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Introduction

Thanks for grabbing your free copy of *E-Mail Marketing Manifesto*! In this comprehensive guide you are going to learn how to leverage the full power of list mailer and solo ads marketing to bring in at least 10-20 new opt-ins every day, and how to market to them to maximize your income.

Just follow my guidelines and *implement* the strategies. You will see a steady increase in the number of opt-ins you get per day, leading to more sales and higher profits in your business.

1. Attraction Marketing

The biggest mistake most marketers do is that they're "chasing" their prospects. Cold or warm, it doesn't matter. This is an extremely ineffective way of marketing that will never bring you other than poor results.

I did this mistake myself until I stumbled upon Ferny Ceballos' [Attraction Marketing Formula](#).



Here, I realized that everything I was taught about network marketing was completely wrong and this fully explained why I had failed. By using these strategies, I went from generating 3 sales in 6 months to 3-4 sales per week!

This bootcamp and e-book teach the concept of *attraction marketing* – how to position yourself to become the hunted instead of the hunter and attract quality prospects to YOU!

By combining attraction marketing with all the traffic generation strategies I'm going to teach you in later chapters, I was quickly able to start generating over 10+ sign-ups a day to my contact list.

So, before you read any further, I highly recommend that you [opt in for the Attraction Marketing Formula Bootcamp](#) and grab a copy of the Attraction Marketing Formula e-book. Keep your eyes peeled on the page you land on after opting in to get a HUGE discount!

2. Your Marketing System

Most e-mail marketers just grab the promotional material given to them by the company they represent, head straight to the list mailers and start to promote.

Chances are that you are one of them. If you also happen to promote a really popular program, you've most certainly seen other marketers promote the exact same page, only with their name on it instead of yours.

Chances are you get very poor results, especially if the page you promote asks your visitors to make a purchase right away.

So, what should you be doing instead to finally see the results you're hoping for?

It's very simple. You should be promoting your primary business through a *marketing system*.

Every professional online marketer uses one and it's absolutely essential to succeed.

Here are the 3 main reasons to use a marketing system:

1. It pre-qualifies your prospects through a series of educational steps, making them see how easy online marketing can really be when you have the right tools in place. By the time they reach the step where you present your primary business, you can expect a higher conversion rate.
2. The system itself adds a second income stream to your business, so you will make commissions whether or not your prospects join your primary business.
3. You will be promoting 10+ other marketing tools and income programs recommended by the system, adding even more income streams to your business.

As you can see, you'll be much more efficient in your marketing by using a system.

Furthermore, your income potential will be much higher, making it much easier to reach the level you're aiming for.

With a well-oiled marketing system in place, the sky is the limit!

The system I use and highly recommend is [Prosperity Marketing System](#).



With this unique and effective system, you can...

- **Promote the primary business of your choice. It can be a network marketing opportunity or any other online income program.**
- Join your upline's program OR rebrand the system with your own opportunity for an extra one-time fee.
- **Earn an extra residual monthly income from the system itself, no matter if your referrals join your primary business or not.**
- Promote up to 15 other sites (5 list mailers, 5 traffic exchanges, and 5 other marketing tools). Go with your upline's recommendations and/or replace any or all sites with your own favorites.
- **Add an autoresponder that builds your list and downline at the same time. You can add a follow-up email series sent automatically to your new subscribers (saving you tons of time), and send out stand-alone broadcast emails whenever you want.**
- Start earning money before you even pay for the system yourself!

You'll have your entire system up-and-running in just a couple of hours. Just follow Darren's well-structured step-by-step set up process with its easy-to-follow video and text instructions.

So, why not get yourself a nice cup of coffee or tea and dive right in!

[Click here to join Prosperity Marketing System today!](#)

3. Lead Capture Pages

A lead capture page is a simple web page with one single purpose: To get the visitors to fill in their names and email addresses in exchange for your front-end offer, e.g., a free trial, free product, free consultation, etc.

Generally, the system consists of two or three pages:

1. A lead capture page

This is the page with the sign-up form asking for your visitors' email addresses. In most cases it also asks for their first names. By opting in, they will be added to an autoresponder email series (managed by you OR the program admin).

2. A landing page (thank you page and/or download page)

This is the page your new prospects land on right after opting in. Here you can give them instant access to your free front-end offer AND/OR promote a premium product.

3. A separate download page (optional)

Here you give your prospects access to your free front-end offer if you didn't provide the access on the landing page. They access the download page by clicking the link in the first follow-up email message they receive right after opting in on the lead capture page.

Now, you might think this sounds too technical or complicated for your skill level, but don't worry. The lead capture page systems I recommend below are very easy to use.

One of them also lets you customize your lead capture pages and send your new prospects to any page or website of your choice. In addition, they also give you the option to integrate an autoresponder, such as [GetResponse](#), so you can build your own list and write your own follow-up messages.

In fact, GetResponse also offers a selection of very professional and highly customizable lead capture page templates. [I created one for this e-book.](#)

But before we check out these lead capture page systems, let's have a look at the main elements of an eye-catching lead capture page.

The structure of a highly converting lead capture page

Here are the three main parts of a good lead capture page:

1. Headline
2. Sub headline or video presentation
3. Sign-up form

The content on your lead capture page shall convince your visitors that your offer can fulfill one or more of their needs. Notice that I said *can* fulfill, not *how to* fulfill. If you give them all the information on the lead capture page, they have no reason to opt in.

As headline, you can for example use questions that speak to your audience' problems, e.g., "Struggling to get XYZ?" or "Frustrated with your XYZ?".

As for the sub headline, it's always a great idea to put in a big promise that you can deliver on in your free front-end offer, e.g., "Discover how to..." or "Learn the powerful strategies...".

Now, let's have a look at my three recommended lead capture page systems in detail together with examples of lead capture pages from each one.

1. AttractionMarketing.com

You get free complimentary access to this top-notch training platform and lead generation system [when you purchase the Attraction Marketing Formula e-book](#) that I talked about in the first chapter of this book.

