

Email Acquisition System

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Thank you for downloading the PAR Program's Email Acquisition System white paper. The PAR Program is a system that I have coincidentally developed over the last 8 years while working on my own websites and products. It is a proven system that has helped me establish a long-term stable business with valuable assets.

Why do you need an Email Acquisition System?

If your company is like most e-commerce businesses, you spend a lot of money and resources trying to get people to visit your website. Unfortunately, a large percentage of these visitors immediately leave the site and never visit the site again.

Many studies show that people need to interact with a service or product eight (8) times on average before making a buying decision.

Knowing this, you have to ask yourself one question, "What are the odds they will come back to my site once they decide to make a purchase, even if my site was the first one they visited that piqued their interest?"

Unfortunately, the odds are slim to none that they will return to your site. More than likely, they will buy a very similar product or service from one of your competitors.

All of the valuable time, money and resources you spent to get visitors interested, has only helped your competition immensely.

What if there was a way to capture these users to keep their interest in YOUR product and keep reinforcing YOUR brand with them?

What if you could rapidly educate them as if they have read your entire website?

NOW there is a solution! You can now solve all of the issues from the way you find, connect with, and capture new customers. Solidifying relationships with existing customers will be effortless.

Now introducing:

The Email Acquisition System - Brought to you by the PAR Program
(<http://www.parprogram.com>).

I have written an extensive guide on the methodology behind the Email Acquisition System. This will be a great resource for you to reference if you ever hit a roadblock.

Below I have included a collection of pre-written emails that demonstrate how the PAR Program operates. For some of the emails you will need to “plug in” your own data in order to customize it.

But, wait! Before you jump into the email sequence please read through the guides. Not only are these guides straight forward and to the point, but they will really help explain the psychology and methodology behind the Email Acquisition Sequence.

The Fast Company Story



So there's a good chance you may have saw me in Fast Company Magazine in 2010 when I won the title of “Most Influential Person on the Internet”.

This guide is really the secret to how I accomplished such an outstanding reward. I mean, obviously, I am not nearly as popular as my competitors in the contest - Shaquille O’Neal, Britney Spears, Katy Perry, and tons of other celebrities. So how did I still manage to be *more* influential than

those big pop culture powerhouses?

While I don’t have quite the following they do.... **I do know how to make people do what I want them to do.** Isn’t that what every marketer, business owner or entrepreneur is looking to have the power to do? Well, in this guide I spell it out for you in several unique ways.

The Bait & Benefits

Obviously, the Email Acquisition system does not work without first acquiring emails and building a subscriber list. Let's start at square one and assume you have zero emails, I mean nothing. If that's the case, you have to ask yourself, "What can I offer users that they will find value in so I can capture their email?"

Now, maybe you already have a good incentive to offer visitors to opt into your Email Acquisition sequence – a coupon, an e-book, a whitepaper, a video or free access to a site. If you do not, however, I thought it would be beneficial to give you a few points to think about when coming up with an offer. I've also included some personal examples that have helped us score huge email opt in rates.

For example, in the last year we started working with a local sandwich franchise called Mr. Goodcents. At the start of our partnership, their four stores ranked 40th, 52nd, 73rd and 89th among the 1,000+ Mr. Goodcents franchises worldwide.

In order to grow the stores' email subscriber base, we implemented our Email Acquisition System (using the same templates as below). To entice their customers to sign up for Mr. Goodcents' new newsletter, we decided to give away a free sandwich coupon (when you buy one). This baited people to not only sign up for the email, but to also head into their restaurant. Now, remember that the most important part of this system was that the visitor's information was captured and Mr. Goodcents can now use this information to market to customers for months and years to come.

So what were the results? Five months after implementing our system, the Mr. Goodcents account rep met with us and revealed that their stores are now the 1st, 2nd, and 3rd highest grossing franchises in the world. INSANE, right?

There is no doubt that the bait we placed in front of visitors (coupon for a free sandwich when you buy one) was the leading determinant further enhancing the Email Acquisition system.

Now most of you do not own a sandwich shop, so what kind of bait can you use to drive email subscriptions and long-term brand loyalty to you?

Well I am going to give you some great suggestions that have worked very well for us.

In the dating vertical we offered a free “Complete Dating Guide”. We even offered other guides like “How To Spot a Fake Online Dating Profile” and “How To Seduce People Online”.

