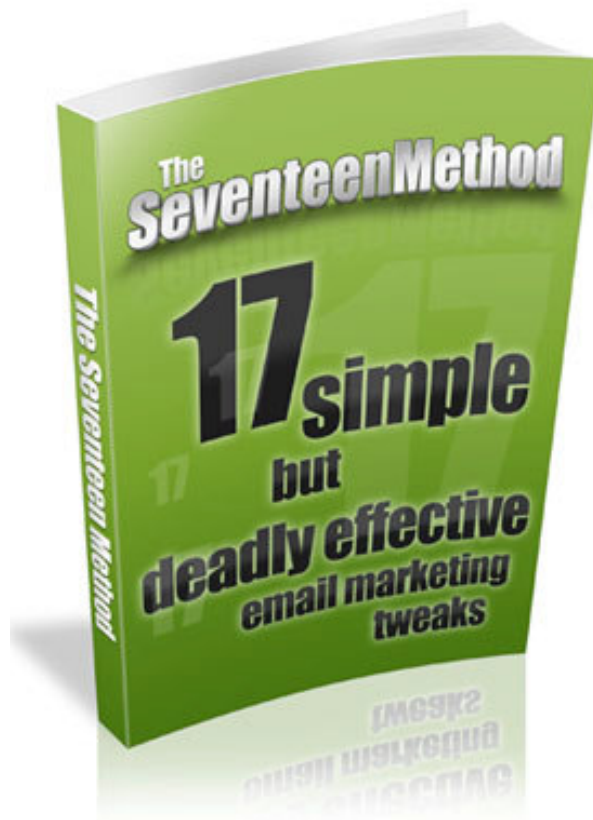


# The Seventeen Method

**17 Simple But Deadly Effective  
Email Marketing Tweaks**



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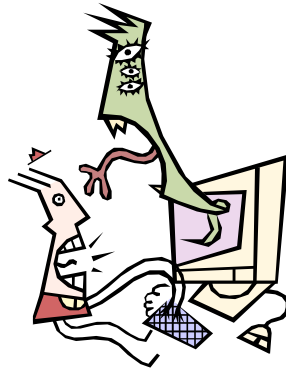
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# Introduction

**Dear Reader,**

Some aspects of internet marketing look too complicated and scary to even think about, let alone *start to do*



Email marketing was one of these for me. Email marketing is an over-complicated term that basically means sending emails out to your list to persuade them to buy products from you.

I wrote this information down because my email marketing system was in a mess – I was making very little money from it and people were unsubscribing because they were getting the same sales email time and time again, or the course they'd signed up for wasn't arriving.

My system needed a complete overhaul – which I did by setting up a simple tracking system. REALLY simple, and I also just rethought my whole email marketing strategy. This book is about what I did.

The results though were spectacular, and from very small changes too.

There are two lots of good news about this – firstly it's turned out that this information can be used by anyone to learn about how email marketing works, and secondly, I've made hundreds of thousands of dollars from it – which means that if I can do it – so can you.

Sending out emails to your list or lists sounds pretty easy – you just send them and wait for the money right?

Well yes – if things go to plan that is exactly what happens. But when you have multiple lists and multiple offers on the go, it's easy for things to run away from you – they did with me – which is why I wanted to look at what I was doing a little more.

Making money from email marketing is not rocket science, to use a cliché, here's how I did it –

1. I simply created a checklist to keep track of which of the methods I'm going to show you I used on each particular list.
2. I started using the methods in this book

Does that sound way too simple to believe?

I agree – but it works like you wouldn't believe.

Here's a list of the **major & immediate benefits** my simple checklist brings to my business every day:

- ◆ I sell more of my own products
- ◆ My sales increase for the resell right and PLR products I sell
- ◆ My affiliate income increases and I get more affiliates
- ◆ I gain more incoming links to my sites, which increases my page ranking
- ◆ I attract more JV partners

Obviously all the points above make a huge difference in my income. It can for you too.

If you haven't yet got a list you'll need one – that's covered a little later.

Once you've seen how profitable sending a few simple emails to a list can be you'll never look back.

But it gets better – apart from the points above, look at these:

These **secondary benefits** provided a major increase in my various income streams:

- ◆ They introduce old subscribers to other sites of mine
- ◆ I increase the number of testimonials I receive
- ◆ My residual income from existing sites increases each month
- ◆ I'm cross-promote each list to subscribers on other lists

And there's yet more.....

These final examples might seem a little more peripheral, but they still have a considerable effect on my online presence, virtual reach and income streams:

- ◆ Increases my viral marketing traffic
- ◆ I sell more of the products I download from several monthly membership sites I've joined (usually in niche areas and under different names)
- ◆ I built up my back-end income with multiple sales to customers
- ◆ I sell older products, once again, by introducing them to newer audiences
- ◆ Get more good feedback from my subscribers

By following these techniques, you can do the same for your business. All it takes is a little thought and some organization to make huge improvements to your tracking and information gathering processes. The more you know about what works and does not work with your specific style of doing business will make critical decisions easier to make.

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