

## MODULE FOUR



**Weekly Tips On How To Grow Your List, Grow Your  
Traffic & Grow Your Offers**

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Welcome back to “Three Top Tips”

In this issue, we’re going to continue our exploration of how to grow your business by improving your List, Traffic and Offers. To that end, here’s what you’re going to learn about in this issue:

- List: How to Use Email Personalization to Boost Response
- Traffic: How to Craft Social Media Content That Gets Clicks
- Offers: The Keys to Selling a Lot of Affiliate Offers

Let’s get to it...

# List: How to Use Email Personalization to Boost Response

One of the sweetest sounds in the English language is a person's own name. That's why personalizing an email to your audience, using someone's name, can help boost your conversion rates.

But there's a catch: you need to walk a fine line, because over-using someone's name can also feel like an invasion of privacy. A person's name is very personal to them, so if someone uses it a lot, the red flags go up.

Perhaps you've experienced this yourself at some point in the past. When you first meet someone and use your name, that's acceptable. If they use your name again a little later, you start to feel like you're building a good rapport. But if they keep using your name, you get those sleazy salesman vibes and it makes you want to get away from the person.

The same goes for your emails that you send to your subscribers. If you use someone's name once or twice, you build rapport. If you overuse it, the strategy backfires and people feel uncomfortable.

So, with that in mind, let's talk about the right way (the conversion-boosting way) to personalize emails...

## **Check Your Email Records**

The first thing you need to do is check that your subscribers are giving you real first names when they join your list.

Obviously, if someone's real name is "Jane" and they use the name "Mandy" when they fill out your opt-in form, you'll have no way of checking if they're giving you a real name.

Instead, what you're looking for are really obvious cases of someone giving you a false name. For example, they might use a name like "Mickey Mouse" or "Anonymous" or "Testing" or something along those lines. If it's obviously fake, then you'll want to do the following:

- Monitor the contact to see if they're active. Sometimes a person gives a fake name, but they're very much interested in your content. That's perfectly fine (see below for the next step).

If they're not active – and a re-engagement campaign doesn't help – then you may remove the entire contact. The person may have signed up just to get a freemium, or if you have a single opt-in system someone else may have signed their friend up for your list.

- Remove the false information. If the person is engaged and seems to be a genuine contact, then remove the fake first name so that it doesn't show up when you personalize emails.

Note: When you personalize emails, be sure that the content will look okay even if a name isn't included.

For example: "Hi, [Name]" This looks fine even if the name isn't included.

Another example: "[Name], what do you think?" This would look odd without the name, because of the comma and not having a capitalized first word.

Which brings us to the next point...

## **Personalize Once or Twice**

As mentioned above, you don't want to overuse the subscriber's name. That's why using it once or twice in an email is generally a good rule of thumb.

Here are three different ways to use it:

- Put it in the subject line. This is a good way to capture someone's attention when they're skimming their inbox. E.G., "Do you know this secret [Name]?" (Note: proper grammar says there should be a comma there, but I left it out for times when we don't have a first name available.)
- Include it in the salutation. E.G., "Hi, [Name]"
- Embed it elsewhere in the content. E.G., "What do you think [Name]?"

Generally speaking, you should use it once in either the subject line or in the salutation. Then use it once more towards the middle or end of your content. When you embed it in content, put the name next to the most important thing you want the subscriber to read. That's because someone who's skimming your email will likely see their name in the middle of it, so they'll stop and read the content surrounding it.

And finally...

## **Use the Word "You"**

While you need to use the subscriber's name sparingly (which makes it more effective), one word you can use generously to great effect is the word "you."

Whenever you use this word often, it means your content is focused on the reader – and that’s exactly what you want to do to keep readers interested and engaged.

Do this: check how many times you use words like “I” or “me,” and see if you can rewrite those sentences to be centered more on the reader by using the word “you.”

E.G., “I’ll teach my best dieting tips” becomes “you’ll discover the best dieting tips.”

## **Conclusion**

As you just discovered, a very simple way to boost conversions is to use your subscriber’s name once or twice within each email you send. When you’re not using their name, then be sure you’re using the word “you” often to keep the focus on your reader, their problems, and how you can help them solve those problems.

Now let’s turn our attention to generating traffic...

# Traffic: How to Craft Social Media Content That Gets Clicks

Are you using social media platforms like Facebook and Twitter to build relationships with your audience and drive traffic back to your site? If not, you should be – and this article will show you how to do it. Plus, if you’re using it but not getting great results, then you’re also going to want to pay close attention to the next couple pages.

Here's what we'll cover to help you optimize your results:

- Choose Your Platforms
- Consider How Social Media Works
- Craft Content That Gets Clicks

Let's jump in...

