

Okay, welcome back to this building tips for affiliate marketers.

And in this video, what we're going to do is discuss your email campaign.

Now, you're obviously going to have people to answer your page.

Once you start getting traffic and you're going to want and write emails that will help you to convert those visitors into Dollars.

Now, the way that you can do that is if you're basically going to make sure that you have three to four content-based lessons just based on your bonus, right? So in this particular case, we're working.

with the Tao of badass.

So we want to have lessons on dating, a really want to have them as closely aligned with the product as we can that you're not always going to be able to have that when you're promoting.

a product even and specifically within the niche that you are where they have sometimes, you'll even need to write them yourself.

Or sometimes you might even have to buy some other content, but this particular case, They've given us in content and we are going to use it as we're going to be one of the tips.

I'm going to suggest to you.

Now, you're going to want to get good article content.

You can get that from you sign articles or some of the other services out there.

But what you're trying to do is to provide the the your subscribers with good information that will again make them want to click the link to the product and buy with your affiliate link and we.

are going to use the affiliate tools.

As I said, I'm going to show you those in a minute, but just so that you'll know you do want to find high-converting products with with affiliate tools.

They tend to do very well and you're not always going to be able to get that with the product you going to do.

You got products again.

Now, we really talking about it in our emails when we going to talk about we're going to talk about what they're wearing and what else they can expect to see and what they're going to have.

to do is they're going to have to fight.

Call your Lincoln or did it get that something else writes, what they like with their learning and they really want to get into it.

Then.

Yeah, the tone of your email is you want to make sure that they know that there's more to come, but they got

it.

They've got to go to the Lincoln.

They've got to go to the to the sales page.

Okay.

Now the general pattern is she can do one lesson everyday and if you have, you know, five or six or so, or you can do one lesson every 3 to 4 days and that that will.

that will you have a few lessons and you don't really have a lot and you don't want to spread it out too much overtime.

If you only have a few, you can use them kind of every other day or every other two days.

And in general, you want to focus on one product at a time.

So it in this case, you going to be acting people in to the Tao of a badass at a product.

Now, if a, if we don't have a buyer, right? If there is a buyer doesn't buy, then we want to be able to continue to Market to them.

Right? We want them to to continue to receive dating offers until they find the right one.

So we're going to assume that not everybody is going to buy.

So, so we're going to focus on on one product at a time and our series of emails.

When that series of emails is completed, then we can go back to providing information and then we can go to We can dance start to, to focus on another product if we want.

So let's take a look at doing a few emails here.

Okay.

Now we're at the talent of badass.

And as I said, you're if you're using this product, your kind of your fortunate because it done a lot of the copy for you now, did doesn't necessarily mean that the copies going to convert for.

you.

You'll have to test that out.

But you do have email copy to start with and you can use this copy as part of your emails and call this their opt-in swipe.

And it's going to be called something different in any product that actually has these tool.

The first thing that you want to do a course, is you want to do a? Thank you email and you want to thank the thank them and then deliver what you said, you're going to deliver.

way to get happen to get that in mediatly.

And then what you can do is you can start with these emails that have been put together by the product creator with your, you know, what you are domain name there.

Or no with your eye with your feeling like, right.

And so what you're going to do is you're going to set these up inside of your autoresponder.

I'm going to say once every other week every other day or where once every day and then as they start to get these emails.

Hopefully they will start clicking the link to check out the actual product.

So I'm going to go through the process of just putting one of these swipe emails into our autoresponder so that you'll know what that looks like.

So I'm going to copy this entire first, swipe here.

I'm going to copy it.

And then I'm going to go take to my autoresponder series.

Okay, so now I'm back inside to get response to go to the message section, and then I'm going to go to create autoresponders.

Okay, we are now inside of the autoresponder.

And what we're going to do here is we are going to just click.

Create a new email.

And we're going to put our swipe right on the, the initial, swipe into the air copy box here.

But we're going to first need to do is we're going to just title this.

Dating produce.

This is not.

Customers not going to see this.

Now, the subject line.

We do want to make sure that we know we have a subject line that our our our our list is going to want to see and then click on.

So let's check out the subject line that they had in the Tao of badass and it's how to respond to buy me a drink.

K curious.

You should be.

We can just take that as it is.

Okay, so we got our eye, we got our subject in there.

We're going to go ahead and go to the next step.

And what I'm going to suggest that you do is going to suggest that you just use a template that is playing.

So we're going to use these start from scratch template here.

Just click that link.

okay, then we're just going to use a plane template then, click use template here, the blank when they're
That's going to bring us to this page inside of get response.

And what we're going to do is we're going to slide the text box over.

So that we can put our texts in there.

And then we're going to cut and paste our email copy into the box.

Okay.

So now we got our information in there.

We're going to clean up all the things that don't need to be there.

Okay.

Now I can't remember.

Now.

This is our order link and that order link is probably a little ugly and you're not necessarily going to want to use that.

So what we're going to do is I'm going to show you in a separate video, how to make a better-looking link there.

And you can do that very easily with a couple of Link cloakers or you can also use a link shortener.

Now, I'm going to suggest that you don't use a link shortener because sometimes spam filters, they will read all of the link shortener zaz spam and then they will not deliver your email.

So there is another way to do it.

Using some link cloaking techniques, which we will show you in another video.

That's probably beyond the scope of this one is one is getting analog.

So the only other thing that I think we need to do is I need to show you how to personalize the email.

So to do that inside to get response, we're going to push this button down here in our editing field.

That's going to give us a list of things that we can do.

I'm going to scroll through these things.

You got to see it's going to appear up here.

And what we want is the first name? And that should now be in our email.

So, it's going to say, hey first name? Okay, which will be their first name will behave John or whatever.

They put into the email box.

And then that'll be the first email that they received.

And so what you're also going to want to do is want to do that is you're going to want to write, then your name here.

And as I said, we're going to make a prettier link than this.

But we're going to copy all this.

Now.

And we're going to put all of that into the same.

But also put this into the plain text format.

I'm going to copy this.

Going to go to plain text.

I'm going to put the same information in there.

I sometimes, I'll quick wrap long lines, but that's not necessary inside to get respond to, to already responsive to mobile devices, but a quick close.

Okay, so let me know what we've done that is now we have already set up.

Our first email going to repeat the process for each email.

Now.

When do we want to have this email sent while we want to have it, probably sent.

The one and probably have it since we're going to say I'm going to say one and have it sent immediately.

But what we're going to do is if you recall, we still have not delivered, our bribe to the individual.

So we're going to do is probably going to make this the, the actual email that we're sending on day one.

And then we're going to, we're going to actually do another email for Day Zero.

Right.

So now in the next, the next video we're going to do is going to go ahead and set up our first day email so that they will get what we promised them.

A we're going to go ahead and upload that document to the to our our server.

Okay.

So what that thanks, and I will see you in the next video.