Chapter Content

Introduction:

Welcome and thank you for purchasing the Easy List Hacks. This is a guide filled with tips and tricks for optimizing and squeezing the most out of your email list. I'll assume, you already have an email list of some sort. It doesn't matter the size or the niche of your list, this guide will show you some simple tips and tricks as well as advance methods to bring out more money in your email list.

Before we get started, I want to say that I am just like most of you. I have failed and have given up on list building/email marketing many times. But one can only fail so many times before realizing the missing ingredients to finally succeeding and making money with email marketing.

Product	Hops	Sales	Hop Conv.	$/Hop	$/Sale	Total $
	418	45	11%	$1.28	$11.88	$534.44
	237	30	13%	$1.08	$8.52	$255.70
	422	22	5%	$0.54	$10.36	$228.00
	184	21	11%	$1.23	$10.75	$225.83
	286	15	5%	$0.51	$9.77	$146.53
	153	15	10%	$0.93	$9.51	$142.68
	261	13	5%	$0.48	$9.69	$125.96
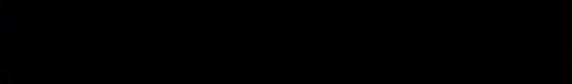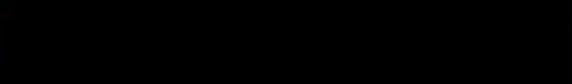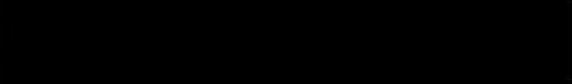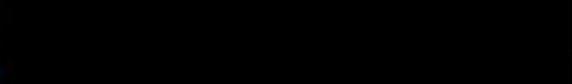
Even with just a few thousand subscribers, I am now making a comfortable living by sending out promo offers to my email list. If you can grow a quality email list of 2000+ subscribers, you can certainly make a nice monthly income from your email list.

You see… when someone is on your list, you can continue to promote to this person over and over again. Let's say in the span of 1 year, you send out over 200 email blasts to your list, and the average subscriber only buys 1 product from you at $5 each. Not everyone on your list will buy, but some may buy multiple times and even 5+ times in a year. But anyways, so you're making an average of $5 per subscriber for a year. That's about $10,000/year with just a list of 2000 subscribers, assuming you'll lose some and gain some new subscribers along the way.

The Easy List Hacks you are about to learn are a compilation of tips and tricks from my years of email marketing failures and successes. One last thing, I use [GetResponse](#) (email marketing & autoresponder service), and so all of the screenshots of my email dashboards are from [GetResponse](#).

ENJOY!

Hack #1: Fortune Favors The Brave!

One of the biggest mistakes I've learned after all these years of failing at email marketing is the fact that... I didn't actually sell enough to my list. In other words, I was afraid to sell to them.

I didn't want to come off as someone that just only spam my email list with affiliate offers from all over the place. I wanted to be the nice guy and build a good relationship, giving out free offers and tips almost all of the time.

With all of the focus on building a good relationship and giving away free tips, I never really tried hard enough to send out affiliate offers. Therefore, my list hardly made me any money. Then soon after, I would mail less and less, and finally just give up on my email list.

So here's the main idea I want you to understand from my Hack #1 – Be Brave. The sole purpose of building an email list is to make money from your list. If you want to make money from your list, then you got to be brave and send out those promo emails. And you got to send out a LOT of promo emails to make you the big money!

I try to send out 5+ promo emails before sending out free tips or a free

report of some sort. You want to spend most of your time and effort on crafting

good promo emails to make you money rather than creating free reports all of the

time to give out to your list at no charge.

I send out emails every 1-2 days. I want my list to be familiar with me. You

do not want to mail once a week or once every few days, you will soon be

forgotten to your subscribers this way.

You're probably wondering… wouldn't sending out too many promo

emails cause the unsubscribe rate to go up?... Well of course, if you spam the

heck out of your list with crappy irrelevant products all of the time, then you will

lose a lot of subscribers.

But, if you promote relevant quality products to your list, they would

actually be okay with it. Just trust me on this! Unsubscribe rate is just a part of

email marketing.

