

Open Rate Explosion by Kevin Fahey

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Introduction & Email Marketing Issues

First off thank you for purchasing this report. Before we get into all the goodies I would like to share a little about my past and experience with email marketing and autoresponders for those who do not know me.

I started Internet Marketing in 2005 and struggled to get a consistent income until I discovered email marketing in 2008. Since that date over 7 years ago I've been able to make a fulltime income online and scale it to numbers I never dreamt were possible. To this day I still put all my efforts into increasing my subscribers and customers database and offering them as much value as possible.

Over the years I've invested hundreds of thousands into various traffic sources. From 2008 - 2012 it was mostly with solo ad vendors and safelists. From 2012 - 2015 I invest mostly in Facebook Advertising and run my own Pay Per Lead Program.

Over the years I've built a total list size of 261,000 subscribers and have used pretty much every autoresponder service available including multiple self hosted solutions.

Regarding of the talk with Autoresponder companies suspending or shutting down people's account. Personally this has never happened to me with any company including Aweber & Get Response. I put it down to building a good relationship with the company and informing them of any surges in new subscribers you might expect when starting off and of course avoiding spammy subject lines and irrelevant content.

Ok, that's it with the history and a few tips there as well.

Now I would like to talk about why I created this report.

Over the years numerous people have asked me :

"Have I seen a drop or decrease in my open rates?"

It's a topic on many forums, Skype groups and Facebook Groups. For me my answer was :

"I'm actually seen an increase in my open rates, a massive increase".

I'm putting my success here down to 3 tools which have really helped with automation and segmentation. A must have https secure server for self hosted autoresponders which will increase conversions, deliverability

and open rates and my favourite and cash grabbing early bird method which increases subscriber engagement while making you a tonne of cash.

We're going to cover all these in the 6 Ninja Methods below but first I want to mention my preferred autoresponder service and why.

The Must Have Autoresponder For Selling Products

I've seen many experienced marketers learn this lesson the hard way and this might not be new to you but I want to cover it for those who are still deciding what Autoresponder they would like to use.

For those who are planning to sell or promote digital products in the Internet Marketing Niche I highly suggest you get a Get Response / JvZoo Account. https://www.jvzoo.com/get_response

View the screenshot below and I'll explain it as well on how it works and some recommendations.

For those who already have a Get Response account this is NOT enough to get the API working with JvZoo.

The main two reasons you want the API working are :

- 1) Get customers added to your Get Response account with single optin directly after purchase without having to enter their email or create their membership. The fact is 20% of your customers will not get around to creating their membership or signing up to complete their purchase for a number of reasons. This means you are straight away losing 20% of your buyers emails not using the JvZoo / Get Response API.
- 2) When someone purchases any product on JVZoo from your affiliate link you can add them to any list on your Get Response account or easily create a new list just for this promo. The point put across from the JVZoo Trio (who are legends by the way) was :

"The person is already a subscriber so this feature should be acceptable with Get Response as you're using it for segmenting your own leads."

It was accepted and straight away many marketers realized how powerful this really was. Let me explain.

You can now build a "buyers only" list from promoting affiliate products on Facebook, Youtube, Google+, Blog Posts, wherever you want.

Here's how I used this to my major advantage: My main list has always been on Aweber where I would now have around 50,000 with around 30% buyers. My list on Get Response has always been a "buyers only list" but the only way I was able to increase it's size was by launching products. Now by promoting affiliate products to my Aweber list I was able to keep adding more "Buyers Only" to my Get Response

list plus promoting products directly from Facebook and again building my list. This was also very useful for adding buyers to a new list and followup up with thank you bonus emails. They love it and we'll cover this in Ninja Method 6.

Getting Your JvZoo / Get Response Account

There are two ways to go about this. You can contact Get Response Support and ask them to switch your account over to a JVZoo Get Response account with the JVzoo affiliate link and agreement. I've seen this work for some people and fail for others. Maybe whatever support team member they got did not know the agreement. If this happens or if you prefer just use the method below.

Visit the [JVZoo / Get Response information page](#) and create a new Get Response account from there. From here login into your old Get Response Account and export your lists and any followup emails. Go to your new account, create a list and import your subscribers and followups. Exporting from one account and importing to another is never an issue. If you are rejected for any reason just explain to support what you are doing and they will allow the import. Once the import is approved which could take 1 - 3 days you can close your old Get Response account.

Exclusive GetResponse Accounts

[Home](#) → [Get_response](#) → [Exclusive GetResponse Accounts](#)

New Custom Solution - Get 100% Of Your Buyers On Your List Instantly

Warning: Not Using GetResponse Could Cost You Repeat Business

Why? Other email marketing providers require unnecessary steps before adding your buyers to your email marketing list.

How many buyers are you losing? Some services add only those who:

- view their receipt and/or
- who click a confirmation link in an additional email

Every buyer not added to your list means fewer upsells and upgrade sales.

100% of your buyers **will** be added instantly to your list.

Thanks to the amazing staff at GetResponse—including Mick, Jim and their programming department—JVZoo has the PERFECT solution. Now 100% of your buyers can be added instantly to your marketing list.

How does it work? By submitting the form below, you preauthorize GetResponse and JVZoo to add your buyers to your GetResponse email marketing list as a single opt-in.

No cryptic forms needed. No manual compliance-approval process. Just an easy, automatic process for building your email list.

This is an exclusive arrangement between JVZoo vendors and GetResponse and is not open to the general public.

You must set up the account on this page for this to work.

See for yourself how it works. Submit the form below for a 30-Day FREE Trial, no credit card required.

The 6 Ninja Methods

Ninja Method #1 - Zapier

Over the years there has been many methods, softwares and advice on adding subscribers to another list or another autoresponder during signup or after a sale. Some people would call these methods blackhat but autoresponder companies and many smarter marketers are using it for friendly marketing, more engagement and of course automation.