It comes with highly-converting lead capture pages, built-in automatic e-mail follow-up, tons of training, a coaching program, and much more...

As a member of AttractionMarketing.com, you'll stay up to date with the latest marketing tactics to bring in tons of pre-qualified prospects, interested in what you have to offer.

And if this steady supply of prospects isn't enough, you also get a nice additional income stream!

That's right, whenever one of your personal Attraction Marketing Formula boot camp leads take the next step and purchase the Attraction Marketing Formula e-book, or any of the other top notch training products, you earn up to 70% commissions depending on your membership level.

Here's the main lead capture page for Attraction Marketing Formula bootcamp:

"Finally, An Easy Way To Recruit - Rejection FREE- Without Wasting Your Time & Money Chasing Dead Beat Prospects & Leads..."

"This is the exact info I personally used to grow a 6-figure network marketing business before I was 28 years old and fire my boss... without cold calling or bugging friends & family... and I'd like to show it to you as well!"

In this 10 day Online Recruiting Bootcamp, you'll learn...

- ✓ **About how to use the internet to generate leads**, separate your hot prospects from the "suspects" and get paid to do it.
- ✓ **How to become the hunted, instead of the hunter** and have prospects knocking down your door or calling you with credit card in hand, ready to join or buy from your business.
- ✓ Get a Cool Method to **Get Leads & Prospects to Call YOU** About Your Business.



Click the "GET ACCESS NOW" button below for your Attraction Marketing Boot Camp and receive step-by-step instructions on how to ATTRACT prospects & customers to your business!

Get Instant Access Now!

It has an eye-catching headline, using selling words like "Finally", "FREE" and "Easy", together with a big promise.

The sub headline points out that anyone can do this, regardless of age, and promises an easier life for you as a marketer.

Below it, you find a bucket list highlighting the benefits of the bootcamp.

Finally, you find a strong call-to-action above the "GET ACCESS NOW!" -button.

Immediately after opting in, your prospects arrive at the landing page selling the Attraction Marketing Formula e-book plus bonuses. One of these is free life-time access to the AttractionMarketing.com training platform and lead generation system.

AttractionMarketing.com's powerful lead capture page system combined with its cutting-edge training has the potential to generate some of the best prospects you can find online. A true must-have in your toolbox!

[Click here to grab the Attraction Marketing Formula e-book today!](#)

2. Prosperity Marketing System

The [Prosperity Marketing System](#) we talked about in the last chapter comes with a bunch of pre-made, highly converting lead capture pages. You get sign-ups and sales for the system itself, YOUR primary business, PLUS 5 list mailers, 5 traffic exchanges, and 5 other marketing sites of YOUR choice.

If you want, you can plug in your own autoresponder, such as [GetResponse](#), to build your own list of subscribers and your system downline at the same time. The step-by-step guide lets you set everything up in less than an hour.

The main benefit of building your own list is that you can contact your subscribers anytime you want. You can share valuable marketing tips, and promote your own products or any affiliate product to add additional income streams to your business.

Here's the top portion of the main lead capture page for the Prosperity Marketing System (there are currently five in total to choose from):



It has an exciting main headline with a strong encouragement. It also makes you curious and eager to learn more.

The sub headline lists the huge benefits of joining. How many systems offer 100% commissions? A free trial is a proven selling point, and the opportunity to earn before you spend is very interesting.

A short, engaging, and straight-to-the point video shows you the main features of the system and ends with a strong call-to-action.

An arrow draws attention to the sign-up form that asks for your first name and email address only. A very small commitment for the opportunity to continue and learn more. "What do I have to lose?"

[Click here](#) to see the rest of the page. Right below the video you find an informative testimonial from a happy customer. It gives you a great idea of what to expect from the system, including the opportunity to customize it exactly as you like, and the awesome front-end income potential.

Finally, you find a Frequently Asked Questions section answering the four most important ones.

Building your subscriber list and getting leads for your primary business at the same time has never been easier.

[**Click here to join Prosperity Marketing System**](#)

3. Onyalist

This list of lead capture page options wouldn't be complete without including [Onyalist](#). It's one of the most flexible capture page creators available today, fully customizable to meet YOUR specific needs.

And it's so much more than just a lead capture page system, as you'll realize when you listen to Jane's exciting audio message, watch Phil's demo video, and read the rest of the page.

Here are just a handful of all the amazing benefits that wait inside. You can...

- **Choose any of the pre-written headlines or write your own.**
- Choose from a huge collection of background images in many different categories, or upload your own.
- **Choose among a great variety of call-to-action buttons with different colors and texts.**
- Collect your leads in your Onyalist member area only OR integrate your own autoresponder, like [GetResponse](#), to build your list.
- Send your new leads to any website you want.

Here is one of the Onyalist lead capture pages that I created to get leads for "E-mail Marketing Manifesto":



The main headline asks a question that targets a great percentage of the audience on the list mailers. If their answer is "Yes", they will be intrigued to read the sub headline.

Here, I highlight that you get the report for free and how many pages it has. The word "Cutting-Edge" makes you feel that these are must-have strategies for list mailer marketing success. Finally, it points out the potential results that await you given that you apply the strategies 100%.

Like I said, you can select one of the many beautiful background images in the Onyalist library, OR upload your own. The image above is a free stock photo that I found on [Pixabay](#).

Need ideas for your lead capture pages? The best resource is the pages you see others promote on the list mailers. If they catch your eye, chances are that they catch many other people's eyes too. Get inspired, but don't copy them exactly as they are. Creating 100% unique lead capture pages is always your best bet!

[Click here to join Onyalist and get creative!](#)

4. List Mailers

Not surprisingly, list mailers have become one of the most popular forms of e-mail marketing in recent years. They are easy to use and can be very responsive if used correctly.

List mailers are best described as e-mail exchange clubs. You agree to receive marketing e-mails from other members of the sites, and in return you can send your messages to them.

Every message contains a link leading to the site the sender advertises. When you click on these links you earn credits. Then you spend those credits when you send out a mailing. Usually, you reach one member for every credit you spend.

