



By

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<http://www.ebookwalkthrough.com>

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Introduction

Anyone who tells you "The money is in the list" is talking about email marketing.

It's true that long-term incomes results from making repeat sales to the same customers, and online, you get those repeat customers online by collecting the names and emails of people who gave you permission to email them. It really does work, and there are more than a few people out on the Internet that have built responsive lists in the thousands or more, and use them to make a real income.

Some of them are willing to sell you an explanation of their particular methods, but those methods all have one thing in common. You can't use any of them without knowing the basics first. Advanced techniques and specific tricks are great, but not if you don't know the fundamentals. That's because there's more to effective email marketing than just sitting down at your computer and spamming anyone you can find, which is a bad idea.

That's what this report is all about. It's **not** about any specific method of making money with email marketing. It's what everyone ought to know about email marketing before they start: the basics. This could keep you from making a nasty mistake you can't redeem, or wasting a lot of time and money on things you don't need.

I'll say it again. Advanced techniques taught by proven gurus on the subject are great, but you have to start at the beginning first.

Terminology

Once you get into the particulars of email marketing, you'll find it has its own terminology, just like many other topics. It's not difficult to comprehend, so I'm just going to list the common terms, and their explanations in no particular order.

- **Autoresponders:** Autoresponders are automated services or scripts that send pre-typed, timed e-mails once they're triggered. They'll do this whenever you've set them up to go, such as form thank-you letters after sales, sending out notices, advertising promotionals and contests, or a series of emails sent after an opt-in.
- **Broadcast:** Sending an email to part or all of your list.
- **Ezines/Email Newsletters:** The online, digital equivalent to an ordinary magazine. They're most commonly called ezines, and they include

articles, pictures, formatting, and other things their readers might find interesting.

- **Mailing List:** A mailing list (commonly called just a **list**), is all the people who have given you permission to email them. **Never** buy the names from a third party, and **never** build a list by scraping email addresses from the Internet without the knowledge of their owners.
- **Privacy Policy:** A privacy policy is a written statement about what you will or will not do with a person's information once they give it to you. They're not for show, and if you're collecting a list, they're not optional. You can find a privacy policy in the [AutoWebLaw Pro](#) package, or buy one you can adapt from [Renegade Solutions](#). Post one, and then abide by it.
- **COPPA:** [Children's Online Privacy Protection Act](#). You can get more information about it at that link, but basically it states that you cannot collect private information from a child under 13 years of age without a lot of special requirements, including parental consent.
- **CAN-SPAM:** [Controlling the Assault of Non-Solicited Pornography and Marketing Act](#). It's a law governing how you can and can't send commercial emails when you email people on your list. It also states that you must allow anyone who joined your list to opt-out, and has some specifics on how that's implemented.
- **Opt-In (sign-up):** When a person gives you their name and email, they opt-in to your list.
- **Opt-out:** When a person on your list tells you not to send them anymore email. By law, you must allow anyone on your list to opt-out on demand.
- **Single Opt-In:** A single opt-in occurs when a person opts-in to your list, and you immediately presume you have their permission to email them. I don't recommend this type of opt-in, because it leaves you unprotected in the event of a frivolous spamming accusation.
- **Double Opt-In:** A double opt-in occurs when a person opts-in to your list, and then confirms it by clicking a link in an additional email sent to insure they intended to opt-in. This protects the email marketer that uses double opt-in from frivolous spamming accusations, and is the way I recommend you collect your list.
- **HTML:** HyperText Markup Language. It's a way for your web site to tell a browser what to display, and it's significant because the opt-in boxes

you'll use to collect your names and emails are going to be made of HTML tags. You should have at least a basic understanding of this language.

- **List Management:** A service or piece of software that helps you sort, manage, and mass email your list. List sizes large enough to produce significant incomes will be too large to manage by hand. Email marketing services like [Aweber](#) include list management capacity with your subscription.
- **Opt-In Bonus:** A common technique to get people to opt-in to your list. It's a gift that usually takes the form of free reports, a report series delivered by an autoresponder, or other goodies that can either be delivered or linked to from an email.
- **Spamming:** Email marketing to people who don't want to hear from you. It's illegal in the United States and comes with hefty fines if the FTC wants to hammer you for it. Even if you get away with it, you're going to make a lot of people unhappy and not accomplish much because of it.

