

# **MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM**

## **How to Capture Leads To Build Your List & Send Newsletters On Autopilot**

(with Kevin Bates)

In This Training You Will Learn...

- Why your list is the key to your business
- How to set up your list management account with 'Get Response'
- The pros and cons of 'Double Opt-in'
- How to put up an 'Opt-in box' on your webpage
- An example of a newsletter that converts from Double Your Dating
- How to schedule your newsletters to maximize profit
- Whether or not you should "repeat" newsletters in your sequence
- Why you should have TWO lists: one for subscribers, one for customers

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Why Building Your List Is SO Important...

- It's true that some internet businesses are profitable without lists, but they are few and far between.
- A much more common business model is that you break even on your first product, and then your backend products are what create your profit margin.
- If Double Your Dating was JUST an ebook, the business would be 10% of the business that it is today.
- Without capturing the emails of prospects and customers, it's impossible to follow up with them later to sell them more of your products. Duh.
- Your list also makes you very attractive potential JV partners. "I'll mail my list, you mail yours..."

Note: The processes mentioned in this session are very similar between GetResponse and AWeber.

You may use either GetResponse or AWeber for your Email List-Building Services. The below instructions are specific for GetResponse, however.

(AWeber is known to have higher deliverability rates than AWeber. However, GetResponse is integrated into Eben's COMET HTML software, so if you're a beginner it may be easier to use GetResponse, instead of AWeber.)

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Here's How To Set Up Your Get Response Account...

Go to [www.getresponse.com](http://www.getresponse.com)

Click on the 'Sign Up' Button

There are different plans (Bronze, Silver, Gold, Platinum).

It is recommended to go for Bronze or Silver.

On the next screen, you'll see some Extras/upgrade services (e.g., Ad tracking software, etc). You can skip this section.

On the next screen, you can click on 'create new account.'

Then, create an account name and password.

Then, go back to main page, and enter your new account name and password.

Next, you'll go into the 'Easy Setup Wizard'. This is very easy.

Enter your company name and address. This requires a physical address.

Your address will be at the bottom of every Email that you send out. This is the law.

On the next page, you will select how you want your address appears on your Email. (There is also a Preview window at the bottom.)

Click 'Next Step.'

The next page is 'Create a New Campaign.'

Name your Campaign (for example "First\_campaign").

Next, in the FROM field, enter your Name and Email address.

Next, is the REPLY-TO field. Here, you can either, again, enter your Name and Email address....or, if you have a virtual assistant who you want to be receiving all of your email replies, you can enter the Name and Email address of your virtual assistant.

In the next screen, you'll get a 'Warning', which says that "You have not personalized your confirmation message for campaign \_\_\_\_\_ yet."

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This brings up the whole question of: "Single Opt-In versus Double Opt-In."

There are successful businesses that do either Single Opt-In or Double Opt-In. DYD uses a Single Opt-In.

Single Opt-In: When you go to the Landing Page and enter your Name/Email address...and then you automatically start to receive recurring Emails (e.g., newsletters, etc).

Double Opt-In: This is when you go to the Landing Page and enter your Name/Email address...and then you receive an Email that requires you to click on a Link, in order to confirm that you desire to start receiving recurring Emails (e.g., newsletters, etc). This is a technique that is used to cut down on Email spam.

The advantage of using 'Single Opt-In' is that you get to build your list faster. You eliminate the risk of the prospect failing/neglecting to Opt-In a second time (which is what is required with Double Opt-In).

Just like in any other sales process, the more steps that the prospect has to go through, the more potential that exists for people to drop out along the way, and fall through the cracks, at a single step.

The disadvantage with this using 'Single Opt-In' is problems with deliverability. A certain percentage of people will have bad Email addresses, and also a certain percentage of people will not get to read

your Emails, because they'll end up going into their 'junk' email folders.

On the flip side, with 'Double Opt-In' (which requires an extra action step from the prospect) you will have higher deliverability. This is because when someone does the second Opt-In step, it is very likely that your future Emails will make it into his In Box. The disadvantage is that you run the risk that the prospect does not do the second 'Opt In' step.

