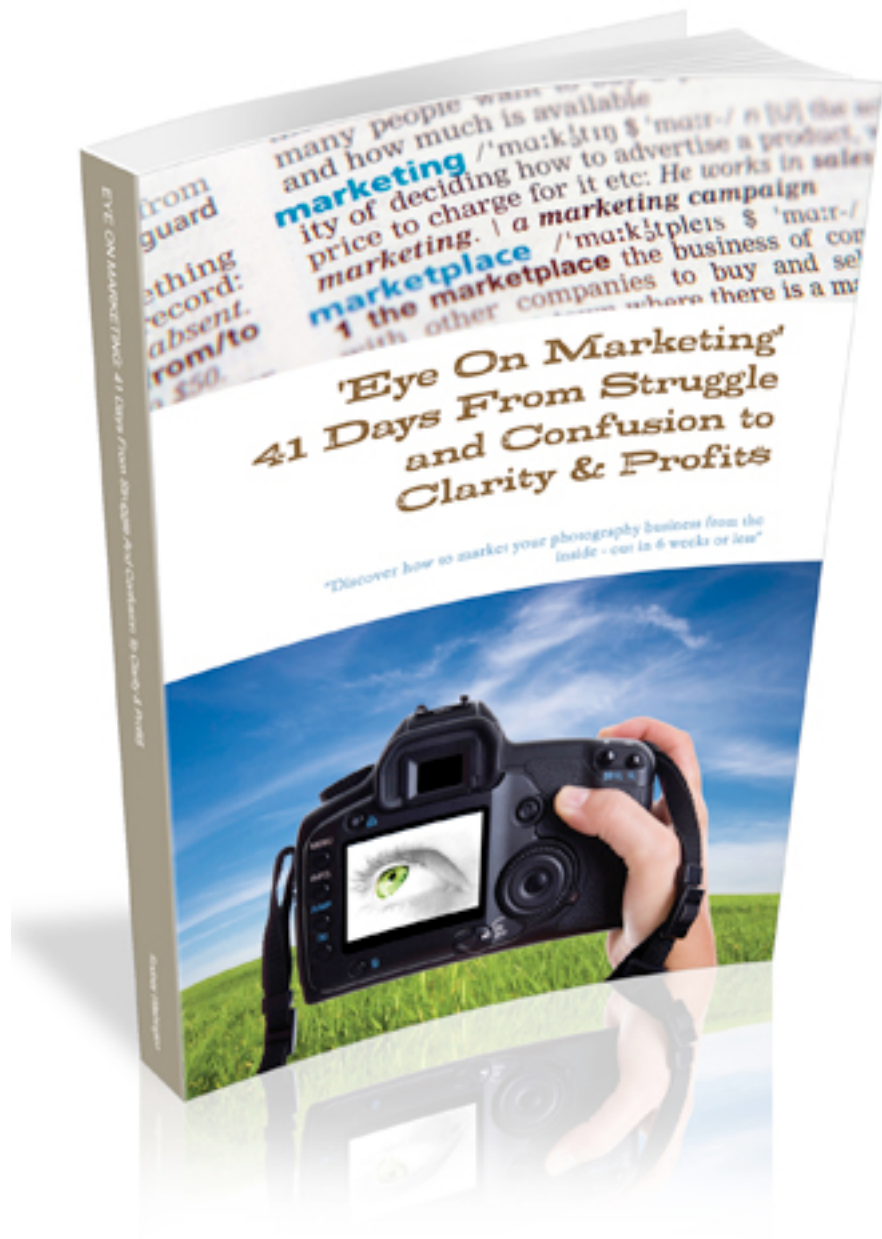




# Clarity Into Profits FREE Training Series

[www.eyeonmarketingbook.com](http://www.eyeonmarketingbook.com)