The normal process would include finding a coder to help to build a script which more or less just forward variables onto another page and calls another script. It's how most autoresponders work. It might sound simple but finding a programmer to complete can be draining and that's just for one task.

Needless to say when I found Zapier I was delighted.

Zapier is integrated and works alongside Contact Form, AIM, Aweber, Active Campaign, Evernote, SmartSheet, PayPal, Get Response, ZenDesk, Youtube and hundreds of other programs. I use about 0.5% of it's capabilities so I'm pretty sure there is something there for everyone.

The problem I found with having more than one autoresponder is automation. Like many marketers I started with Aweber and have been a loyal customer to them for the past 7 years. I've forms setup on many sites, statics, followup emails in place etc.. It's not something I want to just walk away from.

I could have just imported everyone into my Get Response account as they will allow that but here's few risks that I would have took if I did so.

1. The import request could be rejected if there is a high bounce rate,
2. Get Response shutting down my account for something and I've lose everything.
3. I don't like having all my eggs in the one basket.

Here's a few Zaps I use the most which are completely legal and in terms with all the autoresponder services .

- PayPal > Aweber
- GetResponse > Aweber
- Aweber > Get Response
- Go To Webinar > Get Response
- Go To Webinar > Aweber

Creating A Zap

Zapier is free to use for certain features but to get the full benefits I would recommend a premium account.

Here's a look at the pricing options.

Pricing Plans						
Plan	Price	Premium Services	Tasks/mo	Zaps	Zaps Run Every	Action
Free	\$0/month	✘	100	3	15 Minutes	Switch to this plan
Basic	\$15/month	✔	3,000	10	15 Minutes	Your current plan
Business	\$49/month	✔	15,000	25	5 Minutes	Switch to this plan
Business Plus	\$99/month	✔	50,000	75	5 Minutes	Switch to this plan

After setting up your account I would connect as many Apps as you plan to use. Go to : <https://zapier.com/app/settings/authorizations> and connect your accounts.

From here click “Create A Zap” in the top bar menu and choose the accounts you want to use.

Here's an example of creating a Zap for AWeber and Get Response.

Step 1 : Choose a trigger and action.

1 Choose a trigger and action

Need inspiration? [See existing Zap templates](#) or [explore the Zapbook](#).

AWeber → GetResponse


New Subscriber → New Contact


WHEN THIS HAPPENS ... (arrow pointing to New Subscriber)


... DO THIS (arrow pointing to New Contact)


Continue

Step 2 and 3 : Test Accounts.


2 Select a  AWeber account

 info@kevinfahey.net's AWeber account ▼ ✓ Account is working.

3 Select a  GetResponse account

 info@kevinfahey.net's GetResponse account ▼ ✓ Account is working.

Step 4 : Create Aweber Filter

4 Filter  AWeber triggers

Only trigger a "New Subscriber" from AWeber when...

Account ID (required) 1 2 3

449165 ▼

Lists (required) 1 2 3

Select an account ID first to see your list IDs.

Kevin Fahey Group Coaching 2014 ▼

Status (optional)

Only trigger on subscribers that are this status.



all ▼

Add filters based on other AWeber fields to only allow some items.

[+ Add a custom filter](#)

[Continue](#)


Step 5 : Match The Campaigns

5 Match up  AWeber Subscriber to  GetResponse Contact


Campaigns *(required)*
Pick the campaign to place this new contact into.

zzkfgroupcoaching ▼

Email *(required)*
Email address of the new contact.

Email Insert  fields


Name *(optional)*
Name of the new contact.

Name Insert  fields

Insert Action *(optional)*
If standard mode is chosen then a new contact will be added if not already present in a given campaign otherwise existing contact will be updated including name change and customs list merge. If insert mode is chosen then a contact will be added if it does not exist in a given campaign but no updates will be performed otherwise. If update is chosen then a contact will be updated if it exists in a given campaign but no inserts will be performed otherwise. Default is standard.


standard ▼

Starting Cycle Day *(optional)* 1 2 3
Starts contact at the given day in the autoresponder cycle. A value of 0 means the beginning of the cycle. Leaving it blank means the contact will not be inserted into the cycle.

Insert  fields

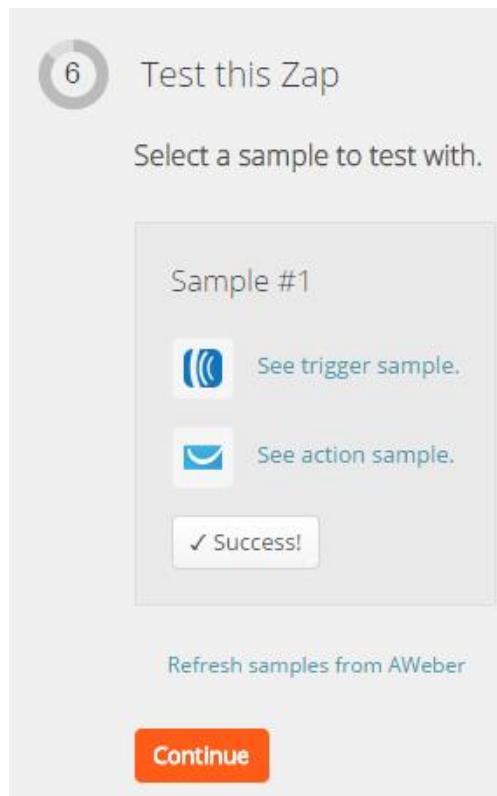
Single Optin Instructions *(optional)*
If you would like to add contacts with single optin enabled, just contact GetResponse (<http://support.getresponse.com/>) and you will be required to answer a short questionnaire to get it enabled on your API access (which is how Zapier connects to your account).