The benefits of upgrading your list mailer memberships

The great majority of list mailers offer both free and upgraded memberships. The main differences are usually that upgraded members are allowed to use the mailer more often and can reach a certain number of members without having to earn any credits first.

Some list mailers let upgraded members reach a fixed amount of bonus members every time they send. They reach even more if they also spend credits. Other sites give them monthly bonus credits.

Getting upgraded in list mailers is one of the best investments you can make in your marketing. The best offers are presented to you right after you join the sites, the so called OTO's (One time offers).

Which list mailers are performing the best right now?

On my blog, I provide a guide to dozens of responsive list mailers that keep bringing me a steady flow of opt-ins to my list each month. [Check it out and join the ones you like!](#)

Get organized to save time (and money)

Before you get started, it's important that you equip yourself with the right tools to use the list mailers as effective as possible.

First, you need to get a separate e-mail address to handle the e-mails you're going to receive. I highly recommend [Gmail](#) for this.

Secondly, I recommend Google Calendar. (You find it in the top right menu of your Google/Gmail account.) This is a great tool to get organized in your business. In this case it's used to remind you when it's time to do the mailing at each list mailer.

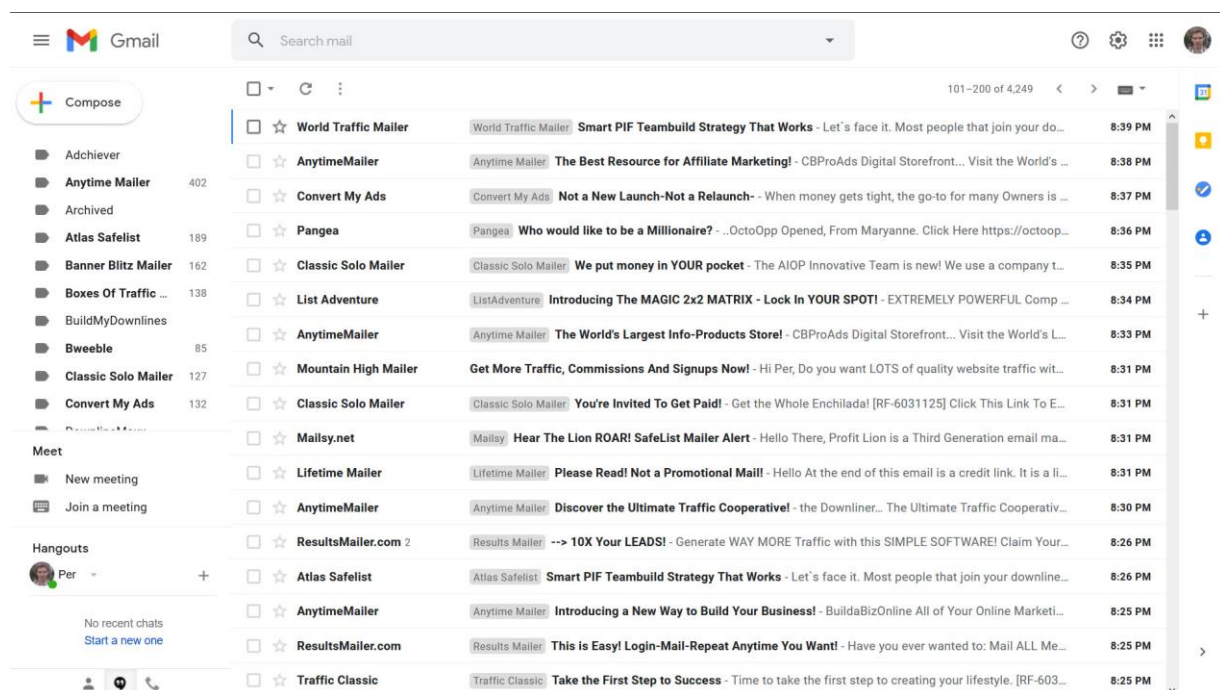
Another tool I highly recommend is [Roboform](#). It stores your usernames and passwords for all your online accounts so you don't need to type them manually each time you login. A total time-saver!

Finally, I'm going to give you some valuable tips to make your use of the list mailers a lot easier. Let's dive right in!

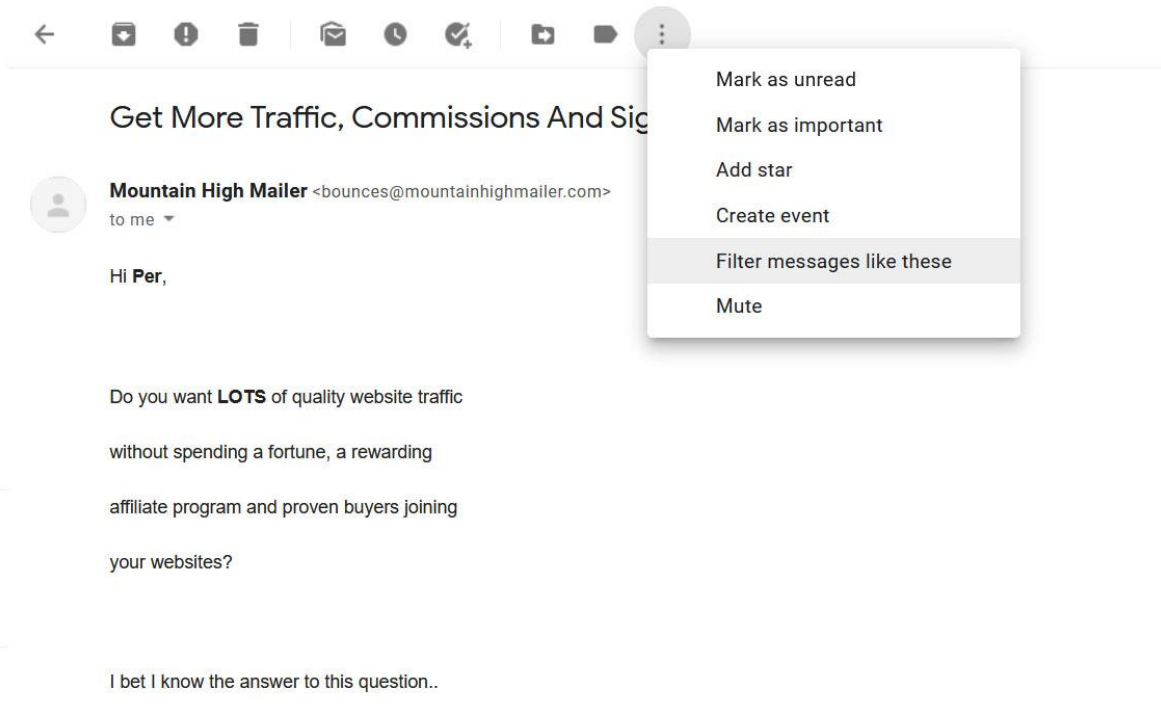
Sort the messages in tabs in your Gmail account

