

Title:

Secrets to making money online with your list funnel

Word Count:

1716

Summary:

Creating a product funnel is needed to make money online from any email list. How you do it is

Keywords:

making money online, money making, earn money, article marketing, internet marketing, money, e

Article Body:

There is a great potential in product funnels as used in mailing lists to earn you money.

But they have to be set up correctly - something most of the advice I've gathered from article

Let's cover some basics. 3-4% of the people you contact (or opt-in) will buy anything you put

80% of your total income will come from 20% of your public - more or less. (And this means 64%

As people don't find things to be of value, they will drop off/opt-out.

With a poor conversion factor, you will probably wind up with 50% or more of your list being t

You want to be able to scale your income and keep increasing it, plus freeing your time to fin

Conversion is the key. You have to take that 80% of your public and convert them to buyers - i

There are a couple of solutions to this: [Note that the below is new theory based on study of

1) Make your funnel look like an upside down champagne glass (the old-fashioned wide at the to

What you don't want is to have a shape like a grain silo - straight sides up and down with onl

Think champagne glassses - for the expensive varieties of that beverage you can celebrate with

The top of your upside-down champagne-glass-funnel is wide again - but for those who have made

2) Make people an affiliate at every level. This builds your community and allows participatio

Now an interesting organizational point comes up. You are going to not just "segment" your lis

Division - part of the list by product line. You have an autoresponder service which should gi

Example: I have a list for people interested in self-help books and products. Another division

Example: Suppose I start a block on earning money through Internet marketing. This is a comple

What this does is to enable you to have multiple income sources from the Internet, using the s

Not to be cruel, they are able to complete their current ecourse, but ecourses after that will

This opens up Stratas. Once a person has bought something, you want to sell them the next grad

Example: person on a free ecourse buys your \$47 item. Now you are going to work on getting the

Once they buy a \$147 or greater level item, they are bumped upstairs to another strata. On tha

At the top strata, you can give them everything you have to offer for sale, since they trust y  
With the whole system in place, I can now talk to you about Segments. On the intro strata, the  
As you test and tweak your squeeze pages, you will be able to move them rapidly up to the high  
Why do I say to make affiliates at every strata/level? Because they can give their own testim  
The logical solution for Affiliates is to offer them personally segmented lists, available to  
Yes, this would get complicated real fast - but around this time you are making so much income  
The above was based on studies of a multi-national organization and interviews with top sales  
What autoresponders do is allow you to have a multi-national sales force for your particular m  
Now these are just notes at this point, a lot has to be fleshed out and tested. But I thought

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