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Gail Buckley & Greg Land



If Content Is King. Then The
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**Essential Email
Marketing Basics**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"Do not let what you cannot do interfere with what you can do."
John Wooden

Email Marketing Basics

The widespread popularity of e-mail comes from the fact that it's both free and compulsively usable. Unlike standard "snail" mail, you can use e-mail to quickly and easily send the same message to hundreds, thousands or even millions of recipients, and it won't cost you a penny!

E-mail communication is a must for every online business. Messages sent by e-mail are a highly effective means of promoting your Website, as well as meeting the needs of your clients and customers. But before you rush headlong into any e-mail marketing campaign, a word or warning: The more you learn about the finer, technical points of every aspect of e-mail, the better off your business will be.

E-mail Etiquette

When communicating by e-mail with your clients, customers and/or friends, it is important that your messages are received as intended so watch your tone. If you don't, your message can easily be misunderstood. With e-mail, your reader cannot derive meaning from voice tone, facial expression or body language, so you have to be extra careful with your written words. Here are a few tips:

- Never verbally assault your reader, even if provoked. No reply is better than an angry one.
- If you do say something you don't want to be taken seriously, you should include a "just kidding" remark, the acronym "LOL" (which stands for laughing out loud) or a happy face :-)
- ALWAYS ANSWER YOUR EMAIL WITHIN 24 TO 48 HOURS.
- Spell check every message for accuracy - it's so easy and so often neglected!
- NEVER TYPE YOUR MESSAGE IN CAPS, as it is interpreted as SHOUTING.

If You Don't Give A Damn, Spam

As tempting as it is to exploit this wondrous communicative opportunity, there are rules and guidelines that must be observed. The most important rule: never send e-mail directly to anyone who hasn't requested it. Doing so is called spamming.

Spamming is the electronic equivalent of junk mail. Any time you send unsolicited or unwanted messages, you are guilty of spamming and, as anyone who has ever sent unsolicited mail will tell you, the consequences can be severe. Your e-mail box might be bombarded with hate mail. Your ISP might pull your account. You might even run into legal difficulties. In fact, spamming is the one sure way to destroy your reputation and undermine whatever credibility you ever hope to establish as an online entrepreneur.

So DON'T DO IT!! Instead, put together a promotional campaign that is responsive rather than proactive. Don't send e-mail to anyone who hasn't specifically asked for or agreed to receive it. 'Nough said.

SIDEBAR: It's a good idea to sign up for more than one e-mail account. Most ISPs and Hosting Services allow you to have many more than one - take them up on it! You should reserve one or two e-mail accounts as primary business and personal addresses, which you don't give out to anybody but those you have personal business with. The other accounts can be used for your various ad campaigns or promotions (guaranteed to generate spam) or, as your business builds, they can be configured as autoresponder accounts.

There are also many free e-mail service providers, Yahoo! and Hotbot to mention a few. Steer clear of these unless you're looking for a heavy dose of hype and spam. (Most people delete 99% of all the e-mail they receive with these addresses sight unseen, so using them is simply a waste of time)

Joe Robson & Tom Glander, co-founders of [The Newbieclub](#) have just published a terrific e-book for Internet beginners, aptly entitled: [Email for Newbies - The Gobbledygook Explained](#). It actually contains two volumes, one focuses on "Translating the Techie Stuff," while the other deals with "How To Write Emails Professionally and Courteously." For plenty of other helpful email education courses and resources, see our <http://www.Everything Email.com> website.

Signature Files

One of the easiest and most useful tools for marketing on the Internet is called a signature or sig file. A signature file is a text blurb or short paragraph that your system automatically appends to the bottom of all your e-mail messages. You want your signature file to tell your recipients about you and your business, so you should include information such as your name, your job title, your company name, your Website URL, your e-mail address and fax and phone numbers. The trailer can help you promote your website as well as your products and services and any "freebie" your might have to offer.

As a rule of thumb, 3 to 6 lines are usually a good length for an e-mail sig file. You should try to keep your trailer within 65 characters wide, as this is the maximum viewing width of some e-mail clients. Make sure you include your signature file in all the messages you send, including your e-mails, articles, postings to newsgroup or message boards - even notes to friends and family!

***TIP:** When you add your Website URL to your sig file (or anywhere in an e-mail message) be sure to put it on its own line and use the prefix (http://). This insures that most e-mail programs will recognize it as a Web page and transform it into a click-able hyperlink. Preface e-mail addresses with "mailto:" to make them click-able.*

It's crucial that you test various signatures - don't just use one all the time. By using different URLs or autoresponder addresses in your different signatures you'll be able to track the response and see which are working and which are not.

