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The ULTIMATE Email Marketing Domination Guide



How to Get New Patients, Create More Value and Generate More Income From Your Email List

PDF Report

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Hello... My name is Matthew Loop and I've been a full-time Internet Marketer and consultant since early 2006. To date, I've generated millions of dollars in sales with the internet by selling my own products / services and by strategically promoting other products as an affiliate.

Along the way, I've been fortunate to build an international reputation as a results-driven online marketing expert. I've had the privilege of training thousands of entrepreneurs, chiropractors, small to mid-size business owners and brands on precisely how to leverage social media and mobile marketing the right way for exponentially multiplying business profits.

I've also partnered (and consistently mastermind) with some of the most famous marketers in the world while regularly attending exclusive, top-dollar private seminars.

That being said, one of the BIG reasons I've been so successful is that I discovered how to harness the power of email marketing's interactivity and targeting capabilities.

In all honesty, writing an email was one of the only things I knew how to do when I began my quest to make money online.

Then, through practice and studying human behavior, I developed one of the most important skill-sets one could have in the information age. I'm referring to the art of psychological influence and getting people to take inspired action.

Why don't we get right into the good stuff, shall we?

Are you Aware that Over 80% of All Sales Happen On Or After The Fifth Contact?

In reality, you could literally spend months or even years sending traffic directly to your chiropractic / business website or an affiliate link. However, why position yourself as just a pawn that sends traffic from point A to point B, with no ability to "follow-up" with those that visit your site?

Why give yourself only one shot at converting a new patient or making the sale?

Sure, you may be mildly successful doing this for a short period of time and even get patients to call you sometimes. BUT, what happens when that system fails? You're leaving a bunch of patients and money on the table with a haphazard approach like this.

Building an email list from scratch gives you such an INCREDIBLE advantage over competitors in your market. You can communicate with those people on your email literally on-demand anytime.

If you're an affiliate marketer, it's like the ultimate head-start when you make the transition and eventually launch your own product.

The opt-in email lists that I've built for my practice and in my other online ventures generate patients and income surges on demand. It still blows my mind sometimes. Honestly, it's like clicking a button that transfers money to my bank account.

The very first website I ever made was an email squeeze opt-in page. I've been tweaking and testing my email marketing techniques ever since. The emails have always been collected permission based and through an opt-in.

Anyone that subscribes to be on my various email lists have always had the option to unsubscribe. Any spammers should stop reading this immediately, as this is NOT for you!

Honest and legitimate chiropractors, business owners and internet entrepreneurs should keep reading. I'm confident that this report will reward your good behavior and help you generate more patients / customers while making more money.

If you don't have an email list or don't know how to build one, no worries, I'll be revealing my latest and greatest email squeeze techniques with you real soon.

If you have an email list of prospective or current customers, you're going to love this.

I've sent thousands of email messages with click tracking and open rate tracking enabled. This has allowed me to comparatively review which email messages get opened (Open Rate), and which email messages get the most clicks on the links within the email (Click-Through Rate).

Yes, open and click through rates can vary from market to market; however, I've discovered that what works in Market A works just as good, or better, in Market B.

First off, let's start with the technique that will make the biggest impact on your email marketing success. I know it did for me.

Get More Patients and Increase your Revenue by Sending The Right Email To The Right Person

You might already be familiar with the 80 / 20 rule that says 80% of your purchases and revenue will come from 20 percent of your customer base. That's a BIG reason why you need to separate or segment your email list into different groups.

Segment your email audience based on their interest, location, buying habits, etc...

Tips on Segmenting Your Email List

Your Top Subscribers

1. Put your “top” subscribers in a group of their own.
2. Your “top” subscribers are your frequent buyers.
3. Be picky about what you promote to them.
4. Focus on the relationship first and the sale second.
5. Make the feel special by giving them exclusive value-driven content

Those that Click the Most

1. Subscribers who continually open your emails and click on your links should go in a separate group.
2. Not only will this instantly improve the health of your list, it also provides you with some valuable targeted data.