Continue



IMPORTANT : Notice the Red Box Above : I submitted a request to Get Response to activate single optin for a Zap and was refused before my Privacy said something about sharing leads, which is not the case. A mistake on my behalf. Get Response will ask you for a link to your squeeze page. Make sure it has Privacy Policy, Terms & Disclaimer on the page and everything is correct.

Step 6 : Test your Zap and activate



Ninja Method #2 - Aw Pro Tools

As I said I'm a fan of Aweber but one of there rules really annoyed me. I called support one day asking them to move all my subscribers from List A,B,C into List Global. This was a few years ago and I had many big lists inside Aweber and would be many duplicate emails on different list. Aweber charges you for that email 3 times if on 3 different lists. When you're bill is \$800+ / month you try cut it down now and again. They told me "this was not possible as they must actually sign-up to that list". Considering it's the same account I think this is a way to squeeze more money from the client, as Get Response does allow this. :)

Regardless, AwProTools with just a few clicks was able to automate the whole process and the in just a few hours I've knocked about 15,000 duplicate emails off my list.

Like Zapier it has a load of options for anyone with an Awber account including daily backups, custom URL's to move subscribers from one list to another and more. Personally I use it most every few months for batching lists together into my global list. It does this on single optin and is fast.

Here's an example of how I setup an automation rule for subscribers. In this case I am going to move all the subscribers who signed up for various earlybird lists into one list. I know I've many duplicate emails and for automation, reducing costs and segmentation clean up this works a charm.

Early Bird AJ	0	0	41	2	43
Early Bird Bonus Pages Updates	0	0	334	4	338
Early Bird Covert	0	0	1	0	1
Early Bird Elite Group	0	1	78	9	87
Early Bird Elite Offer	0	0	78	0	78
Early Bird FB Retarget PLR	0	0	152	1	153
Early Bird IM Product Launching	0	0	0	14	14
Early Bird IM VIP Training	0	0	640	2	642
Early Bird IM VIP Training Global	0	0	0	0	0
Early Bird Interview With Dr Bo	0	0	45	1	46
Early Bird List Building 2014	0	0	189	1	190
Early Bird List N Profit	0	0	122	4	126
Early Bird List Profit Generator	0	0	41	1	42
Early Bird My Marketing Results	0	0	157	3	160

Step 1 : Create a new Automation Robot and give it a name

Create a new Automation Robot

Step One: Name Robot

*Robot name:

[→ Create Robot](#)

* Indicates a required field.

Step 2 : Choose the list you can to use for this rule

Choose list for "earlybirdc"

Step Two: Which list do you want to use for this automation robot?

*** Note** - If you don't see a list that you recently added then click 'Update lists'

*Choose list:

- Download PLR Products Home
- Download PLR Products Leads
- Early Bird AJ**
- Early Bird Bonus Pages Updates
- Early Bird Covert
- Early Bird Elite Group
- Early Bird Elite Offer
- Early Bird FB Retarget PLR
- Early Bird IM Product Launching

[→ Next Step](#) [Update lists](#)

* Indicates a required field.

Step 3 : Choose an Action

Pick "move to a new list". Since all these lists are old I have removed the followup email.

Add Action for "earlybirdc"

Step Three: Choose an Action

When your automation robot is triggered you can:

- Move them to a new list

*Choose action:

Move Details:

*Move to this list:

- Download PLR Products Home
- Download PLR Products Leads
- Early Bird Bonus Pages Updates**
- Early Bird Covert
- Early Bird Elite Group
- Early Bird Elite Offer
- Early Bird FB Retarget PLR
- Early Bird IM Product Launching

Set "last follow up number" to:

*** Note** - this field should be a number. Use zero if you are unsure.

Move after N days:

*** Note** - this field should be a number. Use zero if you are unsure.

Continue from original followup if found on a target list

[Advanced Options](#)

[→ Finish](#)

Step 4 : Create the same rule for all other lists.

Robot "earlybirdc" Created

Finished! earlybirdc is active and ready

[→ Click Here](#)

Step 5 : Check out the results

SCREENSHOT OF AWEBER 24 HOURS LATER

(Compare to above screenshot you can see all the early bird lists I choose are now unsubscribed from one list and added to the main early bird bonus list while removing any duplicates)

Early Bird AJ	0	0	0	43	43
Early Bird Bonus Pages Updates	0	702	1,036	4	1,040
Early Bird Covert	0	0	0	1	1
Early Bird Elite Group	0	1	2	86	88
Early Bird Elite Offer	0	0	78	0	78
Early Bird FB Retarget PLR	0	0	0	153	153
Early Bird IM Product Launching	0	0	0	14	14
Early Bird IM VIP Training	0	0	640	2	642
Early Bird IM VIP Training Global	0	0	0	0	0
Early Bird Interview With Dr Bo	0	0	0	46	46
Early Bird List Building 2014	0	0	0	189	189
Early Bird List N Profit	0	0	0	126	126
Early Bird List Profit Generator	0	0	0	42	42
Early Bird My Marketing Results	0	0	0	159	159

Ninja Method #3 - Rapportive

Before I get into Rapportive I want to mention Gmail and Google Services like Google Calendar and Google Drive. Organization, planning and control is a major part of anyone's business and these apps have helped

me a lot over the years. I highly recommend use them if still looking for a solution. These are all available to everyone for free and work perfect with Rapportive.

Getting a Gmail or Google Business A/c

Personally I use Google For Business with costs \$4.00 per month. This gives me three major advantages:

1. No distracting ads in my inbox
2. Unlimited Google Drive Space
3. I keep my main branding and support email info@onlineimsupport.com and have it connected directly to all my Google accounts.

The easiest way to explain Rapportive is it shows you details about your contacts right inside your inbox. I use this for connecting with them on other social Networks like Google+ and LinkedIn. Engagement, increasing followers and social exposure in the goal here and it works.

