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4 STEPS TO CREATING CASH FLOW with

EMAIL MARKETING



By Brian Rooney

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1. Introduction

Have you ever wondered how email marketing works to help you create cash flow in your current business or by starting an entirely new business?

If you have, I've got great news for you. I created this PDF to break down the details of why email marketing works so well for so many entrepreneurs around the world. Some are solo operators and home-based business operators. Some own small or medium sized businesses. They all use these steps you are about to learn.

Then I am going to talk about how YOU can use email marketing to create cash flow for yourself and enjoy a lifestyle that most people only dream about.

Some people dream of a life where all their bills are covered by a passive income stream (or two).

Some people dream of a life with incredible riches, world travel, and lots of excitement.

Some business owners just want to increase sales without blowing their marketing budget.

Your dream life may be somewhere between these options.

The good news is that either option and any other options you can imagine are available when you learn to use this effective 4 step email marketing strategy I am going to teach you.

I want you to understand: This is not theory. This is the same strategy I taught thousands of others. It is also the same strategy I have personally used for more than 17 years.

And, now ... I am going to share this system with you.

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2. Why Is This Information Free?



Let me be clear: I am absolutely looking for people to do business with me. And I am going to be the one to start the process by offering this information absolutely free. You requested this information because you want to find out if this email marketing thing you keep hearing about is really that effective. I am going to be showing you EXACTLY what I have been doing for more than 17

years using the power of email marketing.

You will be able to review all of the information and make the decision that is best for you.

There is no "catch" involved. Even if you decide to not do business with me, the information you are about to receive can help you reach your business goals. Think of this as my gift to you.

If you put this plan in to action and get results, it just makes sense that you are going to want to do more business with me, right?

This information is helping thousands of people around the world create cash flow with email marketing. Doesn't it just make sense to find out for yourself how it works?

Brian Rooney, President
TrafficWave.net

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3. Why Email Marketing?

What About Social Media?

Why am I so excited about email marketing as a method to create cash flow? Why not social media, instead?

So many people are excited about social media and

for good reason. I use social media quite a bit, myself. I usually start my day seeing who tweeted about what, posted about this or that, took a picture of their lunch, and all that good stuff.

It's a lot of fun. And, more than just social / political

debates, social media can absolutely be used for business.



I check and respond to various social media messages and posts on a daily basis. So, I'm not "against" social media.

But when it comes to business, numbers tell the tale.

Facebook has almost 2 billion users as of March 2017.

<https://en.wikipedia.org/wiki/Facebook>

Twitter has about 328 milion users as of April 2017.

<https://www.fool.com/investing/2017/04/27/how-many-users-does-twitter-have.aspx>

When it comes to sheer volume and market penetration, email flies right by both of them!

There are over 5 billion email addresses in the world!

Billions and billions of emails are sent, opened, and read every single day! <http://www.radicati.com/wp/wp-content/uploads/2012/10/Email-Market-2012-2016-Executive-Summary.pdf>

So, based on numbers alone, it is pretty easy to see that email has a much larger reach than even the biggest social media sites we all know and love.

But this is the biggest reason I believe email marketing reigns supreme:

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Email Marketing Gives You CONTROL Over Your Business, Your Income, and Your Future.

When it comes to your own financial future, security is something you want to take very seriously.



How many times have you seen or heard of someone who had their Google Adwords account shut down?

How many times have you seen or heard of someone who had their Facebook ads shut down?

How many times have you seen or heard of someone who woke up one day to realize they had been “downsized” from their job?

How many times have you seen or heard of someone that woke up to discover that their latest and greatest network marketing company was shut down?

These things happen. And, when they do, I hope you have built a strong email marketing database. Why?

When you own your own list, nobody can ever take it away from you.

Google can do what they do. Facebook, too. Your company can flip over. Your job can be eliminated or outsourced. But your email list is yours. You can continue to grow it, develop relationships, generate sales, and build your income.

Understand This: Your Email List Is a Valuable Business Asset!

The key, of course, is to get started. None of this actually matters until you start building your lists.

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4. Worried About Being New?

When I first got started with my own email marketing,

I had sales revenue of \$0.00.

I had no customers.

I had no list.

But I believed it could work **so I started building my list** and driving sales.