First, I highly recommend that you sort your incoming messages by using separate tabs for each mailer.

Here's a screenshot from my list mailer Gmail account. As you can see, I have already organized all but one of the list mailers in tabs.



In this example we're going to create a tab for the missing one - [Mountain High Mailer](#). Open one of the messages from this list mailer, click the three dots icon and choose "Filter messages like these".



Click "Create filter".

from:(bounces@mountainhighmailer.com) X

From bounces@mountainhighmailer.com

To

Subject

Has the words

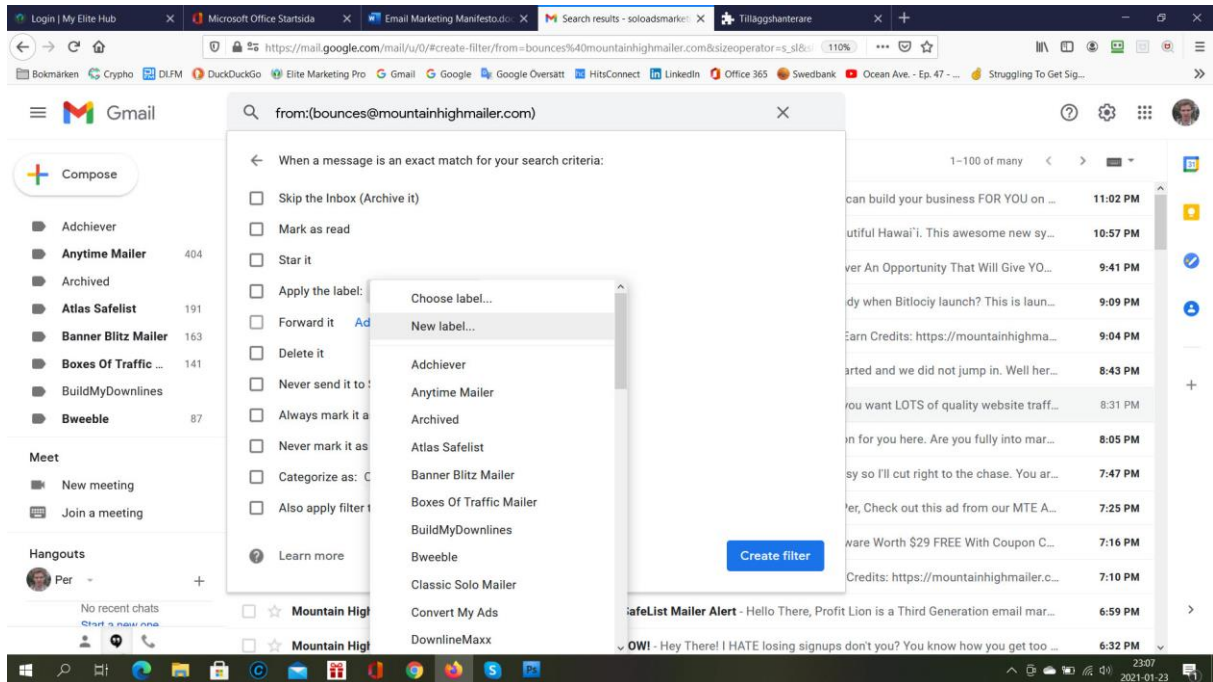
Doesn't have

Size greater than MB

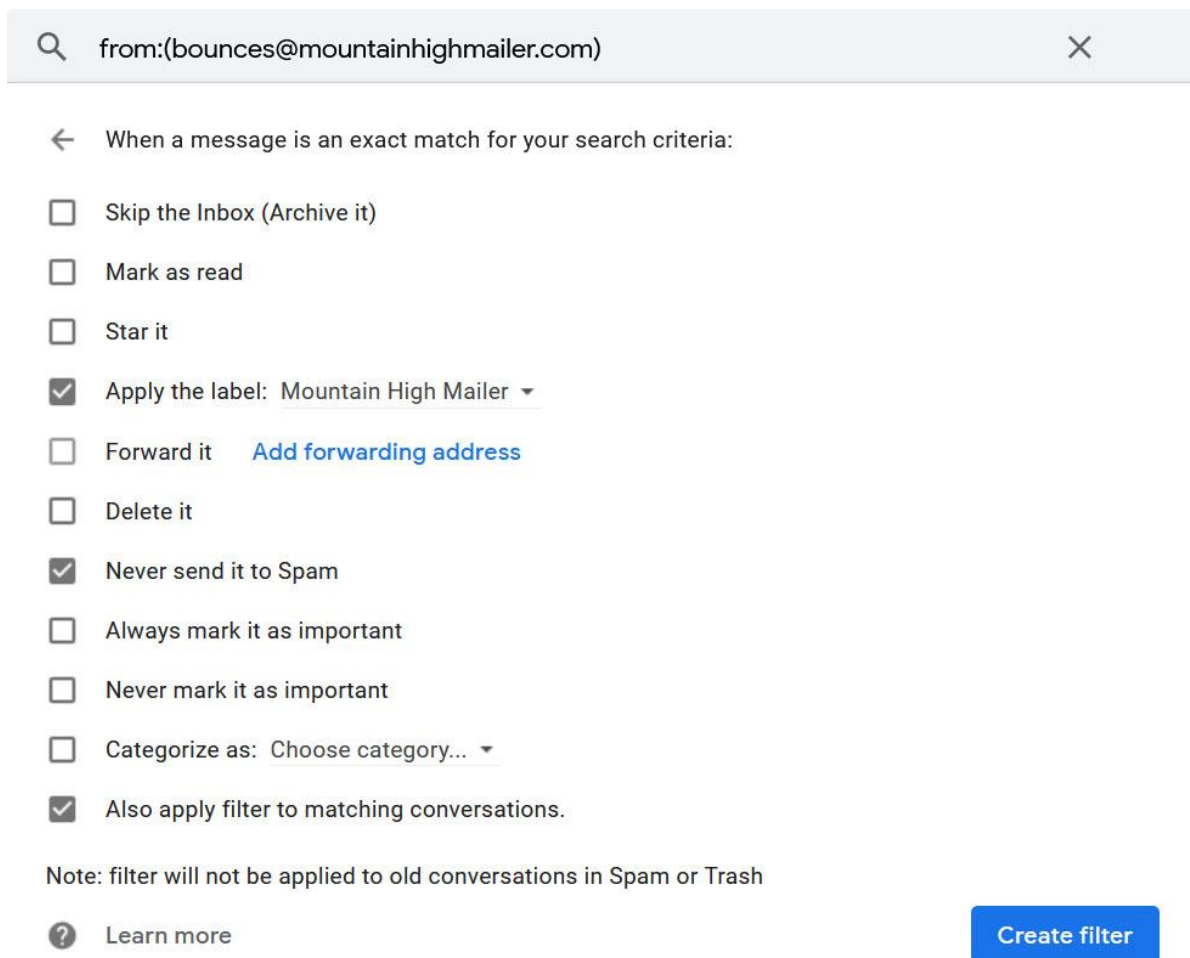
Has attachment Don't include chats

Create filter Search

Click "Choose label..." and then "New label...". Type in "Mountain High Mailer" and click "Create".



Also, check the boxes "Never send it to spam" and "Also apply filter to matching conversations". Click "Create filter".



Note: filter will not be applied to old conversations in Spam or Trash

Repeat this process for every list mailer you join. From now on, every e-mail message you receive will automatically be placed under its corresponding tab.

Time to start earning credits!

Most list mailers offer you two options: To read your messages and click the credit links the traditional way, in your Gmail account, OR read them in the on-site inbox, in the member area of the site. Some of the latter also give you the option to turn off sending to Gmail so you receive the messages in your on-site inbox only.

Next, I'm going to give you some tips on how to speed up your credit earning activities no matter which option you choose, and save a lot of time every day.

Clicking for credits in messages sent to Gmail

You can either open your messages from the Inbox tab or from each separate list mailer tab.

The first alternative is best if you need to earn credits from all list mailers while the second is better if you want to earn credits as fast as possible from a specific mailer.

Here I'll share a Gmail strategy that you can use to speed up the process a lot, earning you much more credits in less time.

However, I don't want you to go through the messages too fast!

Remember, you want other members to open your messages and pay attention to the site you promote. Be fair and do the same for them! It generally doesn't take you more than half a second to determine if a site is interesting enough to check out further.

Click on the gear icon in your top right menu to access the settings. Under the General tab, make sure Keyboard shortcuts is on. Under Learn more, you find a list with every shortcut available.

Settings

[General](#) [Labels](#) [Inbox](#) [Accounts and Import](#) [Filters and Blocked Addresses](#)

[Offline](#) [Themes](#)

Keyboard shortcuts: **Keyboard shortcuts off**
[Learn more](#) **Keyboard shortcuts on**

