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# Email List Profit Funnels

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Monetization is one of the things most marketers seem to ignore until it's too late. They may throw in an affiliate link from time to time, but they ignore the big picture.

If you don't monetize your list well right from the start, you will not only be losing money, you'll be training your list to expect fewer promotions. Then, when you do start to monetize your list they may unsubscribe because of the sudden increase in promotions.

It's very important to train your list from the beginning that they are going to receive promotional messages fairly often. Don't spam them daily, but send a marketing message at least once or twice per week. This helps them remember who you are and expect those promotions.

Don't forget to send them quality content for free occasionally, as well. In fact, it's a good idea to send at least 2-3 messages with content for every 1 marketing email you send. More people will open your messages regularly if you send them quality, informative content often, because they won't want to miss that content.

# Affiliate Programs

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For most people, affiliate programs will be their primary monetization method for their lists. There are two major categories of products you can promote as an affiliate – digital products and physical products.

You will soon learn which types of products your list responds best to, and you can tailor your promotions around that. For now, you might consider promoting both.

Each type has benefits and drawbacks, which we will examine. And there are thousands of different programs you could promote in each market, with millions of individual products available.

## **Digital Products**

Information products are probably the most common type of digital product you would want to promote to your list. They can be extremely profitable in the right market.

Take, for example, the weight loss market. This is known as a “desperate market”. People are desperate to lose weight, and they are willing to pay money to learn how to do so effectively.

Weight loss books, how-to videos, memberships, and meal plans make billions of dollars in revenue each year, proving that people will definitely pay for information about how to lose weight.

Digital products are available in many formats. Ebooks are the most common format, but you can also find videos, audio files, software, and other formats. Some niches respond better to different formats than others, so try promoting various types of products.

Look for products that have convincing sales letters. If the sales copy is boring, it's probably not going to convert well. You might be surprised about what people think, though. For this reason, consider testing several different products to find out which one converts best.

There are several benefits of promoting digital products. For one thing, you usually get a higher percentage of the sale price with digital products. Since they are almost pure profit and there is very little overhead, product owners can pay much more.

Additionally, digital products sometimes convert better than physical products, because the sales letters are designed to convert. Most physical products barely have two paragraphs of sales text.

Some of the most popular affiliate programs for digital products include:

- <http://www.clickbank.com> – ClickBank is the most popular affiliate network for digital products. Product owners can add their products to the ClickBank network and offer affiliates a percentage of sales. ClickBank handles billing and affiliate payment, and sends product owners and affiliates payments regularly. Product owners have to go through a review process, but even so, there are thousands of products to choose from, and products are available to promote in almost any niche.
- <http://www.paydotcom.com> – PayDotCom is a network that is similar to ClickBank. However, instead of paying affiliates directly, they require product owners to pay affiliates. There are fewer products to choose from than ClickBank, and the quality is not always as high because there is no review process.

## **Physical Products**

Physical products can be profitable in the right markets. In other markets, there may not be many physical products to promote, or they may not convert well. It helps to test multiple products to find out which one works best.

You don't always have to stick strictly to promoting products within your niche, either. If you had an email list targeted toward the home cooking

niche, you might cross over occasionally to promote other home and garden products like herb gardening kits, kitchen equipment, and even home décor.

Physical products convert better than information in some markets. This is another reason testing is important. You may find your niche completely unresponsive to information products, but they may convert very well on physical products.

Some of the most popular affiliate programs for physical products include:

- <http://affiliate-program.amazon.com> – Amazon is definitely the most popular physical product affiliate program among serious internet marketers these days. They have a massive selection of products to promote. They have books, clothes, videos, toys, jewelry, home décor, and so much more. The sales commissions are based on sales. The more you sell, the higher the percentage. But with sales commission starting at around 4%, you'll have to do a lot of volume or sell very expensive products to make good money.
- <http://www.ebaypartnernetnetwork.com> – eBay's affiliate program is not as popular as it used to be, because they changed their payout system. But if you have a list built around a niche with no available products, it can be quite profitable. Just remember that you will

need a very high quality website to get accepted into the program, and it can be tricky to get in.

- <http://www.cj.com> – Commission Junction is a popular choice for people who aren't happy with Amazon's 4% commissions. Many companies pay 10% or more through Commission Junction, but they may not convert as well as the popular and generally low-priced Amazon.

Whether you promote digital or physical products, you may want to buy an additional domain to redirect your affiliate links. This will help disguise the fact that they are affiliate links, which may increase the number of people who click the links and ultimately buy.

You can use a simple redirect script, or purchase a more complex one that will track the traffic you get to your links. A good script can also help you track how effective your campaigns are.

You may want to use split-testing to find out which products convert best. This will help you find quality products you can promote to your list on a regular basis. Remember, not everyone will buy something the first time they see it, so you can promote a single product multiple times over the lifetime of your list.



## Recurring Income

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Recurring income is a blessing for any business owner, and monetizing your list with recurring income sources is always a good idea. Most niches will have products you can promote for recurring income, and in markets that don't, you could create your own.

Membership sites are an obvious choice for recurring income. Not all markets can support a membership site profitably, but in desperate niches and passionate niches, they can be major moneymakers.

If there are no viable membership sites in your niche, create your own. You'll be able to keep all of the income instead of just a portion as affiliate income, and you can promote additional products inside your membership site for more income.

It's a lot easier to create a membership site than you probably think. You can use a WordPress plugin or a simple script to manage billing and logins, and all you have to do is keep the site updated with fresh content each month.

# Loss Leaders

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A loss leader is a product that is sold at a loss in order to profit in another way. You could create a product of your own and sell it at a very inexpensive price in order to upsell them to another product.

For example, let's say you wanted to promote a product as an affiliate. The product costs \$197, and you would get approximately \$100 in commission for every sale.

You could create a similar product that was not as in-depth as the product you want to promote as an affiliate, and sell it for a very inexpensive price. Then promote the more expensive product as a kind of "upgrade" inside your product.

You could also use these inexpensive products to promote physical products. For example, you could write an information product about how to knit a sweater, and include affiliate links for knitting needles, yarn, and other knitting supplies.

Loss leaders are especially helpful for getting people used to buying from you when you're just getting started. Make sure your loss leaders are quality, so they will trust you in the future.

## Your Own Products

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Perhaps the most profitable thing to promote in terms of cash is your own product. Not only can you promote your product to your own list, you can also have affiliates promote your product as well.

It's a good idea to create a full range of products at various price ranges so you can reach the most customers possible. Some people may not be able to afford a \$997 product, but they might be able to afford a \$197 product or a \$47 product. By creating a full range of offerings, you'll have something for everyone.

Here's an example of an effective product range:

- Simple eBook - \$47
- Complete downloadable eBook course with 5 books - \$197
- Downloadable eBook course with 5 books and 15 videos - \$497
- Physical course with 5 books and 5 DVDs - \$997
- One-on-one training or coaching - \$1997

As you can see, the more work there is involved in creating the product and the more expense there is in creating it, the more you can charge for it.

Your least expensive product will be a very good way to introduce people to the quality of your products, so be certain you are creating extremely high-quality products even at the lower prices. The better quality your cheaper products, the more people will desire your expensive ones.

Don't forget to upsell your more expensive products in your cheaper ones. It's a missed opportunity if you fail to do this. People are never more likely to buy one of your products than they are immediately after they bought another one, especially if they're happy with your purchase.

It's very important to make sure their first experience with you is a good one, so make sure you provide top-quality support and always respond quickly to issues.

Your own products can be extremely profitable if you create a good sales funnel in order to get people to upgrade to more expensive products later. Never miss a chance to get an additional sale.