Want to know a funny secret? No matter what we offered as the “guide”, we had about the same opt-in rate.

So what is the point I’m making? No matter what ‘it’ ended up being, It was important to offer SOMETHING. When we did not have any sort of guide or special report the-opt in ratio drastically decreased. Think of it as a barter system. Some people guard their email addresses carefully. Other people make up fake ones just to use for online forms. How can you ensure they are going to give you their information? Provide them something of value in exchange.

When it comes to guides, for example, not only do you want to offer it to the visitor for free but, you will also want to call out 3-5 **results** that the visitor can expect to see if they read your guide. Include this information on the page, pop-up, email submit form, etc. By doing this you are really creating a compelling story for the visitor on how this product or service is going to enhance his/her life.

Please, note how I said to list results and not benefits. There is a big difference and some marketers may confuse the two. A benefit would be that the car you are selling goes fast. The result would be that the fast car gets you a hot date. The absolute end result should be called out.

Here are some results off the top of my head:

- Find your soul mate
- Look and feel better
- Feel more confident
- Feel better about yourself
- Get peace of mind
- Enjoy life
- Feel secure

You might think it is a little surprising, but you could use just about any of those points above as results to almost any landing page like insurance, dating, real estate, making money products, weight loss, and the list goes on.

The bait and results go hand in hand. The bait needs to be enticing, but selling the results needs to seal the deal and lure them in.

ShoeMoney Tip: *People NEVER buy products/services for what they do. They buy a product/service based on how they perceive it will enhance their life. This is why conveying the results in a concise, powerful bullet point list are extremely crucial.*

The Persona

When copywriting your email sequence you first want to think about the “who”. Yes, “who” do you want the emails to come from? Typically this is going to come from the person or “persona” you created on the landing page, pop-up, email submit form, etc. The person or “persona” you will want to choose has to relate well with your demographic. You want to be a friend who gives them great advice. In addition to being their friend (and more importantly), you want to be their trusted mentor.

If you have not already, you need to create a “persona” that your niche best relates with. It also, works very well if they have a nickname. The nickname demonstrates social proof that this “persona” has earned a title for their expertise in their niche area.

Here are some of our names we use and have done well with for niches we currently promote:

Weight Loss Workout Products – Michael “Titanium **Abs**” Thompson

Weight Loss Supplements – Caroline “The **Diet** Coach” Monroe

White Teeth – Sarah “**White** Lightning” James

Debt Reduction – Robert “The **Debt** Bandit” Hawkins

Coupon Sites – Jeff “The Real **Deal**” Jackson

Dating sites - Anna “The **Dating** Guru” Starr

You have probably seen the “guru’s” online that have a nickname and this is why. It is a very powerful tool that builds immediate trust with your visitor.

ShoeMoney Special Bonus Tip: *Your “persona” for your email list is a person of authority. It’s VERY important to choose a name that sounds professional.*

NEVER use a name that ends in Y or IE. If a stripper would use it, stay away. For example, avoid names like Jenny, Larry, Nicky, Melanie, Paulie, Destiny, Mercedes etc. These types of names will appear unprofessional and you will immediately establish a “persona” with a lower social value.

Now if you have a name that you shorten, ALWAYS use the long version of the name. For example: James not Jim, Robert not Bob, Donald not Don, Jennifer not Jenny or Jen, and Elizabeth not Liz.

ShoeMoney A.D.D. Sidenote: *If you have not seen the movie “Freakanomics” (or read the book), I highly recommend it. They do some fascinating studies about names and how you can **cripple your children from birth by picking the wrong name** (backed up with studies). It’s a small section in the movie but the entire movie is pretty good and intriguing for marketers.*

Here are some time-tested first names that we have had success with:

Males:

- Robert
- Jeff
- Michael (top performer)
- David
- Frank
- Nicholas

Females:

- Jennifer
- Nicole
- Sarah (top performer)
- Anna
- Alice
- Rebecca
- Elizabeth

ShoeMoney A.D.D. Sidenote: *I wish I had a cool story about how my nickname “ShoeMoney” came about. When I was 16 years old I was working at a pizza joint on the “cut table”. When pizzas would come out of the oven it was my job to slice them up. I was really good at this, so whenever I worked they would assign me to be “on the cut”. While working we also listened to rap music. So, with me being “On the cut”, my last name of Schoemaker, and the rap music....*

One day I came into work to get a new work shirt and discovered that it was embroidered Jeremy Schoemaker "ShoeMoney On The Cut". And that's where ShoeMoney came from.