## **Choose Your Platforms**

The first step is to choose which social media platforms you'll focus on. Some of the top options include:

- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram
- Pinterest

The idea is to focus on two or maybe three platforms that will be most beneficial to your business. You need to consider two things:

- Where does your audience congregate? This is the most important factor to consider when deciding which platforms to use. You'll need to do some research, such as finding out the key demographics of people on the various platforms, as well as looking at your competitors' pages on these sites to see where they get the best results (shares, comments and other interaction).
- What type of content do you intend to post? For example, if you intend to post a lot of videos, then obviously YouTube should make your list. On the flip side, if you're not interested in posting photos, then Instagram isn't a good choice.

Once you know where you're going to post, then move to the next step...

## **Consider How Social Media Works**

While your newsletter is basically a monologue, social media is different because it works best when you create a dialogue with your followers. This means you can't just blast out content and then ignore any interaction you receive. On the contrary, you want to encourage people to engage and interact, and then interact directly with your followers.

This means doing things such as:

- Liking replies to your content.
- Replying to comments. (As your followers grow, you won't be able to reply to everyone, but you should seek to post a few replies on every post.)
- Sharing/retweeting your follower's content.

In other words, build relationships by engaging with your audience in a real dialogue (instead of a monologue).

Next...

## **Craft Content That Gets Clicks**

Now that you're on the right platform and prepared to engage with your audience, the next thing you need to know is how to craft content that gets clicks, shares, and comments. Take a look at these tips...

## *Give People What They Want*

In order to figure out what they want, you'll need to do some market research to find out what sort of content your audience tends to respond to the best. In addition to your regular market research (such as seeing what topics people are buying), you'll want to check out your competitors' social media pages.

Pay attention to two things:

1. The general topic for the content. Do you see any sort of pattern? For example, if you're in a dieting niche, do people tend to respond best to nutrition-related posts versus exercise-related posts?
2. The general format for the content. For example, does the audience seem to like memes? Videos? Infographics? Tips posts? Etc.

Next...

## *Ensure It's a Quick Read/View*

People on social media don't have time to read the "War and Peace" version of your content. That's why you want to create content that people can read/view quickly, ranging from a meme that takes a second or two to read, to a video that perhaps takes two or three minutes (tops) to watch.

## *Craft an Enticing Title*

People often decide whether to view something based on the title, which is why you need to develop benefit-driven titles. If you can arouse curiosity, that's good too. E.G., "The Conversion-Doubling Trick That Takes Just Two Minutes!"

### *Create Something Unique*

People aren't going to share your content or click through to your website if you're sharing content that looks like every other piece of content on the web. That's why you need to create something unique.

This can be as simple as sharing a unique story (such as an inspirational video), or even just a single little-known tip. It doesn't have to be groundbreaking – it just needs to be somewhat uncommon.

### *Generate Positive Feelings*

Content that goes viral and gets other interaction (such as clicks) tends to generate emotion, especially positive emotion. A good goal is to create something that makes people say "Wow!" or "Awww!" or "That's heartwarming!" or "That's awesome!"

### *Encourage People to Interact*

If you want people to share and comment on your content, then provide a call to action.

For example, if you're looking for comments, then ask questions or encourage people to share information. E.G.,

- What do you think?
- What's your favorite tip?
- Have you ever had an embarrassing moment like this?

If you're looking for people to share, then center your call to action around that goal. E.G.,

- Share this with your friends, because they could use a smile!
- Know someone who [needs some benefit]? Share this now!
- Be a hero among your friends and family and share this now.
- Please do me a favor and share this on your page – I appreciate it!
- Share this if you agree!

Now a few parting thoughts...

## **Conclusion**

The big social media platforms are really useful when it comes to your business, but you need to have a plan in place in order to make the most of these platforms. That's why you'll want to put the above tips and steps to work in order to build better relationships and generate more traffic.

Now let's take a look at how to make more money with your affiliate offers...

## Offers: The Sales "POP" Formula for Selling a Lot of Affiliate Offers

One of the keys to a profitable list is to put popular offers in front of your audience. It's usually best if you sell your own offers, as these tend to put the most profit in your pocket. However, if you don't yet have your own offers, then you can certainly sell affiliate offers.

However, you can't just run over to ClickBank, grab any ol' offer, and expect an avalanche for sales and commissions. If you want to make your affiliate sales "P.O.P.," then check out this simple formula:

- **P**ick the Right Product
- **O**ffer a Bonus
- **P**resell the Offer

Let's take a closer look...

### **Pick the Right Product**

A little research upfront will save you frustration down the road. That's why you'll want to follow these steps and tips when deciding what to promote...