The shortcuts we're going to use are the "j" and "k" keys to navigate faster from message to message.

"j" takes you directly to the previous message and "k" takes you directly to the next message.

Next, you want to open multiple links in new tabs while staying in Gmail. You do that by pushing the CTRL key while clicking the link with your mouse.

So here is the workflow I recommend:

1. Use the mouse with your right hand. Put your left-hand thumb on the right CTRL button and your little finger on the "k" button.
2. Open the last message in the list (the oldest one). Scroll down to the Credit link. Push the CTRL key while clicking the link with your mouse. The site will open in a new tab.
3. Hit the "k" key to go to the next message. Repeat until you've opened about 10 to 20 pages in new tabs (or up until the maximum number allowed on the specific list mailer).
4. Click on the first tab, have a look at the page for at least half a second to see if the offer is interesting and worth checking out further. Click the matching image to earn your credits if needed.
5. Close the tab by hitting CTRL+W. In this case it's of course more convenient to use the left CTRL key. Then you will be taken to the next tab. Repeat until all tabs are closed.

This is my favorite strategy, but I change it a bit from time to time to make the activity less monotonous.

The better a certain list mailer works for you, the more time you should spend earning credits there. You also want to open a greater number of e-mails from list mailers where you're about to run out of credits.

Of course, you also have the option to just have a glance at the subject lines and open the messages that catch your interest.

Opening the credit links from the on-site inboxes

Earning your credits in the member areas of the sites offering this option is even more effective and you'll save even more valuable time.

At many sites you don't even need to navigate from message to message. Instead, you're provided with a list of 5 to 25 messages showing either the subject lines only (the actual credit links) OR the full messages including the body copies and the credit links.

Just like you do when opening the credit links in Gmail, you can just push the CTRL key and click as many credit links as you like to open them in tabs (until the limit is reached, usually around 10 links at a time).

As you can see, with this method you'll save a lot of time compared to earning your credits from your Gmail account.

But it's actually possible to speed up the process further!

If you're using Mozilla Firefox or Google Chrome, you can install add-ons that allow you to open multiple links in tabs. Check out [Snap Links Plus](#) for Firefox or search for [Linkclump](#) in Chrome.

Once you have your desired number of links opened in tabs, you just check them out one by one (and click the matching images if applicable) and close them by pushing CTRL+W, just like you do when earning credits in Gmail.

