

# Explosive Opt-In Profits

**“Real Life Case Study Reveals The **Shocking** Secrets Of How A *Small* Opt-In List Pulled \$677 In *Pure Profits* In Its FIRST Month Online...And How You Too Can Use **\*Three\*** Powerful Principles To Achieve Similar Results From ANY List You Desire!”**

An Exclusive Report From [Push Button Publishing](#)

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**From: Ewen Chia**

**Dear friend,**

Thanks for reading "Explosive Opt-In Profits"...

What you're going to learn here will blow your mind away in just how simple it can be to start making real money online. However please do not be deceived by its simplicity because...

**...simple things work!**

Now I've not revealed this to anyone and never intended to, but [Bryan \(Winters\)](#) really twisted my arms here ☺

I'll be sharing with you how I was able to generate \$677 in profits from a very small list in its first month online using three principles. This list continues to pull in profits each month on autopilot.

Though this may not sound like a million dollars (many internet marketers are making much more), remember it's just one of the many opt-in lists I run...

What would happen if **you** apply the techniques here to create an army of lists, all contributing to **your** bottom line?

And if you're interested in increasing your clickthrough rates from your list, you're going to see how I was able to generate clickthroughs of at least 10%, to a high of 30% often.

You'll discover the exact secrets of how I do it in this report, complete with an actual case study of a recent mailing.

More importantly, you'll learn the shockingly effective **\*Three Power Principles\*** you can use for *almost* guaranteed results in any opt-in email marketing!

Apply them to any list you want and you'll experience phenomenal results from that list. It's not rocket science and it's simple...but simple things work.

So if you're ready to proceed...

## Opt-In List Case Study: "Marketing Ebooks Exposed!"

First please take a look at the list in question, it'll make everything you read here much clearer. Click on image to visit website:



"Marketing Ebooks Exposed!" is an opt-in list I launched in January 2004.

It is targeted at a SPECIFIC group of internet marketers.

Using the three principles you're about to discover, I took it from \$0 to \$677 in its first month of launch...

This list basically provides no-hype reviews of marketing ebooks to subscribers four times a month on average.

**These reviews are NOT sales pitches.** On the contrary, subscribers gain a lot from the unbiased honesty I present in these reviews.

They hear the good AND bad so they can make **informed decisions** that **benefit them**.

Though the list is relatively small at less than 1,500 subscribers currently, I make money with each review. You'll see why.



17<sup>th</sup> February:

<http://ResaleRightsSecrets.com/cb1702.jpg>

18<sup>th</sup> February:

<http://ResaleRightsSecrets.com/cb1802.jpg>

The final results was a total of 16 sales from one single review...and I do an average of four reviews per month!

Now here're the three principles which make the list and reviews effective. You'll understand why it works like crazy, and how you can duplicate similar results to any of your own opt-in list...

## **“Three Power Principles”... To Opt-In Profits**

### **Power Principle #1 : Target The Mini Market**

The first step you must do BEFORE starting an opt-in list is to ensure there's a market for it.

Yes, this applies even to starting a list!

The problem's many people forget the fundamentals of marketing, don't let this happen to you.

Do your research to determine if your idea will be profitable.

Check the demand by finding out how many times your targeted keywords are searched for in a given month.

You can use tools such as [Good Keywords](#), [Word Tracker](#) or the absolute best keyword research software at the moment, [AdWord Analyzer](#).

Another important point is to target your topic at a sub-market within the general market, what I'd call the “mini market” for convenience.

**Narrow down to a specific sub-segment of the general market.**

In my case, I targeted specifically at people interested in marketing ebooks instead of the general internet marketing crowd.

## **Power Principle #2 : Become Credible**

The MOST important factor in any opt-in marketing is really to **build a good relationship** with your subscribers. Learn to get their trust and credibility with every single mailing you send.

I know you've heard this too many times, but how can you actually achieve this?

Here's the basic "**C-C-C Formula**" to trust and credibility I practise:

### **Content**

Always always provide quality information, even if you're using other people's content. Subscribers are sensitive and smart, give them B.S. and you'll lose your credibility faster than the next hypey program.

For instance I provide REAL (I read them) marketing ebook reviews and tell it like it is. I'm completely honest, good or bad.

As mentioned, the reviews are NOT sales pitches disguised as content, subscribers get valuable information which benefits them. How?

It saves them time, money and gives them the power to make better buying decisions. It's really a **win-win partnership** 😊

### **Charisma**

Project your character and personality across in your writing.

Show smilies, sad faces etc. but for goodness sake show some emotion!

😊 ;-) :-D :-} <GRIN>

The mistake most marketers make in their communication is to try sounding 'professional' and 'corporate'. Look your subscribers don't want to deal with men in ties and suits, they've probably seen enough of them at work.

They want someone who can put them at ease while giving them the benefits they seek – let that someone be you! :-D

### **Consistency**

Another important area you must note is to be *consistent with your mailings*.

Send out the ezine or mailing according to schedule. Tell them WHEN they'll expect an issue and SEND it to them as promised, in this way...

They'll be EXPECTING it.

This greatly enhances trust and allows a relationship to be developed rapidly. It also greatly increases response to your mailing.

For example I tell my subscribers they'll get a review every Tuesday, and they do get it ☺

Get to know them and they'll know you.

Get their trust and they'll reward you.

It's really that simple!

So how do you generate **high clickthrough rates**?

Simply apply the "**C-C-C Formula**"!

### **Power Principle #3 : Create Extra Special Offers**

This is one of the most powerful way to getting quick results from your list whenever you send out an offer...

You'd want to create something **extra special** for them limited to a certain time frame.

This is important. Read that again

The basic formula will be:

**Special Offer / Bonus + Genuine Deadline = HUGE PROFITS**

Pay particular attention to the word 'genuine' above...

You need to set a genuine deadline for the offer, and stick to it, because you'll lose your credibility in a second if you don't!

How would you like to click through to a 24 hour special after 7 days and it's still there? I know I'd hate it.

Stick to the deadline, your subscribers will soon KNOW any offer you provide is genuine and in return, will respond more positively.

If you study the ["Project Mousetrap"](#) example I provide, you'll see exactly how this principle was implemented.

Remember : Special Offer / Bonus + Genuine Deadline  
= HUGE PROFITS

Thanks and hope you found this useful.

To your opt-in profits!

A handwritten signature in black ink that reads "Ewen Chia". The signature is written in a cursive style and is underlined with a single horizontal stroke.