Newsgroups & Discussion Lists

The best way to get started promoting your site is to begin participating in public discussion forums that pertain to your industry. Aside from generating an initial flow of traffic to your web site, participating in

email mailing lists will help you to get a feel for the marketplace in which you'll be doing business - and you can start testing headlines and signatures too.

Email marketing generally takes one of three forms:

- Messages sent from person to person
- Messages posted to a newsgroup
- Messages submitted to a mailing list

You can use all three ways of distributing e-mail to promote your Website. Two of the best places to market yourself directly to individuals are mailing lists and newsgroups. Mailing Lists and newsgroups not only provide you with direct access to potential customers as well as a chance to interact with them, they are also highly targeted and offer unprecedented opportunities for niche marketing. Using them takes a little creativity and time on your part, but the returns can be significant.

What are Newsgroups?

Newsgroups, often called discussion groups, provide a group communication forum for people with common interests. More specifically, they are electronic bulletin boards that enable individual computer users to participate in group discussions about topics of mutual interest. The usual practice is to respond to posted messages publicly, using the newsgroup bulletin board, but you may also do so by sending a private e-mail to the posting member.

There are literally thousands of different newsgroups on the internet, covering just about any topic you can imagine. Together they all comprise an extensive network called Usenet.

Internet newsgroups have what's referred to as a hierarchical structure. Most groups belong to one of seven main categories: comp, misc, news, rec, sci, soc and talk. (The category name appears at the beginning of each group name.) Two subcategories that are important for small business or entrepreneurial purposes are the alt and biz groups. (The prefix alt didn't originally stand for alternative, although it has come to mean that. The term originally stood for Anarchists, Lunatics and Terrorists. These days alt is a catch-all category where just about anyone can start a group, as long as they can find others who are interested in joining it.)

America Online and CompuServe also have their own version of discussion groups, as do some large corporations, but when you refer to newsgroups on the Internet you are generally referring to those in the Usenet domain. You can access these groups with your Web browser's newsgroup software. The program that comes bundled with Netscape Communicator is called Netscape Collabra; Microsoft Outlook Express also has its own newsgroup software.

Participating in Newsgroups

With thousands of newsgroups in hundreds of categories available on the net, the job of sifting through them individually and coming up with the ones best suited to you needs or interests is daunting indeed. Fortunately several online directory services have done a lot of the drudge work for you by sorting through the groups and narrowing down your options. Some helpful resources include:

1. [Deja.com](#) A well-known newsgroup archive where you can search through millions of current postings by keyword. You can also search Deja communities, which are similar to subject-specific bulletin boards. Simply click on the message subject line and you'll gain access to the most recent messages posted to the related newsgroup. A list of the top forums related to the subject will also appear at the top of the page.
2. [Liszt](#) A directory of more than 90,000 mailing lists/newsgroups that you can search by name or topic.
3. [Remarq](#) Allows you to read and post, as well as search USENET newsgroups.
4. [Yahoo Groups](#) Allows you to join or start a group in any category of your choosing. (Formerly egroups)
5. [Web Reference Desk](#) Another excellent archive index.
6. [Reference.com](#) Find, browse, search and participate in more than 150,000 newsgroups, mailing lists and Web forums.

Since there are literally thousands of newsgroups and newsgroup topics, used by millions of members, marketing to newsgroups can be a great way to recruit targeted customers. However, you need to bear in mind that newsgroup users are usually die-hard internet users, who are hard to sell to under the best of circumstances and utterly intolerant of spamming in any form. (It is considered spamming to directly or obviously pitch or promote your merchandise to newsgroups.)

So, to avoid antagonizing any potential customers, you should heed the following strategies:

- Before posting to any newsgroup, take the time to familiarize yourself with the group's members and etiquette by reading some of the postings.
- Keep your comments short and relevant, providing helpful/interesting on-topic advice. Save your sales pitches for your opt-in communications.
- Build up a reputation for offering lots of good information. If you can, try to establish yourself as an authority on the particular subject of your Website.
- Answer questions and casually invite members to your site for more information.
- Only post the same message to a specific group one time. If members of the group are interested, they'll respond.
- One low-key bit of promotion that is allowed when participating in newsgroups is to sign off on your messages using your signature file. This enables you to tactfully supply your URL and advertising tag line, while still adhering to the group guidelines.

Rest assured, when people read your helpful and intelligent posts they will be highly inclined to act on your signature if they are interested in what you offer. Whether you use your signature to provide a simple link to your web site, a free report available by autoresponder, or anything else - you can generate lots of traffic and leads if you do this right. If you participate in just 10 mailing lists with 10,000 subscribers each and post 2 or 3 times a week on each, that's quite a bit of free exposure for you.