You can also use it to connect with your contacts friends and see who is near by you.

Here's how it works. Once you scroll your mouse over any email address on the right side Rapportive will show you details about your contact.

Examples of Rapportive :

The image shows an email interface with several red annotations. At the top, a red box highlights the subject line "Subject Hidden For Privacy". Below it, the sender is identified as "Barbara Ling" with a dropdown menu. A large red box labeled "HIDDEN FOR PRIVACY" covers the main body of the email. A red box labeled "Rapportive In Action" points to a sidebar profile for Barbara Ling, Authority Marketing Coach. This profile includes a photo, contact information (btl@barbaraling.com, Greater New York City Area), a bio ("Known For Making Authority Marketing Simple, Profitable and Scalable", "Marketing Innovator and Coach at Barbara Ling.com at BarbaraLing.com"), a LinkedIn link, and a "CONNECT" button. At the bottom of the sidebar, it says "Barbara is in your second-degree network. Your shared connections include:" followed by several small profile icons. The footer of the sidebar contains "support | privacy | my profile" and the "rapportive" logo.

Mike From Maine via aweber.com 02:03 (15 hours ago) ☆

Mike From Maine
mike@
mikefrommaine.com
Bangor, Maine Area
Webshow Host at The Mike From Maine Show

LinkedIn CONNECT

Mike is in your second-degree network. Your shared connections include:

support | privacy | my profile **rapportive**

Sajan Elanthoor 15:02 (2 hours ago) ☆

Sajan Elanthoor
sajanelanthoor@
gmail.com
Other
Don't walk behind me; I may not lead. Don't walk in front of me; I may not follow. Just walk beside me and be my friend.
CEO at HowToOnlineBusiness

LinkedIn INVITED

Sajan is in your second-degree network. Your shared connections include:

support | privacy | my profile **rapportive**

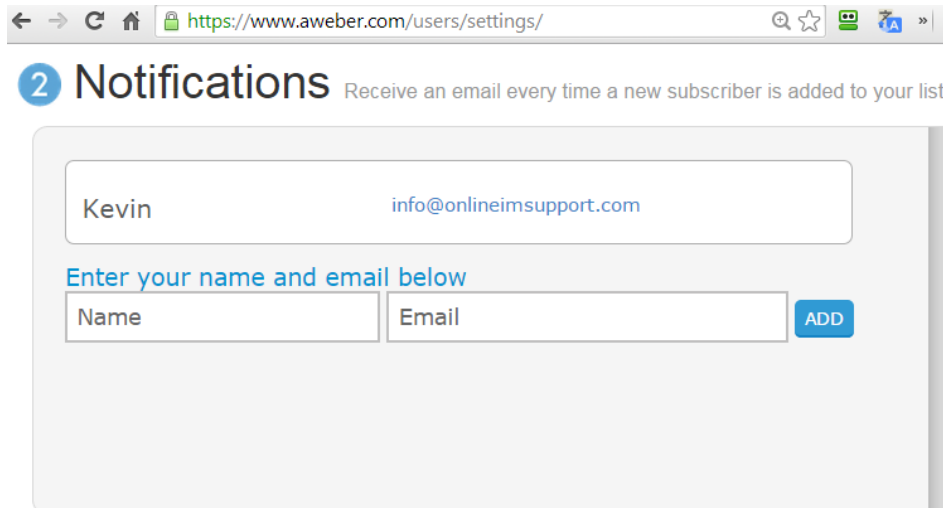
Sajan Elanthoor
Friends
Show details

Using Rapportive In Your Business

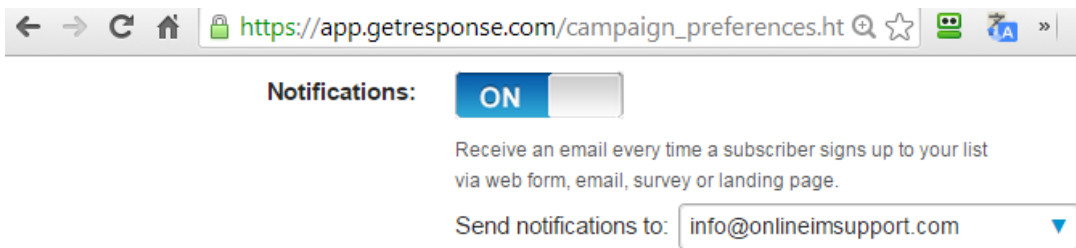
Using any autoresponder you can get an email report every time someone joins your list. Since I add a large amount of subscribers daily I personally only use this method for buyers and affiliates but there is no reason why you can't use for all your leads and contacts.

Once the email address is shown inside gmail, scroll your mouse over it and add connect with the people on LinkedIn and Google +. Have your profiles complete and looking professional linking back to your blogs, programs, Fanpages etc.

To get signups delivered to your email address in Aweber to go list settings and Step 2 - Notifications and enter your name and email.



With Get Response go to Campaign Settings > General > Notification and choose an email.



