

Email Profit System: Conversion Checklist



Email Deliverability

- ☐ Start by recognizing that relationship is key
- ☐ Track opens and clicks for a gauge
- ☐ Ask for a reply to start conversations
- ☐ Use a custom domain for outbound emails
- ☐ Clean list every 30 to 60 days per training

Email Marketing Formula

- ☐ Use plain HTML formatted text
- ☐ Avoid using graphic-heavy templates
- ☐ Avoid using logos, senseless creativity
- ☐ Use short subject lines
- ☐ Use a personal name in the FROM:
- ☐ Conversational copy – one friend to another
- ☐ First line is compelling, make it good

Choosing Affiliate Offers

- ☐ Offer should have high EPC (\$2 to \$3+)
- ☐ Aim for higher EPC & Conversion
- ☐ Offer is targeted to your traffic
- ☐ Request a commission bump for profitability
- ☐ Sales page provides value to reader
- ☐ Sales page teaches the reader something
- ☐ Can you add value to the offer via bonus?
- ☐ Does sales page have good copy you can use?

Viable Markets

- ☐ www.clickbank.com
- ☐ www.warriorplus.com
- ☐ www.jvzoo.com
- ☐ Private offers with select vendors

Email Copywriting 101

- ☐ Every email needs to sell
- ☐ Be specific
- ☐ Sell with benefits and NOT features
- ☐ Educate, entertain, and add value
- ☐ Express benefits via bullet points

- ☐ Talk about your experiences
- ☐ Have bonuses and discount language
- ☐ Use scarcity and time limits to prompt action
- ☐ Invite response from list contacts
- ☐ Sell future emails (look out for my email later...)

Use Deliverability Phrases

- ☐ Confirm your...
- ☐ Register your...
- ☐ Activate your...

Get Your Email Read

- ☐ Focus on deliverability FIRST
- ☐ Use a personal FROM name (using a pen name is ok)
- ☐ Use emojis in subjects to stand out
- ☐ Use shorter subject lines
- ☐ Ask questions in subject lines
- ☐ Use contact first name in subject if possible

Subject Line Swipes

- ☐ Your (xyz) is attached (paperclip emoji)
- ☐ Are you awake?
- ☐ Bad News...
- ☐ Warning:
- ☐ Open Up!
- ☐ Final Notice
- ☐ Your offer is closed
- ☐ \$10k in 3 weeks?
- ☐ Case Study: find out how...
- ☐ Don't buy XYZ until you see ABC

First Line Tricks

- ☐ First line needs special attention since it gets shown in many email clients...
- ☐ Continue the conversation in your subject
- ☐ Talk about the trick or benefit in a short sentence – use curiosity

Email Body Copy

- ☐ Make it conversational
- ☐ Use One-to-One language
- ☐ Use the word “You” more than “I”
- ☐ Use carrots on links: >>> *link*
- ☐ Repeat the headline in your links
- ☐ Include contact name in link text
- ☐ Use a P.S. properly at the end
- ☐ Add an extra link to the P.S.
- ☐ Ask for feedback in the P.S.
- ☐ Use 1 clickable image in body
- ☐ Add alt-tag to image (click to show image)
- ☐ Use small proof image from sales copy
- ☐ Ask for a reply in nearly every email msg
- ☐ Ask for their biggest problem
- ☐ Ask for feedback or questions
- ☐ Ask for testimonials & results

Email Best Practices

- ☐ Use a clickable fake video image
- ☐ Short emails are working best
- ☐ Emails showing results & proof

Introduction Email

- ☐ Implement introduction email in autoresponder
- ☐ Sent whenever someone opts into lists
- ☐ Ask reader to star, move to inbox
- ☐ Ask reader to add you to address book
- ☐ Ask for a reply with biggest challenge
- ☐ Include a link to an offer, getting started, or free bonus / welcome package