My idea of promoting an offer to my list is that I am simply

recommending something that can be useful to them. I don't use the word "buy"

or try to sound to aggressive in getting people to buy the product.

I simply recommend by saying something like this, "Hey, I came across ABC, it's a brilliant way to XYZ, if you are interested, learn more here…".

Below is a copy of one of my promo emails, this particular promotion made me a whopping $500+ in affiliate commission.

Hello,

Out of the blue, a fellow warrior name **Jonathan**, just sent me a review copy of his $2000/day WSO called **Elite Landing Page**. At first, I didn't think much of it, since I've always built my own LP anyways. But then I was in for quite a surprise! The quality of the landing pages and the techniques used to drastically improve the conversion rates were absolutely astounding.

NO KIDDING! Check Out John's Beautiful Salespage Here and You'll Instantly See Why His Landing Pages Converts Like Hot Cakes:

==> http://www.howtowebmaster.com/promo/elitelp.php

The Entire Elite LP Course Contains:

- 3 Ebooks covering different ways to use dynamic landing pages (PPC, PPV, Media Buying)
- 3 Videos (step by step)
- 3 Case studies (3 complete landing pages with dynamic scripts for each paid advertising venue)
- Dynamic Landing Page checklist
- 85 Landing pages
- 25 squeeze pages

If you're doing PPC, or use any kind of paid traffic, and want to take it to the next level with quality built landing pages, this is a very good LP course with case studies you can model after.

==> http://www.howtowebmaster.com/promo/elitelp.php

Regards,

-Leon Tran

Look at how I simply just recommend this product and not trying too hard

to sell anything. I didn't tell my subscribers to click the link and buy, I told them to

go check out the landing page and see how brilliantly it was created. Lastly, I told

my readers to go view this product only if they are indeed interested. Again, this is so I don't come off as selling too aggressively.

Overall, always try to recommend quality products to your email list. This way, everyone wins: you make money, the seller is happy, and your subscriber is happy with purchasing a quality product.

Be BRAVE! My fellow internet marketers! Do not be afraid of your list and send out those promo emails!

Hack #2: Niche Selection and Promotion

It does not matter what niche you are in, it is always good to have a list of subscribers to promote to. But when picking a new niche for building a brand new email list, you want to pick a niche that has plenty of products that you can use for promoting to your list later on.

For example, in the "weight loss" niche, you can promote things like: yoga, belly fat, dieting, new weight loss system, weight loss gadgets, face fat reduction, cellulite treatments, muscle building, anti-aging creams, pills, and just about any beauty products imaginable.

Okay… but what if you have an email list for a micro niche or just some niche that doesn't seem to have a lot of products for promoting to your list. For example, let's say an email list full of subscribers that are interested in… "learning to play the piano".

You need to get into the mindset of just a regular piano player that is subscribed to your email list. After all, it's a regular person that wants to learn something new and has subscribed to your list to get more information. That willingness to learn is how we can recommend new offers to your subscribers.

Thinking outside the box is the key when sending out promo emails to this piano player list. But first, you'll probably want to promote the obvious offers such as: piano tutorial systems, piano keywords (amazon & ebay), piano sheet musics, piano tuning guides, and anything else piano related.

But eventually, there are just not a lot of offers relating to piano. So you need to expand (think outside the box) and promote general offers or any offers that you may think piano players may be interested in. Or you can promote in a way that can get the subscribers to think that they somehow may actually want this product by relating it to the piano.

For instance, how about promoting a "how to sing product" to your piano player list. In your promo email you can craft your message like this, "So now that you can play the piano, how about taking it to the next level and learn to sing with an amazing pitch like a pro. It's the perfect combination and now you can separate yourself from all of those other… piano players that can't sing while playing the piano."

So you see… the subscribers signed up to your list to learn about playing the piano. But now you can recommend a "how to sing" offer, and suggest to them that it is good to be able to play the piano and sing as well.

