

Spell Out the Benefits Not the Features.

Let the reader know what's in it for him before he even opens the email. State a clear benefit; let the recipient know how your offer or content will save him money, time, or otherwise improve his life.

According to the DoubleClick Study: Of

all types of subject lines, 59.5% of all respondents say discount offers are the primary motivational factor for opening emails, while 48.6% say they are motivated by compelling news and information.

Never Mislead.

According to the DoubleClick Study: When asked how they define spam, 95.5% of respondents said, "emails intended to trick me into opening them." The use of misleading Subject lines is also punishable by law in some states. So, be honest and straightforward in your Subject line.

Overstating your offer or benefit is also a bad idea. Spam-wary people are sensitive to inflated claims and the possibility of scams. If your Subject line sounds too good to be true, recipients won't give a second thought to hitting the 'delete' button.

Make it Urgent.

If appropriate, give the recipient a reason to open the email right away, such as a limited time offer.

Don't Be on a First-Name Basis. At least not in the Subject line. This

is primarily because Subject line personalization is a tactic that spammers have adopted, but secondarily because it is a waste of valuable real estate. Better to personalize the body of the email and leave the all-important Subject line to carefully chosen words that will compel the recipient to open your message.

It was a "real" refrigerator; the kind you never know you want, until your looking at it and hearing all about its many features. The salesman went on about his model for some time, making it very clear to me why this model was the best; and why it was worth the big number on the price tag.

But, by the end of the salesman's lengthy speech, I was sold. I couldn't help myself. I knew too much. I had to have it. I would never be satisfied with a lesser refrigerator. Those other models would be an insult to all those foods I needed to keep cold. Okay, so I was struggling to justify my extravagant purchase. And believe me, I had to justify it even more when I got home and told my wife how much I had spent. That's the last time she will send me on a buying errand.

However, I was glad my wife sent me, instead of having her go by herself. What I learned that day helped to learn an important lesson about what it takes to sell an expensive item.

The salesman didn't need to say much to pitch the inexpensive refrigerators, because the price did the selling. But when you are selling an expensive item, you have to work for the sale. You have to provide all the details, explain how the product or service will benefit your prospective customer, use enthusiastic language to get the customer excited, etc.

An expensive price tag is sometimes the antithesis to a sale. It automatically turns customers away unless they are able to perceive the value of the item. That's where you come in. The more expensive the price tag, the more you have to work for the sale, whether you are talking directly to the customer or selling through web copy or a sales letter. I can't count the number of clients I've encountered who are under the false impression that you don't need to say much to sell an expensive item. They couldn't be more wrong!

If you sell expensive products or services, pay special attention to the sales pitch you give your customers. Provide ample copy to sell an expensive item or service. Be willing to talk to a client for an extra length of time to make the sale. If you start to

This strategy will not work. It does not work today. It will not work tomorrow.

You cannot just join affiliate programs and try to generate free traffic to them (not in the normal ways at least).

I have been interviewing some successful affiliates lately and have found out an interesting secret...Not a single one of them (not even one that I have found) just joins an affiliate program and puts up links or banners on their web page.

Every one of them does something a little unique. One is a search engine master and spends well over 40 hours a week learning all the intricacies of the search engines. Another is a master publisher who publishes a quality ezine every single day.

Still another model of success is becoming an expert at sending out articles to ezines. You could also create a community atmosphere where people keep coming back to visit through chats, forums, etc. Then, make referrals of affiliate programs.

These types of affiliate techniques work, but what people have been publishing as the easy affiliate opportunity just isn't true.

All of the top affiliates come up with some of their own ideas and lead generation methods...and none of them rely on just placing a few ads here and there. Nor do they just put up another banner on their web page that nobody visits anyway.

If you want to be successful, find someone who is already successful and model them.

HINT: Don't necessarily always do what they say. Find out what they are doing and do that!

What are the successful Internet entrepreneurs doing?

They are doing one of two things:

1. Some of the successful entrepreneurs are creating products or finding unique products to sell.
2. The rest of the successful entrepreneurs are building an audience.

Those are the only two ways to be successful on the net. Either sell a product you control (and don't try to sell something people can find at the local Wal-Mart store) or build an audience that you can contact over and over again.

If you want success, you will fit into one of those two classes.

If you created an information, you are one of the unique product sellers. If you publish a growing ezine, you have the audience.

If you got an exclusive on a new golf club, you are a unique product seller. If you run a discussion board that has hundreds of thousands of visits a month, you have an audience.

If you have a product, you just need to find people who have an audience and convince them to become affiliates with you or buy advertising from them.

If you have an audience, you just need to become an affiliate with someone and endorse their products to your audience.

These are the two hands of Internet success...

Please Note: Some people do quite well as both having ezines, forums, etc. and also having their own products. They fit in both classes.

Is this article going to make some people angry?

It sure is, but I want you to stop and think for a moment. Can you find successful people who don't fit in one of those classes?

You may say, "What about the search engine expert?" The answer is he has an audience. He can generate free leads for ANY product anytime he wants.

Which class are you in? Do you have a product, an audience, or both?

If you don't fit into one these groups of online businesses, then you don't have the right vehicle for online success.

It would be like trying to compete in a Nascar stock car race with a bicycle.

You might be the strongest and fastest bicyclist that has ever walked the planet, but no matter how hard you work you don't stand a chance in the Nascar race!

Many of the Internet marketers I meet are just like that bicyclist. They know they can do it if they just work hard enough, but they aren't using the right vehicle for the Internet race.

Are you using the right vehicle?

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