Ninja Method #4 - The Secret Ninja Reply Method

This method will work with any email address on any hosting company with any autoresponder service. Saying this I am sending all replies out using Google services which will increase deliverability more. You can use a standard @gmail.com account or use Google Professional Services like I do and keep your branding domain. eg. info@onlineimsupport.com

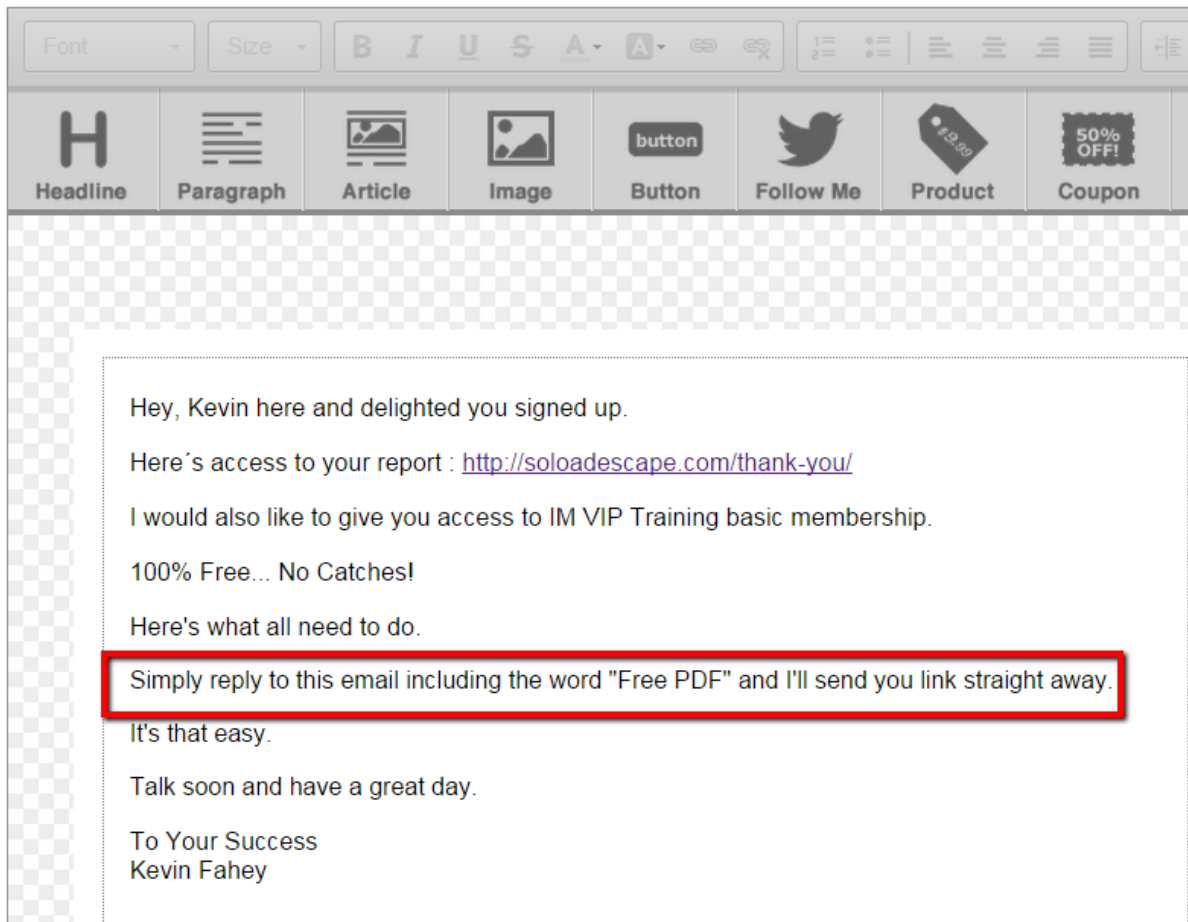
For this example I am using Gmail and Aweber.

Step 1 : Asking for a reply in your first message

In your first followup letter ask the subscriber to reply to the email. Something like “Got it” or even another bribe like. “Reply to this email and get something extra for free”. Here’s what I am currently using.

Subject Line

Thanks For Signup Up **Extra PDF** Plus Instructions Inside



The image shows a screenshot of an email editor interface. At the top, there is a subject line field containing the text "Thanks For Signup Up **Extra PDF** Plus Instructions Inside". Below the subject line is a rich text editor toolbar with various icons for text formatting (Font, Size, Bold, Italic, Underline, Strikethrough, Text Color, Background Color, Link, Unlink), list creation (Bulleted, Numbered), and alignment (Left, Center, Right, Justify). Below the toolbar is a row of content blocks: Headline, Paragraph, Article, Image, Button, Follow Me, Product, and Coupon. The main content area shows a message body with the following text:

Hey, Kevin here and delighted you signed up.

Here's access to your report : <http://soloadescape.com/thank-you/>

I would also like to give you access to IM VIP Training basic membership.

100% Free... No Catches!

Here's what all need to do.

Simply reply to this email including the word "Free PDF" and I'll send you link straight away.

It's that easy.

Talk soon and have a great day.

To Your Success
Kevin Fahey

Step 2 : Change the reply to email

Inside your autoresponder settings change the reply to email to include another word. For this example I am using info+freepdf@onlineimssupport.com I do not need to create this email. The + works as a separate or filter so all emails will still go directly to info@onlineimssupport.com

1 Basic Information The bare essentials for your list.

List Name *
Early Bird Solo Ad Escape

Unique List ID: XXXXXXXXXX [whats this?](#)

List Description
Solo Ad Escape - Unlimited Traffic With Solo Ads Updates

"From" Name
Kevin Fahey

Address *
info+freepdf@onlineimssupport.com

Step 3 : Enabling Canned Responses

Below is a screenshot and is only 4 clicks. Go to Gmail Settings > Click Labs > Search For Canned > Click Enable.

Settings

General Labels Inbox Accounts Filters Forwarding and POP/IMAP Chat Labs

OnlineIMSupport.com Mail Labs: some crazy experimental stuff.

OnlineIMSupport.com Mail Labs is a testing ground for experimental features that aren't quite ready for primetime. They may **change**, **break** or **disappear** at any time.

If (when) a Labs feature breaks and you're having trouble loading your inbox, there's an escape hatch. Use <https://mail.google.com/mail/ca/u/0/?labs=0>.

