

AFFILIATE KICKSTART



Email Marketing Guide

Affiliate Wingman Email Marketing Guide



How to build a multi-layered passive income affiliate marketing system

How many times have you heard the saying, “The money is in the list”? I’m sure if you’ve checked out affiliate marketing blogs and forums, you have come across that statement more than a few times.

The reason why people can’t shut up about it is because it’s absolutely true. The money IS in the list. However you need to know what you’re doing. Still, I suggest that you build a mailing list for your business regardless of the conversion platform you’re using.

Maybe you’re running a blog; you need to put up a mailing list. Maybe you’re just buying traffic and pumping it into you affiliate link, you still need to build a mailing list. This takes a form of an intermediate page where people sign up for your mailing list and then you blast them with affiliate ads.

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Whatever the case may be, build the mailing list. Why? First, when people sign up to your mailing list, you get that traffic to come back. The bad news about online marketing is that the vast majority of traffic that goes to the page of promoting will never come back.

They see the link. They click. They read your content and they're gone. Good luck getting them back. When you have a mailing list, you at least get another bite of the apple. Maybe you can say, "I posted a new blog post", or you get their attention by posting a warning. They freak out at the warning, so they click on the link and they find themselves back on your blog.

Whatever the case may be, you get them back. This doesn't necessarily mean that all the people on your mailing list will go back. But this is much better than the zero that you're rocking without your list. Do you see where I'm coming from?

Get that traffic to come back by building a mailing list. Next, when people sign up for your mailing list, they're actually signing up for a relationship. This is a business relationship, based on trust, credibility and authority. When I signed up to any mailing list, the implication of my act is I trust you to handle me fairly. I trust you to send me information that I'm looking for.

There's a lot of trust there. So when you send highly targeted, useful affiliate products through a mailing list, people actually look forward to it. Remember, people will only sign up to your list because they have a problem that they're trying to solve. They have a certain set of needs.

When your email's affiliate links lead to products and services that speak to these needs, people find value in your list. Your list actually solves their problem. Most importantly, you made money because they bought the solution you are promoting. It's a win-win situation and it all turns on a relationship.

This leads me to my third point.

When you build a mailing list and you run it well, you're building a long term asset.

Sure, certain percentage of people will probably stop reading your updates. There is a quick and easy way to get rid of them. You can simply prune your list. You create filter

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for emails that haven't been opened passed a certain date. You then set up your email management program to purge those list members.

This way, the only people remaining on your list are people who actually open your emails. Once you have that active list of people who read your updates, you basically have them eating of the palm of your hands. As long as you send valuable information and as long as you send solutions to their problems, enough people on your list will click and buy stuff for you to make money off your list.

This is a long term asset. And the best part to all of these is that it becomes independent of your website. You can actually set up different set up ten different websites all feeding the same list. The list becomes more valuable than the different websites. You can even sell off those websites on Flippa and still make money because your list members still buy stuff that you promote.

Follow this highly effective mailing list strategy

A lot of list marketers fail because they think that once they build their list offering a freebie that the people on that freebie list would be ready, willing and eager to buy all sorts of stuff. Wrong!

Absolutely wrong!

There's a high chance that the people you recruit on the freebie list are just freebie seekers. They just want free stuff. They want something for nothing. They cannot be bothered with buying something improved, something better, and something that produces more value. They couldn't care less. They just want free stuff. Fair enough!

To play this game, what you do is you can have a general list that includes those freebie seekers. You then send updates that keep people engaged but at the same time, you only send offers that are one dollar. When you send to your freebie list updates, the call to action links will go to one dollar offers. Maybe it's a one dollar video seminar, or one dollar book, or a one dollar piece of software.

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Whatever the case may be, you're offering only one dollar. To make this work, it has to be your own product or you use a PLR product that is priced at one dollar. Basically, you offer stuff for one dollar.

It's not like you're going to be a millionaire offering this one dollar item. The only way you can be a millionaire offering one buck offers of course, is if your list is so huge that a million people sign up for that dollar. But I doubt you have that big of a list.

The point of offering one dollar offers is to filter your general or freebie list. You can bet that the people who actually bother to buy that one dollar item are real buyers. These are people who are signaling to you that they will do whatever it takes to solve their problems. They've proven themselves to be buyers.

By making the friction point very low and thanks to one dollar, you have established a way of effectively filtering your general list between freebie seekers and actual buyers. For people to buy the one dollar item, they have to sign up for another list. This is your buyers' list.

Most of your time and attention should be focused on sending high quality value added updates to your buyers' list. These are people who are willing to buy stuff. They're the ones who deserve the most of your attention.

From time to time, you should send updates to your general mailing list. But you restrict your calls to action to your one dollar item. You're still filtering that list. And you should also purge that list actively. Meaning, people who do not open are cut off from the list.

Most of your time should be spent on your buyers' list. This is where you send high value content with calls to action that sell higher commission affiliate products. That's how you play the game. So, all the other chapters that I've laid out here, they should feed traffic to your squeeze page that builds up your mailing list. You now know what to do to optimize your mailing list so it can continue to produce money and remain a money-making asset.