17 years later, many of those first customers are still with me and I now work with entrepreneurs from around the world. Maybe you'll be next.

That is 17 years of recurring sales from a business idea completely based on email marketing.

It all started with me building my first email list. We all start at the beginning.

We all start at the beginning.



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5. How Have I Used Email Marketing?

Over the years, I've used email marketing to sell coffee (I qualified for a Mercedes Benz bonus), advertising (where I built a solid residual income stream), affiliate products, information, and email marketing services.

I've worked with restaurants, affiliate marketers, network marketers, manufacturers, entertainers, retailers, authors, and more to show them how to put these same strategies in action for their businesses and create solid cash flow.

You may be asking, "Can I really do this?"

Personally, I believe you can. But what really matters is what YOU believe and whether or not you are actually going to follow through on the information you receive.

I have worked with thousands of people from all over the world. Those who follow through typically generate solid results in their business.

Those who don't take action, or give up half way through, don't achieve results. At this point, I have no way of knowing which one of those you are.

Your success will be determined by how well you apply the information you are about to receive.

Very Important:

We are not talking about some sort of "get rich quick" deal. Email marketing gets great results for many people, but I am absolutely not guaranteeing overnight success or quick wealth.

What I am doing is showing you the same system I have personally used to get results and taught others to get results.

I do want you to be excited about email marketing and all the possibilities it opens up to you. I also want you to understand that there isn't any sort of "magic" involved.

Success comes only after taking in the information, and then **consistently taking action** over an extended period of time.

I talk to far too many people who approach this sort of information with an attitude of

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"I signed up. Where's my check?". If you truly want to use email marketing to build a new lifestyle or grow your business, you are going to have to put in the work to LEARN and then DO the things I will be showing you.

The Facts Of Life:

- If you do not take action, nothing will happen.
- If you take very little action, very little will happen.
- If you think someone else is going to do it for you, nothing will happen.

Every successful person I know went through the process to learn about what needed to be done and then they PERSONALLY took MASSIVE ACTION to create results. They all wanted to learn and improve by applying what they had learned.

How far you go will be determined by a number of factors, most of which you can control. If you want the results, be prepared to put in the work.

If you're ready to learn more and put these steps in to action and get results for yourself, the next step is yours:

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6. Email Marketing Success Steps

Now, it's time to get down to the email marketing success strategies I personally use.

There are 4 steps involved in this process. Frankly, they look really simple and that is because they are. The best part is that you are going to be able to control every step of the process.

There are a lot of people offering complicated systems and telling you that you need all sort of apps, gizmos, tricks, and super-secret-strategies if you want to succeed. The reality for most of them is that they just want to sell you their shiny new stuff. There's nothing wrong that, and some of those shiny things actually work. But I like to keep things simple.

What I focus on is a system that works for me rather than a system that forces me to do more work. I like to do things that can be quickly implemented, tested, and then ramped up for big numbers.

The 4 Steps To Email Marketing Success

We'll dig in to more detail but here are the basics:

1. Drive Traffic to ...
2. a Capture Page to generate leads.
3. Follow Up with your leads.
4. Broadcast offers to your leads.

Traffic There are many ways to get traffic. There is free traffic and paid traffic. You can spend time, money, or both. Driving traffic really isn't complicated. The idea is to get people to see your capture page so they can request your information.

Capture Page This can literally be a simple page you set up with a capture page service or a single page you set up on your web site or blog. I've used both and I've seen both options work. If you don't already have a blog or web site, a capture page service is a good option to get started quickly.

Hint: Doing business with me gives you access to quickly set up capture pages within minutes.

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Some of the best capture pages I have seen and used include nothing more than a headline, a few descriptive sentences, and a simple opt-in box the visitor can use to request your offer (a free pdf, report, discount, etc...).

If you want to get really fancy, you can include an image of whatever it is that you are offering, or an image that shows the benefits of your offer. The job of this capture page is to convert the web site visitors you generate to high quality leads.

Follow Up The job of your autoresponder is to collect the subscriber information and send out your follow up messages.

These follow up messages are sharing information, providing help, and showing your subscribers how to purchase your product, service, information, etc...

Along the way, those readers who are interested will be able to click a link in your autoresponder message to make their purchase. Or, you can invite them to your store, shop, restaurant, etc...

