

**The Ultimate Guide to  
Building Highly Responsive  
Email Lists Like a Pro!**

# 3 Profitable Email Marketing Hacks

David Jones, [BumdogMillionaire.Com](http://BumdogMillionaire.Com)

---

♥ Copyright 2017 by David Jones and BumdogMillionaire.Com - All rights reserved.

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If legal advice or other professional assistance is required, the services of a competent professional person should be sought.

- From a *Declaration of Principles* jointly adopted by a Committee of the American Bar Association and a Committee of Publishers and Associations.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage or retrieval system, without permission in writing from the publisher.

No responsibility or liability is assumed by the Publisher for any injury, damage or financial loss sustained to persons or property from the use of this information, personal or otherwise, either directly or indirectly. While every effort has been made to ensure reliability and accuracy of the information within, all liability, negligence or otherwise, from any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein, is the sole responsibility of the reader.

Any copyrights not held by publisher are owned by their respective authors.

All information is generalized, presented for informational purposes only and presented "as is" without warranty or guarantee of any kind.

All trademarks and brands referred to in this book are for illustrative purposes only, are the property of their respective owners and not affiliated with this publication in any way. Any trademarks are being used without permission, and the publication of the trademark is not authorized by, associated with or sponsored by the trademark owner.

**NOTICE: You Do NOT Have the Right to  
Reprint or Resell this Report!**

**You Also MAY NOT Give Away,  
Sell or Share the Content  
Herein**

## **HACK # 1**

### **OPEN RATES DO NOT EQUAL RESULTS**

**WHO CARES HOW MANY PEOPLE OPEN YOUR EMAILS?**

**NOT EVERYONE WHO OPENS AN EMAIL IS GOING TO READ IT**

This is another biggie and somewhat related to the above idea. If you think open rates are as important as many would have you believe, you need to find someone else to follow.

**Open rates are not results.**

Simple as that.

Let me give you a simple example:

A woman contacted me recently complaining that she cannot make any money from her email list. She went on to tell me she has a list size of close to 2000 people and an open rate of 11%.

I wrote back telling her that if she wanted a very quick way to increase her open rates she should delete the people off her list that don't open her emails. There you have it, a very measurable way to finally clear up the myth of how important open rates are.

And that's the biggest problem with open rates. They simply do not equate to sales/results. The woman above said she had a list size of 2000 but, that's complete nonsense. With an open rate of 11% it's clear to see that her list size is closer to 200 people. Since 11% open her emails out of 2000 subscribers that equals 211 people open her emails at any given time.

Out of those 211 people, how many actually open the email to read it/ How many open the email, read it, and then click on the links? And even then, how many go on to buy the product?

**Listen:** Open rates are only relative to whatever else is working in your funnel. Just because I open your email, that doesn't mean I'm going to read the damn thing. I open emails all the time without reading them. Sometimes I click on links and never bother reading the sales page. All I'm saying here is to not get so hung up on open rates as if they equate to sales/results. They don't.

It's easily possible that lower open rates can lead to more sales.

**My point:** Focus more on results and less on your opens. There will be a lot of ideas inside this guide to help you get higher open rates that matter but, always keep in mind that results are what matters most.

Think of all the poor souls out here building fan pages on Flakebook. They boast about having 1000's of fans, and yet, I guarantee 99% of those people are not making a red cent from all those fan page followers. Why? Because just like open rates, "likes" do not equal results... period!

Stop focusing on numbers and start focusing on results. If you want another simple measurable way for me to prove to you that open rates are completely relative. All you have to do is look at solo ads sellers and their email lists.

Solo ads sellers get high open rates from their lists, and yet, they have the worst damn email lists in the business. Fact is, people are only opening those emails to get more free stuff.

Now tell me that open rates are as important.

## **HACK # 2**

### **USE EMAIL TEMPLATES**

HOW TO ALWAYS KNOW WHAT TO WRITE

**USING EMAIL TEMPLATES MOTIVATES AND HELPS YOU WRITE BETTER  
CONTENT TO SEND TO YOUR LIST**

Do you struggle to come up with ideas for your emails? I know I did when I first started building my list. Actually, I had that problem for such a long time, it deterred me from sending frequent emails.

So, with that in mind, let's take a look at a few templates you can base your emails off.

#### **THE “QUESTIONS & ANSWERS” EMAIL**

Pretty self-explanatory, right? You go onto forums, social media, blogs and wherever your target audience hang out.

Look for questions people are asking. Find the best answer, put it into your own words – and send it to your email list. Nothing could be simpler.

Chances are that if others are struggling with a certain aspect of their marketing, and they post a question for clarification... your email subscribers will probably want an answer to it too.

You've just got a perfect topic to write about, with the added benefit of helping people with a common problem others are obviously struggling with.

What I really like about this template, is that you can make it into a regular thing. Pick one day a week to answer questions in your market – and post them as an email update.

So, Monday could be the day you just send out the questions and answers email to your list. It's a powerful strategy for 2 reasons...