# Email Marketing Strategies That Actually Work

# Get Into Action Checklist

- Decide why someone would want to join your list
- Create a compelling gift that would entice someone to give you their contact info
- Email newsletters or vague tips aren't enough any more
- Think solution to a problem or issue the viewers has and you have it

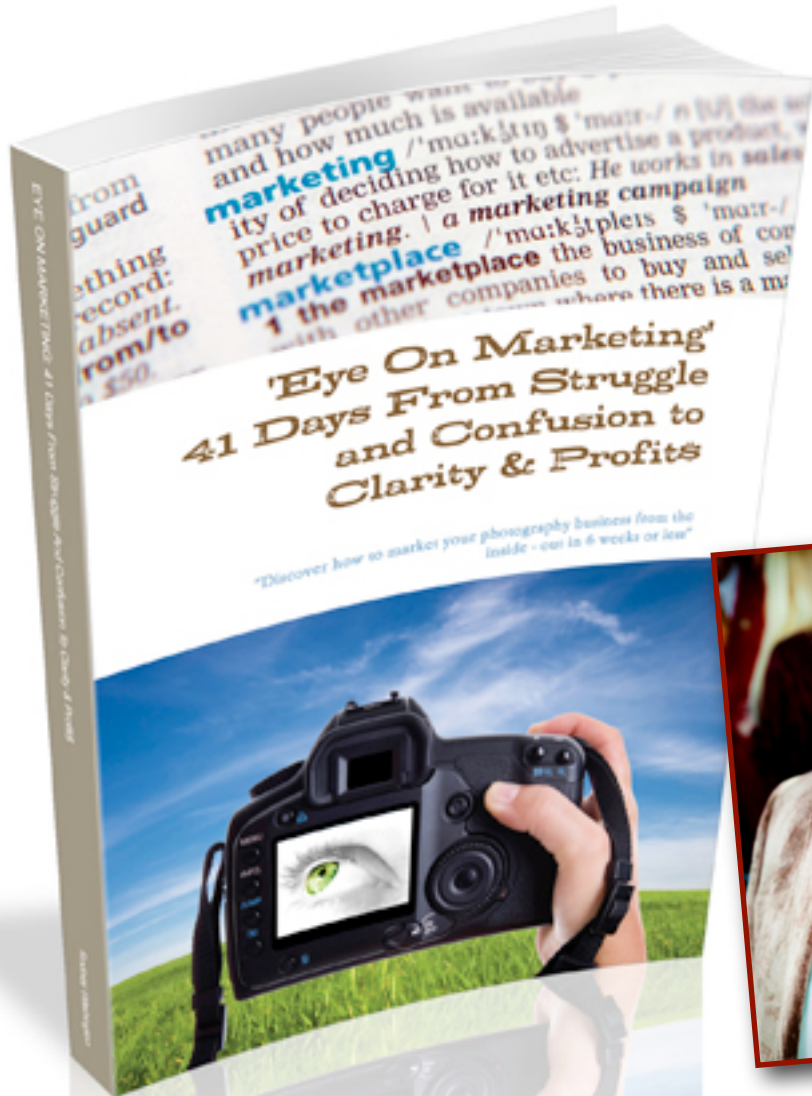
# Get Into Action Checklist

- Great idea starters: Complimentary DVD's or CD's, Special Reports, Audio MP3's, even phone or Skype consults
- Think of this gift as your First Introduction
- Decide what you want the person receiving this content to do 'next'
- Must have a call to action ex. make an appointment, purchase something, etc.

# Get Into Action Checklist

- Place a data collection form in a prominent place on your blog or website.
- Services like [www.IShoppingCart.com](http://www.IShoppingCart.com), [www.Aweber.com](http://www.Aweber.com) or [www.MailChimp.com](http://www.MailChimp.com)
- If you need help most of these services will help you install the form on your site
- Use an Solution Oriented headline to grab viewers attention. Again think: Solution

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Rodney

Do you someone  
who could benefit  
from this training?  
If, so please pass it  
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