TIP: *Including a link to a USEFUL article on your website in the BODY of your post is much more effective than just using a signature at the end.*

What are Mailing Lists?

Mailing lists are similar to newsgroups but are organized in a different manner. Whereas messages sent to a newsgroup go to a central discussion area, mailing list messages are sent out via e-mail directly to all the people who join the list. Because of the way mailing lists work, you must subscribe to a list before you

can participate in the list. After you subscribe, you can read messages posted to the list and post your own messages.

There are two kinds of online mailing lists:

1. Discussion Lists: These are lists of people interested in a specific topic. You subscribe to the list and have messages on the topic of your choice delivered to their e-mail account. Each message sent to the list goes to everyone in the group. In this respect they are a bit like e-zines, except that they are more formal and focused and allow you to voice your thoughts or opinions, usually through a moderator. Recipients can either reply to the moderator/original sender or to everyone in the group. The resultant series of back and forth on topic messages is called a thread.

2. Announcement Lists: These lists provide only one-way communication. Recipients get a message or series of messages from the list administrator (just like e-mail newsletters or ezines).

Mailing Lists are one of the most fluid resources on the Internet. Every day dozens of new lists are born and dozens of old ones fade away into oblivion. Keeping up with this constant change is a chore made possible only with help from the list creators and moderators.

The best way to go about finding a Discussion or Announcement list best suited to your needs is to visiting one of the many mailing list archive or index sites:

1. [Topica](#) One of the top list directories. You can search using keywords or browse lists by subject. Topica is actually based on the mailing list resources provided by the services listed below.
2. [Liszt](#) One of the oldest mailing (and discussion) list directories on the Internet. It's easy to use and updated frequently.
3. [Publicly Accessible Mailing Lists Directory](#) You can search PAML by keyword or look for specific topics by browsing the subject index.
4. [Search the List of Lists - Mailing Lists](#) One of the largest directories of special-interest group e-mail lists (& listservs) available on the Internet
5. [The List Exchange](#) The Internet's one-stop mailing list resource. It links to a number of list sites and sites with information on building your lists.
6. [Tile.net](#) The Comprehensive Internet Reference. Includes info. on discussion & information lists, Usenet Newsgroups, FTP sites, computer products vendors & Internet & Web design companies.
7. [Everything E-mail](#) Comprehensive listing of e-mail Discussion groups, Newsletters, Collections and User Resources.

Promoting through Discussion Lists

As a marketing tool, discussion lists are more powerful than newsgroups since they are delivered right to your targeted audience, rather than having your targeted audience find them. This does not give you much leeway in how you use them, however.

Before you post to a discussion list make sure you read the welcome message and learn the rules and guidelines. It's a good idea to lurk in the background for a few sessions to get a feel for the topics and participants before you contribute.

With thousands of people on the receiving end of your message, you have to be very careful about the marketing approach you use. As with newsgroups, don't use hyped up sales pitches! Blatant self-promotion is frowned upon and a good way to generate hate mail or get yourself booted off the

list. (Some discussion lists do offer some advertising opportunity in the form of sponsorships, but be careful not to abuse this privilege.)

As a general rule it's best to stick to a low-key, informative approach. By making valid contributions to the discussion at hand you establish a presence, and when members are looking to purchase the kind of goods or services you offer, they are more likely to come to you rather than to a stranger. Also, by participating in the discussions that are right for you, you learn invaluable information about your potential customers' needs and desires; information you can use to fine-tune your business so that it better meets those needs and desires.

SIDEBAR: The simple act of posting a message to a mailing list doesn't ensure that it will be sent to the list members. Many mailing lists have moderators, who review messages before they are actually distributed to the list members. If your message contains anything inappropriate, the moderator might cut out the questionable parts or remove the message entirely.

Aside from generating initial traffic to your web site, participating in public discussion forums related to your industry will help you to start networking with other marketers - and that's crucial to long-term success on the Internet. Whether you're participating in email discussion lists, newsgroups, bulletin boards, or just browsing the web you should always be on the lookout for other marketers to network with.

Networking with other marketers with whom you share common goals can lead to very profitable joint-ventures and other mutually-beneficial relationships that can build your business in a real hurry. The most basic form of networking on the Web is *reciprocal linking* - you post a link to someone else's site on yours and they reciprocate by doing the same. It's free, quick and easy, and it can work wonders to build your traffic.

Autoresponders: A Marketer's Best Friend!