- 1) You're not struggling to come up with an idea for a message. You're now focused on "one" specific outcome, which is to go find a popular question – and answer it. How easy is that?
- 2) You're cementing your position as a marketer who has answers to common problems. You see how that works? If you're the person answering the question, then you're the problem solver in the eyes of your list. Brilliant!!

A cool way to approach this is to tell your subscribers that you're answering questions from...well...your subscribers. Start off your email with...

*Hi David Here,*

*As you know, I get a lot of questions from my trusty subscribers looking for clarification on problems they're facing.*

*Today's question comes from Mark, who asks...*

...and then you just segue into the question – and then obviously answer it. You can then tell your subscriber to participate by sending their own questions to you for answering. It's a great way to build trust

and credibility – and at the same time... getting your email subscribers to contact you.

### **THE “TV & MOVIE” EMAIL**

Okay, the title is pretty lame, but I’m sure you see what’s coming. Popular TV shows and movies that are hot right now are great talking points.

The reason why this email is a good one... is because people are already aware of what’s popular right now. So, in essence you’re entering into a topic that’s already fresh in their minds.

It doesn’t have to be something current either. Is there a movie that has inspired you in the past? If so, what in particular about that movie inspired you? There’s obviously a lesson in there you can share with your subscribers.

Look at it this way. If you saw an amazing movie, or read an inspiring book, would you share that knowledge with your friends?

You would, right? So why wouldn’t you share it with your email list? They’re your friends, aren’t they? At least that’s your end goal... to become friends. To treat them like friends. To communicate with them like they are your friends.

How can you take a popular movie, TV show and/or book and create an email out of it?



## LET'S LOOK AT AN EXAMPLE HERE...

*Hi,*

*You've seen "The Wizard of Oz,"  
One of the greatest movies of all time...*

*The big theme was that the main characters  
all thought that they didn't have what it takes  
to get what they wanted in life...*

*The Scarecrow thought he needed a brain...*

*The Tin Man thought he didn't have a heart...  
The Cowardly Lion was a scaredy-cat...*

*Dorothy felt lost and wanted to go home...*

*And it turned out they all already  
had everything they needed...*

*But they were looking around outside of themselves,  
while they should have been looking inside...*

You could easily segue that message into anything really. A motivational message. A product promotion... anything. It just takes a little creativity.

But the power in this is immense. You're getting people to think about a movie that quite possibly they have fond memories of. This is important because it creates a strong emotional connection to information that may be somewhat boring and unemotional otherwise. Makes sense, right?

## **THE “PERSONAL DEVELOPMENT” EMAIL**

This is a favourite of mine. In this business, maybe above any other business... motivation is something every single person needs from time to time. You can easily pick “one” day a week to only send out motivational emails.

Now, I'm not talking airy fairy “fluff filled” law of attraction type nonsense here. Proper advice that ties directly into the problems so many of us face on a day to day basis in the Internet marketing world.

The 80/20 rule is something I write regularly about.

Parkinson's Law is another email topic I return to regularly.

Peeps love this stuff in moderation. So once a week is perfect. To give you an idea of something that's so simple to do, but also different enough to help you build solid relationships...

I simply go over to YouTube. Find a 5 minute motivational video. Strip out the audio. Upload it to my hosting – and then share it with my list.

## **THINK ABOUT THIS FOR ONE MOMENT...**

You find a cracking video that inspires or motivates you. Rather than doing what any other person would do, which is to send a link to the

video to their email list (rubbish) you actually went through the trouble of stripping the audio out and delivering it in a much better format that can be listened to on an mp3 player or in the car. Better than just sending a link to a video, right?

Now, imagine your subscriber puts that audio onto their mp3 player and they go for a walk. They dig the audio and it... well... inspires or motivates them, okay?

Do you think they will feel, even somewhat of a real connection with you after that? Maybe. But one thing for sure, it can only have a positive impact on how they perceive you next time you send an email message.

So, my future email marketing genius. Those are just a few templates that you can work off. Nothing ground-breaking, but definitely makes it a little easier if you're struggling with what to write to your email list, yes?

You sit down and create endless templates yourself – and start using them for your emails. A little creativity can make a huge difference, plus, working off templates helps streamline your message writing - and helps keep you focused and on topic. Very powerful in its simplicity.

## **HACK # 3**

### **REVERSE SQUEEZE PAGE**

#### **HOW TO BUILD INSTANT TRUST**

**99% OF INTERNET MARKETERS DON'T KNOW ABOUT THESE PAGES**

What's a reverse squeeze page?

Unlike the traditional "one page" squeeze page, a reverse squeeze page builds trust before anyone enters their contact details into your sign up form.

There's nothing to it, really – but it can start your email marketing campaign off on the right foot.

People are insulated to advertising these days. And like it or not, the widely used "one page" squeeze page with an image and an opt-in form... just screams ADVERTISEMENT!

Not good.

Not good at all.

#### **How do we address this issue effectively?**

We focus on giving value before people opt in. We abstain from leading them blindly onto our email list - and we do it all without making our opt-in page look like an advertisement.

If we get this right, we'll have people actually wanting to join our list to get our emails.