The Fast Undercover Survey

1. No one likes to take a survey.
2. Instead, give them a simple choice between two links in an email.
3. Some will click on both links, but those who click on one link or the other are telling you what they want. That is huge!

Example: Let's say your market is chiropractic or health related. Here's the quick survey. The two choices could be to a nutritional guide / handbook and one could be a coupon for an in-office exam.

It's critical to understand, the only way to enjoy 40%+ Email Open Rates and over 50% Click Through Rates (CTR's), like I've experienced, is by sending the right message to the right person.

Make sense? If you do not have the capability to segment or track your list, it's IMPERATIVE you get a new email marketing system / auto-responder. *Aweber* (which is who I've been using for 3 years) is the best in the business.

You can grab a \$1 trial of their email marketing software at <http://MyProResponse.com>

As you're now aware, segmenting your email list is CRITICALLY important!

Get Your Emails Opened Every Time With Mental Triggers & Ninja-like Subject Titles

You can have the best and most persuasive email copy ever written, but if the subscriber receiving the email deletes it before opening, it doesn't matter!

A BIG obstacle is getting your email opened, especially since there's so much spam.

Here are some time-tested, highly effective tactics that you can use right now to increase your email open rates like crazy. You're going to like this!

How To Get More Emails Opened

Use Parenthesis (They Work)

- ✓ Parenthesis allow you to have a headline and a call to action all in the same email subject title.
- ✓ Stands out from the many other subject titles in an inbox.

Examples:

Lose 10lbs in 7 Days (no more fad diets)
Hybrid Supercar (picture inside)

Use the words "Video", "Picture" "Article" "Blog" or "Pic"

- ✓ Videos & pictures continue to be more popular than words.
- ✓ Always follow through with a video or picture inside the email.
- ✓ Search Digg & Youtube for popular niche related titles.
- ✓ Creates value before they even open the email.

Examples:

Video Message from Dr. John
PRIVATE VIDEO LINK
Have you seen this? (personal pic)

Personalize With Name & Location

- ✓ Reader's eyes are automatically drawn to their names.
- ✓ Use sparingly, because overuse will weaken the effect.

Examples:

Hey {Name}, here's your free back pain report
Did you to see this {Name}?

- ✓ Reader's eyes are drawn to their city and state.
- ✓ Segment your list by the subscriber's location.

Examples:

Local Georgia Foreclosures
Florida Chiropractors

Use "The Mainstream Media Method"

- ✓ Add a question mark (?) to a ridiculous title.

Examples:

WEIGHT LOSS SUPPLEMENT ILLEGAL?
Twelve Pack Abs?

Use Market Buzz Words

- ✓ Use Google Insights & Google Alerts to find market buzz words.
- ✓ Be the first to tell your subscribers breaking news related to their community, interests, and niche.

Examples:

FDA Bans Alcoholic Energy Drinks
WARNING: Canola Oil is Not Healthy
iPhone 3.0 (cool new exercise app)

Use Curiosity in Headlines

- ✓ Curiosity has opened BILLIONS of emails.

Examples:

Know this guy? (pic)
This will never happen again. EVER.

Choice In Action

- ✓ Give your subscribers a choice in the subject title.
- ✓ The reader is involved and propelled to open the email.

Examples:

Today or tomorrow?
DIET or EXERCISE? (what's working for me)

Use Action & Interest Words

- ✓ Get their attention and in a pro-active state of mind.

Examples:

Look, Watch, Listen, Hear, See, Smell,
Personal, Private, Secret, Quick, Weird

Scarcity and Urgency Related Emails

- ✓ People like to procrastinate and wait till the last minute. This gets them to take action now.

Examples:

My Top 10 Fat Loss List (link expires)
There are only SIX left (you in?)
FINAL NOTICE: Please respond today

Resend Un-Opened Emails

- ✓ Send un-opened emails to subscribers that didn't open it on the first go around.
- ✓ Use a different subject title and send on a different day.

