OPEN RATE EXPLOSION FREE REPORT

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Introduction & Email Marketing Issues

First off thank you for purchasing this report. Before we get into all the goodies. I would like to share a little about my past and experience with email marketing and autoresponders for those who do not know me.

I started Internet Marketing in 2007 and struggled to get a consistent income until I discovered email marketing. Since that date over 10 years ago I've been able to make a fulltime income online and scale it to numbers I never dreamt were possible. To this day I still put all my efforts into increasing my subscribers and customers database and offering them as much value as possible.

Over the years I've invested hundreds of thousands into various traffic sources. From 2008 - 2012 it was mostly with solo ad vendors and safelists. From 2012 - 2017 I invest mostly in Facebook Advertising and run my own Pay Per Lead Program.

Over the years I've built a total list size of 261,000 subscribers and have used pretty much every autoresponder service available including multiple self hosted solutions.

Regarding of the talk with Autoresponder companies suspending or shutting down people's account. Personally this has never happened to me with any company including Aweber & Get Response. I put it down to building a good relationship with the company and informing them of any surges in new subscribers you might expect when starting off and of course avoiding spammy subject lines and irrelevant content.

Ok, that's it with the history and a few tips there as well.

Now I would like to talk about why I created this report.

Over the years numerous people have asked me:

"Have I seen a drop or decrease in my open rates?"

It's a topic on many forums, Skype groups and Facebook Groups. For me my answer was:

"I'm actually seen an increase in my open rates, a massive increase".

I'm putting my success here down to 3 tools which have really helped with automation and segmentation. A must have https secure server for self hosted autoresponders which will increase conversions, deliverability and open rates and my favourite and cash grabbing early bird method which increases subscriber engagement while making you a tonne of cash.

The 6 Ninja Methods

Ninja Method #1 - Zapier

Over the years there has been many methods, softwares and advice on adding subscribers to another list or another autoresponder during signup or after a sale. Some people would call these methods blackhat but autoresponder companies and many smarter marketers are using it for friendly marketing, more engagement and of course automation.

The normal process would include finding a coder to help to build a script which more or less just forward variables onto another page and calls another script. It's how most autoresponders work. It might sound simple but finding a programmer to complete can be draining and that's just for one task.

Needless to say when I found Zapier I was delighted.

Zapier is integrated and works alongside Contact Form, AIM, Aweber, Active Campaign, Evernote, SmartSheet, PayPal, Get Response, ZenDesk, Youtube and hundreds of other programs. I use about 0.5% of it's capabilities so I'm pretty sure there is something there for everyone.

The problem I found with having more than one autoresponder is automation. Like many marketers I started with Aweber and have been a loyal customer to them for the past 7 years. I've forms setup on many sites, statics, followup emails in place etc.. It's not something I want to just walk away from.

I could have just imported everyone into my Get Response account as they will allow that but here's few risks that I would have took if I did so.

- 1. The import request could be rejected if there is a high bounce rate,
- 2. Get Response shutting down my account for something and I've lose everything.
- 3. I don't like having all my eggs in the one basket.

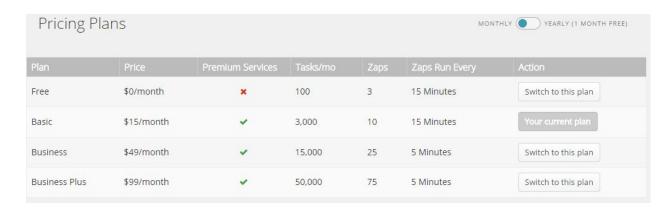
Here's a few Zaps I use the most which are completely legal and in terms with all the autoresponder services .

- PayPal > Aweber
- GetResponse > Aweber
- Aweber > Get Response
- Go To Webinar > Get Response
- Go To Webinar > Aweber

Creating A Zap

Zapier is free to use for certain features but to get the full benefits I would recommend a premium account.

Here's a look at the pricing options.

