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How To Increase Your Profits By 236% In 25% Of The Time...

...It's All In The Message

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Welcome and thank you for taking the time to download and read this report.

Most ebusiness owners all make the same big mistake and don't even notice it! We launch a email campaign, fulfilled with great expectations, but the return is dismal. So maybe it was a bad day, and we send it out again, with the same results, and we continue on this track for a few weeks and finally give up because it is a bad product, has to be, otherwise it would be selling right?

This is where we go dead wrong. It's not a bad product, it's a bad email or ad.

Many products and programs we promote comes with a sales page, emails and ad's that we just copy and paste into or own mails, expecting others to open those mails, read them, be enthralled and go directly to the selling page and buy our product.

If it really worked this way we would all be very rich by now, but the reality is that most of these emails that we send simply end up in the trash without even a second glance.

In this report I am going to explain to you step by step what to do to get your mail opened and read before it goes anywhere else.

THE HEADLINE

The headline is your ticket to a “**open or trash this mail**”. I cannot overemphasize this point. A dull headline will not make the cut!

So how do you go about creating a headline that will make people open and read your mail?

Step 1:

Open your junk mail folder and take a good look at the email messages you have received. Now have a even closer look and see which ones have you opened?

Here is a list of some headlines of mails I have received:

- **Here is Some Important Information For You to Keep!!!!!!!!!!!!!!!!!!!!!!!!!!!!**

This goes to the trash, I have no idea what is so important.

- **Could you tell me more about your offer?**

Unless I made an offer somewhere or know of some offer this is going to the trash.

- **Karl, place your free ad on our site**

This grabs my attention, it contains my name, and we all like our names, so with a quick scan through the mail it will stand out. We all want to place free ad's, free advertising is good. This mail I will open simply because they are offering me something at no charge. Whether this be true or not when I get to the site does not matter, the main aim was to get the mail opened and read.

- **admin: Serious Advertising Offer**

So what is so serious about it. To the trash.

- **MLM-U-TURN Day 6 - A GAME CALLED GO FISH**

I had no idea what this was about, to the trash.

- **Karl, A new master rights product!**

Again, the email used my name which means I will see it before all the other mails. In a few short words the author told me all I need to know. If you are a Internet marketer this will be of interest to you, it was for me, and this mail was opened and read.
- **Karl, Some training videos & an announcement**

Although the mail heading drew me because of my name, the rest was pretty dull. What are “some training videos”?

Why should I be interested in this? If it had said something like 5 New Marketing Videos, or “Latest Web Page Content Training Videos” I probably would have had a look.
- **43 Questions people ask me about Google**

If you have the answer to this, people will open your mail.
- **Email 297 Million Daily. Resale Rights. Instant Cash.**

There were 5 emails with this same heading in my inbox on the same page, not unique, straight to the trash.
- **Karl, here's an Ebook sales tip for you**

Again, some information that I might be able to use, it was opened and I learned something new.
- **Get more sales from your advertising**

How? No real statistics, does not compel. However it was unique.

What I am trying to tell you through this process is that you should always try to make your headline unique.

If you got the your email details from a product you are marketing on a web page supplied by them, rather take some time and read through the sales page.

Use this information to construct your own heading, and yours will stand out from the other mails in the inbox. (We do an example a little later) You can still use some of the information in the preformatted email but remember a lot of other marketers will use it as is.

Tell the reader all that he needs to know and qualify him before he opens the mail. Example: “**Karl, A new master rights product!**” this heading immediately qualifies the reader, anybody not interested in Internet marketing would not be interested at all, but the Internet marketers like you and me are always on the lookout for new and exciting products.

As a reader it also tells me exactly what the mail is about, therefore this heading works. There is no use in having millions of your mail messages opened by a uninterested audience.

In many instances you are not able to put the receiver's name in the heading, but when you can, do it.

Why did I ask you to read your junk email headings?

You are your own experiment, those that you opened means that there is a willing audience like minded to you that will open a mail with the similar heading. All you need to do now is copy and paste the heading and add your own unique style for your product.

Karl, A new master rights product!

Let's take this heading and create our own heading for a software product we have resell rights to:

Master Resell Rights Software! Just Released!

Obtain Your Master Resell Rights Now For This Exclusive New Software

It's Out! Increase Your Sales Now With This Revolutionary New Software

New Software with Master Resell Rights Will Blow you Away

These are just examples of headings you can create, there are many variations. The idea is take something that works, and better it. Create a few different headings and test the returns to see which one works best for you.

The bottom line is get your heading right and you are more than halfway there.

STEP 2

THE CONTENT

Do not see your email as a sales letter. The only job it has is to take the reader to your site or where it is you want him to go ie. subscription, joining your newsletter etc.

I have found with experience that the short email works much better and gets better results than the long version. But follow your own mind and see which works best for you.

Your email should be concise and to the point. Explain in short what you want to say and if the reader wants to know more, he clicks on your link and that is where you sell to him.

