

MODULE EIGHT



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

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List: 7 Ways to Open a Newsletter

As I've mentioned elsewhere in these issues, your email subject lines are critically important. If they don't capture attention and get the click, then the rest of your email is wasted since no one will read it.

Another piece that's almost equally important to your subject line is your email's opener (i.e., the first few sentences or paragraph). Here are two reasons why it's so important:

1. The first couple of lines are shown as the email preview. This is what the recipient sees before they decide whether to click on your email. As such, this preview is also a big factor when it comes to open rates.
2. The first few lines determine whether someone will keep reading. Your subject line (and preview) persuaded people to click. You got their attention. Now your email opener needs to sizzle in order to hold the readers' attention and keep their eyes on your content.

You can see why it's so important to have a good opener. So, with these factors in mind, let's take a look at seven ways to open your newsletter.

Arouse Curiosity

Here you get people curious and build anticipation for what's coming up later in the email.

For example: *Nearly 1000 years ago, the Chinese discovered a herb that seemed to turn back the hands of time and improve health. This herb has been a closely kept secret – until now...*

Tell a Story

One really good way to engage readers and keep them glued to your email is by telling a story. This works particularly well when you can tell a story that they can relate to. For example:

- Share an inspirational story of someone who's a lot like the reader who overcame a problem. For example, if you're writing to people who want to be public speakers, you might share a story of how someone who used to throw up before speaking went on to become a confident, highly paid and sought-after public speaker.
- Share a story of how bad things were before you solved a problem. For example, if your niche deals with car restoration, you might talk about the expensive mistake of buying a car with an unsalvageable frame because you didn't know what to look for.
- Share a story about an embarrassing moment. This helps build rapport with the reader. For example, if you're writing to dog owners, you might share an embarrassing story about your agility dog running off the course and into the audience.

Next...

Ask a Question

What you want to do is engage someone and get them thinking about their problem or the topic at hand. That's why opening with a question can often be an effective way to hook readers.

For example: *Do you dread trying on summer clothes under the harsh and unforgiving lights of your favorite store?*

State a Relevant Fact/Statistic

This works particularly well if the fact is surprising.

For example, if you're talking about longevity, you might refer to the Greenland shark that lives an average of 272 years – and then go on to discuss how we can take what we know about these creatures and apply the information to human health to extend our own lifespans.

Share Something Surprising

For this opener, you might go against convention wisdom or do a little myth-busting.

For example: *You don't need to give up chocolate in order to lose weight. In fact, you SHOULD be eating chocolate every day.*

Offer a Related Quote

Still another way to open your email is with a powerful, related quote, especially from a famous person.

For example: *Mark Twain once said, "There are basically two types of people. People who accomplish things, and people who claim to have accomplished things. The first group is less crowded..."*

Get Straight to the Point

The last method is to simply elaborate on the subject line (or provide a payoff) by getting straight to the point.

For example, let's suppose your subject line said something like this:
Housetrain a puppy in 72 hours?

Then you might open with this: *If you've ever housetrained a puppy before, then you may think I'm absolutely bonkers to say you can train a puppy fast – in just 72 hours or less. But it's true. And all you have to do is understand how your puppy's nose is always looking for the next place for him to urinate, and how you can break the cycle of cleaning messes indoors if your sweet pup can't smell his last mess. Let me explain...*

Conclusion

You just discovered seven ways to open a newsletter in order to get people to open your email and get hooked so they keep reading. Just remember that no matter which opener you choose, it should reflect the subject line and provide a payoff. In other words, avoid using clickbait in your subject lines or email previews, as that will just upset people and get them clicking your unsubscribe button.

Traffic: How to Find Influencers to Help You Promote Your Site

I've said it before, and I'll say it again: getting referral traffic ranks up there as some of the warmest traffic you can get. That's because you have a trusted person in your niche who's telling others to come to your site. When this recommendation comes from a well-respected person, you can bet the traffic is going to come stampeding to your virtual front door.

Now, there are a few different ways you can get this traffic, including:

- Starting a referral program, where customers refer their friends.
- Creating an affiliate program, where other marketers recommend your products in exchange for a commission.
- Distributing viral content so that members of your audience share this content with their friends.

We've talked about (and will be talking about) some of these strategies elsewhere in these newsletter issues. For this issue, however, I wanted to focus on one particular method: finding influencers and getting them involved in sharing your content and promoting your site.

