



**Six Keys To  
Getting  
Exponential  
Results From Your  
Email Campaigns**

A PRACTICAL GUIDE FOR INTERNET  
MARKETERS TO TURN THEIR EMAILS  
AND BROADCAST MESSAGES INTO  
MILLION DOLLAR CAMPAIGNS THAT  
LIVE FOREVER

BY ERNEST O'DELL

# **SIX KEYS TO GETTING EXPONENTIAL RESULTS FROM YOUR EMAIL CAMPAIGNS**

## Special Report

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## **SIX KEYS TO GETTING EXPONENTIAL RESULTS FROM YOUR EMAIL CAMPAIGNS**

### **About The Author**

Ernest O'Dell

Ernest O'Dell has over 25 years in the internet marketing industry, with background in writing, blogging, lead generation, lead capture page creation, and email marketing (not necessarily in that order).

His Master Marketers Academy is academic level internet marketing education at the corporate level and is structured to take major brands and multinational businesses to the next level in their revenue streams, helping them to scale their business with email marketing and digital promotions.

In the Master Marketers Academy, he coaches corporate students in a step-by-step plan that is simple to follow, yet incredibly powerful when it comes to generating large amounts of profits (think 8 to 10 figures).

## Introduction

**Special Report – PRINT THIS OUT FIRST**

# SIX KEYS TO GETTING EXPONENTIAL RESULTS FROM YOUR EMAIL CAMPAIGNS

## How to Actually Produce Profits By Using the Power of Email Marketing

By Ernest O'Dell

Hi. My name is Ernest O'Dell, as you probably already know. If you don't know who I am, it's because I've been hiding.

Seriously.

I've been "flying under the radar" and hiding under a rock for the past 25+ years, because I didn't want to attract the "wrong" kind of attention to myself, and what I've been doing behind the scenes.

Yes, a lot of people "know" me, **but do THEY really KNOW me?**

That's a good question, but this report is not about me.

It's about you, and what YOU need to do to make your email marketing "evergreen", persuasive, and powerful. If your words don't "tell and sell", then all your emails are going to end up in the "inbox 'round' file".

I've put this report together to share with some of my friends and colleagues: if you're in the same business opportunity, and we're working together, then we are colleagues. If not, then I hope this report benefits you.

I'm going to share with you six (6) strategies that very few people are using with their email marketing. A few people know about them, but these strategies are not widely practiced... at least not widely enough.

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In fact, after applying what I'll teach you, there's a good possibility that you may be the ONLY person using this strategy in your particular niche. Who knows... only time will tell.

And, even if you're involved in some highly competitive, overly saturated field like "internet marketing", only a few will be up to speed on using these strategies, and even fewer will survive.

### **Here's your chance to separate yourself from the competition.**

What I want you to pay particular attention to as you learn this technique and think of ways to apply it yourself is this: watch it unfold before your very eyes.

You see, THIS REPORT - the way it was requested, the way it was delivered to you, and the way it is structured - is a case study of the strategy itself.

That's right, what you're reading, right now, IS the very system I am about to describe to you IN ACTION.

Should I really say "system" or strategy? Or should I say "tactic" instead.

So, as you read through the "keys" for success a bit later in this report, take a closer look at what you're reading... and you'll see that I "practice what I preach". This very report is the strategy come to life.

As you read each "key", think about how I've applied that key here and you'll be able to see better how YOU can apply it to your own email marketing.

In particular, we're going to talk about how to get more people to read your newsletter, your e-courses and your special reports.

Remember, the goal here in learning this new concept is simple:

The goal is to help you...

- **Get more people to read your email messages.**
- **Get more people to respond to your email messages.**

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So, having said that, let's see what you can learn here. **STOP! Before you move on, PRINT this report.** I assure you that you'll receive much more benefit from STUDYING over the information, and making notes, rather than simply browsing through it on your computer screen.

**Before you even begin reading... PRINT this report on your printer, if you have enough paper and ink. If not, you can send it to your local print shop and have them print it and bind it for you. Over the years, I have used Office Depot for all my mass, and 'short order' printing needs. Then, grab an ink pen and STUDY it. Circle or underline items of importance to you. Scribble ideas and notes in the margins. Write out action steps. Use a yellow or orange highlighter to bring attention to items you consider important to you... or red... whatever works for you.**

Unless you use the information in this report, it's just useless words on paper. I encourage you to print it out before you read it.

## **Part 01: The Times They Are A-Changin'**

First of all, let me explain why it has become necessary to cover this strategy again...

The strategies in this report are not new.

They've been around since the dawn of the internet... and the "Dawn of The Written Word", I might add.

For the modern world, email marketing is the most powerful tool for creating wealth online. Whether you're an individual internet marketer, an aspiring newbie to affiliate marketing, a seasoned veteran of internet marketing, or even a corporate marketing "hack" working in an office, or a "cubicle rat" in the dark recesses, the dungeon, of the headquarters... it doesn't matter, you will be better equipped to exponentially increase the efficiency of your email campaigns.