#### *Choose Something Popular*

Affiliate sites like ClickBank, JVZoo and WarriorPlus let you specifically choose popular products that are selling well, so be sure to do your research and choose an in-demand offer.

#### *Review the Product Yourself*

Even if the product sells well and gets good reviews, read and use it yourself to be sure it's something you'll be proud to promote.

#### *Research the Vendor*

If you're unfamiliar with the seller, search their name and business name in Google to be sure they have a good reputation in the niche. Avoid anyone with red flags such as poor customer service, poor quality products, not paying affiliates, using black hat marketing and so on.

## *Check the Sales Page*

Now you need to take a look at the sales page. First, check that it looks professional and is well-written. You might also ask the vendor what sort of conversion rate it's getting.

Secondly, be sure there aren't sales leaks or attempts at commission hijacking. These are any unnecessary links or promos that are likely to dampen conversions.

For example, if a popup window appears that offers a discount if someone clicks a link, check if that link still rewards you (the affiliate).

Another example: if there is a one-time offer or other upsell/cross-sell, be sure your affiliate link doesn't get stripped if people take advantage of these offers.

Another example: check the sales page for payment options that don't track and credit affiliates.

If the product checks out, then move to the next step...

## **Offer a Bonus**

If you look around your niche, you'll notice that you certainly aren't the only person to promote this particular offer. Indeed, there may be dozens or even hundreds of others all promoting the same thing. And while the vast majority of these folks aren't really "true" competition (since most just stick a banner up and call it day), you definitely do have SOME competition. If you want to generate sales, then you need to stand out from this competition.

How? By offering a bonus to anyone who purchases the affiliate offer through your affiliate link.

*TIP: You should also seek to stand out in a broader sense, by becoming a trusted "gatekeeper" who only promotes solid offers and who only sends the best content to your list.*

The keys to a good bonus are as follows:

- It's in-demand. As always, do your market research to see what your audience wants.
- It's valuable. This should be something that your market would eagerly pay for (in some cases, it may even be something that you currently sell that you're offering for free)
- It's easy to deliver. Ideally, it should be a digital product that you can deliver to your customers automatically.
- It's highly related to the main offer. This is key – ideally, your bonus should be something that works with the main offer.

For example, if the main offer is an organic gardening guide, you might offer a pest-identification video. Or if the main offer is a dieting membership site, you might offer a free set of low-calorie cookbooks that fit in with the dieting guidelines being taught inside the site.

Your bonus could take a variety of forms, including membership site access, private group access, ebooks/reports, videos, audios, tools (such as worksheets, checklists, templates and similar), software/apps, and similar.

Note: High-value bonuses like personal coaching are likely to create plenty of conversions, but they may also create a time crunch for you. If you do decide

to offer a service, then make sure you only promote it with high-ticket offers, and you may also limit the number available so that you don't fall behind.

Now the final step of the "P.O.P." formula...

## **Presell the Offer**

Even if the product has a pretty good sales page, you still need to warm your audience up to the offer. You do this by telling your audience about the benefits of the offer as well as the benefits of your bonus.

Here's the key: don't just send out one email and expect a bunch of sales. Instead, create a series of three to five emails promoting the affiliate offer.

For example, you might send out a series that looks like this:

Email 1: Introduces the offer, shares the benefits, and promotes your bonus. (Note: oftentimes product vendors will create "copy and paste" emails for you to use. Go ahead and use these but tweak them to personalize them a bit.)

Email 2: Share proof that the product works. You might share your own case study of how well the product works.

Email 3: "Last call" email. If there is any sort of special offer going on (such as a launch special), then send out an email reminding people the special ends soon. Otherwise, you can use this email to cover benefits not mentioned elsewhere or answer frequently asked questions about the product.

TIP: For best results, analyze the product to determine what objections subscribers may have to purchasing the product, and then raise and handle those objections within this email. Whenever possible, offer a bonus that helps handle the objections.

For example, let's suppose you're promoting a dieting guide. And let's further suppose that one common objection is that busy parents say they don't have time to cook healthy meals. You can offer a cookbook with quick, easy and delicious meals – not only does this cookbook make a great bonus, it effectively handles the "too busy" objection.

## **Conclusion**

Selling affiliate offers is a great way to make money with your newsletter, especially if you haven't yet created your own offers. Just be sure to use the sales POP system to pick high quality products, offer a bonus, and presell the offers.

That's it for this issue. I'll see you in the next issue soon!

## Recommended Resources

**GrooveFunnels** My #1 recommended tool for online Businesses: GrooveFunnels is a complete online business and marketing platform for Your digital products and services. You can create websites, build sales funnels, build your blog, automate your marketing, make more sales and so much more! All your Marketing tools within one platform – This will save you thousands of dollars a year!

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