But, what about a pseudonym? I'm glad you asked!

The pseudonym - should be easy to pronounce and should roll off the tongue and be memorable to **your** audience. That last part is the key. It has to relate to **your audience**.

In 2002, I built a site called NextPimp – "Pimp Out Your Nextel Phone". It went on to outgrow Nextel and become the largest mobile community in the world with over 750,000 members. I sold this site in 2009 to an affiliate network because I had a huge database of people interested in the mobile space - particularly ringtones.

Okay, so why am I telling you this? Well, the demographic for this site was largely African American males and females ages 18 to 30. So I did some research on the most common name for that specific demographic. I chose the name Mike Lowery and used an African American avatar and "persona". Now yes, this is the short form of Michael, but Mike resonated better with my demographic. I was also playing off the name recognition of a major character in the movie Bad Boys that again allowed my audience to better relate to me.

Let's look at some of the pseudonyms that we use:

- **Michael Lowery**
- **Caroline Monroe**
- **Sarah James**
- **Robert Hawkins**
- **Jeff Jackson**
- **Anna Starr**

Again notice how they all just roll off the tongue?

But most importantly, your pseudonym needs to be something that you feel comfortable with. If the name does not feel right, it will be subconsciously communicated to the reader... So pick a good one. 😊

The Reluctant Hero

One reason ShoeMoney.com has been such a tremendous success is because of “**the story**”. I mean honestly, I was 420lbs, smoked 2 packs of cigarettes a day, and was \$60k in debt.

Then one day, Google called me out of the blue and **BAM...** within one month one of my websites was pulling in six figures in profits from Google.

Before I knew it, Google made me famous by having me speak on panels around the world about how I made money. Life completely flipped around – a true rags to riches story.

By sharing my success story people started to tell me that I inspired them to do great things. The guy who started icanhazcheesburger (the silly cat site with pictures) came up to me and said I was his inspiration. Perez Hilton told me that when he saw my AdSense Check picture in 2005, I was his inspiration to start blogging. And the list goes on and on.

I never meant to be a hero to these guys, but I was.

Now, I would like to tell you I was smart enough to orchestrate what happened, but the fact of the matter is that's not true. I kind of fell into it. And even though my success happened without me even trying, I definitely learned from it. By sharing my story with the Internet world, I am able to leverage and use my background story in email campaigns. This takes subscribers and converts them to sales. How can your persona take the same story telling techniques and use them to become the reluctant hero?

Let me give you a quick example:

“Yesterday I heard from one of my students. She said that by simply following my step-by-step guide on “X” site, it made all her dreams come true. She went on to give me a lot of accolades that made me feel a bit uncomfortable. This happens to me a lot and I want to be honest with you... the real secret is that **she took action**.

Taking action is 99% of this. My guide is 1%. Anyone can follow the step-by-step no fail system I have come up with but unfortunately 99% of people are too lazy to do it. So I personally cannot take credit for it.

I have created this free guide and if you just take action it works. So if you have not already, go here, make your profile and follow my guide:

--> [Yourlinkhere.com/?affiliateid=something](#)

Boom....see how powerful that is and slick I was. Let's examine it. We are pointing out how awesome we are AND we are giving them ANOTHER call to action to go and complete the job so we can get paid.

People **LOVE** reluctant heroes. Nothing makes a guy rise to stardom more than saying, "Awe shucks, anyone would have helped you in my position".

Remember Sully Sullenberger, the pilot who successfully landed the US Airways flight 1549 in the Hudson River? His story stormed the country and now anything that guy ever sells will be a huge success.

There are also four great Internet blogger personalities that have great stories or tell great stories to capture their audience.

Four great Internet blogger personalities are:

- Chris Brogan - chrisbrogan.com
- Brian Clark - copyblogger.com
- Darren Rowse - probblogger.net
- Aaron Wall - seobook.com

Every single one of these guys plays the reluctant hero card. Is it any coincidence that they are all millionaires? They have people praising them constantly for all the value they give others and they love to publicize it...reluctantly, of course. 😊

So what's the moral of the story? ALWAYS, ALWAYS remember to point out how awesome your persona is and how they are helping people.