Nothing wrong with private quiet space for the corporate hack: we all need "quiet time" where there are no distractions so we can think, pen our ideas, and practice our profession of wordsmithing.

Nothing else comes close to email marketing to explode your business... or implode it. If you're good at it, you'll do well. If your writing skills need some polish, there are books available on Amazon that can be a big benefit to you.

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If your writing skills suck, then perhaps you should stick with that job you have until you become a polished writer. You don't have to be a New York Times Best selling author, but you do need to learn how to write persuasively.

**Every part of marketing online, to one degree or another, uses email as a part of the process.**

It doesn't matter if you're an affiliate marketer, or a big multi-national corporation, or a big brand name, using email marketing will exponentially scale up your revenue.

No big surprise there. Email is a powerful, powerful weapon.

And, because it is so powerful, coupled with the fact that it is completely FREE to use, it has become overused.

It is overused by those who want to ABUSE the outlet, (i.e. SPAMMERS and scammers) and it is overused by those who don't know how to use it effectively... and those who just don't know what they're doing. *(We all know someone like that, don't we?)*

The result is a constant bombardment of email messages in your email box... which has led to a myriad of problems.

**1.)** We now have SPAM filters that are deleting a great majority of the SPAM, but are also in the process of deleting a great majority of legitimate email messages. These filters are deleting YOUR marketing messages and MY marketing messages to recipients who REQUESTED the information.

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**2.)** We also have massive deletes. (*How many times have you quickly scanned through 50 to 100 email subject lines, highlighted them all and then clicked the DELETE button?*) We err in trying to determine which emails to read, and which are SPAM.

**3.)** You will have incredible competition for your subscriber's attention. There are many other messages (and more coming each day) by many other marketers (and more coming each day) that are also attempting to reach the very subscribers that you're trying to reach.

**The bottom line is this:** it's becoming increasingly difficult to get your email marketing messages seen by the intended recipient—EVEN THOUGH they requested it—and it's certainly more difficult to get the messages read and responded to.

*Does that mean that email marketing is dead, as many people want you to believe?*

**Absolutely not!**

Don't buy into that. *Think about this for a few seconds:* when was the last time you read someone screaming about "email marketing is dead"...

...yep...they're usually telling you... in an email message.

**Go figure.**

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What it means is that YOU must adapt as email marketing challenges arise. As these obstacles get into your path, don't just quit and head backwards. Do like a Marine in boot camp and go through the obstacle course and get through it!

### **Don't you dare give up!**

Find a way around the obstacle, through the obstacle, over the obstacle or under the obstacle... so you can continue to go forward.

Downloading this report was your first step, *and a step forward.*

What I'm about to talk with you about is a way to accomplish three important things...

1. Beat the spam filters.
2. Beat massive deletes.
3. Beat your competition.

Sound good?

OK, so let's get to to work!

What we're going to look at is **how to use** what I call "Downloadable Email Messages." (AKA "D.E.M.")

### **Here's what they are...**

**Defined:** "Downloadable email messages"

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A “downloadable email message” is an informational message (newsletter issue, ecourse lesson, special report, etc.) that is announced *via email* to a list of subscribers, but delivered as a **downloadable** document (a PDF file). HOW you deliver it, and make it available for download, is what I'm going to explain.

To understand why this technique is so important, let's look at the way most “informational messages” are delivered.

### ----- **Sidebar** -----

When I refer to “informational messages”, I'm primarily referring to newsletter issues, ecourse (mini-course) lessons and special reports. Even email messages can be distributed in this fashion. With a little extra work, and thought, you can make your emails more efficient using the strategies I describe in this report.

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**Typically, here's how it works:** You encourage people to join a newsletter list or subscribe to an e-course series of messages. Then, those messages are sent to the recipient directly to their email address. In other words, the latest edition of your newsletter heads for their email inbox, or each of the ecourse lessons heads for your subscriber's email inbox.

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### **And this is where the problems begin!**

SPAM filters eliminate your informational messages to some recipients because you used the wrong keyword(s) in your featured article.

Everybody and their grandma sends out their informational message on the same day and yours gets lost in the shuffle. (*Actually it gets lost in the round file.*) But, I digress...

Many of your subscribers "*intend*" to read your newsletter, but accidentally delete it or file it away with other issues of other ezines, newsletters, articles, email messages, and have little to no chance of ever being seen again. Then, they get lost looking for it because they forgot where they filed it.

### **Why?**

First it's "out of sight, out of mind" for one thing...

Second, the way it was delivered put it in a category with the rest of the emails your subscribers receive, and it has no intrinsic value to them.

### **So... what do you do now?**

You change your strategy, that's what.

You begin by using "downloadable email messages."

*"Well, how do I do that, Ernest?"*

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*Stick with me:* I'm going to explain to you how simple it is, and I'm going to show you an example with a clickable link.