Yes, I know you receive spam. It's not legal for their senders either, but that doesn't mean you should start sending it too. Take some good advice, and **don't spam**. It's not worth the trouble you could get over it.

- **Safelists:** A arrangement you can join where you and everyone else grant each other mutual permission to mail one another. Basically, it results in you getting a lot of email you probably won't want and delete. I don't recommend joining a safelist.
- **Squeeze Page:** A page with a pitch for a product or information ending in an opt-in box. It's sole purpose is to collect names and email addresses for your list, and they are designed to sell that opt-in to their visitors.

Legal Considerations

Email marketing is governed by law, like any other form of marketing.

There are three things you absolutely, positively must know about when running an email campaign. I regret that there may be some particulars in your country or locality that I can't address here, but these three are always around.

If you'd like to read information updates on email marketing law, you can visit [Marketing Today](#).

CAN-SPAM

This is the law regarding how you have to act when you send someone a commercial email. Its rules include:

- No misleading the recipient about the content of the email. That includes faking the "From" lines, subject lines, or anything else that could reveal who you really are. If you send a commercial email, you have to identify it as a commercial email.
- Any recipient of a commercial email must be allowed to opt-out from future commercial emails from you at any time. Plus, you have to let them know this is the case, and you have no more than ten days to do it if they do. Nowadays, the FTC wants people to be able to click a link to opt-out.
- It requires a valid physical postal address from the sender in the email. In other words, you have to put your real address in the email.
- Additional rules for the labeling of sexually explicit material. If you're in an adult niche, know them.

Screw not with CAN-SPAM. The FTC will spank you, and even if they never catch you, you'll blow your reputation anyway. So **don't** try to cheat it, bypass it, or defeat it. **Don't** set up fake email accounts, harvest or buy names off the Internet, generate emails with a 'dictionary attack', deceive your recipients, or otherwise make a pain of yourself attempting to email market to people who don't want to hear from you.

This is a basic overview, and you should get the specifics right from the horse's mouth at the FTC's page [here](#).

COPPA

COPPA spells out the rules for collecting data for children under 13, and how it pertains to your privacy act. The FTC's documentation for this is [here](#), and you should read it.

Here's the easiest thing to do to comply with COPPA: **Don't collect information from children under 13 or market to them. Period.** Why would you be marketing to them anyway? I can't readily think of a niche where you would be trying to sell something to a child under 13.

As you can see, it's a basic FORM tag arranged in a TABLE with a couple of text inputs, a submission button, and a lot of hidden information. In this case, the hidden information tells Aweber which customer I am, in which list the information should be placed, where the prospect should go after they press the "Submit" button, and what information is being sent.

When making your own list collection opt-in box, remember that you only collect the opt-in's name and email address. You don't need any more for email marketing. Furthermore, a few more things are helpful after they give their information to you:

- **The thank-you page:** Once someone has submitted their information, send them to a thank-you page. Thank them for their opt-in, and if you're using double opt-in (and you should), tell them to expect the confirmation email on that thank-you page. Let them read it and then click back to the home page on their own time.

If you're offering a free goodie like a PDF report or a zipped freebie pack, **do not** put the link to it on the thank-you page. E-mail it instead, and let the prospect know they only get it after completing a double opt-in. This defeats cheaters, and insures you have a real and confirmed name and email address before you hand out any goodies.

- **Customized submission buttons:** A basic submission button usually says something boring like "Submit". Fortunately, the text is easy to change by changing the string in the "value" of your submit button, like this example HTML below:

```
<input type="submit" name="submit" value="Yes, I want my free updates!">
```

Customized buttons are good for encouraging opt-ins by telling someone a benefit to their opt-in or just stating a call to action. A basic "Submit" doesn't do anything for you, but if you say something like "Yes, I want my free updates!" or "Sign up for your free info now!", you can more readily convince someone to push that submission button and give you their name and email address.

Now, you can really make your opt-in boxes stand out if you're familiar with CSS and HTML. Again, they're just basic FORM setups with three inputs, and can be adjusted accordingly.

Here are some simple examples of ways to spruce up your opt-in boxes:

Your Name:

Your Email Address:

Input field altered by the definition:
`style="background-color: #FFFFCC;"`
inside the text INPUT command.

Sign Up for My Newsletter

Your Name:

Your Email Address:

Embellishments made to the text with
basic `` and `<i>` HTML tags.