You can apply this (outside of the box) method with numerous other offers as well, how about… a yoga product. That's right! You can tie a product like yoga to piano players. I would craft my promo email like this, "Practicing piano all day while sitting in one position can be quite unhealthy, and can produce aches and pain all over your body. Some piano players do just 20 minutes daily of yoga on the side to help stay fit while easing the aches and pain away."

The main idea for HACK #2 is that it doesn't matter what niche list you have, there are always products you can use to promote with to your list. You just need to craft a promo email that can somehow relate a different product to your niche. Believe me, there are a lot of products that can be matched with just about any niche.

Hack #3: Text or HTML Emails?

I read a lot of mixed messages from email marketing gurus on whether to send out straight text emails or HTML emails to your list. But I'll tell you this… it's a modern world now, and probably 99% of your subscribers can view both text and HTML email messages. However, if I can only choose one format over the other, I would definitely choose HTML all the way!

Why use HTML email messages? Look at all of the big companies that send out emails nowadays, they all use flashy HTML emails. Companies like: Clickbank, Amazon, eBay, Groupon, and etc…

Here's a promo email from Amazon to me…. (They send out a LOT of emails to their customers).

There are plenty of other reasons why HTML is better, such as: HTML allows you to add color, change the font, add images & videos, and include hyperlinks (with anchor text) in your email messages.

Seriously, do a split test between straight text and HTML emails, and it may just skyrocket your click-through rates!

Hack #4: Tracking & Split Testing Email Blasts

Every single time I do an email blast, I always turn on 2 features inside of

my GetResponse, the tracking for click-through and the A/B test (split test). If you

are not using these features or if your email marketing service doesn't have these

features, then you are just leaving money on the table!

Tracking for click-through is pretty straightforward. This is where GetResponse tracks the number of clicks your email gets. It is very important to know how many clicks your email blast is getting. Generally, the more clicks you get, the more money you can earn either from generating sales or from selling solo ads (if you're into that kind of thing).

A/B split testing is absolutely critical to every single one of my email blasts. The purpose of split testing is to compare two or more variables and see which one performs the best. For example, I want to compare 5 different subject lines to see which one gets the highest open rate (when a subscriber opens the email). The subject line with the best open rate will then be used and sent out to all of my subscribers.

I'll now show you how to create a GetResponse A/B Split Test. So after you've typed in your subject line and have written your email message in the GetResponse dashboard, you will then be able to choose one of the following split tests: subject lines, from field, email content, or delivery time.

Choose one A/B test type

Subject line | From field | Content | Delivery time
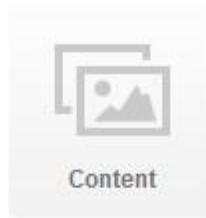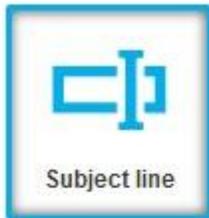
Choose up to 5 subject lines you would like to test:

A: How to A/B Split Test When Sending to Your Email List

VS.

B: Leon's Case Study - How to A/B Split Test When Sending to Your Email List

VS.

C: June 1 - How to A/B Split Test When Sending to Your Email List

VS.

D: Are you Using A/B Split Test For Email Marketing?

VS.

E: Here's how to easily run an A/B split test with GetResponse

It is good to try and use each one of these split test features. But,

GetResponse will allow you to only do one type of split test per email blast.

Here's a brief explanation of each split test types:

- **Subject lines** is where you can split test up to 5 subject lines (I use this most

of the time).

- **From field** is where you can split test the from names and email addresses. You should test this a few times to see how your email list responds. For example, I get a higher email open rate when I use my name as Leon Tran rather than just Leon, or Leon T.

- **Content** is where you can split test up to 5 different email messages. This is an amazing way to see the different email messages and email designs (graphics and layouts) that can generate the highest click-through rates.

- **Delivery Time** allows you to split test up to 5 different times. This is important to see which time of the day your subscribers respond better to.

After selecting the split test (subject lines) and selecting which email lists to send to, I would then be able to make some last A/B split test configuration.

I normally turn on the "send best message automatically", this way I don't have to manually log into GetResponse, view my split test results, and then click the send button.

