

# Automate My Emails - Software

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Whether You Like It Or Not, Your Email Promotions Are Competing With Many Other Emails, All Fighting for Your Customers Attention. Are You Sure Yours Is Going to Win? Discover The Hidden Secrets To Writing Super-Responsive, Profit-Pulling Emails That Instantly Increase Your Sales Ten-Fold! Without Spending Months, Even Years Building Your List Email Marketing Is As HOT As It Used To Be A Few Years Back, But Your Competition Has Increased And Is Stronger! ..Read On To Find Out How To Still Be the #1 Attention Winner In Your Customers Inbox! Let me start by asking you something.. How many sales do you usually make every time you send an email to your opt-in list? Now remembering that number, how would you like to learn an easy method to double or even triple it? Because in the next 3 minutes, you are going to find out something shocking to help you make your emails so responsive that you never had seen before. But first, lets see this important news... Your Customers Inbox Today: 36 New Emails... This is a fact. Your potential customers are receiving more and more promotional emails from your competition every day. This makes their inbox crowded and leaves little room for YOUR email to capture their attention as much as you want to make lots of sales. Lets imagine this.. Your customer wakes up in the morning and opens up his email... only to see 36 new unread emails to check out, and your email being just one of the 36 others. Do you really think your email is going receive the full attention it deserves? Wouldnt you like to find out a way to boost the power of your email to get double or even triple open rate and sales? Did You Know A Secret? Responsive Email Marketing Is the #1 Easiest Way To Boost Your Sales... Yes, this is a simple secret that most amateur email marketers miss. So they waste their time trying to grow their list bigger and bigger - thinking it is the only way to increase their sales. But the truth is, you can much more easily double your sales by writing a more responsive email rather than trying to double your number of subscribers. Lets do the simple math here.. Lets say you have a mailing list of 10,000 subscribers, but due to your current contact with them only 1 of them actually read your Emails. Thats  $(10,000 \times 0.01) = 100$  people paying attention to you. Now when you do a product launch or promotion you can expect only 100 of them will be aware of it. Furthermore, you cant expect every single one to buy. Only a small percentage of that 100 will actually buy. In the real world, were

talking about 1 of that 100! So if you're promoting a product selling at \$97 you can only expect to make 1 sale. That's =  $(1 \times \$97) = \$97$  in sales. Not bad, but not that good either.. especially for a list of 10,000! This is a mailing performing at only 0.01 which brings about poor results. So how do we make 100x more sales? Whilst you could increase your list size 100 times to 1,000,000 (which can will take years) it would be easier to increase the responsiveness of your list to 10 and the conversion rate of your promotion to 10 wouldn't it? It's not as hard as it may seem and can be done with some very simple but effective marketing techniques that you're about to learn! So now you have  $(10,000 \times 0.10) = 1,000$  people paying attention and reading your Emails. A good start.. Now when you come to do your promotion you're going to learn to become a better marketer and increase the conversions of your promotion by 10 with a few little tweaks. Your promotion now converts at 10  $(1,000 \times 0.10) = 100$  sales. The product already sells at \$97, so your profit is now  $(100 \times \$97) = \$9,700$ ! You've now generated \$9,700 from your list instead of \$97 from the same list without added any more subscribers! This is working smart - not hard. But how exactly did you do this?.. Well this is what you're going to learn today! ..Introducing Automate My Emails: The Step-By-Step Video Tutorials To Writing Your Own Response-Pulling Emails! Here's a break down on what you will learn in this video series:

1. Why Writing Responsive Emails Determines Your List Success [5 minutes and 38 seconds] Did you know that how you write your promotional or content based emails is a large determining factor as to whether someone takes the necessary action to click a link or buy a product? In this video, you'll get a brief introduction of this video series, but most importantly the main concept as to how you can create a responsive email list.
2. Planning And Brainstorming [4 minutes and 22 seconds] There are several basic concepts you need to understand before you get started with writing your emails. You'll also learn what tools you must have, and how to understand the purpose of writing your emails beforehand. Brainstorming is one step most people tend to skip and by not planning ahead, you will decrease the conversion rate of your emails. So in this video, you'll learn how to brainstorm and plan ahead.
3. The Different Types Of Promo Emails You Can Write [6 minutes and 18 seconds] There is more than just one way way to write a promotional email. Did you know that if you know what type of email you are about to write ahead of time, you can write it a certain way to allow you to write easy to read and exciting emails.? In this video, you'll be shown several examples of real life and tested emails, so that you can get a better understanding of how you can write them yourself.
4. Mistakes To Avoid When Writing Your Promo Emails [5 minutes and 56 seconds] Most people tell you what you should do,

but what about what you should NOT do? In this video, you'll be given a list of things you should avoid doing and of course, things you should not forget to do. By making these mistakes, they can often prevent your subscribers from taking the necessary action. This is taken from real life experience, so you can avoid the same mistakes we made.

5. Importance Of A Good Email Subject Line [10 minutes and 14 seconds] The email subject line can often determine whether your subscriber will click the Delete, Spam, or Open button. Just like the beginning or heading of a sales page, you need to ensure that you have a good email subject line that creates curiosity. So your goal is to get them to open the email, so your email body can do the job of getting them to take the certain action that you require. You will be shown how you can write good subject lines, and several examples of proven subject lines that can grab attention.

6. How To Format Your Emails For Easier Reading [3 minutes and 34 seconds] Writing copy is only half of the requirements. People do judge a book by its cover, unfortunately. In this case, if your emails are not formatted correctly and it's hard to read, then you can forget about your subscribers reading your email. You'll be pointed to a free email formatting tool that you can use to make your emails look nicer.

7. Importance Of A Good Email Body [5 minutes and 20 seconds] Once you've created a good subject line, and formatted your emails, your subscribers will hit your email body copy. This is the next step before getting your readers to take the necessary action. So writing good email body copy that incites curiosity and interest is important. You'll learn tips on getting your email read and understand how people will often respond to your writing style.

8. How To Get Your Readers To Take Action [5 minutes] Great, now you've created an email that has got your subscribers' attentions. But now you got to get them to take a specific action, whether it is to click a link, email you back, or whatever. You'll learn a few techniques on how to do this on also how to write the P.S., which is generally sums up your emails. The P.S. area is where a subscriber's eyes tend to go to, especially when they are scanning the email.

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