Search for a lab: e.g. search, gadget, preview

Save Changes Cancel

Enabled Labs

<p>Insert</p> <p>Refer to documentation</p> <p>Status report template</p> <p>FAQ</p>	<p>Canned Responses by Chad P</p> <p>Email for the truly lazy. Save and then send your common messages using a button next to the compose form. Also automatically send emails using filters.</p> <p><input checked="" type="radio"/> Enable <input type="radio"/> Disable</p> <p>Send feedback</p>
--	--

Available Labs

None of the available labs match this search. [Show all labs.](#)

- Settings
- Labs
- Canned
- Enable

Step 4 : Compose a new email

Compose a new email in gmail with your response

COMPOSE

New Message

Recipients

Subject

Hello again!

Kevin here and as promised for sending me a reply here's access to your IM VIP Training basic membership.

<http://kevinfahey.org/imvipbonus>

If you would like to connect with me on my social profiles you'll find the links below.

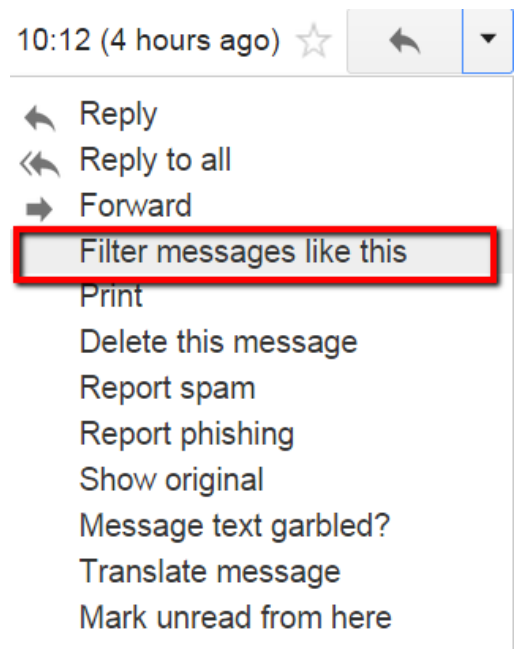
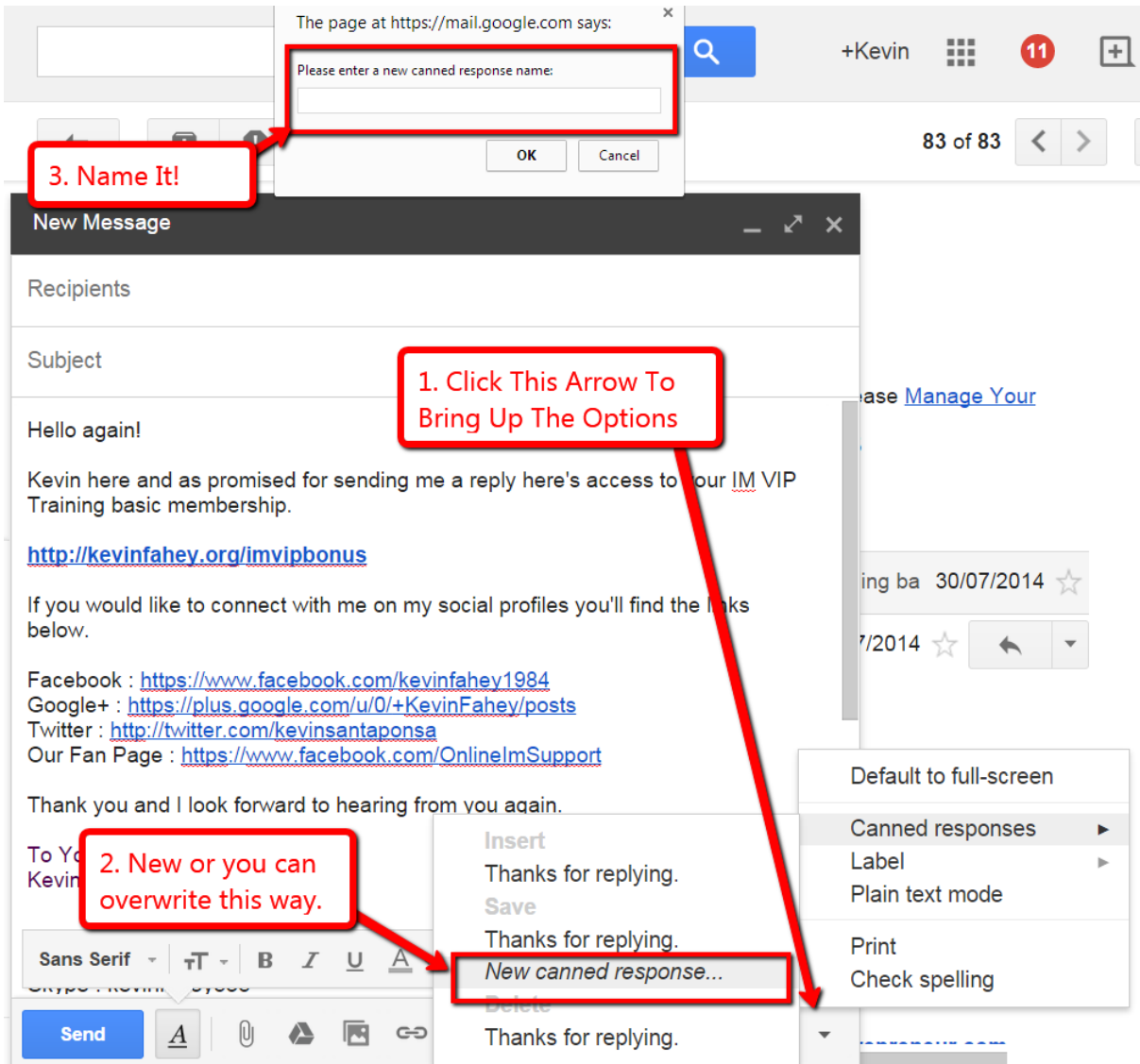
Facebook : <https://www.facebook.com/kevinfahey1984>
 Google+ : <https://plus.google.com/u/0/+KevinFahey/posts>
 Twitter : <http://twitter.com/kevinsantapona>
 Our Fan Page : <https://www.facebook.com/OnlineImSupport>

Thank you and I look forward to hearing from you again.