### **Let's see what happens in this new scenario.**

So, you send out an email to your subscribers. (*Perhaps it's the latest edition of your newsletter, or the next ecourse lesson or a special report they requested*). It reads something like this:

Subject: {name}, here's your download link...

Hi {name}, you may download lesson 5 of the "Super Affiliate Marketers" ecourse at <http://www.mydomain.com/lesson5.html>

In this lesson you'll discover "How to Use Any List to Triple Your Affiliate Commissions."

Yes, even if you have a list of 50 people, this strategy works.

Yada, yada, yada, blah, blah, blah...

Best regards,

your name

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### **Now, what happens?**

First of all, it's less likely that the spam filters are going to automatically delete this email. Instead of having 300 to 500 words (or 1,000 to 5,000) in your newsletter issue or ecourse issue that all have to pass the test, you have (in this example) approximately 53 to 60 words.

The chances of your email getting past the spam filters are much better than an email message with 300-500 words... or, as I pointed out above, one thousand to five thousand... or more.

Your chances of your email making it through the maze of filtration just went up EXPONENTIALLY.

Secondly, there is much more VALUE here.

*Think about this:* Your competitor sends out a text newsletter, and it probably gets pounded by the spam filters.

You, however, send out a downloadable PDF file with a short email intro as shown above.

*Which one has a higher perceived value?*

I'm going with the downloadable version.

**But, consider this:** even if the value is equal... you still stand out from the crowd, because you are DIFFERENT. And the way you delivered your content is different.

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This is not some new “shiny object”. This strategy has been used for over 20 years by some of the best copy writers in the industry, and I've been using it for almost 25 years on the internet. So, I know it works.

In the *sea of similarity* that dominates the web, those who are **unique** will almost always command more attention. And your content will have a much longer shelf life.

A file that someone downloads to their computer will almost always stay on their computer longer than an email message.

### **It gets even better.**

When you implement the “keys” that we’re going to talk about in the next section, you will actually get better results from your email marketing than you have EVER had before! Even before SPAM filters and cutthroat competition.

### ----- **Sidebar** -----

One thing that I do want to mention here is that these “downloadable email messages” are better (in my opinion) than either information delivered by email OR by information announced via email and delivered at a website.

So, if you’ve been using something similar to this (i.e. “*The latest edition of XYZ Ezine is available at <http://www.mydomain.com/issue231.html>”*) this technique, when used properly, can be used more effectively, and will make you stand out as an authority in your field.

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But, you've got to put in some work. Yes, you'll need to do some writing, and maybe get some help “polishing” your work like you would a resume. But, continue reading and you'll see why, just spending a couple to three hours a week, or even monthly, then delivering your work in D.E.M. format, will make your revenue streams live on for years to come.

When you make your content “evergreen”, it will never get out of date or obsolete.

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Read on to find out how...

I've been using “downloadable email messages” for over 20 years: almost 25+, or more. I have found these to be extremely effective because my readers and subscribers would find them years later and look me up and find that—yes—I'm still around, doing something on the internet.

**The important thing to note here is this:** using this strategy works with just about ANY informational message that you deliver to your subscribers...

It doesn't matter what you're writing about: your subject matter could be covering investments, weight loss tips, golf tips, pet care, travel, affiliate marketing... the list goes on.

**Newsletter issues:** I encourage you to use this strategy for each issue of your newsletter.

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Prepare the issue like you always do, and, when you are finished, convert it into a document for downloading... preferably a PDF file.

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You can "spice it up" by using different font sizes, styles and colors, along with adding some nice graphics if you choose.

**Think about it:** I used a two-toned color cover at the beginning of this "downloadable email message." I could have used a multi-color cover, but I didn't want it to be too garish.

**e-Course lessons:** You can apply this strategy to each of your e-course lessons. If you have a five-day e-course, then you could setup five downloadable documents.

In your autoresponder, instead of sending out the actual information each day, you'd send a download link each day to a PDF file.

*Mind you, this can be a little bit of work, and will take some planning on your part, but once you have it all "plugged in", you can then sit back and let your autoresponder do the heavy lifting.*

**Special reports:** When folks request your special reports, send them a download link instead of the information itself.

We've turned the page in email marketing with this strategy, and I can guarantee you that the smart marketers won't continue losing sales to the barriers in the middle of the

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road.

For now, “*downloadable email messages*” are a great way to overcome those obstacles.

Not many people are using this strategy, and that's good for you.

For now, you can beat the SPAM filters and beat your competition.

For now...

So, while the opportunity still presents itself, let's look at some keys for making this a successful email marketing strategy for you.

**There are six of them...**

## **Part 02: 6 Keys to Getting More Results**

In order to help you make the most of this technique, I'm going to give you six “keys” —six strategies—for success.

While it isn't absolutely necessary to use them all, the more of them you can implement—the better your results will be. Using as many of these “keys” as necessary, you should generate a nice revenue stream—or even multiple revenue streams—over the short-term and long-term usage of them.