One of the things you will love about autoresponders is that they work for you 24 hours a day, 7 days a week.

Whether I am sleeping, playing music, or hanging out with friends, my autoresponder system keeps taking in new leads and sending out my follow up messages.

As long as I keep driving quality traffic, my list keeps growing and my autoresponder keeps following up.

It's a lot of fun to wake up in the morning and see reports that I have new leads that came in while I was asleep.

Broadcast As your list begins growing, you can create and send out special targeted offers to drive sales.

You can literally send out an offer, have your readers open the email, click the link and buy your offer within minutes.

Here is how some of my clients do it:

One of our long-time clients is a successful photographer. You've probably seen his work online, in issues of National Geographic, etc...

Over the years, he has built a considerable list of people interested in photography,

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videography, etc... When he finds an offer that he believes will appeal to his readers, he is able to broadcast a message out to them. When he does, he typically sees sales showing up within minutes. **That's quick cash flow!**

Another one of our clients manages a restaurant. When she sends out special offers to her subscribers, she starts seeing repeat customers walk through the door to redeem the offer. **That's quick cash flow!**

Another client manufactures a very specialized set of electronic drums and percussion gear. When they want to announce a sale or promote a special event all they have to do is broadcast the announcement to their readers.

What do all of these businesses have in common?

They all drive traffic to a capture page or have a capture form added to their web site.

They all use the TrafficWave autoresponder system to build, manage, and follow up with their lists.

Why? Over 17 years experience, outstanding deliverability, and a simple flat rate monthly pricing plan.

Thousands of businesses around the world use TrafficWave as their autoresponder service.

Are there other autoresponder services available? Absolutely. But I personally helped start this one and I am a Co-owner.

By working with TrafficWave, you have direct access to me and my team.

And just for getting this report, we will give you a full 30 days to test the system without risking a single penny with us.

Click the banner below to learn more:



<http://trck.me/367269/>

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7. Let's Review The Basics

These are the steps you are going to be taking to experience success with email marketing:

1. You are going to be driving traffic to your capture page.
2. Your capture page is going to convert interested visitors into targeted leads looking for more information.
3. Your Autoresponder is going to begin following up with your subscribers on a regular basis.
4. You will be able to broadcast your offers directly to your subscribers.

Over time, you are able to connect with your subscribers, begin building rapport, and start driving sales.

As your list grows, your opportunities grow. You can continue to market additional services and products to your list.

What Kind Of Person Can Use This Information?

This information can be used by literally anyone with a desire to create solid cash flow using the simplicity of email marketing.

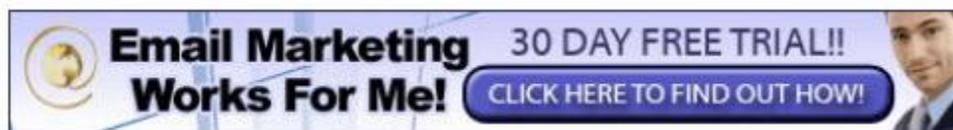
- Parents who want to spend more time at home with their kids.
- Employees who want to hedge against potential future layoffs.
- Small business owners who want to take their business to the next level.
- Retirees looking to create additional income to help with retirement.
- Individuals and families wanting to supplement their income to pay off debt, travel more, or fund future plans such as retirement.

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If you already have a business, a product, or service what you have read so far probably just makes sense to you.

You can quickly get set up with a capture page and autoresponder letters for your current offers. You're really ready to register for your Free 30 Day Trial with TrafficWave and get started with us:

**Click the banner below to take advantage
of our Free 30 Day Trial:**



<http://trck.me/367269/>

Quite often, I hear from someone who is excited about email marketing. They see the potential but they don't have their own business. They don't have a product or service to sell and they ask, "What can I do to use email marketing to create cash flow?".

If that describes you, this next section is dedicated to helping you find something to sell.

Get Ready To Do Some Research

Some of my most successful clients do not have their own products or services. Instead, they sell the products and services provided by other businesses.

Did you know there are companies out there looking for people to sell their products and services? This is known as Affiliate Marketing.

These companies pay Affiliates a percentage of the sales revenue in the form of sales commissions. You don't have to carry inventory, deal with shipping, customer service etc... Your focus is on building your list and selling the products and services to your subscribers.