And again, make sure that you pay attention to the pages presented to you while earning credits. You expect others to give your page a chance, so you should definitely lead by example.

There are many sites and offers out there that can help you take your business to the next level, so it pays to pay attention.

5. Solo Ads

In this chapter we're going to talk about one the most powerful forms of e-mail marketing - Solo Ads.

A solo ad is simply an e-mail advertisement sent to another marketer's list of subscribers. You buy a mailing and the owner sends your message to the list. It can be a personal list, a list mailer member base or an entire network of sites, including list mailers, safelists, traffic exchanges and text ad exchanges.

It is usually sent out within 12 to 48 hours or, in many cases, at a specific date you choose when you place your order.

Let's have a look at the unique features of these different types of solo ads:

List Mailer Solo Ads

We talked about list mailers in the last chapter. In addition to the mailings that are included in your memberships, many list mailers let you buy extra mailings to their entire lists.

Some mailers, like [FreeAdvertisingForYou](#), [Atlas Safelist](#), and [TezzerMail](#), even let you buy solo ads using your credits.

Many list mailers make their solo ads stand out by putting the word "SOLO" in the subject lines of solo ads. These ads usually also give the reader a lot more credits than standard messages, so you can expect a much higher open rate with a solo ad.

Sending list mailer solo ads is a great option in the following situations:

- When you've just launched a promotion and want that extra exposure.
- When you are a free member of a list mailer and want to see how it performs before you decide whether you should pay for an upgrade.
- When a specific list mailer performs really well, you are an upgraded member and want to send more often to even more members.

Solo Ad Networks

These sites cooperate with the owners of several list mailers, traffic exchanges, and text ad exchanges. You buy one mailing or mailings in bulk (often at a huge discount!) that goes out to all the sites in the network. This also saves you a lot of money compared to the cost of buying mailings at each of the lists separately.

While a solo ad sent at a specific list mailer is going out to their members only, usually anywhere from around 2,000 members up to 30,000 members, a solo ad sent to one of these networks reaches hundreds of thousands of people.

Like the case with list mailer solo ads, these messages are also often marked with the word "SOLO" in the subject lines and offer more credits to the reader than standard messages, giving you a higher open rate.

There are many great solo ad networks out there, so I can't cover them all in detail, but let's have a look at some of the best ones from my experience.

My personal favorites are the [WorldProfit's Ruby Solo Ads](#).

Worldprofit's Ruby Solo Blaster Packs

Send Your Solo Ad To OVER 135,000 Members Of Our TOP Websites!

- ➔ Enter your solo ad and click the SEND button and that's it - we do the rest
- ➔ Solos get clicks for up to 7 days AFTER you send it out!
- ➔ Send your 1 or more solos ads anytime you like - no limits
- ➔ A solo purchased at each site individually would cost over \$50 PER SOLO!

Options

1 Solo Blast - \$17

5 Solo Blasts - \$37

10 Solo Blasts - \$47

15 Solo Blasts - \$57

20 Solo Blasts - \$67

That's Right -- 5 Solo Ads To 135,000+ Subscribers From 11 Top Sites - \$37
 Our Ruby Solo Blaster Packs Are A Snap. Simply Enter Your Subject, Message and URL And WE Do The REST!
[Get Complete Details Below](#)

Enter Your Name/Email To Get Started FREE

[Get Details FREE](#)

CURRENT Solo Ad Subscriber Network

Solo Ads are sent out daily to all of our sites below. When you enter your solo ad and click the send button from your back office it will be queued and sent to each list automatically within 24 hours. Expect clicks for up to 7 days per solo ad send. Our test solos averaged over 300 clicks for just ONE send.

These solos are going out to WorldProfit's top websites with more than 135,000 members in total. I usually get hundreds of clicks and a handful of new opt-ins each time I send one.

Try one or a few yourself, and if you are as happy with the results as I am, make sure you start buying them in bulk at huge discounts!

Three other networks I highly recommend are [Solo Ad Advertising](#), [Super Solo Network](#), and [TraxAds](#), each offering solo ads to hundreds of thousands of members on dozens of sites.

If you can swing it, buy them in bulk and get huge discounts.

Personal lists

Many top marketers let you purchase mailings to their lists – a smart way to earn some extra profits while providing extra value to their subscribers. A true win-win-win situation!

The greatest advantage of buying these types of solo ads is that they're often sent to peoples' personal e-mail accounts. This means far less messages to compete with (compared to the case with accounts used for list mailers), so you can expect much higher open rates.

[Udimi](#) is a great site that connects solo ad buyers and serious sellers. You are guaranteed fair deals as the system provide bullet-proof protection on all stages.

How to reach 100+ opt-ins per day

If you have followed my recommendations up until now you should be able to generate 10-20 opt-ins per day.

But if you recall what I told you in the introduction, in time you could be able to scale up to 100+ opt-ins per day.

So how are you going to do this?

It's simple. You create a plan for your advertising investments. At the end of each month, you take the profits you have earned to increase your advertising budget.

Here's an example based on an advertising budget of **\$20 per day for 5 months**. Let's say you earn **\$1 per subscriber and month**, and reinvest everything the next month.

	Daily budget	Sign-ups per day	Total revenue
Month 1	\$20	13	\$390
Month 2	\$33	22	\$1050
Month 3	\$55	37	\$2160
Month 4	\$92	61	\$3990
Month 5	\$153	102	\$7050

(Remember, these results are not typical. You can earn more or less depending on your unique offers and how good you are at following up with your prospects and customers.)

6. Tracking

Tracking your advertising results is one of the most important things to focus on in your business. Yet, this is something most marketers overlook, and as a result, they fail big time.

If you don't know which advertising channels (list mailers, solo ad networks, etc.) are bringing you opt-ins, you are wasting both your hard-earned money and your valuable time. You end up guessing, which leads to wrong decisions over and over again.

Implementing tracking in your marketing is much easier than most people think.

In this chapter, I'm going to show you how to track your opt-ins from each of the lead capture page systems we talked about earlier.