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### **Key #1: Point them to your site for downloading.**

One thing that I think is critical to increasing results is getting folks to your actual site for the download link, rather than linking straight to the document via email.

In other words, instead of providing them with the actual download link in your email, you provide them a link to your web site instead, and then from your website, they can download your document... or, store it on Google Docs and "share" the link. Notice the slight difference between the three options?

*For example:*

**OPTION #1:** *"You may download today's lesson at <http://www.yourdomain.com/myfile.pdf>"*

**OPTION #2:** *"You may download today's lesson at <http://www.mydomain.com/myfile.html>"*

**OPTION #3:** *"You may also download today's lesson at [your Google shared link] of course."*

*(When using the Google docs shared link option, you will have an extremely long link that will look gaudy in your email. You can embed it into the text of your email, or use a link shortener like Bitly and then use the shortened link directly in the email.)*

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One link allows them to download the file directly from the email that they receive, while the second option makes them go to the site to download. The third option, the Google Docs link, could also be plugged into your web site.

If you're concerned about server space, or bandwidth, you can use Google Docs to store a lot of shareable content. If you have a server with your internet service provider, and you have enough room for storage and bandwidth, it's probably not going to be a big issue for you. But if you're limited on space and bandwidth, the Google Docs option is an alternative way to deliver your content.

### **So, why the big deal about redirecting your visitors to an alternate location?**

*There are several reasons I want people to follow a short and easy "call to action" in my emails:* I want my subscribers to go to a web site for downloading instead of simply providing the download link via the email I send them out...

**1.)** First, it allows me more opportunities for selling something: a follow up, an "upsell", a "premium" offer, you name it.

Think about it: If I provide the download link for the file in the email I send out, they simply click and download.

But, if I send them to my site to download, I have an opportunity to expose them to more of my sales process, and maybe another offer or two. Never waste "real estate" on your web site.

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When you send your visitors to your web site, you have a lot of unused digital “real estate” on your web page where you can introduce them to another course, a newsletter, or an upsell... or maybe even another “free” lead magnet.

I can place a banner ad on the page, or a “sponsored ad” that someone is paying me to host their banner, or I can insert a popup window.

*Yes, popup blockers block almost 99.9% of “popups”, but with the right technology, some of them still get through. They may open up a new tab in a browser, or they may not: it all depends on the settings on that person's particular browser.*

After they click on the download link, I can then redirect them to another sales page or to a short testimonial for the product below the link.

Putting some thought and planning into your marketing plan can keep your revenue stream alive for years.

**Simply put:** There are unlimited opportunities to sell at your site versus ZERO opportunities to sell via a *one-click* download link in your email. The only limitations you have are ideas you have in your mind.

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If nothing else, I get them to my site where they might see something they want to check out later, so they bookmark it. You can even put in a link or a code for them to “bookmark” your site for a later visit.

**2.)** Secondly, I build a better opt-in list. Anyone who is willing to join my list at my site, open an email and then return to my site for downloading is relatively interested in the information I'm offering. They're willing to invest their time (albeit, just a few seconds) in obtaining the document, so they're much more likely to read it.

While you certainly don't want to make someone jump through a bunch of hoops to obtain your free download, this one extra step (literally, can take just seconds) isn't really too much to ask.

So, I like to use as many opportunities (“probabilities, possibilities”?) as possible to get them back to my site for downloading purposes.

### ----- **Sidebar** -----

One thing that I want to mention before we move on is this:

Make your download pages UNPREDICTABLE.

**For example:** If you have a 5-day e-course that you're sending out in PDF format, don't set your download pages up as shown below:

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<http://www.mydomain.com/lesson1.html>

<http://www.mydomain.com/lesson2.html>

<http://www.mydomain.com/lesson3.html>

<http://www.mydomain.com/lesson4.html>

<http://www.mydomain.com/lesson5.html>

If you do that, your subscribers will know exactly where to download the next installment before your autoresponder message ever arrives. They'll figure it out: people are not stupid.

Mix it up so they can only access the information in the time intervals that YOU establish in your autoresponder sequence.

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### **Key #2: Choose keyphrase filenames.**

The next thing you will want to do is carefully choose the actual filename(s) of your downloadable messages.

Specifically you want to choose KEYPHRASE titles that stress benefits to the reader. For example:

- Instead of "lesson1.pdf", use "2affiliatetactics.pdf"
- Instead of "vol2iss4.pdf", use "5viraltools.pdf"

### **Why is this important?**

Simply because you want your readers to READ your downloadable message... preferably NOW, but if not now, you certainly want them to read it LATER.

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**Think about it this way:** If you're browsing through your file folders on your computer, which one are you likely to open and read: an ebook entitled "*lesson3.pdf*" or one that reads "*3StepsToEmailSuccess.pdf*"? (And, yes, you can use mixed case file names in your PDF and the net will automatically make it downloadable in lowercase.

