5 EMAIL PROFIT TRIGGERS

Proven Email Marketing Secrets To Creating Cash On Demand
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About Tim Erway

The guy behind some of the biggest online success stories… Over the last decade, Tim Erway has coached and empowered dozens of 6-, 7-, and 8-figure entrepreneurs.

But success didn’t come easily for Tim. After 2-years of "working the plan," Tim found himself eye-deep in debt and close to being homeless when he was evicted from his 1-bedroom apartment. On a loan and a prayer, Tim dedicated himself to becoming a student of Internet marketing, and just 6 months later he bounced back making his first 6-figures in affiliate and network marketing.

In 2003, he launched his first 7-figure online education company dedicated to providing debt-laden consumers with the tools and information needed to eliminate debt from their lives. By 2004, Tim’s company helped thousands of people avoid bankruptcy, regain control of their finances and get a fresh start. All the while, he was earning a healthy 6-figure income selling his own products, affiliate products and with network marketing.

Today Tim is CEO of Elite Marketing Pro. He also owns a successful real estate investment company that he launched using “attraction marketing” methods – proving yet again that the universal principles of attraction marketing work across multiple industries, both online and offline.
If You’re *Not* Using Email in Your Business... You Are Leaving GOBS of Cash on the Table!

In this day and age of exploding numbers of Facebook posts, tweets, and Google+ shares... EMAIL is still the *undisputed* king of online communication.

- 247 billion emails are sent every day.
- 91% of consumers check their emails at least once daily.
- Average ROI for every $1 spent on email marketing is $44.25.
- When asked which medium consumers would like to receive updates from, 90% preferred an email newsletter, while only 10% chose Facebook.
- In 2013, 66% of us online consumers ages 15 & up made an online purchase as a result of email marketing messages.
- A recent study concluded that email is almost 40 times better at acquiring new customers than Facebook and Twitter.
Email conversion rates are three times higher than social media, with a 17% higher value in the conversion.

**Email marketing is NOT dead.**

And it continues to be the holy grail of massive profits. And it’s as close to push-button, print money on demand as you can possibly get.

You’ve probably heard the famous saying… *“The money is in the list.”* And although it’s true, there’s a little caveat. Just having a list won’t do you any good unless you have a very specific email strategy to *create rapport, build trust, and develop customers* all at the same time.

In this short report you’ll discover 5 Email Profit Triggers that will help you accomplish these 3 crucial objectives.
Email Profit Trigger #1: Create Rapport and Develop Unshakable Trust

Ok, so the money is really NOT in the list. But in the relationship you build with your list.

Let’s revisit “sales 101.” No one will buy anything from anyone they don’t like or trust.

This is your number one goal, from the moment they opt-in to your list.

Create Rapport... Build Trust.

One of the best ways to do it, is to be REAL. To show your prospect that they are in fact dealing with a real human being who genuinely wants to help them solve their problems. After all, isn’t that why they got on your list in the first place?

To find out something that’s going to solve one or more of the problems?

So starting with your very first email, you want to show your readers why they should listen to you, read your emails, and take action on your recommendations.

And until you can accomplish this, there’s no “magic” subject line formula or copywriting “trick” that will get them to do it.

Action Step

Put yourself in your prospect’s shoes, look at the emails you’ve sent out, and ask yourself?
• Do they help me create rapport and build trust with my audience?

• Would I want to continue reading them if I was on the receiving end?

• Can I trust this person enough to act on their recommendations and buy what they’re promoting?

If the answers are no, then you need to go back to the drawing board and rethink your strategy for creating rapport and building trust.

Because the reality is…

No one cares how much you know… until they know how much you care.

Until you win them over, nothing else in your email marketing matters.
Email Profit Trigger #2: Know Thy Market

Before you actually begin writing emails, you absolutely have to know your market.

You have to know what motivates them, as well as what scares them.

The only way you can relate to people (and remember people won’t do business with anyone they don’t like), is to understand the conversation they have going on in their head. And be able to enter it.

You have to know what their goals, desires and dreams are. And what their fears, pains and frustrations are too.

When you know these things about your market, is when you can relate to them.

They’ll stop seeing you as a sales person trying to sell them something, and start looking at you as a trusted advisor.
Email Profit Trigger #3: Create Attention-Grabbing Subject Lines

Without a killer subject line that jumps out of your prospect’s inbox, grabs their attention, and pull them in to read your email… it doesn’t matter what you do or what you sell. Because they are NOT buying.

In fact they won’t even see it.

**Your subject is the headline for your email.** This is your only shot at stealing their attention.

Think for a moment how you check your own Inbox. Or a Facebook Newsfeed. Or news headlines. You’re scanning for something that grabs your attention.

*Right?*

And you ultimately end up reading or watching that which appeals to your interest.
This is how you need to think about your subject line. Make it attention grabbing by appealing to their interests.

Which is why knowing your market’s core interests, desires as well fears and frustrations is crucial.

Take a look at this list of some of our best subject lines to see what I mean.

