your email.
- 3) Sign off
- 4) Add URL here
- 5) Add Real Mailing Address
- 6) Add a p.s. If you have anything to add
- 7) Add URL again
- 8) Unsubscription Information

Example of your 1st email with “SEO Super”

Hi James,

Hope you're well.

Thank for you requesting for our SEO lessons. We're glad to have you on board with us.

My name is James Wee and I'm a senior SEO expert at SEO Super. SEO Super has been helping websites achieve top rankings in major search engines like yahoo and goggle for the past 6 years. We believe in providing quality information to all our clients.

Let me begin lesson one immediately as I believe this information will help you immensely in your website's visibility.

“Start your short lesson here or give link to lesson here”

These methods have been used my experts in SEO all around the world and they are one of the main keys to getting listed in search engines. I hope this will help you begin your work as SEO is an important part of your business.

If you find this lesson helpful, I would appreciate it if you do add our email address SEO@SEO.com into your safe list as email servers sometimes do send our emails to the bulk inbox wrongly. Alternatively you might wish to check your bulk mail periodically. We always send our mails under my name “James Wee”.

If you do have problems or concerns please email me anytime.

Thanks! You can look forward to our lesson 2 on SEO very soon.

Take Care,

James Wee

SEO Super
PO BOX XXX
XXXXXX
New York XXXX
United States

To stop further mailings or to change your details visit:
www.xxxxx.com

Take Home Message: Introduce and not sell.



Your subsequent email

Sender Name

This is less of an issue if you've introduced yourself well in the first email.

Subject

As your reader would have recognized your name, getting them to open the mail is less of a problem. The subject should now focus on the benefits you will be offering to your customers.



Guide to Content of your subsequent email: Introducing your product

Hi "name of person",

Introduction:

- 1) Hope that have benefited from your first email. Or remind them on who you are.

Middle:

- 1) Tell them about more free tips/ information
- 2) Tell them how important these information are to them

Ending:

- 1) Tell them how your product can help them
- 2) Tell them to take a look at your website
- 3) Add URL here

Conclusion:

- 1) Thank them again
- 2) Remind them to look out for the next issue of your email.
- 3) Sign off
- 4) Add URL here
- 5) Add Real Mailing Address
- 6) Add a p.s. If you have anything to add
- 7) Add URL again
- 8) Unsubscription Information

Example of your Subsequent email with “SEO Super”

Hi James,

Hope you've managed to implement the methods I showed you the last time.

I wanted to update you on lesson 2 on SEO.

“Lesson 2 here”

What is taught in lesson 2 is important because after getting listed, it is important to build links in order to improve your ranking. A ranking in page 100 will not be able to bring you much traffic. But not to worry, when you finish our 12 lessons, you'll be well equipped to rank high in the search engines.

When we started SEO elite, building links is one of the most difficult parts. But after years of experience, a good reputation and special software, we are able to get thousands of good links in a short period of time.

We are currently in the final stages of a software update which will enable us to get you thousands of links in 7 days. The update will be completed over the next 2 days.

If you find the process of slowly building up links too slow, take a look at SEO Super now. Since we're upgrading our software now, I can offer you a really special rate if you sign up now.

Please Visit
www.SEOsuperxxx.com
to find out more.

You should start seeing a dramatic increase in your backlinks really soon.

If you do have problems or concerns please do not hesitate to email me.

p.s.
Remember to build your links now and lesson 3 for SEO will arrive soon.

Take care,
James Wee

www.SEOsuperxxx.com

SEO Super
PO BOX XXX
XXXXXX
New York XXXXX
United States

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To stop further mailings or to change your details visit:
<http://getresponse.com/r/17Rt+03zk/G8uXsW4xZ>

Take Home Message:

Emphasize on specific idea of how your product will benefit your customer. For example, tell them how it helps in their link building rather than how you'll miraculously make their website rank high. Customers will feel smarter this way and be more willing to trust you and buy from you.

There are many more techniques which you can implement in writing your email including using humor/ travails or more. Add them upon this basic guide for even better result. Good Luck ☺



Chapter 7: Thank you

I must thank you for reading this book. I am a firm believer of quality and I don't believe in writing quick e-books. I've spent considerable time looking up studies and my old campaign to make sure I present you with the most accurate and up to date information. If you do have any feedback, please email me your feedback and I'll be most glad to receive them.

If you've found this templates useful, then you would definitely **Benefit 200% More** from the Main book: "**Money in the List**"

Retail Value of Money in the List is \$37

To get it at a very **Special Warrior rate** of **\$8** only please visit my WSO at http://www.warriorforum.com/forum/topic.asp?TOPIC_ID=109139

I hope this has helped you in writing your email campaigns. Please feel free to email me at my personal mailbox if you have any queries.

jameswee79@hotmail.com

Cheers,

James Wee,

http://www.warriorforum.com/forum/topic.asp?TOPIC_ID=109139

About The Author

Just in case you're interested, I've decided to add a really short history of myself. I'm James and I've been working in the advertising industry for the past 6 years. I was "lucky" enough to be given the job of internet marketing for my companies client (Yes, most firms still don't place huge importance it this). This was where I picked up all my email marketing tips.

I've since grown tired of rushing to work each day and coming back late and I'm running a very small internet business now. Thank you for your support.