Or, if you suddenly remembered that you were going to read that report you downloaded a week ago on viral marketing and you go to look for it... which one would be easier for you to find... sorting through a list of "*vol2iss3.pdf*", "*vol2iss4.pdf*", "*vol2iss5.pdf*" or searching for "*viralmarketing.pdf*"? Even if you do a partial word search in your file explorer, it's much easier to search for a keyword phrase specific file name.

Or, if you're clearing out old files on your computer that you seldom use... which are you more likely to keep? A file that reads "*wlt2.pdf*" or "*weightlosstips2.pdf*"?

**Here's the thing:** you want your readers to RECOGNIZE your PDF file among other files on their computer (and thus, **REGAIN** their interest through the keyphrase). You want your readers to be able to QUICKLY FIND your file when they want it (instead of giving up in disgust after searching through a bunch of archives) and you want them to KEEP your file by recognizing its value.

All of that can be accomplished by simply using a KEYPHRASE as your filename... one that stresses specific

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benefits found in the document itself.

Obviously, you don't want to go overboard here with some long, drawn-out title like

*"7reallypowerfulkeysthatanyonecanusetomakealotofmoneyonline.pdf"*, so think of a shorter file name that's keyword specific, or use a customized bitly link. (More about that in another report.)

### **Does this make sense?**

It's really a very simple idea, and a strategy that I've been using for years, but I can assure you, it is monumental in the effect it can have on the long-term effectiveness of your "downloadable email messages"—and your profits—when a subscriber has them on their computer.

So, you wanna get this right. And with a little "planning", it will make a world of difference in the efficiency and scalability of your email campaigns.

To help you choose your title, I've put together a simple checklist. Just ask yourself these three questions and when you get a "yes" checked off on each of them, you've got the right title.

**Is your title short?** As I already mentioned, you don't want to go overboard in your description. Twenty to twenty-five characters is a good rule of thumb. As short as you can make it to both generate interest and convey the topic is what

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you're looking for.

**Is your title Specific?** If possible, you want to include some kind of specific reference to material inside the "downloadable email message", preferably a numerical reference.

For example: Instead of "fastweightlosstips," make it "22fastweightlosstips."

**Is your title Suggestive?** Finally, you want your title to be a reminder of the overall topic of the file itself. If the topic is "online dating," then somewhere in that title include a reference to online dating. A good file title allows the reader to know immediately what's inside.

**One other thought:** If your "downloadable email message" is a tutorial of some kind, then certainly a "how-to" title is appropriate...

howtoloseweightfast.pdf  
howtomakemoneyonline.pdf  
howtohomeschool.pdf  
howtomeetwomen.pdf

### **What about e-Courses and newsletters?**

The same general rules (or "tips") apply to all "downloadable email messages."

Yes, all of them.

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Now, specifically, there are some things to consider about email mini-courses (i.e. "e-course") and email newsletters.

Let me share the three options that you can choose from and which one has worked best for me.

- You can use a PUBLICATION title throughout. In other words, you can use the title of your publication (i.e. Name of your newsletter or e-course) in the filename of each of your related "downloadable email messages." elesson104.pdf, elesson105.pdf, elesson106.pdf, 44weightlosstips1.pdf, 44weightlosstips2.pdf, 44weightlosstips3.pdf, etc. (You get the idea...)
- You can use a SPECIFICATION title throughout. In other words, you can use a keyphrase that is specific to the main topic shared in each individual message.

Instead of referencing "elesson104.pdf," you would, for example, look at the featured article of that issue and title the filename based on the main emphasis of your content... "5hiddenprofitstreams.pdf"

- You can use a COMBINATION title throughout. The third option is to use a combination of PUBLICATION and SPECIFICATION titles. In this scenario you would generally ABBREVIATE the "publication" title, then add an underscore, and then add in a keyphrase that is specific to that particular file.

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### **Examples:**

AMS\_5keystosuccess.pdf | AMS\_7waystobeatdepression.pdf |  
AMS\_44powerprinciples.pdf

### **Which one is right for you?**

That's completely up to you.

My advice is simple: combination for newsletters, publication for e-courses, specification for any one-time files (i.e. "special reports")

The important thing is to make certain your "downloadable email message" is titled in such a way that it is easy to identify, and easy to locate.

### **Your Case Study Example**

(We'll be referring back to THIS report that you are reading as we make our way through these keys.)

I could have easily entitled THIS report something like "specialreport.pdf" or "optinreport.pdf" or "emailreport.pdf"

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But, instead, I chose "**6KeysToEmailResults2022.pdf**". Had I titled in the file name the same as the title, it would have been too long. It would have been a bit unruly if I had title it in any of the following ways:

6 KEYS TO GETTING EXPONENTIAL RESULTS FROM YOUR EMAIL CAMPAIGNS.pdf

or

SIX-KEYS-TO-GETTING-EXPONENTIAL-RESULTS-FROM-YOUR-EMAIL-CAMPAIGNS .pdf

or

6KeysToGettingExponentialResultsFromYourEmailCampaigns.pdf

So, I named it a bit shorter in the example above.