More Examples of Email Subject Titles that Crush-it:

- 307% increase in metabolism with one simple trick (video)
- ONE unique spice that fights abdominal fat [ARTICLE]
- The TRUTH about "anti-depressant" drugs [BLOG]
- How much protein do you really NEED? (answer)
- My High Frequency Muscle Gain Program (FREE)
- Re:
- This is Awesome!
- Download this Free Report ASAP!
- NEVER do this on Facebook

How to Get More Clicks On Your Email Links

Alright, more of your emails will DEFINITELY be getting opened now! The next step is getting the reader to click on the link inside the email. So let's finish the job and keep them coming back for more.

The main goal of the email is to get the end subscriber to take the desired action you want. You follow? Emails should be short for the most part (less than 300 words) unless you're pre-selling or positioning a sale.

Here are some things to consider when it comes to increasing your click through rate and also making sure your subscribers stick around:

HTML vs Text Emails

HTML is much better

- ✓ HTML allows you to use anchor text in your links (higher click through)
- ✓ HTML allows you to use images (higher click through)
- ✓ HTML allows you to track your open rate
- ✓ HTML allows you to track click through rate w/o "ugly" links

Videos & Pictures

- ✓ Embedded videos & pictures are more popular than words.
- ✓ Make picture or an image of a video clickable.
- ✓ Also have the link directly under the picture.

Personalize Email Content

- ✓ Reader's perk up when they see their name, city or state.
- ✓ Use it sparingly. Overuse will make it lose its juice.

NEVER Use Ugly Links

- ✓ People are more willing to click on clean links or text phrases.
- ✓ Don't use long ugly scary affiliate links.

Be You / Authentic

- ✓ Write friendly emails and stop writing "email copy".
- ✓ Use conversational language, not corporate speak.
- ✓ Use personality and be entertaining.

Short & To The Point

- ✓ Keep content length short and put the first link close to the top.
- ✓ Once you write your email, review it and delete as many words as possible without losing the intended message.

Spark Reader Engagement

- ✓ Set expectations for the next email with P.S. teasers.
- ✓ Ask for your reader's feedback on what you're promoting.

Examples:

"P.S. Watch your inbox tomorrow for the email titled "Super Secrets"

"Here it is: (LINK) Let me know if you try it out and I'll keep you posted on my progress with it as well."

Tips for Developing a Highly Responsive List

Tip #1 - Keep your anchor text / hyperlink phrase similar (or the same as your email subject). If your subject line is "NEVER do this on Facebook" then the anchor text linking to your blog post, video, or article should be the same.

Here's an example:

[NEVER do this on Facebook](#) ← Click Here

Tip #2 - Link placement. 2 links per email linking to the same place is optimal. One link on the body of the email and one link in the PS portion is fine.

Tip #3 - The "Click Here" Arrow

[Your Hyperlink](#) ← Click here See example above.

- ✓ Using arrows and "Click here" verbage to draw attention to email links increasing click through rates

Tip #4 - As a rule, be GENUINE and let your personality shine through. The last thing people want is to read another BORING email. Entertain them while providing value, and you're golden.

Tip #5 - Train your email list to take “buying” actions

Question: If someone is going to BUY something, what must they do after they open the email? (hint: what is the next step in the “buying” process?)

- ✓ Deliver your content “somewhere else” (blog, webpage), not in the email.
Why? Because you want to train to click

When someone opens an email from me, they know they’re going to click something. The “click” becomes second nature. In my opinion, all content should be delivered via a blog.

Tip #6 - Create COMMUNITY (interaction, family feel). Get comments!

How to Get Comments

- ✓ “Sell” the comment and it’s importance (this is a community, respond below, it’s how we interact and support each other, etc)
- ✓ ASK for the comment
- ✓ End with a specific question
- ✓ Leave the discussion open ended (people jump at the chance to contribute – “community spotlight”)
- ✓ REQUIRE the comment

Tip #7 - Increase your newsletter frequency.