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There are literally thousands of options available for you to earn commissions as an affiliate marketer. The key is to find the ones that work best for you. How do you choose? TrafficWave offers an Affiliate opportunity to our customers. Those customers who participate in our Affiliate plan are able to earn weekly and monthly commissions by introducing other businesses and marketers to our service.

An advertisement for TrafficWave's affiliate program. It features a smiling woman in a red top holding several stacks of US dollar bills. The background is blue with white diagonal lines. The text reads: "Are **You** Ready To Get Paid?" in large white and yellow font. Below this, in a white rounded rectangle, it says "Fast Track Bonuses" in blue. At the bottom, a green button says "JOIN NOW!" followed by "Over \$1,000,000 In Affiliate Commissions Paid Out!" in white text on a dark grey background.

Click The Link Below To Learn More:

<http://trck.me/434164/>

Some of the quickest places to find several options will include companies like <http://www.clickbank.com> and <http://www.jvzoo.com>. (TrafficWave.net is not affiliated with either service. Many of our customers use them quite effectively.)



Each has their own system for showing you which of their offers convert best. ClickBank.com calls it the "Gravity Score". JVZoo calls it "Best Sellers". You can even do a little more advanced searching by going to Google and searching for "keyword+Affiliate Program" where "keyword" is a specific niche you want to research, such as "weightloss+affiliate program" to find affiliate opportunities in

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the weight loss niche.

NOTE: If you are having trouble finding affiliate offers for your niche, keep looking. You actually WANT offers with a lot of interest and competition. If there is no interest in that niche, that means there probably aren't many potential customers, either.

Once you've found a niche that looks promising, take a look at how the product is being marketed. Look at it like a potential customer. Is their video good? Is the offer compelling? Does it make YOU want to buy it? If your answer is “yes”, you may be on to something.

Subscribe to their email list to see what sort of information they are sending out. You will quickly be able to spot the winners and losers as you begin reviewing the information.

Finally, review the product if you can. Many affiliate offers will allow you to review the product or service like we do with our 30 day free trial at TrafficWave.

Really dig in to it. If the value is high and can really help your subscribers, you may have a winner on your hands.

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9. Create Your Emails

You've done the homework. You've found a product or service you want to start selling. Your next step is to create the actual emails that your autoresponder will be sending.

This is where the money comes from: Selling.

This brings up a big question I see from new marketers:

"How much money can I really expect to make with email marketing?".

There is no hard and fast "rule" on this, but there is a generally accepted bit of math that you should find helpful. That math is:

$$\text{Number of Subscribers} \times \$1 = \text{Estimated Monthly Sales}$$

Now, don't let that sink in to your mind as a "rule". Think of it more like a target. Some email marketers make more. Some make less.

The factors that will affect your own sales will include:

- Who are you selling to? (Your niche)
- Your overall marketing and followup
- Your reputation with your subscriber
- Your product and price point



So, think of that \$1 mark as your target. As you start building your list, track your results. If you see your results coming in higher than an average of \$1 per subscriber, keep going! If you see your results drop below that point, you may need to make some adjustments in your copy, your offer, your marketing, etc...

What If You Aren't Hitting That Target?

The factors I see in place any time I am talking with someone who tells they are having trouble are:

Problem: No list or too small a list.

Solution: Build a bigger list. Drive more quality traffic. Try a new capture page headline

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or layout.

Problem: Not emailing to their list enough.

Solution: Email your list regularly. You may need to test different scheduling and intervals for best results.

Problem: List is unresponsive

Solution: (a few possible options):

... check your subject lines. Simple tweaks can improve your open rate.

... check your mailing schedule. Test different times/days of the week.

... check your message content. Is it consistent with why they subscribed to your list?

Are you trying to help them solve a problem or just hammering them with sales letters?

Sometimes, we may have to switch our offer entirely. The key is testing. When you've got something that is working, keep rolling with it. If it's not working, test to identify and fix the issue.

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10. To Automate Or Broadcast?

With autoresponders, you've really got two strategies available:

Automated Follow-up

This is where you pre-write your autoresponder letters and set them up to go out on a schedule based on when your subscriber joined the list.



