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# Email Marketing Genius

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*By Jason Fladlien*

## Intro

Email marketing does NOT have to involve any fancy "mass control" techniques or super-sophisticated 26 step "product launch formula" schemes.

All those things are nice - and they can make you a lot of money - but for me, I like to keep things simple.

Simple can be insanely profitable, too. And I'll show you how in this report.

## The Best Way To Use Scarcity (It's Honest, Too!)

Damn - truth in marketing works so much better than anything else. Especially in email marketing.

Say you're launching a new product. And it's going to be priced at \$97. Here's what you do. Launch it to your email list for just \$77 for the next 48 hours.

Then explain to them...

*"I like to treat my subscribers right. Since you've followed me and have been on my list, I want to give you a special "better than public" offer... so if you act in the next 48 hours you can secure your \$20 discount..."*

That's it - your sales will go through the roof usually because scarcity is such a strong "act now" motivator - and you're also genuine and have BELIEVABLE scarcity, so it will make it even more powerful.

AND, it will reap profits in the future. Now people will be more on the lookout for future emails knowing that if they don't read yours right away, they could miss out on something.

## Featured Based Headlines Work Great!

I find a lot of times that writing "newsy sound featured based" headlines get me the highest open rates.

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**Let me give you an example:** "copywriter gets D- on copywriting test" was a subject line I wrote that got HUGE click thrus. Why? It's different - must other email marketers write nothing but BIG BENEFIT subject lines - so it stands out.

It's also "newsy" - it sounds like something that just happened that you want to know about. Finally, it's intriguing... so it's powerful for getting people to open it and read it.

**Here's another example:** "Iowa marketer gets stuck in snows, discover marketing breakthrough..."

Again, it seems up to the minute, right? Like a "breaking news story"? So since it seems live, you're more interested to tune in to it.

It's different and absolutely WILL stand out in an inbox full of competitors. And again, it has intrigue. That's the magic formula for you - use this in at least 3 out 10 of your headlines and notice your open rates increase.

And better still - people will get a stronger identity of WHO you are, and start opening your emails just to answer this question: 'I wonder what he/she is up to now?'

That's the spot you want to be in!

### **The double call to action!**

There are two calls to actions I like to put in my emails - one that's directly related to the offer, and one that is "gossipy". I'll explain what I mean.

So let's say I'm offering something via email on an easy way to set up and profit from membership sites. The first call to action might be something like this...

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Besides discovering my "17 minute" content technique, you'll also discover EXACTLY how we generate over 85% of our traffic - and subscribers - with just one simple method.

Yep, CLICK the link below NOW to get it for just a measly buck:

<http://mst20.com>

Oh, and sorry about the video on the page - I had a little cold since I had just woke up. But hey, I wanted to get this out to you ASAP so you'll have to deal with my "nasally" voice - but it's still really cool.

Check it out now!

<http://mst20.com>

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See the second call to action? Sneaky, huh?

It has NOTHING to do with the offer. But it has everything to do with what people LOVE to do - gossip! Seriously, my very rich marketing friends often spend more time talking about minor, gossipy things about other marketers than they do about **MARKETING**.

It's crazy but true. So appeal to that side of your list - and you'll get more click thrus - plain and simple!

That was a pretty hot tactic wasn't it?

## Products By Jason Fladlien

How To Write Near World Class Sales Letters In Less Than 3 Hours!

<http://3hourad.com>

How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less

[Click Here...](#)

Internet Marketing Profit Equation - Traffic & Conversion Training

[Click Here...](#)

How To Create An Info Product In Under 48 Hours

<http://48hourreport.com/48hour>

How To Write A 400 Word Article In 7 Minutes Or Less

[Click Here...](#)

Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU

<http://48hourreport.com/nichecopywriter/>

How to Invade ANY Niche In One Day

<http://goldmembercoaching.com/5minuteniche/>

Why the 80/20 Rule Sucks - & How To Triple Your Productivity!

<http://goldmembercoaching.com/timemanagement>

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**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing “PLR Repurposing” Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

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Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”

<http://goldmembercoaching.com/mindstatechange/>