Make sense?

It's a little bit shorter, and has enough keyphrases in the filename to describe what is actually the content of the report.

You will immediately know what it is when you see it on your computer. And, chances are, you'll keep it and read it (*possibly referring to it again and again*) simply because of the filename.

**Key #3: Encourage consumption.**

The next thing you'll want to do when using this strategy is to "encourage consumption." That simply means you'll want to encourage your readers to READ (or "consume") your downloadable email messages.

You see, it won't do you any good at all to have them download it if they don't actually read it.

***Right?***

In order for YOU to get the desired response you want (ultimately, for them to BUY something, or subscribe to a recurring program such as Power Lead System), then they need to read your message.

So, you need to "encourage consumption." Encourage them to read the messages. And encourage them to share your document with others so you get the "viral" effect of your message to more people.

**Which begs the question:** *"How can I 'encourage consumption'?"*

I'm glad you asked. ;)

There are two things that you can do in order to encourage your readers to ACTUALLY READ your downloadable messages.

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**1.) Get them to print your document.** First, you can **REMIND** them to print out your downloadable message, or send the PDF file to their local print shop if they have online printing services. (I use Office Depot/Office Max for all my printing needs.)

**Here's the thing:** there are OTHER files on their computers. There are OTHER emails in their inbox. There are OTHER marketers trying to get them to read THEIR messages. You gotta get them to read YOURS.

There's a lot of competition on their hard drive, and they're all competing for your reader's attention. If you TELL them to print it out, most of the times, they will. And you will have the advantage of getting your message read—and acted on—while the others are gathering “digital dust” on their hard drives.

The easy way to do that is to separate your message from the others that are on their computer and make your message stand out with a CTA: a “call to action”.

You do that by getting your message OFF of their computer and onto paper. They are MUCH more likely to read a report they've printed out than one on their computer screen.

**Remind them** to print out each of your downloadable email messages... tell them UP FRONT in the opening paragraphs of the message itself.

**2.) Send out a follow-up email.** The other thing you can do is to send out a follow-up email. A couple of days after

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your downloadable message is sent, send out another message that reminds them to READ it.

You can get them scrambling for that original downloadable message by doing one simple thing: mention a particular enticing benefit and the EXACT location in the downloadable message where they can find it.

### **For example:**

*"Don't forget to read the special report I sent you two days ago. You'll want to pay particular attention to the GOLD BOX on PAGE TWO of the report, because that's where I explain exactly how to lose an extra pound per week while watching TV."*

That'll get them READING your report, pronto!

### **Your Case Study Example**

*(We'll be referring back to THIS report that you are reading as we make our way through these keys.)*

First, look back to the beginning of this report: I told you to PRINT OUT this report, didn't I? There's a reason for this, as you already know.

In fact, I made a big production of it, encouraging you to "Then, grab an ink pen and STUDY it. Circle or underline things of importance to you. Scribble ideas and notes in the

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margins. Write out action steps.”

Chances are you're reading this on PAPER and not your computer screen... at least I hope you are.

### **Key #4: Point towards an offer.**

**Quick question:** What is the PURPOSE of you providing these “downloadable email messages” to your subscribers?

That's not a trick question. ;)

Seriously, though: What is the PURPOSE?

Why are you creating and distributing these messages?

### **To get the reader to BUY something, right?**

Good.

I'm glad to see that we're “*on the same page*”, so to speak.

So, you put together these messages (whether a newsletter issue, an e-course lesson or a special report) and you give them away as we've discussed.

And you use your free information to EDUCATE the reader with content and POINT the reader towards an offer.

The key here is to provide them with USEFUL information that leaves them wanting more.

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### ----- Sidebar -----

Here's a perfect example of this in action. Olive Garden Restaurants has a sales strategy to "upsell" you their wines.

The server asks you "*Would you like to try a sample glass of wine?*"

And you accept their offer for a "sample".

Here's how it works for Olive Garden: You try the wine, you like it, and you say "Yum, yum, give me some more!"

And the "more" isn't free. You pay for it. And Olive Garden rakes in more fiscal profits.

### -----

### **That's how it should work for your free download.**

You provide your readers with a sample "glass" of information. If it tastes good to them, they're going to want some more.

And you give them the link where then can grab a few more glasses.

### **Heck, sell it to them by the bottle!**

The point, I hope, is clear: offer a sample, encourage sipping and offer more at a price.

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### Your Case Study Example

(We'll be referring back to THIS report that you are reading as we make our way through these keys.)

Look at what you're reading here. I'll be giving you over 50 pages of, what I think is, really good information. I think, as you've been reading this, you've realized that this is VALUABLE content that you can begin USING in your own email marketing.

I hope it "tastes" good to you. And, if it does, I've got about another 100+ strategies that I can share with you in different publications... all free.

I've put together over 100 strategies to show you exactly how to get your email marketing messages received, read and responded to!

**Here's the thing:** If you publish an online newsletter, e-course, tip-of-the-day, special report, autoresponder series or email list of any kind...

