



Cheat Sheet

Enhance your Sales and Profits using
our proven E-mail techniques.

Powered by [Your Website URL](#)

Limited Special Offer for You:

Email Marketing Made Easy

(Video Training)



Click Here to Download Your Video Training!

(Insert your Upsell Offer URL)

Click here to access my exclusive Email Marketing Video Training! **(Insert URL)**



Email Marketing types

- ✓ Confirmation Email
- ✓ Informational Email
- ✓ Lifecycle Email
- ✓ Transactional Email
- ✓ Promotional Email

How to get started

- ✓ Define your audience
- ✓ Define your goals
- ✓ Define your strategy
- ✓ Test your strategy

Amazing Benefits

- ✓ 1. Low Cost
- ✓ 2. Easy to track
- ✓ 3. ROI
- ✓ 4. Reduced Time & Effort
- ✓ 5. Segment Users
- ✓ 6. Personalized Messages
- ✓ 7. Increases Brand Awareness
- ✓ 8. Driving More Sales Conversions
- ✓ 9. Targeted
- ✓ 10. Nurture relationships

Automation Tools

1. [MailChimp](#)
2. [AWeber](#)
3. [Constant Contact](#)
4. [iContact](#)
5. [Get Response](#)
6. [Mad Mimi](#)
7. [Infusionsoft](#)
8. [Benchmark Email](#)
9. [Graphic Mail](#)
10. [Campaign Monitor](#)

The 10 do's.

1. Use automation to follow up leads
2. Clean your email lists
3. Offer the option to unsubscribe
4. Use Abandoned Shopping Carts to Your Advantage
5. Follow the CAN-SPAM Act Laws
6. Make your landing page one click away
7. Split Testing
8. Include a signature
9. Use a double opt-in email list
10. Write enticing subject lines and messaging

The 10 don'ts.

1. Don't Purchase email lists
2. Don't ignore your campaign reports
3. Don't send the same content over and over
4. Don't use Offensive content
5. Don't Send Emails too frequently
6. Don't Spam
7. Don't forget to socialize
8. Don't forget to use proper subject lines
9. Don't use too many offers
10. Don't use too many graphics



Shocking Case Studies.

1. [Shoe Zone](#)
2. [Sobieski](#)
3. [Craghoppers](#)
4. [Bags ETC](#)
5. [Mango Bikes](#)
6. [ITV Studios](#)
7. [Sundance Catalog](#)
8. [The Motley Fool UK](#)
9. [Vemma Europe](#)
10. [WeDo Technologies](#)

Shocking Case Studies.

- Advertising Affiliates Products to your Email list.
- Advertising CPA offers to your Email list.
- Make money by selling solo ads.
- IM Product Launches.