Your Name:

Your Email Address:

Basic box adjusted with the addition of a
border added with:
`style=border: 3px #CC0000 dashed;`
applied to the table command. Extra
spacing added as needed with `' '`
and `
` commands.

Your Name:

Your Email Address:

Yes, I want my free updates!

Submit button altered at INPUT command with:
`style="background-color: #FFFFCC; color:`
`#CC00CC; font-family: georgia, serif, font-weight:`
`bold; font-style:italic;"`
This is just an example. Give more thought to the
customization of your button if you want to use a
customized SUBMIT button.

Customization is good for getting your opt-in box noticed, which you want, but remember that if you do this:

- First, leave the hidden information INPUT tags alone. Your service will need them to know what to do with the information.
- Don't touch the "method" or "action" strings in the FORM tag.
- Leave the visible INPUT tags alone except to add STYLE tags, or adjust the length in the "size" definition.
- Otherwise, you can make your list collection box more desirable with any combination of headers, borders, font embellishments, background colors, image placements, and whatnot.

Just remember that this isn't a game of 'the one who dies with the flashiest opt-in box wins'. Making these sorts of adjustments is only about *increasing opt-ins*, and that's it. Sometimes, that might mean you've been *too* glossy, and should remove something. Again, you'll have to test your changes to get them just right.

As for getting your opt-in box in the first place? I personally recommend using a service to gather your list rather than hosting it on your own computer. They're better at fighting frivolous spamming accusations, will provide the code for a basic

sign-up box for you, and otherwise keep you from having to worry about getting many of the technical things correct. I use [Aweber](#) for this, and I like them.

Basic Opt-In Box Placement

Once you have your opt-in box and your list set up, you have to start collecting names and emails. The placement of that opt-in box is a necessary consideration in this, and some placements work better than others.

- If you want to put an opt-in box on a site that does things other than promote your sign-up, like a blog, put it 'above the fold', or on the page where visitors don't have to scroll to reach it. No one will bother to go and find it if you make them scroll for it. Furthermore, make it noticeable or better still, eye-catching.
- Putting an opt-in box in a pop-up window is a mixed bag. Yes, you'll make sure your sign-up is noticed, but you'll irritate your visitor in the process. Plus, if your pop-up isn't a DHTML window, it'll be stopped by the pop-up blockers that are so commonly available now.
- You can make entire pages solely for the purpose of convincing someone to opt-in. They read just like sales letters, and end in an opt-in box instead of a 'Buy Now' button. If you do this, put nothing on that page beyond what you need to gain the opt-in.

Basic Email Marketing Strategies

I'm not going to go into any super-secret, proprietary techniques for list building. Yes, the gurus have them, and some of them have collected big, responsive lists. However, this is a basics report, and you can find the gurus later. Every one from which I've purchased advanced information presumes you know these basics already, so read this before you go chasing advanced techniques.

Despite the fact these aren't 'cutting edge' ideas, a few things have been used successfully by many people over and over again. Those are the tactics I'm going to tell you now.

- Give away freebies as incentives to opt-in on a squeeze page. They can be things like PDF reports or ebooks, pieces of software, or an autoresponder-based report series. Freebies help overcome the resistance people have to opting-in to your list due to the fear of being spammed.

Now, this has a point of diminishing returns. If you offer too much, you'll set off warning bells. I saw a list offering ten free items for a sign-up, and I didn't touch it because it looked amateurish. So if you use this technique, get a nice freebie, sing its praises in your sales pitch, tell your prospect why they can't live without it, then pleasantly surprise them giving it away with an opt-in.

- Collect a list with something you sell. About the only reason you would go through the trouble to sell something at all is because you can do so much with that sale at the same time. You can make money off of a product, make backend sales with affiliate links, then turn around and collect a list so you can sell or promote to that customer again, all at the same time.

If you do sell something online, you should at least try to get them to opt-in to your list. Forcing someone to give you their information on a squeeze page after selling them an item is against the Terms of Service for PayPal and possibly other payment processors. You can get around that by including a **working** bypass link on your opt-in page. That bypass link, though, means a good pitch for an opt-in is a must. You already know that customer will spend money on a sales pitch, because they just did, and you want them to do it again.

Now, make it a real and worthwhile product you're selling, because you're trying to make a good first impression. If you sell something mediocre, it won't necessarily result in a return, but even if they gave you their information, they won't be as willing to buy from you in the future.