With the TrafficWave autoresponder system, you can schedule your messages to go out daily, weekly, monthly, or any combination of the three. This can go on for weeks, months, or even years. I have had people finally decide to buy from me after receiving my automated followup messages for 3 years and longer!

This is why I constantly bang the drum with my messages, “The Fortune Is In The Followup!” and “The Profit Is In The List!”

Note: Be sure to check your automated messages for any outdated information, links, etc... Things can change. You want to make sure your messages stay relevant.

Broadcast

This option is where you can schedule a one time broadcast to your subscribers as a group, sections of your list based on where they live, when they joined, or other preferences you've set up.

Our musical equipment manufacturer, for example, will send broadcasts when they have a special sale on particular items.

When they are doing a clinic in a particular country, they will broadcast a special announcement out to their subscribers who live in that country.

If you want to share a timely announcement about something that recently happened, or a limited time special offer, a broadcast is the way to go.

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11. Set Up Your Capture Page

You've made it this far. If you are following the steps, this means:

- 1) You've got something to sell.
- 2) You've got your letters set up.

Now, we need a way to get the people who are interested in your offer registered to receive your information. You need a capture page.

If you've got your own web site or blog, just create a simple page that includes your headline, a few descriptive sentences, and your capture form. If you can add an image of your offer or an image that supports the benefits of your offer, that's a great step, too.

If you do not have your own web site or blog, you can quickly use any number of capture page services or even set up a Hosted Capture Page in your TrafficWave account at no additional charge.

This makes it easy to quickly set up and test different capture page layouts, headlines, copy, etc... to see what converts best for your offer.

Success Tips:

Write with your reader in mind. Your headline should be focused on the benefit you can deliver to your readers.

Don't just promote "XYZ Company". Promote what your business can do for your reader. They are asking "Why should I give you my name and email address?" Your headline and copy should make it very clear and entice them to fill out the form. Don't hesitate to use [lead magnets](#) to sweeten the deal!

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12. Drive Traffic To Your Capture Page

The last step in your set up process is actually getting visitors to your capture page so you can start building your list.

You have two options:

Free traffic: This can include traffic exchanges, promoting on your social media accounts, inviting friends, etc... Free traffic works but can take considerably more time to build up significant traffic.

Paid traffic: This means you are paying for traffic to your web site. This can include paid advertising on like Google, Bing, Facebook, Twitter, blogs, networks related to your niche, etc...

Many of the known traffic exchange services will let you pay for advertising on their site. This puts your offer in front of their members without you having to view other ads.

When I started using Traffic Exchanges, I used the free option of trading my time and eyeballs for credits. These days, I buy my ads on any traffic exchanges I use.

You can also purchase solo mailings to send your offer through other companies who have already built lists interested in your niche. This can be quite effective. A quick search for "solo mailings" or "keyword+solo mailings" can give you a lot of options to start with.

Many times, someone will say something to me like, "Just tell me where to advertise.". It just doesn't work that way. Nobody can guarantee results with any particular advertising service. Be prepared to do some research and test various advertising resources for your offer.

If you are going to use paid advertising the key is to start with smaller ad packages to test results. Once you know you have a good conversion rate, you can ramp up your ad budget to increase your exposure.

If you are just getting started and you are on a limited budget, start with free advertising options and spend just a small amount to test some of the paid options. If you get great results right out of the gate, put that money you've earned back into advertising to continue growing your list.

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TEST YOUR RESULTS

If results aren't happening, make adjustments and keep testing before you commit to spending more money on bigger ad campaigns.

Most of us test and fail and test some more before we get it right.

NOTE: When you do start seeing money come in, be prepared to put that money back in to more advertising as you are getting started. You want your focus to be on building your list. Your first 3 goals are:

1. Build the list.
2. Build the list.
3. Build the list.

As you build your list, you will begin to start seeing patterns emerge that show you what is working and you will begin to create predictable income as you establish your ratios of advertising, list building, and follow up.



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13. Is It Really This Simple?

Every successful marketer I know is following these same steps of driving traffic to a capture page, building the list, and sending offers to the list.

I know it works because I have successfully used these same steps in a variety of industries. I've experienced some incredible successes and have endured some tough learning lessons.

I know it works because I have worked with thousands of other business owners, entrepreneurs, and marketers around the world using these same steps.