Decide yourself which option you're going to use.

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Regarding 'Importing Lists' - this means you import a List of Emails from one Email Service Provider to a different Email Service Provider (for example, moving a list from GetResponse to AWeber). If you do this, then all of the people on your list will receive an email from the new Email Service Provider that requires the prospects to do an 'Opt-in' confirmation before they will be added to the new service.

One way to mitigate the potential adverse effects of switching to a new Email Service Provider, is to give your list of prospects an advance warning. In other words, send them a customized message letting them know that this new change will be coming.

For example, you could send your prospects a message that says, "Hey, I hate to have to do this, but I'm switching Email services soon and my new service will be sending you an Email that requires you to confirm that you want to be on my new mailing list. Please do me a favor and click on the link that they send you to confirm this, so that you can continue to receive the newsletters that I'll be sending to you."

You may also want to send everyone a 'Broadcast' before you switch over to the new Email Service Provider, and let everyone know about the upcoming switch.

If you have a large list of Emails that you accumulated before signing up for an Email Service Provider (such as GetResponse or AWeber), and you'd like to load the list up into your new Email Service Provider account, it is recommended that you call the Service Provider (e.g, GetResponse or Aweber) and see if you can just send them the list on an Excel spreadsheet, instead of having to manually upload each individual Email one-by-one.

Of course, any new prospect's Email that you add to your Email Service Provider in this way, will then generate a confirmation Email to be sent to that prospect which will require him to Opt-In.

DYD used to use GetResponse, but now he uses a new program called 'Responsys'. This new service costs a lot more than GetResponse, but it has a higher deliverability rate.

Regarding prospects who you get through Double Opt-In Emails: these tend to be prospects who will be more likely to buy, compared to the prospects you get through Single Opt-In only.

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Here's how to set up you Opt-In settings:

Click on the 'Campaigns' tab, and then select 'Campaign Settings'.

Then, go to the 'Subscribers' tab. Next, look down at item 3, 'Opt-In Settings.'

Look for the little check boxes next to 'Set Confirmed Op-In For:'

(Note: 'Confirmed Opt-In' means 'Double Opt-In')

If you DON'T want Double Opt-In, then "Uncheck" each of the three boxes.

There is a Note that says "Once the confirmed options have been switched on, you cannot switch them back off."

So, once you switch the 'Confirmed Opt-In' option on, then you will not be able to switch it back off again. (That is because GetResponse strongly prefers that you use Double Opt-In.)

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The next page you go to will be the 'My Campaigns' page.

Regarding the difference between 'Follow-Up Messages' and 'Broadcasts':

'Follow-up messages' are auto-responders, and are newsletters that get sent out at specific intervals after a person has signed up for your list.

A 'Broadcast' is newsletter that is sent out to your entire list all at one time.

To create an auto-responder newsletter that gets sent out to new subscribers at specific intervals, click on 'create a new message' under the 'Follow-up messages' line, and go to the 'Follow-Up Campaigns' page.

Click on the 'Create/Edit message' tab.

Choose 'I don't need to choose a template - I will create a plain text message,' and then hit 'Next Step.'

Next, you will get to the 'Message Editor' page.

If you create a newsletter that has some customization/personalization on it, you generally get a better response with it. So, to personalize your newsletter, do the following:

Go to the little green box on the right hand side, that has a "green plus sign", and select this. This is for 'Personalization Fields.'

Here, you can choose to add your prospects' Full Name, or First name and/or Country/City, etc, to your newsletters.

Usually it's good to start off just with the First Name.

Near the top of the 'Message editor' page, you will see a box to enter the 'Subject.'

When you type in the Title (or Subject) of your newsletter here, you should capitalize the first letter of each word.

Try to stay away from capitalizing entire words, and certainly don't capitalize every word. The various Email spam filters don't like this, and you're likely to get filtered out.

Also, there will be a box to enter the 'Interval'. The 'Interval' is how many days after the person signs up that you'd like GetResponse to wait, before it sends out this newsletter.

