

Date: May 11, 2007

Ten Tactics For Making Your List More Responsive To Your Offers - Part 1 of 2

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. This is part one in a two-part series that will feature ten tips that will help make your list more responsive to your offers.

If you have your own opt-in list (or plan to build one soon), then you had better save this issue (and part two as well), because this is going to make a difference in your business. Have you noticed that email response rates are at an all time low? This is because of several factors, including:

- 1) Increasingly annoying spam filters that filter out good email too, even if it's double opt-in.
- 2) Subscribers using a "garbage email address" to get past everyone's name squeeze pages, or to download free reports right away (they don't want to continually receive newsletters, though).
- 3) People are getting numbed out by the barrage of similar promotions. Everyone's got something to sell, but very few people are delivering real, valuable content these days.

The bottom line is this... something has to be done, or you response rates are going to continue to plummet. The good news is that there ARE secrets for keeping our lists hyper-responsive, and that's what these two issues are all about.

We've got lots to cover in these next two issues, so let's jump right in.

Tactic #1 - Create And Use 'Greed Bonuses'

Let's say you're promoting someone's product as an affiliate, and they don't have any kind of deadline or scarcity tactic in place. You can add your own scarcity by creating some kind of bonus product that only your readers will get when they buy through your link.

What kind of things can you make?

- A quick start guide showing the reader the fastest way to reap the benefits promised in the product.
- A video that demonstrates advanced techniques that the product developer didn't have time to put into their course.
- A PDF report that contains examples or tools that will help the reader get more out of the product they're buying.

Just use your imagination. When you have a greed bonus, you're able to add some legitimate scarcity to an affiliate promotion, because you're the one who decides how long the bonus will be available.

I've done things like:

- Given away the master resale rights to one of my products just for buying someone else's product through my promotion.
- Created instructional videos on how to get more value out of the product they're buying. They can't get these premium videos from anyone else but me.

- Given people special joint venture consideration for investing in a high end product that I recommend (such as a thousand dollar home study course).

When you use a greed bonus, your response rates are almost guaranteed to go up. Give it a try today. :)

Tactic #2 - Create Premium Quality Content

At first glance, this sounds obvious... but is it? Are you sending out short, downloadable PDF newsletters instead of 400 word articles? I'm not suggesting that you do this all the time, but once a month (or every two months) you should send out something that good enough to charge for. But don't charge for it.

A good example of this is my Internet Marketing Success Newsletter (the one you're reading right now). I could easily charge 9.95 a month for subscription to this service, because the content actually helps the reader make changes to their business that will increase their income.

If you're not a writer, then have a ghostwriter interview you and put the content into written form. You don't have to be a talented writer to have some killer written materials, but the knowledge SHOULD be yours.

Afterall, if you're not a real expert at something, then what value are you contributing to your niche? People open, read, and respond to your emails based on whether or not they perceive your email as being valuable to them. If you want a responsive list, think about how you can add more value to their lives first.

Tactic #3 - Create A Writing Style That Is Interesting And Fun

The days of "information scarcity" are over. People can learn about almost any subject for free on the Internet. Sure, you've got a few nuggets of marketing wisdom, but so do 859 other up and coming marketers.

In order to stand out, you should adopt a style of writing that's both fun and interesting, while still being educational. I'm constantly making fun of myself (and sometimes other people) in my newsletters.

People want to be entertained while they're learning. That's why gurus like Tony Robbins are so successful. Have you ever been to one of his seminars? It's like going to a rock concert!

If you don't know how to make your writing fun and interesting, then write like you normally do, and hire a good editor. Is it worth it? Well, the real question is... do you want your emails to actually be read? You can't have a high response rate if nobody is interested in what you have to say.

Tactic #4 - Give Unbiased Views & Opinions

Mike Filsaime's the 'Death Of Internet Marketing' report told it like it is. The mutual back scratching that goes on in this community is un-friggin-believable. If you're going to be respected as a reliable source of wisdom in your niche, then you need to be willing to tell the truth about the products you promote.

I like to examine a product before promoting it. If it's lacking something that's important to me, I'll make sure I mention that in my review. That DOESN'T mean that I make my whole review about one negative thing. That would be stupid, and I wouldn't make any sales. But it IS important to at least mention something you wish were better, because people would otherwise not lend much credibility to your review if it was 100% positive.

I did this recently when I reviewed someone's video product. The content was excellent, but audio quality was just awful. In my opinion, if you're making more than a couple hundred dollars a month with your business, then you have no business using cheap audio equipment.

People want to pay for quality, especially when they're buying products that cost \$97 and over.

3

4

Head over to InternetAudioGuy.com, and check out his bronze package. It's WELL worth the investment, and I use it to make all my audio recordings now.

Don't be afraid to mention one or two negative points about the product you're promoting as an affiliate. Obviously you want to highlight the positive, but also be sure to tell it like it is. And if your gut tells you not to promote something, then don't do it. All you've got in this community is your relationship, and it's a hell of a lot easier to ruin it than it is to build it in the first place.

At first, you might not want to throw in a negative point or two, but the truth is... people want to know this information, and they will search it out. If you want your readers to respond powerfully to your emails, you have got to be objective, and look out for the best interest of the people who trust you. You'll be rewarded by higher response rates when you do.

Tactic #5 - Have Your Finger On The Pulse Of Your Market

Your readers don't have time to keep abreast of all the new product launches in your market, but you do. It's up to you to inform your readers about the newest offerings in your niche. If you don't, someone else is going to, and they will be the ones who get the commissions, not you.

Here are some ways that I use to stay current. They're super easy, and only take a few minutes a day:

- Check the Clickbank Marketplace on a weekly basis to hunt for new products.
- Do searches for the major keywords in your niche, and see if there are any new people with Adwords ads.
- Hire a virtual assistant to subscribe to all the major email lists, and review their emails. Have him or her notify you of any new product announcements.

Staying on top of your market is not difficult. It just takes a little bit of effort, but the rewards are well worth it. If you want to be known as a "the person to come to" in your niche, then you've got to put in the work to stay on top.

Despite my success, I'm still at my computer for most of the day. I'm usually either working on a new product launch, a new affiliate promotion, tweaking my Adwords ads, writing newsletters, working on a new product, or doing more market research.

A successful marketer's work is never done, but the results are well worth it. When I email my readers, they listen. After all, you're reading this newsletter, aren't you? In order to build a highly responsive list, you need to stay on top.

In Conclusion

Who knew there were so many ways to make your list more responsive? It's absolutely critical that you learn how to do this now, because your market is going to continue to grow larger, and it's important to position yourself as the person who's got the inside scoop. That way, your emails actually get read instead of just delivered.

We've still got 5 more response improving tactics to cover, so stay tuned for part two of this newsletter.

Good luck building your business, and as always... if you know anyone who you think would benefit from this premium newsletter, please pass it along to them, but then also ask them to sign up for a free subscription themselves. They can do that here:

<http://www.MichaelRasmussen.com>

Your friend,

Michael Rasmussen

Subscribe To My FREE Newsletter

For your **FREE Internet Marketing Success Tips** with Michael Rasmussen, please visit www.MichaelRasmussen.com.

Do you like this newsletter? Let us know by sending an email to: newsletter@michaelrasmussen.com