Engagement

In the last section, I talked about how you should share what consumers are saying about you or your “persona” to others. But how do you get these powerful testimonials? Whatever you do, DO NOT MAKE IT UP! It has to come from real people!

So how do you get real people to give you real feedback?

It’s actually pretty easy and I have a template in the email acquisition system below. First, I want to talk to you about the method behind the madness.

Engaging with your consumers does some extraordinary things:

1. It continues the conversation with them.
2. It makes them feel important and powerful.
3. It gives you a great, real testimonial about how awesome you are!
4. It is even more social proof that people are doing & having success with your advice (while you are also profiting).

So, here is how we do it:

“Hi Sam, I have been getting all sorts of great feedback from users about how they are doing with my step-by-step guide, but I have not heard from you yet! I REALLY value your feedback and if you have even 5 minutes I would like it if you would fill out this survey here.

==> Yourlinkhere.com/?affiliateid=something

Now, on the survey you will notice there is a section where I ask you to tell me your favorite thing along with something you don’t like. I encourage you to be honest and please try to think of something. This is what REALLY helps me improve my free guide!”

Super ShoeMoney tip! - Notice how disarming that is. All we really want is to get a testimonial about how awesome the guide is, but by pointing out that we also want negative feedback too, it totally disarms people. It instantly takes away the “I smell a rat” factor. Winning!



The 3 Persuasive P's

Every **sales email** that I have ever written contains what I have come to refer to as the three P's: Pain, Potential and Proof. This is the anatomy of good sales copy.

From my smaller niche newsletter I generated over \$765,000 thousand dollars from less than 14,000 people. I have placed in the top five in every sales contest and even won a couple of them (along with a new BMW X5).

I have always been a student of marketing, dating back to when I had my first marketing class at 12 years old. At 19, I then sold washers and dryers at Sears (the leading sales person of extended warranties in the country). I really learned the psychology behind sales or better referred to as persuasion. Remember **do not** mix up persuasion with fraud or manipulation.

Persuasion is a delicate art that helps people **make a buying decision**. You are helping tell a story about why a person would buy a product or service. You are helping them envision themselves buying the product/service and what it is going to do for them.

ShoeMoney A.D.D Side-note: *Did you know that 8 people made the crock-pot until one person told the right story of what the crock-pot can do for you? Did you know that I launched a company in 2007 called AuctionAds which, had a dozen competitors already entrenched in the field. However, I was able to take the site to millions in revenue within 4 months and sell it! How many people buy iPods because Apple makes the buyer believe that their product is the top of the line when there are devices that will do the exact same thing for 1/10th the price!?!? Everybody!*

The 3 P's work like this. Make them feel **pain** ("what you're missing"), show them the **potential** ("what if it could do X"), and give them the **proof** ("look at John who achieved X, in only X amount of days").

Let's take a more in-depth look at each one of these crucial 3 persuasive P's. When crafting your copy, try to follow this communication pattern every chance you get.

PAIN → POTENTIAL → PROOF

PAIN - There is a reason people are looking for the product you are selling. They have a problem or desire, and they came to you looking for the solution. It's not like you were banging down their door soliciting them. Although your product or service may meet the customer's need, we need to build a relationship and relate to the user on their level before you can start selling. How do you do this? You need to clearly and openly talk about the problem, more importantly, your own specific experiences with the same problem.

ShoeMoney TIP: *Always speak from **your** own experience. It is so much more powerful to share experiences than to talk about a theory. Consumers can relate to your experience a lot better than a list of statistics.*

Let me give you some examples about how you can communicate the first P: **PAIN**.

Jim,

One question I get a lot is why did I start this free online dating tip website? The answer is pretty easy but, kind of a bummer. Long story short is that I wanted to help people like you who are going through exactly what I went through 8 years ago.

- I can't tell you how many times I met people that looked nothing like their profile picture.
- I can't tell you how many times I met people that were really married and lied.
- I can't tell you how many times I met people that stood me up!

I really love to help people and I feel like this is my calling in life. I look forward to working with you Jim and helping you find the happiness that I have (without all the suffering).

Talk soon,
Sarah

Every pain part should follow this basic template. Basically start with, “One question I always get is why did I start this free online resource?”. Then continue on and answer the question with the most common pain points. If you don’t know what these are right away for your niche, just do a little research and see what people are bitching about. 😊

POTENTIAL- Potential is the next big P. With the pain approach, you basically just pissed in this person’s Cheerios. They are crushed and their dreams are shattered!