An autoresponder, also known as a mailbot, is an email software program that you can set up to send automatic replies to requests for information about a product or service, or to respond to people subscribing to an email publication or list. An autoresponder allows you to have your sales letter (or any other email message) delivered 24 hours a day and within seconds of receiving a request.

If you're running any kind of online business, you'd be foolish not to make use of this type of automatic response system. Why, you ask?

- It's automated, so you save time.
- Most services are free, so you save money. You have no information fulfillment costs.
- Your business looks more professional when you respond to requests immediately.
- You can use autoresponders to compile an in-house e-mailing list! A good autoresponder service will automatically provide you with a database of the requests it receives.

Bottom line - Instead of you personally having to reply to each and every enquiry about your service or product or having to send out sales letters, order confirmations and thank yous, you can simply set up an autoresponder with a series of pre-programed responses to do it all for you. Having several autoresponders will free up a lot of your valuable time so that you can devote more of it to the promotional activities that do require your personal attention. Also, using autoresponders ensures that your customers or clients always receive prompt and timely replies to their enquiries, another crucial factor in fostering your marketing success.

Some tasks you might use an autoresponder for include:

- Welcome to our newsletter messages
- About our business/company messages
- Automated support or instructional messages
- Free articles and reports
- Sales Letters
- Advertising bulletins or information
- Welcome to our reseller program messages

Although most Full Service hosting options will supply you with some free, single message autoresponders, they will not supply you with *sequential autoresponders*, so important in carrying out the follow-up necessary to build your business. This being the case, you may want to look into the services below.

Top Autoresponder Services:

- [Aweber Communications](#)
- [InfoGeneratorPRO](#)
- [Get Response](#)
- [ProAutoResponder](#) - Email That Talks!

Free, Ad-supported Services (You can use these services for free, provided you don't mind having their ad sent out with all your messages.)

- [Biz-E-Bot](#)
- [MyReply.com](#)
- [SendFree](#)
- [Responders.com](#)
- [SmartBot](#)

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Everything Email Portfolio**.

Click the link below to download this mighty pdf publication right now for FREE!



[Everything Email](#)

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[Aweber Communications](#)



Powerful automated autoresponders that follow up!

A systematic, timely automated follow up system that hits your prospects with your personalized sales message at least 7 times (the number of times experts agree that it takes to elicit a purchase response). [Aweber's](#) new 'Broadcast Message' feature allows accounts to act as mailing lists, resulting in a pretty impressive overall Email Management System that helps you maximize your profits, raise your number of sales, save you time and money and drastically increase your earnings. Free trial.

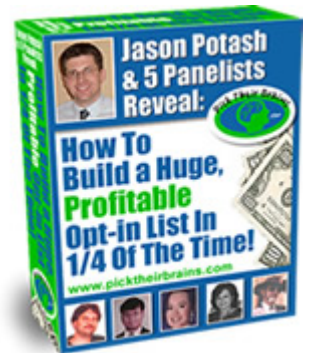
[Get Response](#)

[Get Response's Smart Responder PRO](#) is an advanced, feature-packed, personalizable follow up autoresponder system that will put your business on autopilot, 24 hours a day and 7 days a week, literally working around the clock to increase your profits. No longer do you have to spend hours sending offers, sales letters and follow up messages to your potential customers. With this simple tool, you can stay in touch with your prospective customers, build trust with them, increase your response rate, maximize your profits and save time by automatically following up with your prospective customers, in a personal way and at preset time intervals, in order to close more sales.



[How to Build a Huge, Profitable Opt-in List](#) - *Pick Their Brains Panel*

Here's your chance to be a *fly-on-the-wall* and listen in on a *sizzling* panel discussion as 5 of today's top listbuilding experts take the gloves off and go head-to-head in this battle of the minds, revealing every last ounce of listbuilding *short cuts*, *power-tactics*, *success stories*, and *guarded secrets*, so you too can finally start profiting from your own massive opt-in list! Who are the participants in this informative 2 hour 15 minute, live webcast recording. It features Frank Garon, Joel Christopher, Kris Stringham, Diane Hughes, Paul Myers, Jason Potash (their reputations precede them, but if you are unfamiliar, [click here](#) to learn more about their credentials).



The 5 top expert panelists hold nothing back. You'll receive a [seminars worth](#) of insight, tactics, knowledge, real-life examples, and listbuilding secrets. Nothing scripted, no "canned" presentations, lectures or product pitches (or sales presentations). Real questions, real issues, real challenges ... [and real answers](#). You simply can't find this kind of dynamic, "shoot from the hip", no fluff, no hype, type of information anywhere. Before you buy another ebook or wait another year to add 250 more subscribers to your opt-in list, do yourself a favor and [pick up this audio recording and transcript now](#) (click on the "products" link). You'll literally be getting \$1000s worth of consulting for less than the cost of a good meal out!