...you've got a problem!

To find out why less than 10% of your optin subscribers may actually be reading your email messages... and what you can do to reverse this problem, [visit SuperAffiliateMarketers.com](http://SuperAffiliateMarketers.com).

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It's clear to see... you can't afford NOT to have your messages read. And sometimes, you just need a mentor to show you how.

### **Key #5: Mention an unadvertised incentive.**

How would you like an extra weapon to "seal the deal" and get them to buy?

Yeah... I thought you might like that.

**Here's the weapon:** mention an unadvertised, exclusive bonus that is ONLY available through your "downloadable email message."

In other words, mention something FREE that you'll give them if they order that isn't advertised elsewhere.

**For example:** You might have a product you are selling at your site and you might already have 4 free bonuses listed in your sales letter. You would offer your readers a FIFTH bonus if they order. Something that the "regular" customers don't receive.

### **Get it?**

In fact, to make it really work, you have them EMAIL you with their receipt number in order to claim the exclusive bonus.

Now, what do you have? You have an extra reason—

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completely built in—to entice the reader to buy whatever you are promoting.

And this can work for either YOUR products or any affiliate program you might be promoting in your content.

### Your Case Study Example

So, that brings us back to THIS report and how I use these strategies myself.

And, since I have your undivided attention—at least I hope I do—I guess I should give you an \*exclusive\* offer that isn't available at my website. Obviously, I think you should buy John Crestani's Super Affiliate System at the [SuperAffiliateMarketers.com](https://www.SuperAffiliateMarketers.com) .

Yes, I do.

**I really do... and I'll tell you why:** because at \$997 he's a lot cheaper than I am, and he's about half the price of the Power Lead System's upsell (Master Traffic Institute, aka "Elite" is \$1,997 without the discount code.)

As a matter of fact, if you haven't bought all the upsell packages in the PLS system, the 1.) Gold, 2.) Lead Generation Academy (Emerald), 3.) Free Ad Secrets (Diamond), 4.) Social Profit Academy (Platinum), and 5.) Master Traffic Institute (Elite MTI) you're missing out on a lot of commissions and leaving a ton of money on the table.

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And, since I “practice what I preach,” here’s something EXTRA that you won’t find mentioned at the website: **If you register through this special link**, I will only send you one email from the autoresponder and I will put you into a “loop” to sign up with John Crestani.

### **Why do I do that?**

Because some people need to have instructions repeated to them more than once.

### **Key #6: Insert links to other reports, websites, articles, and reviews**

The next thing you’ll want to do is to CROSS PROMOTE other “downloadable email messages”. In other words, you’ll briefly mention other similarly themed messages that the reader may want to download and read as well.

### **There are a couple of different strategies you may want to employ here...**

**1.) Specifically related:** You would, naturally, want to mention other “downloadable email messages” that are specifically related to the message they are currently reading.

**For example:** If they are reading the 4th lesson of a 7 lesson e-course, then you would want to provide download links for the previous 3 messages in the series...thus reminding them to download and consume them. (Which

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increases your likelihood of producing results.)

**Another example:** If they're reading the current edition of your newsletter in a downloadable PDF, you might have links to your archived previous issues in PDF format so they can download and consume them as well.

**2.) Non-specifically related:** The other strategy you might use is to mention other files they can download that aren't necessarily related to what they are currently reading.

**For example:** If they're reading e-course lesson #4, you might point them to a downloadable newsletter that has an article on the same subject. Or, let's say your newsletter is focused on dieting... you might find a customizable ebook from some exercise website (which allows you to insert YOUR affiliate link to THEIR product and earn a commission) and mention it. These other messages aren't part of the series they are reading (*i.e. 5 lessons of the same e-course or 10 issues of the same ezine*), but they are messages the reader is likely to be interested in.

It's like creating your own "hub" on your web site. You get them into ONE "downloadable email message" and you promote others. And those others promote still others. Ultimately, you have an entire system of messages that all forward the reader from one to the next. You keep them interested in **YOUR** content. You keep exposing them to **YOUR** offers. You keep them coming to **YOUR** site.

And ultimately, they spend money with **YOU** in the process.

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When you use the “cross promotion” system to continue educating and building relationships and making offers to the same set of contacts, you ultimately earn the coveted “autopilot income” that you've been dreaming of.

### Your Case Study Example

I guess that means I need to inform you of my other reports, huh? Well, I wouldn't want to not do what I tell you to do, so here are just two of my COMPLETELY FREE resources you can check out:

[THE UNDERGROUND BLUEPRINT TO EARNING REAL MONEY ON FACEBOOK](#)

[FROM BROKE TO \\$5,000 PER WEEK - THE \\$5KW BLUEPRINT - MAKE MONEY WITH FREEBIES AND GIFT CARDS](#)

While I could go on and on and on here (I have over 2 dozen different free reports and e-courses alone) I am going to limit it to these two.

