



NICHEOLOGY

FIND YOUR NICHE. BUILD YOUR LIST.
LAUNCH YOUR PRODUCT.



PROFIT ACADEMY

Email marketing



Unleashing the Power of the Inbox



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Email Marketing

- The Foundational 4
- Creating the Right Autoresponder Sequence
- How often Should You Mail?
- Connecting with Your Audience
- How to Leverage a Content Series
- How to Leverage a Selling Series
- 5 Ways to Lower Unsubscribes
- The #1 Factor In Getting Your Emails Opened
- The Truth About Open Rates
- Maximum Profit from Your Mailings





Email Marketing

Why Email?

**Less Distraction
More Attention**



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Email Marketing

The Foundational 4

Capture

- Squeeze
- Facebook
- Twitter
- Sidebar
- Pop-Up



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Email Marketing

The Foundational 4

Connect

- Story
- Similar place
- Striving
- Solution
- Support



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Email Marketing

The Foundational 4

Content

- Character
- Controversy
- Concrete
- Comments
- Contests
- Comedy



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Email Marketing

The Foundational 4

Cash

- Connected
- Appeal
- Solves
- Hurt



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Email Marketing

The Sequence

- Your Story
- What's coming
- Series
- Cliffhanger
- Soft Sell
- Cliffhanger
- Launch
- Series





Email Marketing

How Often?

- Personal
- Need
- Speed
- Interest
- Feedback
- Serious





Email Marketing

Leverage Your Content Series

- Pre plan questions
- Comments on Comments
- Add Comments to Series
- Gift at the End



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Email Marketing

Leverage Your Selling Series

- Pre plan offers
- Feature 2-3 times
- Naturally within story
- Summary with recommendations



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Email Marketing

Lower Your Unsubscribes

- Be interesting
- Custom Unsub Page
- Unadvertised Surprises
- Series
- Interact



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Email Marketing

#1 Factor in Getting Opens

**YOUR
SUBJECT
LINE**



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Email Marketing

The Truth About Open Rates

- They are not accurate
- Plain Text Doesn't Count
- Open Doesn't Equal Read
- Click Rates Count





Email Marketing

Maximizing Profits

- Segment Your Lists
- Highly Targeted Offers
- Pre-Sell
- Promote What YOU Would Buy
- Don't Get Offended



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Email
marketing



Unleashing the Power of the Inbox

Email Marketing

Maximizing Profits

DIY!

Marketing Success

- + 3 Hour Workshop
- + Step By Step LIVE
- + You Get the Replay
- + Live Q&A

Paul Evans & Carrie Wilkerson



Hour 1 Hour 2 Hour 3



Easy Set Up



Simple Sequence



Sweet Tweaks

PLUS....

Paul's Favorite Theme
(\$79 but included!)



All Plugins Included



(conveniently zipped)

Cool Opt-In Buttons

[Get Instant Access](#) [Download Now](#)

(+ 8 More Designs)



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