- Start an ezine, and sell advertising slots and solo ads. This works, but remember that you'll have to publish content regularly to maintain it. That means writing it, having it written, or being on a publisher's list so you get regular content in your email from which you can choose your next ezine article.

The larger the subscriber base, the more you can charge for an ad. You can also market to them as you would someone on any other type of list.

- Collect a list with a membership site. On top of the fact someone joined your site, which generates passive subscription income as long as your subscribers remain happy, you can email market to them too.

One example of this I've seen was an ezine with a monthly subscription fee, which meant the ezine was the membership site. If you want to try

publishing an ezine this way, you'll be putting more into it than just some HTML formatting, because people are paying to receive it.

No matter what you do, you'll have to convince people to opt-in, opt-in to see the product page, or buy your product and *then* opt-in. If you don't already have an understanding of how you can do that, here are some resources that can help you:

- [Basic Copywriting in Plain English](#): Copywriting tips from a guy who doesn't talk like a rocket scientist.
- [Power Copywriting for the Internet](#): Copywriting tips for those on a tighter budget.

A Few Comments on List Treatment

A lot of beginners, in their rush to make massive amounts of money from their lists, forget the one basic fact that could sink them right off the bat: **Their list members are human beings.**

That means they don't like receiving sales pitches in their email every day saying things such as:

- 'This blew my mind!!!', or
- 'Buy this, or the sky will fall on your head!!!'
- Plus, if they signed up expecting something you told them they would get, they're going to be disappointed and upset if they don't get it.

If you want them to trust you enough to buy through one of your ads again, you'll have to earn it. The fact you sold or gave them something nice to get them on your list is a good start, but it doesn't hurt to build some community with them too. I'm not the most social person myself, but even I know enough to realize I don't want to be ad blasted the second I get onto a list.

You've probably experienced the "ad-valanche" for yourself. You may have signed up to a list, and suddenly the email from them won't stop. I don't know about you, but I don't spend long on those lists, and if you act that way, your opt-ins won't be long on yours.

Yes, by all means promote to your list because that's the whole point to collecting one, but realize that they're people too. They have more on their minds than your personal funding, and will respond best when they know how your promotions could benefit them.

Wrap Up

The fundamentals of email marketing aren't that difficult to comprehend or learn with a little application. Regardless of which guru's particular techniques you want to use to build your list in the end, none of them can help until you understand the basics.

Featured Product – Aweber Email Marketing Service

Want to know the fastest way to get started with an email marketing strategy? Use a service. The one I prefer for my email marketing needs is [Aweber](#).

On the practical side, they can handle things like:

- CAN-SPAM compliance issues
- Sorting and managing your lists
- Setting up autoresponders
- Generating basic opt-in boxes (like the one you saw in this report)
- Automatic handling of opt-outs and opt-out compliance
- Providing HTML templates
- And broadcasting with high delivery rates

Plus, they're user-friendly. In addition to the basic information, they can give you tips to improve your email marketing campaigns on their blog, and their customer service is great.

I use them, I like them, and I recommend them to you. [Get an account](#) and get started with building your new email marketing income today!

Other Things That Can Help You

- [The Warrior Forum](#): It's the largest online marketing forum around, and I've learned a lot there. You can register for free and ask questions, or surf the topics if you get stuck in your email marketing career.
- [The Ebook Walkthrough](#): Like this report? You could be giving away reports like it if you knew how to make them. Get the tips you need to make beautiful, well-edited PDF reports and ebooks with my very affordable special report, *The Ebook Walkthrough*.

- [Instant PDF Profits](#): You could be driving traffic to your opt-in pages with reports too, if you made a viral *rebrandable* report, added your links, and then let anyone make money from it by giving it away. You could do it, with a rebrander like the Instant PDF Profits software.
- [Butterfly Reports](#): If you'd like a site-based solution to making and distributing viral reports instead, get a Butterfly Reports account. It's a complete rebranding system that also gives you link cloaking and a marketplace so that people can actually find your rebrandable report. If you want to do this though, don't get rebranding software, because this site uses its own method and won't be compatible with it. Choose one way or the other.
- [Easy Web Audio Wizard](#): A piece of software that can help you easily add audio to sell the benefits of opting-in to your list, and make your site stand out from the rest.

About the Author

My name is Ryan Ambrose, and I've been in Internet Marketing for two years now. I'm the author of *The Ebook Walkthrough*, *Scams Every Internet Marketer Should Beware*, and *What Everyone Ought to Know About Email Marketing*.