An influencer isn't necessarily another marketer in your niche, though it can be. Sometimes an influencer is someone within the niche community who seems to have a lot of respect and a lot of "pull" in a specific corner of the community, such as a blog or social media page. In other words, this person may be either a member of your audience or a fellow marketer.

For this particular lesson, we're going to focus on the influencers who are actual members of the community (i.e., they're prospects more than they are marketers). If you find a marketer using this strategy, that's perfectly fine. Just know that you're not necessarily looking for marketers.

NOTE: Elsewhere you'll learn of influencers who are marketers, and how you can recruit them as joint venture partners and affiliates.

So, let's take a look at how to find, identify and recruit these influencers....

Step 1: Identify Influencers

Before you can go in search of influencers, you need to know how to identify them. Basically, these are the people in your niche who are well respected on forums, Facebook groups, and blog communities.

Here's how to recognize these folks:

- They may own the platform. This could be a niche blog, forum, Facebook group, page with a large following, or other social media community. Owning a platform isn't a requirement, but owners tend to have the most influence.
- They may be respected members of someone else's community. Generally, these are folks who've been members of a community for a long time (at least a year, but often three, five or even ten years or more).
- They may have a large following. If you find them on a social media platform - such as Twitter - they often have a large network of followers. When they post, they get a lot of likes, shares and comments.
- The influencer is often the first to talk about/share a new product, a new strategy or even breaking news. The influencer enjoys being the first to know about trends and news items in the community.
- The influencer is usually aware of their position in the community. This means they tend to be particular about what they promote (even if they're not affiliates).

That should give you a pretty good idea of what an influencer looks like. Now let's go find them...

Step 2: Search for Influencers

You may already have a list of names in mind of people you know to be influencers (such as people whose blogs or social media posts you already follow, or influential people who visit your platforms). Write those names down, and then expand your list using the following steps:

Search Social Media

Check the top social media platforms (such as Facebook, YouTube, and Twitter) to uncover the biggest and most active groups and Pages. Take note of the people who own each group or Page, as well as people who seem to get a lot of respect within the community.

TIP: Facebook offers "badges" to top Page fans on their site. Look for people with these badges, as that indicates they're active in the community.

Next...

Run a Google Search

Your next step is search Google to uncover the top niche blogs, forums and other communities. For example, you can run a search for "dog training forum." Again, take note of who owns the platform, as well as the established influencers within the community.

Ask Your Audience

Finally, ask your existing audience about the blogs, forums and social media accounts they regularly follow.

In all cases, be sure to research each potential influencer. For example, if they're in a Facebook group, then research their past posts, visit their personal page and even run their name in Google to be sure the person does indeed have a good reputation.

Then move onto the final step...

Step 3: Recruit Influencers

Now that you've identified a variety of influencers, the final step is to recruit them to your team. In other words, you want to encourage them to help spread the word about your content or offers.

If this person works as an affiliate, then you can send out an invitation to them to join your affiliate program. You may even want to give them special perks, such as a higher commission rate than the public gets or special perks for their customers (such as bonuses or discounts).

If this person is influential but doesn't promote anything with affiliate links, then you'll need to take a different approach. It's a good idea to develop a relationship with this person first, as that will make him or her more receptive to any requests you extend.

One good way to bring an influencer onboard is to simply invite them to be a beta user in your business. Remember, many of these influencers are early adapters, so they actually enjoy being the first to know about anything that's new in the niche. They'll appreciate having the chance to offer early feedback on products as well as other content (such as lead magnets).

Once an influencer is part of your beta user team, then encourage them to share their reviews of your products and content on their platforms or in other communities they frequent. If you want to reward them for sharing, then you may set up a "perks" program where they get points for sharing that they can

exchange for things like gift cards or products. (See PerkZilla.com for an app that automates this process.)

Conclusion

While creating an affiliate program and/or a customer referral program are good ways to generate viral/referral traffic, don't overlook the other influencers in your niche. Invite them to become a beta user and be sure they always have your latest content and offers so they can share information about them on their platforms.

Speaking of offers, let's turn our attention towards creating high-quality products with very little work.

Take a look...

Offers: How to Quickly Create a High-Quality Product – Without Writing It Yourself

Elsewhere in these newsletter issues we've talked about how to use joint ventures to grow your list and generate traffic. The ideas you learned about included activities such as doing free webinars with other people in your niche.