### **Why?** *(Case study example time)*

Because there's no way the average person is going to go download over 24 different messages. And, even if they did, there isn't much likelihood that they would READ all of them... or print them all out. Combined, there are over 2,000 pages of printable material, which equates to about 4 reams of paper, and a LOT of ink. Needless to say, it would also be a lot of “wear and tear” on your printer. The only economical solution would be to upload them to your favorite print shop,

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but even at today's post-pandemic prices, it would be too cost prohibitive to do that either.

So, I keep it simple.

Besides, if I've got things setup properly, you would end up reading all 24 different reports and e-courses over the next few months anyway.

**See how it works?**

### Conclusion

Email marketing is the **ultimate weapon** in every marketer's arsenal. It is NOT without flaw... so, you need to be PROACTIVE in adapting to the ever-changing technology and taking steps to overcome the obstacles that come up.

This report is just ONE way to increase your results with email marketing.

There are many others – even BETTER strategies, and you can learn all TWENTY-FOUR of them when you become a member of the [Master Marketers Institute](#).

I hope you've found this information useful and I trust you'll benefit from what you've learned in it.

Wishing you much success,

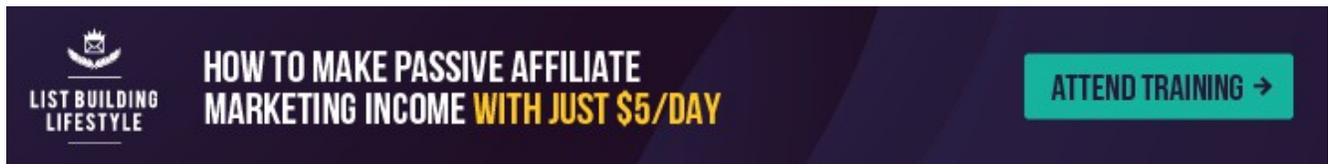
Ernest O'Dell

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P.S. To see an example of where I linked a PDF at the end of an old blog article, [click here](#), then read to the end of the article to see the link to the PDF. The link in the PDF and the banner no longer work because the service has changed their location of the offer. But with the proper URL embedded into the banner and the link in the article, it would bring in some sales.

[Here's another link](#) to a one page article that is still readable, but the ClickBank links no longer work because the services attached to them have gone out of business and were removed from ClickBank's line of products.

Last, but not least, Igor Kheifets has produced one of the most massive training programs that **SHOWS** you how to get affiliate friendly traffic from a source very few people know about. [Click here](#) or click the banner below:



# Ernest O'Dell's Resource Rolodex

**[Power Lead System](#)** – The Most Complete and Powerful ALL-IN-ONE Marketing System on the Internet

**[Cash Now Funnel](#)** - Start collecting... \$20, \$25, \$50, \$90, \$100, \$200, \$400 and \$1,000 dollar payments now!

**[MLM Recruit On Demand](#)** – Get 3 to 5 People a day looking at your business opportunity.

**[MADS Workshop](#)** – Igor Kheifets' course on getting affiliate friendly advertising for your business.

**[Traffic For Me](#)** – My #1 resource for quality solo ad traffic when you're on a budget.

**[My Lead Gen Secret](#)** – Get 100-200 leads a day and build a database of thousands of leads. Watch Jim Harmon's video where he shows you how to build a massive list. As of the date of this publication, I've built up a subscriber base of over 300K emails, and this program has a built in affiliate program and is a massive money maker.

**[Qwikad.com](#)** – Qwikad offers free advertising and very economical paid advertising. They also offer banner advertising. You can post a 60 day banner ad for as little as \$14, and a paid classified for as little as \$17 for 60 days. They're not "killing it" with traffic, but I do get decent enough traffic from them to warrant the cheap cost.

**[Big City Advertising](#)** – Advertise in 1,001 cities across the United States for \$37.95 per month. No contracts. Renewals of your ad(s) can be made when they send you a notification email of your ad coming up for expiration. No automatic renewals. They're offering a 2 for 1 special when you advertise in 1,001 cities, they will include your ad on their sister site for free.

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### **Vetted solo ad vendors recommended by Igor Kheifets**

The vendors listed below are the "heavy hitters" in the industry, and will do more for your solo ad campaigns than anyone you've ever worked with. If you're tired of buying solo ads from "small timers", then contact these vendors for top quality leads. I do not make a commission for recommending these following vendors as they don't have an affiliate program. However, when they ask you who recommended you, you can mention my name. It just let's them know that I'm recommending them.

1. Zayne Kendrick Solo Ad Universe - <https://www.soloaduniverse.com/>
2. Dr. David Michael Glass - <https://www.davidmichaelsoloads.com/>
3. Dr. Jon Condit - <https://drjonsoloads.com/>
4. Jannell & Joe Rivera - <https://soloadsolutions.com/solo-ad-clicks/>
5. Bill Barron - <https://billbarronsolo.com/>
6. Chris Gilman - <https://straightarrowsoloads.com/>

# **NOTES**

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