On the right hand side of the text box, you'll see a line that says 'Recommended Width.'

DYD newsletters use a fairly narrow width. This is because shorter lines with less words across are easier on the eyes and people are more likely to read them.

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Here's some sample text for your first newsletter:

Title: The 7 Biggest Widget Mistakes You Make

[(First Name)],

Most people make deadly mistakes when they buy their widgets. Read this report to make sure you don't do the same...

Mistake # 1 Etc, Etc

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After you write your newsletter, you'll find several boxes at the end:

'Spell Check'  
'Spam Check'

It is recommended that you use all two options. Then, select 'Test Message' and this will send the message to your Email address, where you can look it over and proof read it.

Then finally, you can click on 'Add Message.'

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Q: Does GetResponse supports 'end date' scheduling. For example, if you have an upcoming seminar, and you want to send an Email to everyone on the list 7 days prior, 2 days prior, and 2 days after...?

A: Yes. You would use 'Broadcast' for this, and then send the dates for when you want to send those messages.

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Q: Is it better to use HTML enhanced or Plain Text to send messages?

A: There is better deliverability with Plain Text.

[It's actually the ratio of HTML-to-text that gets penalized, by most Email filters. (In other words, a high HTML-to-text ratio is more likely to get seen as Spam.)]

Some experts say that HTML gets opened by prospects 40% more than plain text. But the question is that, if HTML gets opened 40% more, does it get delivered 40% less (due to worse deliverability than plain text)?

If you have a lot of text in your message, you'll get a better score by Email filters (it will be less likely to be viewed as Spam). However if you have big pictures, you'll get penalized (more likely to be viewed as Spam), on the ratio of picture-to-text.

Tip: If you're using AWeber, VerticalResponse, or 1ShoppingCart, then you can send Emails with both plain text AND HTML as a backup.

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Tip: Personalizing the Subject Line (by adding the prospects' First Names) will improve your 'Opening Rates' by your prospects.

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Q: In GetResponse, will they switch the prospect over automatically from your Prospects List to your Customers List, so they aren't on the same list?

A: No. When a customer buys from you, that's part of your Shopping Cart, and it is a separate process from your Email Service Provider.

It's important to have a Prospect List that is different and separate from your Customer's List.

Someone who has already bought something from you is now considered a super HOT LEAD. He is very likely to buy MORE from you. Also, he is much more likely to buy something else from you compared to someone who has never bought anything from you.

If you have a separate Customer List, and let's say you have an upcoming new teleseminar, or event, or new product launch, then you can send out an email which says "Hey. You're a customer. I want to give you first crack at this. I'm having a teleclass in a week from now, and there are only 25 spots. This email is going out to only 350 customers. I'd like to allow you to get a guaranteed spot, before I send an email out to my list of 30,000 prospects."

DYD uses its Customer List all the time to make special announcements. Having and using one is very critical to building your business.

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Q: Is someone who downloads a free Ebook a customer?

A: No. They are still considered a prospect, because they have not bought anything from you yet.

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Tip: To easily switch a person over from your "Prospect Email List" to your "Customer Email List, you may do the following:

Install an AWeber or GetResponse 'Opt-In form' on your Thank You Page.

Then, after your customer makes a purchase and gets to your Thank You Page, give them a message which says: "In order to complete your order, please enter your First Name and primary Email Address Here."

Have AWeber or GetResponse pre-set up to remove the customer from your Prospects List at the time that he is added to your Customers List.

Don't rely on 1ShoppingCart for your "Customer Email List," since companies like AWeber and GetResponse have much better deliverability rates for Email Lists, than 1ShoppingCart does.

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Further Instructions for setting up GetResponse:

After completing your auto-responder message (Follow-up Message), next go to the 'Campaigns' tab, and go to 'My Campaigns'.

Now, let's see how to create a 'Broadcast'.

Click on 'Broadcast'.

Type in your Subject line.

Broadcasts are good forums for sending out messages regarding teleclasses, events, and new product launches.

To create a 'Broadcast' for a teleclass, for example, you might write something like this:

Subject: Space-Limited Widget Teleclass

[(First Name)],

I'm holding a brand-new, space-limited, free teleclass in exactly 24 hours from right now.