Choose the best message by, you can either use open rate or click-through rate. I like to use open rate. Which means that the best subject line that most subscribers click to open the email message, will be the winning subject line.

Test analysis duration upon each messages delivery. I normally leave this at 3-8 hours. So this means that after 3 hours, the split test will be completed and the winning subject line will be used to send to the rest of my subscribers. The longer you leave the split test running, the more accurate your stats will be. But I would not recommend anything longer than 24 hours though. Because, most of

the time, I like to blast my email out to all in a 1 day time frame including the split

test.

From the screenshot above, the default configuration shows that each of

the subject line will be sent to 10% of my list. So this means that 50% of my

subscribers will receive the emails with the 5 subject lines. After 3 hours, the

remaining 50% will automatically be sent the email with the winning subject line

(the one with the highest open rate).

After a day or so, the results of the split test will look something like this

below:

As you can see, from the left column (A,B,C,D,E), the winning subject line "C" received 100% more email opens than "E". Therefore, the "C" subject line would automatically be sent to the rest of my list.

From now on, whenever you do an email blast, remember to stop leaving money on the table. Make more money by simply split testing to find the best combination of subject line, from name, content, and delivery time.

It doesn't matter what you split test, just make sure you do it! If you can master all of these split test features, and you know exactly all of the key elements that make your subscribers open and click, you will be very successful in your email marketing! The more you learn and know about your subscribers, the more powerful your email marketing efforts become. Even a small email list of 2000 can outperform a list of 10,000 subscribers!

So at first, I would spend a couple of weeks to split test things like: from names, delivery times, and email content layouts/designs. Once I know exactly the from name, delivery time, and content that my subscribers respond to the best; then I would normally just choose to split test the subject lines during my regular email blasts after that.

Hack #5: Subject Lines That Kills!

Besides using the A/B split test method from Hack #4 to increase the

email open rates, you can also do a few other simple hacks to the subject line to

boost the email open rates.

By simply adding special symbols to the subject line, I've noticed that this

will increase the email open rates as well.
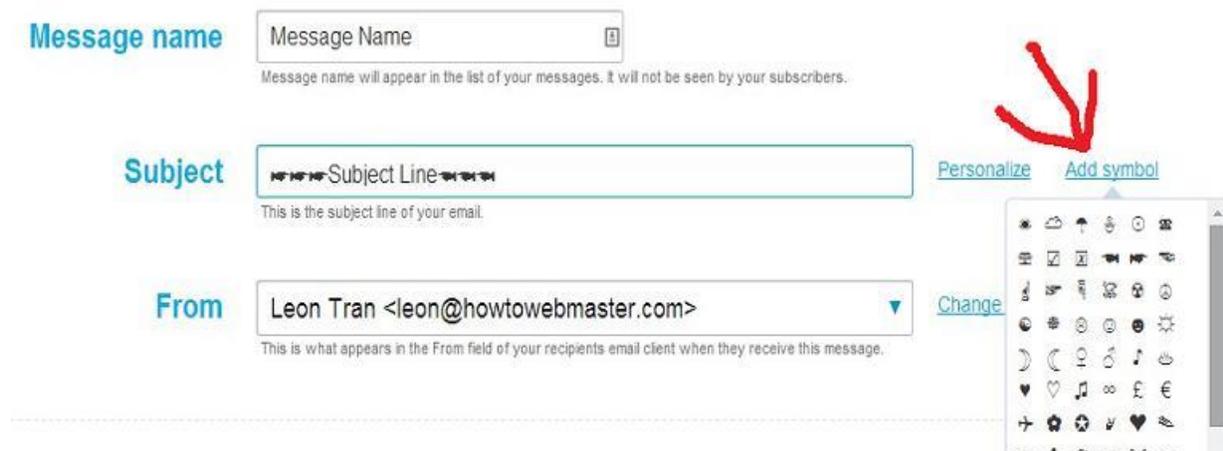
So here are the results for a simple 6 hour split test that I've ran for a free

WSO promo email blast:

When adding some weird symbols to the subject line, it really does increase the open rate. Below are the results after 24 hours with the winning subject line.