Now remember, this does not mean your content must be dull and uninteresting, not at all.

You just got the reader to open your mail and with the same passion of your heading you must now keep him reading your offer... if you don't he will be gone.

STRUCTURE

Your email should have a beginning or opening, middle and end, just as you would tell a story or joke.

OPENING

Your opening should not be longer than 2 to 3 sentences. In this section you must aim to get the reader to read on. The opening sentence must be strong and then, depending on what you are offering, pose a question or make a statement in the next sentence that will make the reader want to know more. This question, you are only going to answer in the last sentence before the call to action.

MIDDLE

This section should be 2 to 3 paragraphs long with 2 to 3 sentences in each paragraph. Here you briefly explain your product.

Remember people make most decisions based on emotion, so in the explanation tell the reader what the benefits will be, keep the features to just one paragraph.

State the most important benefit first and if you can qualify this benefit with the second paragraph.

In the last paragraph you can either state another benefit or a feature that will stand out.

END

The ending should be no longer than 2 to 3 sentences.

This is where you give the answer to the question you posed in the first paragraph, **and a call to action**. Remember you have to ask the reader to do something, you have held his attention through the mail and now you want him to click on the link.

EXAMPLE:

Lets do a example email for Adsplit

(You can open this [website](#) here)

You will easily find a lot of information and ideas by reading your product sales page. You do not need to think up all the details, all you need to do is find the right pieces and reword them.

HEADING:

Your Own FREE Viral Marketing Website, Join 100's Now!

In the heading I have told the reader in short what this is all about, and I have placed a call to action.

I have told him that he can get a free viral marketing website, if he is a Internet marketer chances are that he will be interested, therefore I have also qualified my reader. "Join 100's Now" means simply there are a lot of people that have already joined up, and if he joins now he will also be able to get a good chunk of the traffic.

OPENING

I just couldn't believe that it really happened. A 236% increase in real quality visitors to my site with only 15 minutes work!

A good opening statement makes the reader want to know what had happened. The second sentence states a substantial increase in visitors. In the readers mind that now poses the question, "How can I also get this traffic?".

MIDDLE

Within 15 minutes you can Receive Tons of Real, Unique Visitors To Your Website Or Affiliate Link For Absolutely FREE!

On sign up you will immediately receive your very own free web page with built in FFA link page and Free Link Submitter. It is your own, easy to use, powerful traffic generating money making machine, using the our unique viral marketing concept, quickly generating **thousands of real visits to your website or affiliate link, not just "ad views"!**

You will get results everyday to your website and especially your bank account!

All of this information I found on the adsplit sales page, all I did was to look for the right benefits and features, copy and paste them over, and just rewrote the pieces with my own style. You will easily be able to do this.

END

Can you imagine your sales increase by 236% in just a few days. Increased traffic means increased sales! So join now and make sure you get the traffic you deserve.

Link to site

Regards

Your Name

Here I answer the statement I made in paragraph 1, how to increase your visitors or sales by 236%. Then there is the call to action "Join Now". I also substantiate this with the increase in just a few days, so the sooner he joins the sooner the traffic will start coming in.

During the email message I did not try to sell him the entire idea, all I needed was for him to click on the link and the sales page will do the rest. All his questions and options will be explained to him there, and that is where the sale will take place.

SOME MORE IDEAS

- One email is not enough, research has shown that it takes up to 9 mails before a customer decides to buy, don't feel bad, just keep on mailing. And keep in mind that if they have not purchased by email number 3027, chances are good that they will not buy.
- Make 9 different emails to promote your product, test each one and look at the returns. Then use the one that works best or combine the best 2. I know it takes time to create all the mails, but remember what you put in is what you will get out, the more mails opened the more sales.
- Keep your links short in an email message, long links and affiliate links easily break in the mail message, I use [Linkbrander](#) for all my links. It is free and you get stats on how many times the link was clicked. An easy way to find out which heading and mail is working best.

- Format your message and check that does not end up in the spam box. I use [Ezine](#) Filter and Format and found it to be the best of 5 that I tested.

And there you have it, a easy and consice way to make your emails work for you. So are you just going to sit there, copy and paste preformatted emails and wait forever for something to happen or are you going to make things happen?

Kind Regards

Karl Stadler

karl@yourenterprize.com

Wishing you all the best with your marketing business.



PS: Here is a package that I selectively put together if you need more information or to better your writing skills. I have used all these products myself and highly recommend them.

Go to the [Exclusive](#) offer

RECOMMENDED AFFILIATES

[Webhosting](#)

[Internet Marketing](#)

[Advertising](#)

PAID RESOURCES

I have found these the best traffic generating programs, and believe me, I have tested a lot.

[AdBlaster](#)

[IpostAd](#)

[Instant Booster](#)

[BizXchange](#)

FREE MAILING AND AD RESOURCES

[InstantBuzz](#)

[Adsplit](#)

[EzineFire.com](#)