- *Do you ever feel WEIRD about this?*
- *Weird things I do in the morning…*
- *Cops threw this family into the street…*
- *45 minute phone call that changed my life… FOREVER!*
- *My grandma’s mad as hell…*
- *Eggs and salmon all over my garage…*
- *Why most people NEVER hit their goals…*
- *Are you suffering from this as well?*
- *How I smuggled liquor across the border…*
- *Get THIS wrong, and you have NO business…*
- *Quick story about 2 guys, water, and money…*
- *Would you pay $12.13 for this?*
- *This is where ALL the profits are hidden…*
• Wolf in sheep’s clothing...
• Enter and DOMINATE any niche...
• 16 yr old geek turns $250 into $125 THOUSAND (true story)...
• Influence with a side of french fries...
• Me? Scared? HECK NO...
• 89 year-old SECRET to cheap Facebook leads...
• 20 year old in a bikini and high heels...
• My wife will be pissed if she reads this...
• Never use this word in a headline...
• Cheat and grow rich...
• Why I’m writing a NASTY email today...
• Facebook halts all PPC ads...
• Internet Marketing with Mr. Miyagi...
• The day I went to see a dead guy...
• FBI, murder, and sleazy marketers...
• [case study] $77.41 into $2,341 in 5 days...
• From 2 leads per day to $30K a month...
• *Computers and greasy hamburgers...*

Did any of these made you think – “I have to read this?”

This is the reaction you want from you prospects. Notice how every single one of these provokes curiosity. Which is the one thing you want your subject lines to do.

You can talk about benefits, and hint there’s a story in your email, but the ones that will get opened, are those who push your prospect’s curiosity button to a point where it makes your emails IMPOSSIBLE to ignore.
Email Profit Trigger #4: Create Compelling Body Copy

You’ve got their attention. Now what?

Unless you can keep it, they are out of there. Which is why you need to write a compelling opening that makes them WANT to dig further into your email.

Here are some rules of thumb when it comes to writing riveting email copy.

1. **Make it easy to read.** Don’t use complicated words and phrases. You’re not writing to impress your English teacher. Write in a conversational tone, like you would write a letter to a friend.

2. **Make it fun and interesting.** You’re not going to bore your prospects into reading your email.

3. **Tell stories.** Stories ignite the imagination. Strategic use of metaphors and analogies can help you almost effortlessly sell your product or service.

4. **Make it valuable.** If all you do is pitch your product or affiliate promos in your emails, you’re going to start losing readership FAST. So make sure you provide valuable insights in your emails. It can be tips, strategies and even teaching stories.

5. **Get personal.** The more personal you get in your emails, the better rapport and the more trust you will build with your readers. Nobody likes doing business with a corporation. People like to deal with other people.
6. **Avoid using SPAM triggering words.**

Such as:

- Free
- Credit
- Financial
- Weight Loss
- Sex
- Prescription
- Money
- Income
- Mortgage
- Medicine
- MLM or Multi Level Marketing
- Insurance
- Loan
- Cash

These are just a few and you definitely want to avoid them or get creative with spelling them if you need to. Freee… Monee… Finan.cial… etc...

7. **Finally…SELL!** Yes, it’s ok to sell in your emails, in fact you SHOULD be selling if you want to make any money. However without the above mentioned points, you cannot effectively do it.
Email Profit Trigger #5: Have a Strong Call to Action

Every good sales person knows that you have to tell your prospects exactly what you want them to do.

Email is no different.

If you want people to buy, tell them. If you want them to watch a video or read a blog post, tell them.

You can use *Click Here to watch this video.* Or *Read all about it right here.*

However, what you don’t want to do is use the same words in every single email. So get a little creative with your Call to Action.

For example you could say – *Hurry on over to this page to get the scoop.*

Or *Your video is waiting right here.*

Another strategy is to only have the Call to Action in your PS. People often scroll to the bottom of the email, skipping the whole thing just to see what the bottom line is.

You can use that to your advantage by having a PS with a quick recap of the email and a link to get more information.
Would You Like To Discover How To Apply These 5 Profit Triggers With A Simple System To Write Riveting And Money Making Emails?

In this step-by-step blueprint you’ll discover…

- The BEST WAY to kick-off your email that’ll immediately suck your prospects in and virtually GUARANTEE they’ll continue reading it. **This 2-step formula works every single time**… EVEN IF your prospect knows exactly what you’re doing.

- 15 sure-fire strategies for your emails and subject lines GUARANTEED to get the wheels turning… you’ll NEVER experience writer’s block when it comes to emails ever again.

- 5 proven subject line formulas you can use in ANY market that will instantly STEAL your prospect’s attention and compel them to read your email.

- A quick and easy way to electrify your emails, and all your sales copy, for **MAXIMUM IMPACT**… and **BIGGER PROFITS**. This will literally take you minutes to do, but will add immense selling power to your message.

And that’s just the tip of the iceberg…

Click Here to get all the details about The Ultimate Email Profit Machine!