

# **Make \$15,458 in two months by emailing your clients and their friends with very little effort and no expense.**

by Duncan McAdams

Every morning the ritualistic deleting of spam emails is the start to the working day for most of us. Many times its porn or some wayward Nigerian plonker needing your money as much as you do - but a mild irritation. Out of the thirty or so times I've given my email address to businesses in New Zealand only two email me at regular newsletter - the rest I've never heard from at all. Why is this - I don't know - is it not valuable enough to send regular email newsletters or do most companies not really understand the medium? Or could they be afraid of spamming or maybe their marketing manager is a little nervous using new technology?

Instead of caring, worrying or being a techno dope lets just get on with it!

## **Emailing people you know**

Emailing your clients, friends, family and anyone else who wishes to give you their email address is a fantastic, cost effective, legal way of getting your goods or services sold. If people do not want your emails then give them the opportunity to "opt out" or be deleted from your emailing list. Wave them goodbye, let them go, you don't need them. Remember nobody guards their snail mail letterbox so what is all the fuss about emails. There will always be one grisly person who will put their hand up and create a big stink - send them a polite email oozing with nice sentiment and give 'em the flick. Who cares, its normally such a small percentage that doesn't warrant any more concern.

Make sure you remove anyone who has asked to be removed straight away - its good cyber manners.

## **Emailing people you don't know**

Spamming is illegal and you and your Internet service provider can get into big trouble if you are not careful. Spamming is sending unsolicited email without any kind of permission from the recipient - similar to the porn sites. If you buy a database in good faith then emailing these people is not illegal - it usually means people have "opted in" or given their email addresses knowing full well they will receive mail from other sites. If people give you their email address and you say you might be sending them all sorts of information or on-selling them as part of a list to other companies then doing so is not spamming. Make sure you write this in your terms of trade and have it on your website.

Now the legal stuff is out the way. - Why should you be an email address junkie and run around madly gathering email addresses then send as many regular email newsletters. (Without being annoying of course) - One word - INCOME!!!

## **We did it - so can you!**

I wouldn't do anything in business unless it made money and sending email newsletters is one way of marketing that we use to generate income in our business. In fact we have made an extra \$15,458,00 in two months from emailing our clients and business associates. As we build our database, we build our income with little expense. This email newsletter has taken around 2 hrs to write (including interruptions) and will be sent to 3,000 businesses. Not everyone will read this newsletter but I guarantee one out of 6-8 are read by everyone. 2 hrs of my time and the press of a button - valuable?

## **Email energy - the two majors**

You need energy and a healthy attitude to move forward with your emailing - quickly do the following, treat it like it may disappear tomorrow - start now!

1. Start building your database - this can be as simply as an emailing program such as "Outlook Express" or going through a mailing house that deals with everything. Start collecting email addresses right now.
2. Get a decent looking website done that contains valuable information for the visitor including free stuff. Don't spend hours going on and on about the content - make it all "easy" English - look around at what you have to offer. Make sure people have the opportunity of giving you their email address on your website.

You could have everything done in 5 working days!

A bit of enthusiasm will also boost your emailing success - feel free to EMAIL us today so we can go through exciting possibilities of building your business by emailing.