If you want to know how to quickly solve your frustrating problems with widgets, you NEED to be on this call.

There are only 22 spaces left on the call - looks like it's going to sell out soon. Reserve your spot by going here right now.

[www.widgetcentral.com/teleclass](http://www.widgetcentral.com/teleclass)

You don't want to miss this. It might be a LONG time before I teach this free class again.

Talk to you soon,

Widget Expert Dude

Lastly, Finish creating your 'Broadcast', and then choose 'All subscribers.'

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"Scarcity" is an important form of influence to use (not too much though, but use it as a spice). See Robert Cialdini's book "Influence."

Scarcity increases conversions, if you do it in the right way.

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There are different kinds of Newsletters:

1. Pure content newsletters
2. Single Q&A newsletters (with only one question, which you answer in-depth)
3. Multiple Q&A newsletters

In your newsletters, you always want to leave your readers wanting more. Give them good content, of course, but leave the reader wanting more, and feeling that what you've given in your newsletter is just the tip of the ice berg. Make them feel like they want to go and download your free Ebook, for example.

DYD has found that there is NO significant difference in conversion between the 3 types of newsletters - so mix it up.

Multiple Q&A newsletters are the easiest to write, because your customers write most of the newsletter for you - plus, there's plenty of testimonial content embedded (e.g., "Hey, got your product and loved it...but I have this one question, etc..").

You don't need to have a 'buying offer' at the end of every newsletter. You can put these in some of your newsletters, but you don't need these in all of them. You might want to leave your 'buying offer' off of your first newsletter that you send out.

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Pure Content newsletters are the hardest to write, so let's take a quick look at one that sells VERY well...

By the way, subscribe to the DYD newsletters at [www.doubleyourdating.com](http://www.doubleyourdating.com)

Here's a sample of a good pure Content newsletter (Note how this starts out with a 'Preamble' with a link to a Sales Page):

"If you'd like to see all of the different programs that I've created to help men learn how to overcome fear, approach women, get numbers, and take things to a "physical level" smoothly and without rejection, just go here:

[www.DatingTechniques.com/Catalogue](http://www.DatingTechniques.com/Catalogue)

HOW TO LOSE A GIRL - A DANGEROUS IDEA...

Now THIS sounds like an interesting topic, doesn't it?

Why would you want to know how to LOSE a girl?

Well, I'm going to propose a DANGEROUS IDEA. I'm going to suggest that you are probably already an EXPERT in LOSING a girl.

You might even be a "natural" at it..."

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The goal at the beginning of a newsletter, is to grab a reader's attention.

It's good to start with "Have you ever..." openers.

For example, "Have you ever been at the gym and you saw that guy who was ripped and you thought 'why can't I lose the weight'..?"

This is good because it grabs the prospect's attention and it gets him connected with his experience. It begins a conversation in the prospect's mind. It connects with the prospect and it breaks the prospect out of his trance which he is typically in while checking his Email. This sucks him into your newsletter.

Later on in your newsletter, you want to show that you're an expert in your Niche, by making some observations and sharing some thoughts.

You might want to share typical mistakes that people make in your Niche.

One way to do this is to give your own unique little "names/titles" to ideas and the things that you've observed, so that it becomes more of a concrete thing. An example of this is in this next sample text.

Here's more sample text from a DYD newsletter:

**"TYPICAL THINGS MEN DO**

As you've probably heard me say about a million times, **MEN ARE PREDICTABLE.**

In fact, we're **PAINFULLY** predictable.

We all do basically the same things when we get into common situations with women...and we don't even realize it.

I call this the "Originality Paradox."

In our desire to be "original" and "unique," we tend to do the **SAME THINGS!**"

Commentary: Notice how David D. gave a name to the "Originality Paradox", which is a term he coined here.

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Tip: It's a good idea to have a Link to your product somewhere in the middle of your newsletter. This can convert well. (This is something that you should test.)

