

Million Dollar Emails - How To Create Most Successful Email Campaigns

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"New Resource Reveals the Amazing Secrets Behind The Net's Most Successful Email Campaigns" Fact: Jupiter Communications reports that email marketing will become a \$7.3 billion business by 2005. Fact: Over 50% of consumers will be communicating via email by 2001 according to Forrester Research. eMarketer reports that by year-end 2001, there will be 111 million email users. Fact: Email volume has already eclipsed postal mail. Dear Internet Friend, It's amazing! The power of email marketing is truly the "killer app" of the Internet. If you dropped me anywhere in the world with just a dial-up connection, I guarantee that within 24 hours I could generate an immediate cash surge for you. How? Just by sending out a simple email. It's true. And it doesn't matter if your business is online or off. Simply put, once you know the secret of using email marketing - it's literally like having the power to create cash on demand. Imagine, anytime you need more money, you just hit SEND! Clickendake Money! Frankly, I didn't believe it either until I witnessed results like these from my own email marketing campaigns: \$9,188.00 in profits in 72 hours \$15,558.81 in less than 3 weeks \$15,400.00 in 14 days No wonder I love email marketing and who wouldn't when you consider all these incredible benefits: Instant Results. Minutes after sending out your email campaign you can start seeing responses and orders. Low cost. No printing, no postage, no mail house charges. Email is nearly free to send out! Testing on the go. How fast do you want to see results? Instead of waiting weeks for responses and test results - you'll have them in hours. Now, you can make smarter decisions sooner. Quick to create. You could whip out an email in just an hour or two as opposed to weeks in the "offline" world. High response rates. It's not unusual for email campaigns to get 5, 10, 15, even 50 response rates. Something that's almost unheard of in direct mail. But before you go off thinking email marketing is some walk in the park - there is one big, glaring problem you need to face? The Truth About Spamming and Opt-in Email Marketing If you've been on the Net for anytime, I'm sure you've heard of spam. That's the name for unsolicited commercial email. Mostly the kind of "get rich quick" and "send me a dollar" pyramid schemes that find their way into your inbox. Many short-term minded marketers feel that since email is practically free they can send out thousands and thousands of

emails hoping for a handful of sales while dealing with the risks involved. I don't think that's a good idea. You see, there is a big difference between permission email marketing and spamming. I'm not talking about using software that can harvest email addresses from the Web or even those CD-ROMs with "10 million email addresses" floating around. The fact is, without getting permission you are just sending out spam and that will land you in some big trouble. I've seen sites shutdown, ISP's cancelled and people basically being "blackballed" from the Internet community. Trust me, it's not pretty. In fact, there is new legislation pending that will make spamming illegal. So not only will you have all kinds of angry prospects - but you could also end up with severe penalties against you. Why would you want to put yourself through any of that? There's no point because getting permission is easy once you start using the strategies I'll tell you about in a moment, plus it produces better results. Now that we got that cleared up?

Do You Know What It Takes To Write a Winning Email? If you don't, you're not the only one. For most people drafting an email message that convinces people to part with their hard-earned money isn't as simple as it looks. Most people just don't know where to start, what to say, when to send it, how to not get accused of spam, how to make sure their message gets read, how to ask for the order, or any other number of variables that mean the difference between success and failure. But, now there's good news! There's a new resource that will help you create your own successful emails - and it's called? "Million Dollar Emails: The Greatest Collection of Moneymaking Emails Ever!" "Million Dollar Emails" is a new ebook that contains some of the most successful and persuasive emails ever written. It's jam-packed with real life emails that have been proven to work by the top Internet Pros and eCommerce leaders. And, here's the best part, in many of the examples, you'll see the exact numbers and results from their campaigns. Response rates, sales figures, and other insider information all culled from their private records. This information has been totally confidential - until now. I couldn't believe the caliber of experts and corporations we got to step forward to share their winning examples, contributors like: Corey Rudl (marketingtips.com) Corey is one of the top Internet marketing minds on the planet. His 4 online businesses get over 500,000 visitors EACH MONTH and do over 5.2 million dollars in sales online every year. Corey lets you in on a simple email that brought in over \$400,000.00 in revenue. Stephan Mahaney (searchenginehelp.com) Stephan really spills the beans about an email message responsible for over \$800,000 in sales. (Which doesn't even take into account the still ongoing renewals, affiliate sales, and new sales that are still being built on the foundation of this one email sales campaign). This email was the