Total	Opened	Clicked	Goals	Social
Sent: 1774	299	136	0	0

Summary   Unique

Total sent: 1774

18.30% open rate

8.32% click rate

0 goals

All ☐

☑ ▰▰▰▰ [FREE WSO] $21.730 in 30 Days...
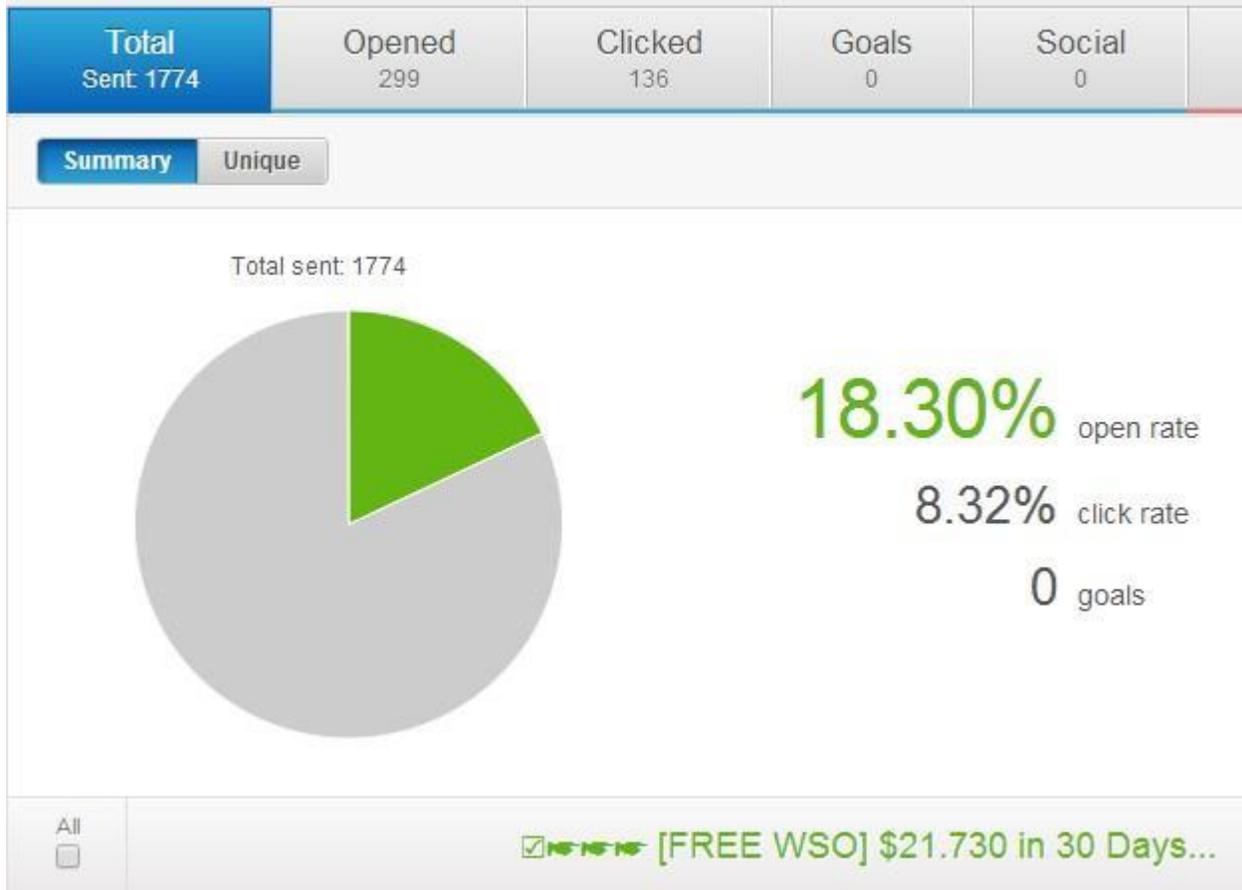
Here are some more quick and easy tips to increase the email open rates

with the subject lines:

Creating urgency: "In 12 hours this will be gone forever…"

The shocking subject line: "95% of marketers are WRONG about THIS!"