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In general, the following are things that you want to focus on doing with your newsletters:

Whet the prospect's appetite; point out the mistakes that people make; give the prospect a little bit of a very valuable nugget of wisdom; and then point out that this is just the 'tip of the iceberg,' and that he really needs to get your whole product if he wants to take his success to the next level.

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Here's some good sample text that comes from a DYD newsletter, towards the ending:

"...Part of the magic formula for losing a girl fast. Interesting, isn't it?

But there's a much DEEPER message here.

The message is this:

If you don't understand the process of how to make women feel **ATTRACTION** for you, including things to **AVOID** doing, then you're not going to have success.

If you found this particular discussion interesting, then you're probably ready to learn the DEEPER secrets of how to be more successful with women and dating.

If you're ready to **STOP** losing women faster than you can meet them, then it's probably time for you to step up and get yourself an education about how to attract women and **KEEP** them attracted.

And the best education in the world is my Advanced Dating Techniques program. It's over 12 full hours of me teaching all of my very best concepts."

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As a closing, it's a good idea to offer something free.

Here's some sample text from the ending of a DYD newsletter:

"Go check out the great free samples here:

<http://www.DatingTechniques.com/AdvancedSeries>

And if you're reading this right now and you haven't yet downloaded your copy of my online eBook "Double Your Dating," I have something to tell you..."

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Here's how to put an Opt-In Form on your website:

(The process is very similar in AWeber and in GetResponse.)

In GetResponse, on your 'Home' page, go to 'Capture Subscribers'.

Here you'll have the options of doing an 'HTML Form' or a 'Pop-up'. You can use both, if you want.

If you're using Google Pay-Per-Click, you cannot use a Pop-up on the page that you're sending your traffic to; instead, you would have to use a Pop-up on the NEXT page.

For now, let's just use the 'HTML Form'. (Select this.)

On the next page, you'll see the following:

There's a space to enter a 'Confirmation URL'. This is used for when you're using Double Opt-In. There's also a space to enter an 'Error Page URL'. You don't have to put anything in here for either one of these, at this point. That's going to be the 'default', unless you want to specify otherwise.

For 'Tracking code (REF)', you can put "001" here, and you can begin to keep track of the different 'forms' you have, and see the different conversion rates of the different 'forms' you have.

You can also add 'Custom Forms' here if you want. (Or, you may skip this step.)

Go to the next page, and you'll see a box with a lot of HTML code here for your 'form'.

'Select All' of this code, and then go to your website Page and enter this code on the part of the Page where you want your 'form' to be displayed.

Note: If you're using a 'Whizzywig' or an 'RHTML Editor', you would need to view the code, and you can paste it all in.

Note: You may have to play with the code a little bit after you've pasted it onto your website, to get the 'form' to look exactly the way you want it.

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Then...

1. Upload your page to the Web
2. Test it by opting in
3. Then, go back to GetResponse and confirm that it captured your email.

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Finally, Here's how to track the "Sales" of each newsletter that you send out:

Go to the 'Control Panel' page. Select 'Track My Sales'.

Note: Be aware that until your list is fairly large, you won't be able to get many meaningful statistics. However, once you get a bigger list and you can see that, for example, some of newsletters of yours are getting 30 sales, whereas other newsletters of yours are only getting 3 sales...that's where you can find out some meaningful data.

On the next page, under 'Action Type', select whether you're dealing with a 'registration' or a 'sale'.

Enter the Price.

Then, follow the instructions regarding 'Protocol', as well as regarding how to put your 'code' in the box indicated.

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Q: How often should you send your newsletters out?

A: Well, there's two aspects to consider:

1. If you send them out too often, then you may annoy potential customers.
2. If you send them out too infrequently, then you're "leaving money on the table"; and subscribers may begin to forget who you are.
3. When you're starting out, then 3x per week is a safe frequency to send out your newsletters. (There are different strategies for different markets, however.)

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Q: Should you repeat previous newsletters?

A. Not unless you want to spend your time doing something else BESIDES writing newsletters forever.

Therefore, once you have a set of 10 - 20 + newsletters, you may rotate subscribers back through the cycle again.