Now, it is time to let them know that there is hope; there is Potential. This is where your persona comes in!

Jim,

I am sorry if I bummed you out with that last email. Let me ask you this, how awesome would it be if there was a service out there that solved all the major problems with dating?

- How to spot a fake profile from a real one.
- An absolute full proof way to spot if someone is lying about being married.
- How to tell if person is a flake.

Well that would be pretty sweet and I got to tell you since I discovered those items it has really been a game changer for me.

And me being your girl, I am going to light you up with some knowledge.

Talk soon,
Sarah

PROOF- Ok, after that last email people are going to be salivating. There is hope! They have been failing all this time, and it all makes sense now! The secrets are just seconds away, *but* it is time to make them even more excited by giving them proof you know how to unlock this potential.

In the proof email you must demonstrate that there are a **LOT** of people interested, so posting feedback from someone who has used your guide is a very powerful method to provide social proof to your subscriber. It is so powerful that you do not even need to make a sales pitch.

Let's take a look at an example of the Proof email:

Jim,

Wow... sorry for making you wait! I woke up this morning only to get FLOODED with thousands of emails from people wanting my tips RIGHT NOW!

Jenny said, "Sarah, you out did yourself this time. I just totally busted out 3 guys, two for being married and one for not using their real picture. So simple, yet so effective. This is the real deal, Sarah. People are going to love this guide!"

That's awesome! Make sure you send me your stories about busting people from my Online Dating Tips Guide!

So, I am really excited to finish this up for you, Jim. Like I said before please go right now and make the following profiles. Don't worry about filling out too much we will go over that step-by-step tomorrow. It's vital that you are ready to go.

Again here are the ones I want you to have accounts on:

- [eHarmony](#)
- [Zoosk](#)
- [Mate1](#)
- [match](#)

Talk Soon,

Sarah

BOOM!

Do you now see how effective this little trick is? And the best part is that it works for just about **ANYTHING**. So, now please always remember the 3 P's – **Pain**, **Potential** and **Proof**.

The approach is simple. Go from subtle to dramatic. It has ALWAYS worked for me.



Copywriting 101

This copywriting guide, much like the 3 P's is a system I use for every email that I send out. **It's the method to my madness.** It's my little glowing thing in my chest that Iron Man has that gives him all his power... or something.

Keep the focus.

Television has totally warped our ability to focus. Next time you flip on the tube watch how long they keep the same camera angle. It's usually 5-10 seconds. CRAZY, right? No wonder everyone has A.D.D. **We have been conditioned to know that action is going to happen every 5 to 10 seconds** and when it doesn't happen then we bolt, change the channel or in our case... delete the email.

So, how do we keep someone's focus? Well, just like with television - **we need to mix it up.** We need to use bullet points, use italics fonts, bold things, highlight phrases and most importantly - **we need to do it often.**

This guide is basically a textbook example on how to do this.

I mean - You're still reading right?

Another huge and very powerful technique is to use bold text as a way to communicate to those people who only skim emails. The bold text will stand out to this type of person. And even though they did not read the entire email and ONLY read the bold text, they will still be able to understand the main points of the email.

Wild, huh? It works... and it works really well. Again, look how I put these methods into practice throughout this guide. I have been doing it for so long that it's now just instinctive for me. And soon it will be for you, too. 😊

Short and sweet.

I see long copy all the time and it makes me want to puke. It is one thing if it's a landing page where you can do all kinds of graphics and what not. But in a text based email, trust me, **people will not read the entire thing.**

No one has the TIME! And the more you write, the more likely they are to tune out and feel like they are being sold to.

Spacing.

Double space between key points. **Even if it's just a 1 liner.**

I am pretty sure that breaks some grammatical rules but, we are not trying to be grammarsaurus rex here. We are trying to get people to purchase and complete specific actions.

Again, throughout this guide I use all of these very same techniques.

Tell people what to do.

Step by step - you have to tell people exactly what to do.

- Click on this link and do X
- Right now I want you to do X.

Again, I want to make the point these people came to you for advice. You are their mentor and have been communicating with them since the beginning. They need you to metaphorically hold their hand and guide them through the entire process.

Often times walking people through it step by step, as you will see in the email acquisition emails below, drastically improves conversions. And do you know what that means? It will also dramatically increase the amount of money that you and your business are making.