How to track your results with AttractionMarketing.com

AttractionMarketing.com (that you get access to when you grab your copy of the [Attraction Marketing Formula e-book](#)), has its own built-in tracking system that's very easy to use and implement.

Log in to your AttractionMarketing.com member area and follow the instructions under My Offers -> My Campaigns.

You'll generate advertising links with unique subID's for each advertising channel you use (list mailers, solo ad networks, etc). When you start getting traffic, you'll see the number of visits, leads, and new customers each channel delivers.

How to track your results using Prosperity Marketing System

[Prosperity Marketing System](#) offers tracking through an excellent third-party service called [HitsConnect](#).

You find easy-to-follow instructions on how to implement it in the Prosperity Marketing System setup process.

When you start getting traffic to your PMS lead capture pages, you can check your results in your HitsConnect back office. You will see how many visits and sign-ups each advertising channel generates.

How to track your results using Onyalist

To track your opt-ins using [Onyalist](#), you need to have your own *landing page* that you are in control of (thank you page or download page as explained on page 9). You also need a third-party tracking service like [HitsConnect](#).

To set up your landing page, you need to have your own blog or website. If don't have a blog or website yet, I highly recommend that you get one as soon as possible. You'll get a much more professional appearance and be able to stand out from the competition and brand yourself.

The hosting provider I use and highly recommend is [HostGator](#). They offer excellent services at competitive rates.

Once you have your account and domain name set up, you will be able to install Wordpress (or any of the other content management systems available).

HostGator, and most other leading hosting providers, offers detailed step-by-step instructions on how to set up your website and install a content management system. It's much easier than you might think.

Now I'm going to show you how to set up your tracking using HitsConnect and how to implement it on your Onyalist lead capture pages and your landing page.

1. Join [HitsConnect](#). You need the PRO membership in order to track conversions (opt-ins) from your advertising sources.
2. Log in to your HitsConnect account and go to "My Campaigns". Click on "New Campaign".
3. Enter your Onyalist lead capture page URL as the URL to track and a brief description for your reference. Click on "Save Campaign".

Add Campaign
Enter the site you wish to promote and we'll generate a HitsConnect tracking link

URL to track:

Description:

Optional Sales/Cost Tracker
If you are only tracking signups then you don't need to enter these values:

Sales Value:

Cost Value:

- On the next page you find your tracker URL; use this for all your mailings. Copy the conversion image code in the box below it.

Campaign Added Successfully

The HitsConnect tracker URL for your campaign is:

<https://www.trker.com/go/137339>

Just promote this tracker URL in place of your site's URL and HitsConnect will keep track of where your hits are coming from.

[Click Here To View Your Campaigns](#)

Your site does NOT support auto conversion tracking, but you can add the following HTML code to your Thank You page or Action Completion page and we'll keep track of your conversions so you can see where you're getting the best results.

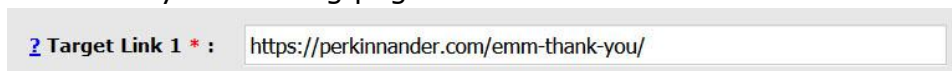
```

```

- Log in to Wordpress and create your landing page if you haven't already. Go to "Pages" and choose to edit your landing page. Click on the Text tab, enter your conversion image at the top, go back to the Visual tab, and click on "Publish" / "Update".



- Log in to your Onylist account. Click on "Create Page" if you don't have set up your lead capture page yet, or click on "My Pages" and choose to edit the existing one. On the settings page, scroll down to "Target Link 1" and enter your landing page URL. Click "Save Details".



Here is how the tracking works:

Let's say you send out a mailing on [Traffic Classic](#) with your tracker URL <https://www.trker.com/go/YOURTRACKERID>. One of the recipients clicks the link. HitsConnect reports that the visitor came from trafficclassic.com on the stats page under "Total By User Parameter".

The recipient opts in and is sent to your landing page. The conversion image gets activated. HitsConnect reports an opt-in from Traffic Classic under "Sales/Action Conversions".

To see your stats, click on "My Campaigns" in the left menu. Click on "Stats" next to your tracker.

Total By User Parameter	
Parameter	Hits
1goldmine.com	786
adchiever.com	2019
aemailer.com	419
anytimeemailer.com	1585
atlassafelist.com	872
bannerblitzmailer.com	411
bestlistmailer.com	13
bigmailer.xyz	511
bing.com	27
boxesoftraffic.com	1697

Sales/Action Conversions		
Parameter	Conversions	Profit
trafficclassic.com	12	N/A
mailsy.net	9	N/A
anytimeemailer.com	7	N/A
convertmyads.com	6	N/A
N/A	6	N/A
listmailerplus.com	5	N/A
profitslion.com	5	N/A
virallinkspro.com	4	N/A
pangea2.group	4	N/A
state-of-the-art-mailer.com	4	N/A

After getting a couple of thousand hits from a specific traffic source, you will have a pretty accurate conversion ratio.

If the traffic source delivers, you should definitely keep using it. If it's really good, consider increasing your ad spending there (buying more solo ads or upgrading your account to be able to mail more often / reach more members per mailing).

7. Copywriting

To get the results you want in e-mail marketing, you need to write messages that stand out.

An e-mail message has two main parts – a subject line and a body copy. Let's look at them in detail.

How to write eye-catching subject lines

You need to come up with subject lines that appeal to your readers. This is the most crucial part, so if you don't have a lot of time for brainstorming, it's best spent here.

Features vs. benefits

Your subject line has only one single purpose and that is to get the reader to open the e-mail. It should make them curious to know what's inside. It's always better to make it *benefit oriented* than *feature oriented*. Benefits are speaking directly to their emotions and are what is selling them on why they should open your message.

You always want your subject lines to be blind. They should hint what the reader will learn inside without giving away the content.

Example: "Proven subject line trick that explodes your results"

Personalization

Another effective way to boost your response rate is to use the personalization feature. The list mailers give you the option to insert the recipient's first name, ([fname], #FIRSTNAME#, etc depending on the specific site) in your subject lines and e-mail body copies.