[Insider Secrets To Email Marketing - Advanced Series](#) by Corey Rudl

Well, he's gone and done it! Corey Rudl -- probably one of the best-known and most well-respected experts on the subject of e-mail marketing -- has released all his trade secrets. The thing is, the e-mail marketing industry HAS changed dramatically over the past few years. And while company after company has gone out of business just trying to keep up with all these changes, Corey has continued to generate over \$2.4 million every year with e-mail marketing.

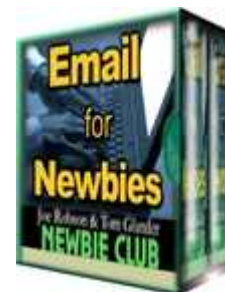


With over 430+ pages that include tons of great real-life examples, [Insider Secrets to Email Marketing](#) shows you step-by-step what Cory does and how he does it so you can take his strategies and model them to create your own success. You'll learn everything from how to growing a super-responsive opt-in list as quickly as possible, to how to generate the highest possible revenue from every e-mail you send, to how to protect your business from being wrongly accused of spamming and how to effectively deal with it if you are... Corey also teaches you when you should mail, how you should mail, what you should write

and when you should send it, so that you are guaranteed the best possible results from each and every e-mail... His years of testing are going to completely eliminate all of YOUR guesswork!

[Email for Newbies - The Gobbledygook Explained](#) by Joe Robson & Tom Glander *NEW!*

It's probably a given that one of the main reasons anyone logs online in the first place is to take advantage of the wonders of free, instant messaging or email. But not everyone is a whiz when it comes to the technicalities of even the most basic functions like 'Reply' and 'Forwarding' and knowing what to do with all those icons in the tools bar. If terms like clients, web based, headers, virus killers, Subject lines, Pop 3's, aliases leave you in the dust than this ebook is for you - or possibly some 'newbie' you know, who is still struggling to master the basics or email.



[Email for Newbies](#) contains 2 Volumes and 16 chapters of "newbie-speak" tutorials - all combined into one easy- to- navigate e-book. The picture driven tutorials, created by two of the Web's top writers, are guaranteed to eliminate your email frustrations forever. Amazingly this content packed package costs less than 20 bucks, so you simply can't go wrong! If you want to learn how to do email right, this is definitely an investment well worth making!

[E-Mail Marketing Handbook](#) by Dr. Ralph F. Wilson

The brand new 371-page [E-Mail Marketing Handbook](#) by renowned e-commerce authority Dr. Ralph F. Wilson provides a broad look at all aspects of e-mail marketing -- publishing your own company e-mail newsletter, e-mail promotions, list servers, formatting the e-mail, ad tracking systems, autoresponders, etc. The book also includes detailed reviews of 8 of the most popular e-mail list servers and autoresponders, plus 100 pages of user comments on over 55 e-mail programs. You don't want to even try e-mail marketing before you read this book. It's only US \$21.95, so you really have no excuse for not picking up a copy.



[eFiltrate - Bust Through The Spam Filters!](#)



Email delivery rates are near an all-time low! Just about the #1 concern on every marketer's mind these days is **How to Get Through the Spam Filters!** If you're not going to go with Corey's solution above, the only other effective solution endorsed by a most in the know Web Marketers is [eFiltrate](#). With this service you can reach up to 100% of Your Email List in minutes and, more importantly, recover 20-40% or the revenues you have been losing by folks not getting their mail.

This report is brought to you by **The WOW Corp. Series of Sites**

WOW: Where Vision and Value go hand in hand with Information and Opportunity!



The WOW Experience. Food for Thought and Profit!

"If You Can Find A Better Deal on Any Product We Offer Anywhere on the 'Net We Will Gladly Purchase The Product For You!" <http://www.the-wow-experience.com>



The WOW Content Club. Your Full Spectrum Content Provider.

If Content Is King, The WOW Content Club is the Kingdom You have been Searching For.
We Take Up Where Others Leave Off! <http://www.wow-content-club.com>



The-WOW-Empire.com. Premium Profit-share Niche Properties.

Look for this Logo on Quality Niche Information sites all across the Internet.
Now You Can Own Your Own Virtual Niche Real Estate Empire Instantly and Effortlessly.
To get your piece of the action, visit us today! <http://www.the-wow-empire.com>