- ✓ Mail MORE
- ✓ Newsletter frequency 2 to 4 times a week (or more)
- ✓ Cultivate the relationship
- ✓ The people you are closest to, how often do you talk to them?

Tip #8 - Promote MORE. Link to SOMETHING in just about every newsletter

- ✓ Your audience is different just about every time (average open rates 15-20%)
- ✓ People become trained to see recommendations and promotions and don’t get pissed off when you promote –it’s not foreign, it’s familiar
- ✓ The problem with “spotted” promotion is people think (“oh, he’s just trying to sell something this time...”)
- ✓ Create VALUE and promote simultaneously

Tip #9 - Get Good at Email Copywriting

- ✓ Get on the lists of the best of the best in your industry. If you’re in the health field, I recommend studying Dr. Joseph Mercola - www.Mercola.com
- ✓ Write more emails. In a couple weeks, you’ll be better. Then, in a couple weeks after that, you’ll be better. See how this works?

Magic Words that get you Clicks

The Magic Words = “Sent from my iPhone”.

Yep, that little message that automatically shows up at the bottom when you get an email from an iPhone, that’s the one. Unbelievable test results from this.

The Magic Words Recipe

- ✓ An informal subject title → Hey
- ✓ A brief friendly message → This is so awesome:
- ✓ Only one link to click → LINK
- ✓ And the 5 Magic Words → Sent from my iPhone

To clarify, you should actually click “send” from your email auto-responder’s website from your iPhone or Blackberry if you use this.

Here are few more quick email marketing tips before we wrap up:

- ✓ VARIETY: Your email follow-up delivery needs variety.
- ✓ REPETITION: Don’t think a prospect has heard the pitch once and “got it” the first time.
- ✓ FREQUENCY: Email your subscribers at least twice a week.
- ✓ INFO-TAINMENT: Give them what you want and combine it with what they need.

Other Great Headline Resources to Bookmark:

<http://ypcommando.com/tips/17.html>

<http://www.copyblogger.com/headline-swipe-file/>

<http://www.copyblogger.com/10-sure-fire-headline-formulas-that-work/>

In Case you have Email Writer’s Block

Try starting the email subject title with the word “How”. People are driven to open a message if it will answer a question on how their problem can be solved. Include the key benefit of your product or service inside the email.

In closing, remember to focus first on creating better relationships with your patients, customers and prospects. If you continue to find and create relevant content for your email list, they will stick around... and you will generate more income offline and online.

Keep in mind that email marketing is not an exact science. Test and retest until you find out what works best with your subscribers. If you have two strong subject lines use a/b split testing to divide your list in half and send each group different subject lines to see which one works best.

SPECIAL SURPRISE

If you found this content-packed PDF report to be a real eye-opener, as the old saying goes, “you ain’t seen nothin yet!”

For a limited time, you can “swipe” the MOST powerful email sequence ever developed for getting a fast surge of 7-12 new patients from your current email list in ONLY 3 days! Click the link below now for more details:

<http://DCIncome.com/patientmachine>

This *3 Day New Patient Machine* email swipe file consists of three of my best emails you'll get to download INSTANTLY with attached instructions. Don't miss-out on this!!

Now it's time for you to go and implement these techniques, and get some RESULTS. I look forward to hearing your amazing success story!

Continued success,

Matthew Loop, DC

PS - For the newest internet, social media and mobile marketing strategies that get you New Patients / Customers and increase your income, subscribe to my blog at:

<http://DCIncome.com/blog>

A few personal coaching spots are still available as well. If you're interested in working directly with me, speaking one-on-one weekly, having me hold you accountable, making your marketing HIGHLY aggressive, systematic and much more profitable, please visit the “consulting services” page on my blog above to see if you qualify.

Coaching is extremely limited.

PPS - If you enjoyed this content-rich PDF report, **PLEASE SHARE IT** with your friends and “like” my Facebook Fan Page below right now so we stay connected:

<http://Facebook.com/MatthewJLoop>