The reason you would want to use personalization is to make your message sound conversational. You should write in a style that resembles what you would say in a real live conversation with the person.

It's also important to make the text flow naturally. Always use a comma instead of a dash after the person's first name in the subject line.

Questions

Next, you can try to put a simple question, relevant to your target audience, in your subject line.

Examples:

"Struggling to get targeted leads for your business?"

"Not getting the results you deserve?"

Power words

Another great tip is to use power words like "easy", "effective", "proven", "simple", etc. Features and benefits like these are exactly what people are looking for in a product or service. Just make sure that your offer lives up to the expectations the readers get from the words you use.

Do NOT overuse power words; that will only make you sound pitchy, which will hurt your results.

Pay attention to the subject lines other list mailer members use

To come up with ideas for great subject lines, I highly recommend that you pay attention to the messages you receive from other members. Every time you notice an interesting subject line, put it in a text file. Later you can use this file to get inspiration when you write your own subject lines.

Here are some good subject lines I've put in my file for inspiration:

- 7 steps to XX
- An Easy Way to Attract Customers to You FAST!
- Are you missing out on XX?
- Are You Ready for a Massive Boost in XX?
- Attract an Endless Stream of Hungry Prospects
- Could Your Business Use More Sales?
- Discover How To Have An Endless Flow Of Leads
- Do You Want More Sign-Ups? (Open This NOW)
- Does Your Marketing Need a Boost?
- Easy Way To Get MORE Signups
- Failing in MLM? Let's Put an End to That NOW!
- FREE XX Reveals The #1 Secret to YY
- Frustrated With Your Marketing Results?
- Generating Quality Leads Just Got Easier!
- Get More Signups & Sales Now!
- Get Paid To Advertise Your Business Online
- Getting Sign-ups & Sales Has Never Been So Simple
- Here's My #1 Lead Generation Method
- Here's your key to XX
- How I Get Daily Sign-Ups
- How to Attract Interested Prospects
- How to Eliminate MLM Failure Online
- How to Get More SALES in Your Business
- How to Get New Sign-Ups Into Your Business
- How to instantly make more sales today
- I failed in MLM until I found This
- I found the secret to getting loads of signups
- I Get Paid While Promoting My Business!
- Increase Your Sign-Up Rate NOW!
- List Building Strategies For Ultra-High Conversion Rates
- Missing this ESSENTIAL tool in your business?
- Need More Prospects?
- Need More Sales?
- Need Referrals? Here's How! (Free Step-By-Step Guide)
- Need sign-ups?
- Not getting any sign-ups?
- Powerful Way to Increase Your Sign-up Rate

- Proven Strategies to Find Targeted Prospects
- Proven Ways to Attract More Prospects
- Proven Ways to Get More Sign-Ups
- Simple Steps To Getting More Sign-Ups
- Simple Ways to Generate Quality Leads
- Still Struggling In Your MLM Business?
- Stop Losing Signups NOW!
- Struggling in Your MLM Business?
- Struggling to build your downline?
- Struggling to Find Customers For Your Business?
- Struggling to generate sales and enrollments?
- Suffering from lack of sign-ups in your business?
- The facts you should know about XX
- The Key to Getting XX
- The Real Money Is NOT In The List...
- The Secret To Getting Referrals
- The Secret to Responsive Mails is...
- The truth about XX
- This gets me X new leads daily!
- This Will Bring MORE Sales For You
- Tired of MLM failure?
- Tired of Struggle, Frustration, and No Results?
- Turn Mailer Ads Like This Into Real Cash
- Wanna improve your sign-up rate?
- Why hunt when you can ATTRACT?
- Your Most Important Marketing Tool...

How to write body copy for list mailer messages

The next step is to write your e-mail body copy. Like the subject line, it should always be conversational. Make sure to use the personalization feature for the opening followed by a comma, like "Hi [fname],".

When sending on list mailers, you should go with rather short e-mails. It's crucial that you get to the point as fast as possible. Answer the question "What's in it for me?" by pointing out the benefits of your offer. Here's an example:

Hi [fname],

Need more sign-ups and sales in your business?

In this eye-opening report you'll discover how you can become the 'go-to' person and attract EAGER prospects, READY to join!

[LINK]

To Your Success,

[YOUR NAME]

Always use short paragraphs and keep your message pretty narrow for easy reading.

It's NOT crucial to include the link in your e-mail body copy as you put this in the credit link field. The latter is of course the link most people are going to click. But it doesn't hurt to have it in your body copy as well.

How to write autoresponder messages

When you write your follow up messages and broadcast e-mails to your own list of subscribers in [GetResponse](#) or any other autoresponder of your choice, you can write longer copies. These people are getting to know you and are expecting your messages.

Here are the three main parts of a great e-mail body copy:

The opening

Open with a "Hi" followed by a first name code. Continue with a conversational opening paragraph. Asking relevant questions is always a good start. Get to the point in a few paragraphs where you answer "What's in it for me?".

Bullet points

In order for bullets to be effective, they must be blind. They should be benefit-oriented, but never reveal the content or the secret.

Examples:

- A simple change you can make to your e-mails that will triple their power.
- The single most effective tactic to use when writing your body copy.

The call-to-action

Tell the readers exactly what to do. For example, if you want them to click a link and buy a product then tell them so. "Click here to pick up your copy right now."

Most people will procrastinate if you don't give them a powerful reason to take action NOW. You can get people to buy immediately by using scarcity tactics:

- Limited supply, e.g.: Only 500 copies will be sold
- Time-based deadline, e.g.: \$50 Discount for the next 7 days only

If you want a more in-depth training in copywriting, I highly recommend [The Ultimate Copywriting Formula](#) by Robert Hawkins.

Final Words

Thank you for reading!

I hope this guide has provided you some new insights on the potential of list mailer and solo ads marketing.

By implementing these strategies, you will soon be way ahead of your competition, getting a steady stream of targeted e-mail subscribers and new customers for your products and services.

Feel free to reach out to me through any of the channels listed below.

To Your Success,



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