To Your Success
Kevin Fahey

- Click Compose
- Write Response

Step 5 : Save email as canned response



Step 6 : Create an email filter

There is a few ways to do this. Easiest is open any email and click “Filter emails like this”.

Enter the reply to email which you placed in your autoresponder settings and click “create filter with this search”.

Click “send canned response” and “always mark as important”.

Filter ×

From

To
 ←

Subject

Includes the words

Doesn't have

Has attachment
 Don't include chats

Size MB

[Create filter with this search »](#)

to:(info+freepdf@onlineimsupport.com)

[« back to search options](#)

When a message arrives that matches this search:

- Skip the Inbox (Archive it)
- Mark as read
- Star it

Apply the label:

Forward it to: [add forwarding address](#)

Delete it

Never send it to Spam

Send canned response:

Always mark it as important: ←

Never mark it as important

Categorise as:

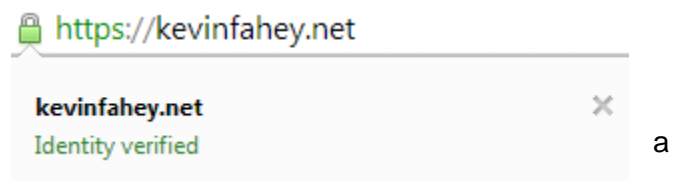
Also apply filter to 9 matching conversations.

Step 7 - Testing the auto-response

The easy way to test is simply send an email to your reply address. For example info+freepfd@onlineimssupport.com and if all is set correct you'll receive the autoresponse. Feel free to test that. I always like to check all possibilities and cover all angles. So visit your squeeze page and signup with any email. Make sure that email is not already on your list if using Aweber. Look out for the followup email, click reply and again you should get auto-response if everything is set correctly.

Ninja Method #5 - The HTTPS Method

I've been using https certs the past 3 years and seen some major advantages in using them. What originally forced me to start using them was a change in Facebook rules where they only allow HTTPS (Secure Sites) inside iframes. Meaning if you wanted to embed optin form or sales page inside a Facebook Fan Page Tab your site must be https.

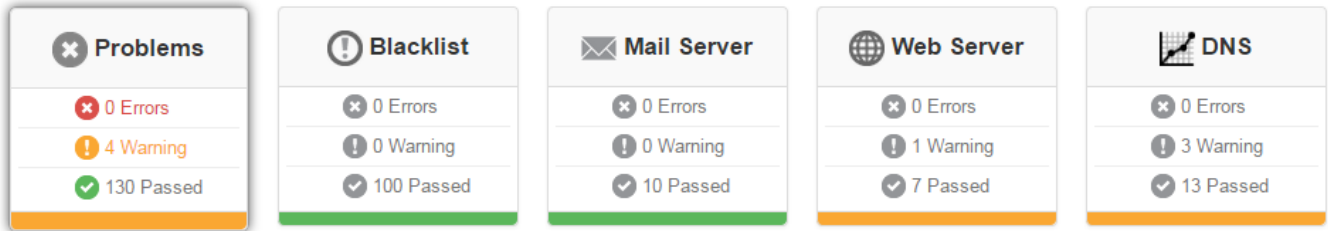


From there after getting a copy of Russell Branson "101 Proven Split Testing Winners" I read that having a HTTPS site helps increase sales conversions and as important signup conversions. I tested this and the results I shared in a product called My Marketing Results which is included as a bonus inside the Open Rare Explosion members area. The first https cert I purchased cost me \$97 after a quick purchase from a Google search. After asking my hosting company, Hudson Valley Hosting they now cost only \$30 per year.

From doing a lot of research on running my own self hosted mailer it was recommend having it on a secure site will help increase deliverability. I used MxToolBox which is a very useful site for checking your sites health. If you are running your own self hosted mail you are looking for very few errors. The ones you see below are acceptable, any more you should contact your host to help you resolve.

<http://mxtoolbox.com/domain/google.com/?source=findmonitors>

You can also see if your domain or IP is blacked here: <http://mxtoolbox.com/blacklists.aspx>



4 Problems

Category	Host	Result	More Info
https		A Certificate in the chain will expire within the month - 1/21/2015	More Info
dns		Name Servers are on the Same Subnet	More Info
dns		SOA Refresh Value is outside of the recommended range	More Info
dns		SOA Expire Value out of recommended range	More Info

Ninja Method #6 - The Early Bird Method

Using this method correctly can have a massive impact on your earnings when promoting affiliate offers or for your own product launch. Here's the steps you need to take.

Step 1 : Create a squeeze page

Create a squeeze page for the offer you need to promote. You can use Optimize Press, Insta Builder, WP Profit Builder and many other squeeze page builder to make these pages in 2 minutes. All you are aiming for is a Headline > Subheadline > Optin Box for the highest conversion.



Open Rate Explosion

6 Ninja Email Tactics Revealed Which Are Guaranteed To Increase Your Open Rate By 400%

GET EARLY BIRD ACCESS

Step 2 : Create a bonus page

Create a bonus page talking about the offer you want them to take action on. If the product is launching in at a later date put a countdown timer on the page telling the visitor when to return to the page and take action. Once the offer goes live change the countdown timer showing how long the bonus offer is available for.



My Unfair Advantage **My Unfair Advantage EXTREME Bonus**
Over \$5,000 Worth Of Software & Training

The Most Valued Product & Bonus For 2014
This Offer Ends In:

00	00	00	00
DAYS	HOURS	MINUTES	SECONDS

Please Watch This Short Video To See The Massive Amount Of Value In This Product & Bonus!