Using a lot of punctuation: ">>>Easy List Hacks<<< is LAUNCHED Today…!"

The mysterious subject line: "What 95% of IMers are doing wrong everyday…?"

Have a funny subject line: "An internet marketer and a priest walks into a bar…"

Hack #6: Easy Autoresponder Series For Any Niche

Coming up with quality autoresponder email messages is a very time consuming task. After all, not everyone is a copywriter, how much time and effort do you think it would take to write up months of good autoresponder messages for each one of your email lists? That's a LOT of time!

How about this! What if you can easily write up a new autoresponder email message in less than 5 minutes that will also promote an offer at the same time. On top of that, these email messages will get your subscribers thanking you for sending these to them! The best part is that this works for just about any niche in the market.

Okay, so what are these powerful 5 minute autoresponder email messages? The answer is jokes and motivational email messages.

Why do these work? They work because just about everybody like to laugh and find motivation for success. These email messages are so easy to create and

can be applied to practically any niche. Use these when you just run out of stuff to write about.

For example, for my "how to play piano" email list, here's a sample funny autoresponder email message.

Subject line: A piano player and a monkey walks into a bar…

Body:

Hi,

A couple of jokes you might enjoy today…

Joke 1…

Joke 2…

Today's jokes are sponsored by >>> Relevant Affiliate Offer

Hope you had a good laugh today.

Until next time,

-Leon Tran

 P.S. >>> Relevant Affiliate Offer

Here's another example for a motivational email message.

Subject line: When life gives you lemons…

Body:

Hi,

Everybody could use some motivation once in a while, these two are just for you…

Motivational quote 1…

Motivational quote 2…

Today's motivational messages are sponsored by >>> Relevant Affiliate Offer

Have a GREAT day!

Until next time,

-Leon Tran

 P.S. >>> Relevant Affiliate Offer

By using these types of autoresponder email messages, I've gotten SO

MANY "thank you" from my subscribers all around the world. It truly feels really

good to receive these emails every single time!

You can find all sorts of motivational and joke content by simply searching

on google for your niche + jokes, or niche + motivational quotes.

Hack #7: Reducing Email Marketing Costs

Are you getting charged extra without knowing? First, and foremost, you need to select a quality email marketing service at a good price. There're only two email marketing services that I recommend: [Getresponse](#) or [Aweber](#). I believe the majority of internet marketers use these two. With a list of 2000 subscribers, this will cost around $25/month. I personally use Getresponse, but Aweber is almost exactly the same in terms of prices, services, and features.

With my [Getresponse](#) account, it automatically removes bad emails from my list. Like the ones that bounces, like the fake emails that don't go anywhere. So if your email marketing service does not have this automated feature, these extra fake subscribers or bounced emails are costing you money.

How often should you remove subscribers that never open your emails? It is recommended to do a yearly pruning (removal) of subscribers that never open your emails. But I suggest even once every 6-8 months is okay. What's the point of having zero-responsive subscribers on your list and costing you money when they never read your email?

You need to separate the freebie list and buyer list, otherwise each subscriber may be count as double. For example, you have a freebie list of 1000 subscribers, and 500 bought something and now these subscribers are added to your buyer list. So now you have a freebie list with 1000 subscribers and a buyer list with 500 subscribers, that'll be counted as 1500 subscribers in your account and thus will cost you more money.

So a good thing to do is to use the Getresponse automation feature which automatically removes the subscriber from the freebie list when this subscriber is added to the buyer list. In the end you'll still have 1000 subscribers but they'll be separated into the two lists. The Getresponse automation feature looks like this:

So with the above screenshot, I'm telling GetResponse to remove the subscribers from "freewarriorwso" list, whenever these subscribers get added to my buyer list or whichever list I choose.

By using these list optimization hacks, you will certainly keep your email marketing costs down and your list in tip top shape.

Closing Words

Take action today and start hacking your way to email marketing success by using the tips and tricks from this guide. There's nothing complicated, you got your email list, now let's work on squeezing the most out of your email list, one hack at a time. Be Brave!