The Email Platforms

I have used over 20 different email platforms and before I unleash you into the Email Acquisition System, I wanted to share my thoughts and opinions on a few of these platforms. Maybe you already have one you like? If so, that is great. If not, then you are going to need one and fast.

ShoeMoney Tip: *I always am asked if I like to use html or plain text emails. I have always had the most success with Rich Text and plain text. I use Rich Text just so I can take advantage of bullet points, bold fonts, highlighting and other various techniques. But, I then paste that into the plain text. I have never done well with creating an esthetically eye appealing template. It actually seems to cause way more problems with than it's worth.*

Par Program - <http://www.parprogram.com> - This is my company. It was engineered with enterprise scalability but designed for marketers to gain true insight on their most sought after audience groups. Our tools focus on helping to manage an efficient conversion funnel leading to scalable customer acquisition for every campaign.

Aweber - <http://www.aweber.com> - For people who can do their own copywriting, graphics, programing, then Aweber is the solution for you.

The only downside to Aweber is that they have been have hacked in the past and people's data has been compromised. Also, like many other public platforms, you are going to have issues getting through spam filters from time to time. But again, if you are just getting started and have the resources to do everything yourself, then I highly recommend Aweber.

Structure of the Email Sequence

So we've went through many of the basics including:

- How to start building a subscription list
- How to develop your own persona
- The most powerful copywriting and selling methods

- Examples of emails I use that really work

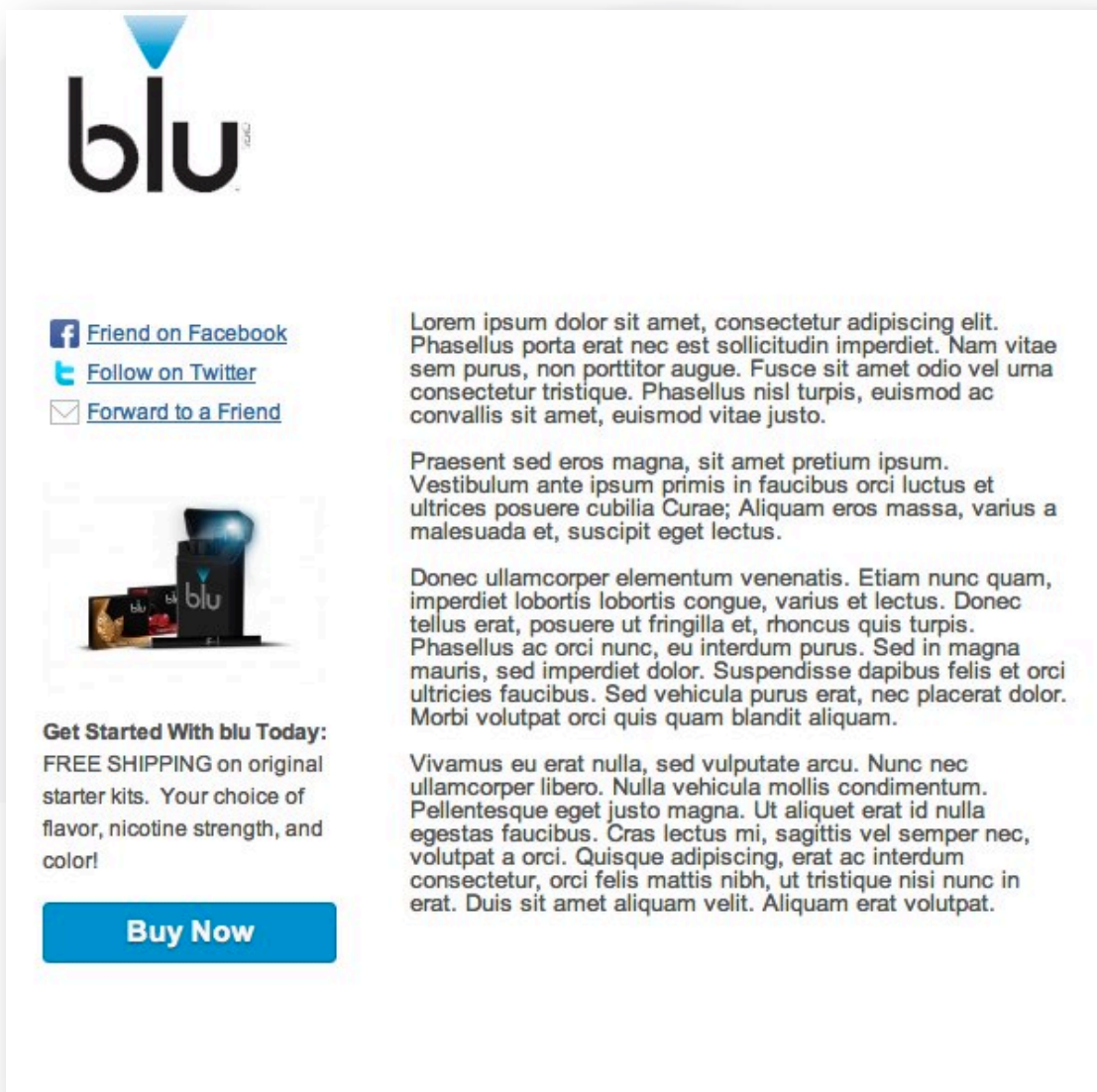
Now, let's dive a little deeper and look at the basic structure of the email sequence that I have developed over the years.