cornerstone of what is now a multi-million dollar business. Wow! Logos Research Systems Inc. (logos.com) This electronic-book publishing company gives you the low-down on an email that sold \$300,000 of a product with a special pre-publication offer (more than enough to pay for the costs involved). Joe Vitale (hypnoticwriting.com) Joe is heralded as one of the world's top direct response writers and a master at hypnotic writing. You'll see a collection of some of his best work as he takes you behind the scenes of several emails responsible for \$68,500.00 in orders. Michael Campbell (searchenginecommando.com) Michael is one the top search engine experts and author of "Nothing But Net". Michael shares several winning email examples and how he was able to get a 68 response and over \$10,000.00 just by asking one simple question. Allen Says (thewarriorgroup.com) Allen is the founder of one of the largest member's sites on the Web. He reveals a simple email that netted him \$15,000.00 on a Sunday. Bob Gatchel (internetcheapskate.com) Bob is infamous for his "cheapskate" Internet marketing style. He'll be sharing exactly how he made over \$30,000.00 in one weekend, selling a product he didn't own and never touched, all while sitting naked in his hot tub with his wife. (You've got to read this one to believe it!) Robert Allen (multiplestreamsofincome.com) NY Times, best-selling author Robert Allen showcases an email that drove his new book from #450 on Amazon to the #2 spot in just 24 hours. Vail Resorts (snow.com) Vail Resorts, comprised of world famous Vail, Beaver Creek, Breckenridge and Keystone resorts in Colorado, lets you in on exactly how they implement their offline and online email collections along with incredible results at minimal costs. (\$179,987.00 in directly traceable sales.) And, that's still just the tip of the iceberg because I also managed to track down even more proven examples from experts like: Jonathan Mizel Jeff Paul Marty Foley Scot Dantzer Jimmy D. Brown John Harricharan Marc Goldman Markus Allen Kevin Donlin Harmony Major Kunle Olomofe Wes Blaylock and many more Now, I'm sure you can see why we titled this resource "Million Dollar Emails". Together these emails have produced much, much more than \$1,000,000.00 in sales. This collection of winning emails covers examples from multi-national corporations all the way down to a small, local "mom and pop" Mexican restaurant. That way you'll be sure to find a model to use for your own business. Listen, these are not theories. By carefully studying these real world examples, you'll be on your way to creating your own winning email. Imagine, once you've created your own moneymaker - there's practically nothing left to do but click, send and make money! But, there's more still? Here's What Else You'll Discover Inside This Unique Reference Guide: The art of getting no complaints or spam

accusations We already talked about why spamming (or even being accused) is a recipe for disaster. The simple psychological trigger to huge double-digit response rates (you won't want to send out another email without using this technique). 7 little-known online (and offline) ways to massively increase your opt-in list. What to write in the subject line so your message gets opened and acted on. According to eMarketer, Americans get an average of 15.2 email messages a day (and that number continues to rise) so unless your email's subject line is compelling - your message wind up in the trash faster than you can blink. (Ouch!) How to nourish your email list so recipients look forward to every email. How to make your winning emails do double and triple duty (wait until you see this one). The simple question that resulted in a massive 38 response rate and much, much more? Don't Spend Another Minute Struggling to Come Up With Your Own Powerful Emails Without This Resource At Your Side Never again pound your head against the wall trying to figure out what to say in your next email pitch. Inside this new ebook is your chance to meticulously study some of the best email messages on the planet. Find out what makes them work and how you can use the same formulas for your own messages. Okay, by now you might be wondering? Why Would I Practically Give Away This Super Valuable Resource For Just \$19? Well, realize that this collection of market proven emails could easily sell for thousands of dollars (remember, one email alone brought in over \$400,000.00). The fact is, if you asked a top direct response copywriter to create an email campaign - you'd be charged in the neighborhood of \$500.00 to \$1,500.00 (or more). So at bare bones minimum you're getting thousands and thousands of dollars worth of powerful emails at your disposal. But I'm not going to charge you anywhere near that amount. In fact, as I mentioned right upfront your total investment for this jam-packed ebook is just \$19. (No, that's not a misprint!) The truth is, I really created this resource for myself. You see, for several years I've collected examples of winning sales letters, display ads, mailing pieces, etc in 2 huge boxes. In fact, any good copywriter will tell you they always keep an "idea file" or "swipe file". So I thought, why couldn't I do the same with emails? I could and then it hit me that other people might also be interested. It's true, this is the kind of resource I would have done just about anything to get my hands on and it would save me hours and hours of research and from making countless mistakes. (I would have paid at least a hundred dollars for a resource like this.) My Marketing Test With A Twist I know I could easily charge \$50, \$70 or even \$99 for this resource and it would still be a huge bargain. But as part of a marketing test I wanted to price it where nearly anyone can afford to take advantage of this incredible resource and see what happens. Plus, I

figured if I gave you a great bargain now, you'll continue buying from me. Figure at the low, low price of \$3.95, you can easily make back your investment with the first email campaign you run. But there's another BIG bonus I'm going to include if you act right away that is sure to pay you back in spades (that's the twist!)? Searches: email software send 5 billion emails in 24 hours examples of successful email campaigns

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