"Wishing You The Most Success In Your Business"

AVAILABLE FOR 3 DAYS ONLY

How To Get **\$5,000** Worth Of Software,
Training & Coaching For A Fraction
Of The Normal Cost!

Step 3 : Prepare an email series

Prepare an email series for the entire funnel. The perfect time to start a promotion for any product launch is around 5 - 7 days before the actual product goes live. You will be sending all your subscribers to the squeeze page. I am going answer two questions which some people might have:

Q: Why am I sending my current subscribers to an optin page if I already have their email address?

A: The idea here is to separate the people who are interested in your offer and bonus and placing them onto a new list to followup with directly about that offer. You should also be sharing this link on your Google+ profile, fan pages, Twitter account etc and can collect new subscribers from this and re-engage will old ones.

Q: Below you'll see that I am sending up to 10 emails for a single promotion. Is that not too many?

A: This comes back to a common question of how many times a week should I email my subscribers. The answer here is as many times as it takes to get the message across. But if you segment your list currently you'll have 3 or maximum of 4 emails going out to your entire list, and another 3 going to the people who opted in for more information about the offer.

Let's take a look at the emails we need. What's highlighted in green is mailings to all your subscribers. What's highlighted in yellow is only to those who signed up for more information :

The Email Broadcasts : 3 emails to your entire list sending traffic to the early bird page. Once they optin to this list use automation to remove from any global list you mail.

The Welcome Email : Once someone joins the new list have a welcome email with information about the product, your bonus and what time and day it will be launching. Tell your subscriber to watch out for more emails and explain that the bonus is only available from your list. They'll look forward to the next email you send them.

Followup Reminder Email 1 : For those who have signed up or you can use this method when mailing your global list is telling them there is only 24 hour to go. Tell them to watch out for your email two hours before the launch where you'll followup with another reminder email.

Followup Reminder Email 2 : Two hours before the launch remind everyone who has sign up telling them to get ready to take action

Launch Email : As soon as the product launch mail everyone who has signed plus your entire global list a link directly to the bonus page. Mailing the global list is optional. In the case that you wanted to run another promo on the same day you can mail everyone who signed to offer A and use your global list for offer B.

Followup Promo Email : Generally launches happen around 11 a.m. EST. If your were mailing them at 9am and 11am, I would be sending another reminder email that evening around 5 - 7p.m. EST.

Next Day Promo Email : Here's where I would followup with a message talking about the great feedback from the product and your bonus offer Offer direct links to the offer inside your emails as well.

Final Call Email : Here's you can mention the offer is closing or your bonus package is closing in 48 hours. Using countdown timers correctly on your bonus page and sending people to the page where is only 24 hours left always increases conversions.

Segmenting your list in this way will allow you to promote many offers on the same day, it allows you to followup only with the subscribers who are interested in that offer. The alone will save you many unsubscriptions, increase engagement with your subscribers and increase sales conversions.

I've used this method to land on 3 leaderboards in one day.

The image displays three browser screenshots from JVZoo.com. The first screenshot shows a list of promotional methods that affiliates must not use, followed by a leaderboard for a contest. The second screenshot shows the details of an 'Affiliate Contest' for 'IPP - 50 PLR Package Special' by Dave Nicholson, including start and end dates, and another leaderboard where Kevin Fahey is in the #4 position. The third screenshot shows a contest announcement with prizes and a leaderboard where Kevin Fahey is in the #5 position. In all three leaderboards, Kevin Fahey's name and position are highlighted with a red box.

Position	Name
#1	Han Fan
#2	IM Wealth Builders
#3	Heri Rosyadi
#4	Ken Reno
#5	Monika Morley
#6	Kevin Fahey
#7	Albert F A Matthews
#8	Chris Hiltman
#9	Justin Wheeler
#10	Mark Hess

Position	Name
#1	John Thornhill
#2	MemberSpeed Inc.
#3	Michael Cheney
#4	Kevin Fahey
#5	John Delavera
#6	francis ochoco
#7	Mike Steup
#8	Omar Martin
#9	Robert Corinan

Position	Name
#1	Mike From Maine
#2	Venkata Ramana
#3	kevin byrne
#4	Kristie Chiles
#5	Kevin Fahey
#6	Bertus Engelbrecht
#7	Dr. Amit Pareek
#8	James Knight
#9	bharat kumar reddy
#10	Naidy Phoon

Conclusion

As we come close to the end of this report I hope I've covered many valuable points for you. Let's do a quick recap. Using a JVZoo / GetResponse account if you are going involved in affiliate marketing or product creation gets my highest recommendation. I've shared Zapier with a handful of people while writing this report and they are finding many uses for their business. For those with a lot of different lists inside Aweber I'll sure you'll love the power and features that come with AwProTools. Rapportive has been a great tools for helping me get more followers on Google +. The secret Ninja reply method is a tip I picked up from Mindvalley which is very powerful. I believe you'll see more and more marketers using HTTPS secure certs and is proven to

increase conversions all round. The early bird method is something I've shared with only a handful of students and all are massive success using it.

If you take action on the methods covered in this report you'll have a cheaper autoresponder bill, better deliverability on your emails, more engagement with your subscribers and in return more money in your pocket.

Work With Me

My current coaching program revolves around email marketing, affiliate marketing, traffic generation and product creation. All which have been able to generate me a 6 figure business since 2007. I am truly grateful for this and helping others achieve the same goal is something I love to do.

If you would like to book a free 30 - 45 minute Skype Consulting session please go here :

<https://kevinfahey.net/coaching-step-1/>

If you would like to attend our next live group coaching session please go here :

<https://kevinfahey.net/coaching-step-1/>

Resources

JVZoo / Get Response Account :

Zapier :

AwProTools :

Rapportive :

Hudson Valley Hosting :