- Day 1:** Email 1- Double opt in confirmation
- Day 2:** Email 2- Value + recommendation with affiliate links
- Day 4:** Email 3- Value + recommendation with affiliate links
- Day 7:** Poll or feedback
- Day 11:** Email 5- Poll Results - Thanks + Bonus Offer
- Day 14:** Email 6- Gift day 1 Intro
- Day 16:** Email 7- Gift day 2 Holy Crap
- Day 17:** Email 8- Gift day 3 Don't Forget
- Day 18:** Email 9- Gift day 4 Today's the Last Day
- Day 18:** Email 10- Gift last reminder.
- Day 20:** Special Report

By taking all of the information I've provided here in the guide, and implementing it in a strategy as outlined above, I can promise you that you will see major gains in not only the effectiveness of your email program, but more importantly, your business overall.

The Email Template

By now you should know what the content of successful emails sounds like. But what other rules should your email templates follow? First of all, EVERY email that you send should have the ability for readers to make a purchase. Here is one of the templates we use for blu, the electronic cigarette company:



The image shows a mockup of an email template for 'blu' electronic cigarettes. At the top left is the 'blu' logo with a blue triangle above the 'u'. Below the logo are three social media links: 'Friend on Facebook', 'Follow on Twitter', and 'Forward to a Friend'. To the right of these links is a block of placeholder text. Below the links is a small image of a blu electronic cigarette pack. To the right of the image is another block of placeholder text. Below the image is a promotional message: 'Get Started With blu Today: FREE SHIPPING on original starter kits. Your choice of flavor, nicotine strength, and color!'. At the bottom left is a blue button with the text 'Buy Now'. To the right of the button is a final block of placeholder text.

blu

[f Friend on Facebook](#)
[t Follow on Twitter](#)
[✉ Forward to a Friend](#)

blu

Get Started With blu Today:
FREE SHIPPING on original
starter kits. Your choice of
flavor, nicotine strength, and
color!

Buy Now

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Notice how there is a nice, large and bold “Buy Now” button on the left hand side? If you don’t have a way for users to make the purchase the instant you’ve sold them on it, then why are you sending these emails? From our experience, I can also tell you that we’ve had a lot of success including special offers in the email. In this instance, it is “Free Shipping”. When it comes to offers, you can experiment with various incentives, deals and coupons until you find one that attracts the most consumers initially but also has the power to bring them back for more in the future.

Take Action

Now that you’ve finished reading through the PAR Program’s Email Acquisition System Guide, I recommend that going forward every 2-3 days you continue to run a new deal. I would say that marketing products that are on the higher end is your best bet. You can also implement the strategy outlined in this guide with one-time affiliate deals although they tend to pay much less. By this time, however, you have your subscribers in the palm of your hand and they are loving the value you are providing them. That means you can keep sending them Clickbank offers that are giving them more of what they expect. Again, that is why I HIGHLY recommend you research the offers so you are actually giving your list value.

You can also try to go for a high dollar sale. Depending on the niche there are a lot of gurus that do one to two launches a year at 2-5k price point. Getting a couple sales at this price point is huge.

If you have any questions or feedback (good or bad) about this guide, please do not hesitate to email us at: support@parprogram.com. You can also contact us now to get started on implementing the PAR Program on your website today and get ready to watch your sales soar.