However, you don't need to limit yourself to creating free products with your JV partners. Indeed, creating paid products with others is a great way to establish yourself in a niche (by associating yourself with other experts), as well as create a product fast without doing hardly any work.

Ready to put this strategy to work for you? Then follow these steps...

Step 1: Decide What Sort of Product to Create

Your first step is to decide what sort of product you'd like to create with your partners. If you want to create a relatively big product without doing much of the work yourself, then I suggest you gather together one or two dozen partners and ask them to all contribute something to a product.

There are a couple ways to do this:

- Ask people to contribute a tip or instructions based on their specialty. For example, if you're creating a dog training product, you might have one person share five tips for teaching a dog to sit, ask another expert to share five housetraining tips, and so on. In this example, you'd end up with a product with dozens of tips across all the popular training topics.
- Ask one question and have a variety of experts answer it. For example, you might ask a group of marketers the best way to get 1000 targeted visitors. Your SEO experts is going to answer based on optimizing for the search engines. Your social media expert may talk about Facebook. Point is, every expert will have a different answer, which will make for a valuable product.

Next...

Step 2: Search and Research Potential Partners

Once you decide what sort of product to create, then you can go in search of suitable partners. You can find them in the following ways:

- Search Google for your niche keywords (such as "dog training" or "golf").

- Check paid ads on Google as well as on niche sites.
- Search social media (such as Facebook) to see who has large, active audiences on their pages and in their groups.
- Look at marketplaces such as ClickBank.com to see who has the bestselling products in your niche.
- Research recent affiliate contests in your niche to see who was at the top of the leaderboards.
- Ask your audience who they follow in the niche, what products they like, which blogs and newsletters they read, etc.
- Check the list of niche blogs and newsletters you read to see if you forgot anyone.

The key here is to research each potential partner to be sure they're honest, trustworthy and have a great reputation in the niche. To that end, research each person by searching for their name and business name in Google. Cross off anyone who shows red flags when you research them, and then take your newly shortened list to the next step...

Step 3: Approach Potential Partners

It's best to build relationships first and then approach partners with a joint venture. Whether you use this recommended method or approach cold prospects, be sure to focus on what benefits the partner will receive if they participate in your venture.

Check out this sample email...

Subject line: [Big name] is in - are you?

Hi [Name],

It's [Your Name] from [Your Website], and I'm writing to give you an opportunity to enjoy massive exposure in exchange for a small investment of your time.

Let me explain...

All you have to do is [explain JV - e.g., "write a 500-word article..."]. In exchange for this [short amount of time, e.g. 15 minutes] task, you'll get:

- [Insert bulleted list of benefits - e.g., a link inside the product for backend sales, exposure to approximately X number of people, get your name alongside other big names in the niche such as [Name] and [Name], etc.]

As you can see, you get a lot of benefits for a tiny investment of time.

We've already got [two or three known experts] on board - can I count you in too? Hit reply now and let me know...

[sign off]

P.S. Please let me know if I should hold your spot or give it to someone else. You're my first choice to [teach some topic], so I hope you can reply now with a "yes!"

Step 4: Manage the Project

Once you have your partners on board, then your job is to manage the project so that all partners have a great experience. If they have a good experience

and enjoy a lot of benefits from your JV, then they're sure to say "yes" the next time you propose a JV.

Keep these tips in mind:

- Remind partners of deadlines. While this is the most important project on your plate right now, it may not even crack the top 10 for your partners. As such, remind them of deadlines and encourage them to finish their contribution in a timely manner.
- Offer a "last chance" to people who don't get it in on time. Let them know you understand how busy they are, and then give them a few more days to send you their contribution.
- Thank everyone. Let them know how much you value their contribution and how pleased you are with it (and them).
- Create a professional-looking product inside and out so that your partners will be proud to be associated with it.
- Ask your partners how you can help them once this JV is over, such as endorsing one of their offers on your platforms.

Now a few parting thoughts...

Conclusion

Doing joint ventures with other notable people in your niche is a really good way to establish yourself in the niche, create a valuable product without doing much work, and creating something that your audience will really love. That's why you'll want to put the above strategy to work for you!

That's it for this issue of "Three Top Tips." Keep an eye on your inbox for your next issue, which is coming your way 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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