## **Is it difficult to set up?**

It's actually easier than the other squeeze page method - and you have the added bonus of standing out from the competition.

We gain instant trust "before" asking for anything in return. Most free reports are rubbish - and most people expect them to be rubbish when they give out their email address, yes? In most cases this is true for sure.

The problem with the traditional squeeze page is that it's a hard sell approach to generating leads. No way around it. But it's time to turn this on its head and gain that initial trust we all seek before our visitor subscribes to our list.

We do this by only asking for an email address after we've given value. This instantly increases the value of our lead, ensures we get a real email address - and generates a list of people who want to open our emails. I ask you, who doesn't want to build a list like this?

## **Let's Get Into The Bones Of The Reverse Squeeze Page**

Before we do, I want you to take a look at an [example here](#) and [here](#) of what these pages actually look like...

You'll notice how...

- These pages are not like any other squeeze pages

-- Especially in the MMO (make money online) market where you seriously must consider the consequences of following the herd. People who see the same structured squeeze page over and over again, will automatically place very little value (expectation) on what they're going to receive after they opt-in.

- These pages build trust by giving value before you see any opt-in form...

-- The one thing that's lacking most in this business is, TRUST (I'm sure you'll agree)

- There's no BLIND selling (advertising) on these pages - you know what kind of information to expect if you opt-in...

-- Setting expectations from the beginning is HUGE - and almost guarantees you're generating a lead that's highly motivated to read more of your content.

- There's a link at the end of each page that continues the story (you must click the link to keep reading)

-- If the visitor clicks the link at the bottom of the page, it, a) Ensures they dig your content, and, b) it means they have already taken one action step to get them closer to your offer.

With your everyday "run of the mill" squeeze page, you have to create a report (usually at least 15 - 20 pages) but in this case you simply write an 800 - 1000 word quality article and space it out over two pages (much easier)

-- You would put no more than 350 - 450 words on each page (the second page continues the story from the first where there's link at the bottom of the page with a compelling call to action, to make sure they click through.) Make sure to leave a cliff hanger at the end of each page.

-- On the 3rd page you would have your opt-in form telling the reader they must be a subscriber to access the rest of your content (if they clicked through 2 times already this should not be any problem at all - and they'll be happy to do so - after all - you're not forcing anything on them, and you're not leading them down a blind alley)

-- Rather than having an "instant access" button like every other opt-in form has, I'd recommend you have the word "subscribe" instead. This just looks far more trustworthy and it's what almost all blogs use (blogs are far, far more trustworthy than most squeeze pages).

What we're after here is people feeling comfortable landing on your squeeze page. We also want them to believe they're getting a good deal in return for their contact details.

Now, don't underestimate the psychological effect these pages have on your visitor. It may not seem like much of a change – but all we're doing is taking them “out” of defense mode – and into “relaxed” mode.

Traditional “one page” squeeze pages do the opposite – and usually result in people putting in fake emails, or secondary email addresses they never use.

### **Let me ask you this...**

Are all your unopened emails the result of people just not giving a damn about your content? Or is it more likely they have given you an email they rarely use?

Think about it.

Of course, some just won't open up your emails, but to say they are all receiving them... is very short sighted.

## **Your Homework For This Section Before We Move On:**

- Identify a problem your target audience is struggling with (best to make it a problem they face in the beginning of their online journey.)
- Write an 800 - 1000 word article solving that problem, or at least answering some of the sticking points they will most likely have.
- Break the article into 2 parts and put it onto your WordPress website (leave a cliff-hanger at the end of each section with a link that sends them to the next page to read the rest of the article)
- Create a 3rd page with an opt-in form where you tell them they must subscribe to your list to access the rest of your content (opt-in page doesn't have to be super fancy)

*Remember, you're zigging when others are zagging - and standing out from your competition will immediately give you an advantage as well as building trust with your reader.*

*Also remember that the people who subscribe to your list are doing so in order to receive more content from you via email, so no need to worry about fake emails and low percentage open rates.*

As long as you continue to provide value you'll knock it out of the park.

So there you have it, my future email marketing genius. I sincerely hope you got a lot of value from the 3 email marketing hacks.

**Now go put them to good use & make yourself some good money.**

**David "The Bumdog" Jones**



These are just 3 out of the 19 hacks that I cover in my ebook ***“19 Super Profitable List Building and Email Marketing Ideas”***  
And you get it absolutely **FREE** when you order **[“Unsubscribe Assassinator Blueprint”](#)** from my website.

## Recommended Resources:

**Unsubscribe Assassinator Blueprint:** Powerful Blueprint  
Showing Exactly how to stop people from unsubscribing from  
your email lists after getting your free gift & sticking around to  
happily buy numerous products from you for months to years  
on end. **[CLICK HERE TO CHECK IT OUT...](#)**

**Don't have an email list yet?** You need a marketing funnel to  
strategically capture leads and turn them into your raving fans  
and customers. **[CLICK HERE TO WATCH THIS VIDEO](#)** and learn  
how to setup your own marketing funnel the right way.

**[My All-in-One Marketing Tool.](#)**