I can't guarantee what your results will be. I can share my own experiences and share with you how I got it done. But the big difference will be how well you apply the information you have received.

I am here to help you apply these steps.

Are you ready to take action?

**Click the banner below to take advantage
of our Free 30 Day Trial:**



<http://trck.me/367269/>

Can you follow this same system using a different autoresponder system than TrafficWave?

Absolutely. These steps work no matter which autoresponder you choose. If you do choose TrafficWave, you will have a significant savings over most of the other autoresponder services out there and you will have direct access to me and my team as you follow these steps.

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14. How My Clients Use Email Marketing

It is one thing to read about how I have used email marketing and I am happy to share my own experiences with you. But the real story is when you see how other entrepreneurs from around the world are using this same strategy in their own businesses.

Here are a few examples from other TrafficWave users:

The Smoke Haus is a Smoke House and shop in Michigan. Their web site has the capture form right on the front page. Subscribers are able to take advantage of discounts and offers available only through the email list.

<http://www.thesmokehaus.net>

Alternate Mode is a musical equipment company in Massachusetts. They offer a sign-up page directly on their web site where musicians can get updates about sales, special offers, live concert events, and clinics in their area.

<http://www.alternatemode.com>

Diego Luis Labrousse is a martial arts sensei and Law of Attraction coach in Argentina. He has built his list to well over 100,000 subscribers and sends out motivational tips and offers on a regular basis.

<https://www.leydelaatraccion.com.ar/>

Sheri Lavo is a singer in Houston Texas. She added capture code to her web site and makes a point of mentioning her web site at her gigs. She sends out regular updates about upcoming performances. Club owners love seeing customers come in from receiving her emails.

<http://www.sherilavo.com>

Renee Sullivan is an online marketer in Massachusetts. She offers video tutorials and guides from her home office by driving traffic to her capture page.

<https://keepingitsupersimple.com/livelif2/>

As you can see, these entrepreneurs are from a wide variety of industries. They are located all over the world, and they are all following this same strategy for creating cash flow through their various business models.

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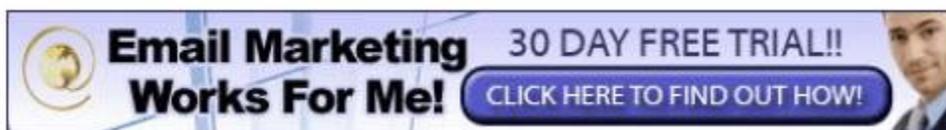
The common theme:

1. They have capture form on their web sites.
2. They drive t raffic to their web sites.
3. They automatically follow up with any subscribers they get.
4. They broadcast special offers from time to time.

No matter what industry they are in, they all follow these same 4 steps!

Email Marketing Works!

Get Started Today With a FREE 30 Day Trial!



<http://trck.me/367269/>

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15. In Closing

Congratulations! The fact that you have made it this far has already separated you from many of the people I have talked to.

You are clearly someone who is truly interested in using email marketing to create cash flow for a new lifestyle or to take your business to the next level.

Let's put all of this information to good use.

Visit <http://www.trafficwave.net/> to get started

Once you get started with us, you will have full access to all of our training and support including live online chat and live training webinars.

We are not going to ask you to put your payment information on file. We are going to give you full access to our system without asking you for a dime.

Put the system to the test and prove to yourself how well you can apply the information you have received. Then, at any time during your Free 30-Day Trial, you can decide to become an Active member and pay just \$17.95 per month. You are not locked in to any sort of contract. Cancel any time. But when you start seeing results, canceling will be the last thing on your mind.

The information you have just received is worth several times the \$17.95/month subscription price and it has been provided absolutely free.

Why? I want you to succeed and I want to be a part of your success story. I do hope you will choose TrafficWave as your autoresponder service.

Feel free to stop by and ask any questions, share your successes, frustrations, and anything else you like at:

<http://blog.trafficwave.net/email-marketing-tips/4-steps-creating-cashflow-email-marketing/>

Brian Rooney,
CEO / Co-Founder,
TrafficWave.net

I hope you have enjoyed reading this and learned a little. I have enjoyed sending this to you and offer my help any time you need it.

Vernon Rudolph
vern@vernonrudolph.ws
<http://VernonRudolph.ws>