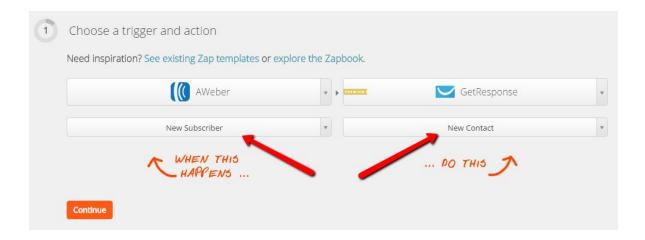


After setting up your account I would connect as many Apps as you plan to use. Go to : https://zapier.com/app/settings/authorizations and connect your accounts.

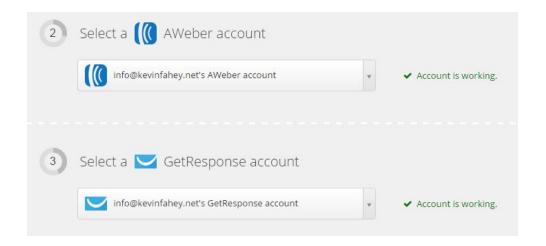
From here click "Create A Zap" in the top bar menu and choose the accounts you want to use.

Here's an example of creating a Zap for Aweber and Get Response.

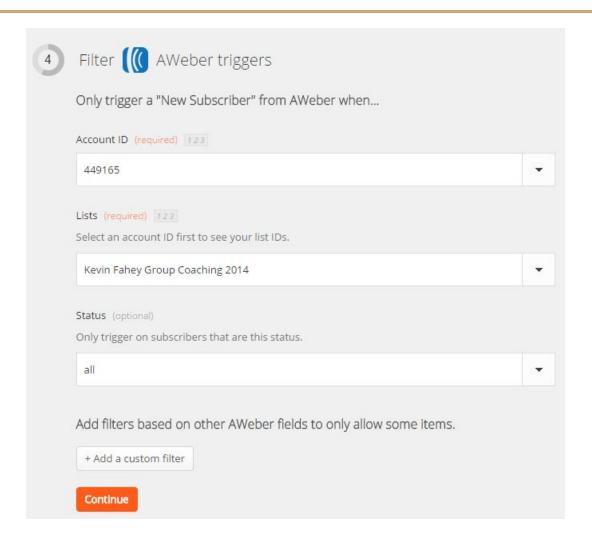
Step 1: Choose a trigger and action.



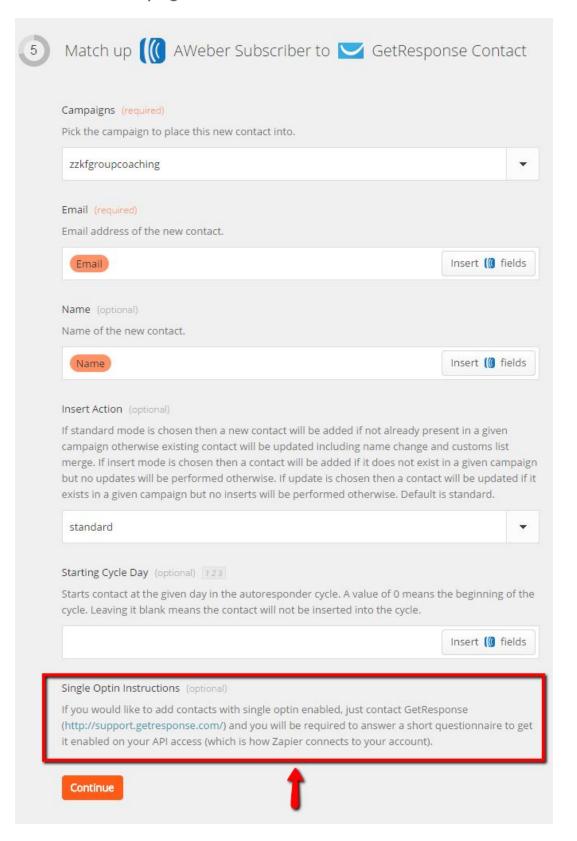
Step 2 and 3: Test Accounts.



Step 4: Create Aweber Filter

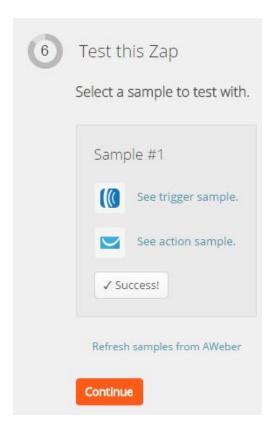


Step 5: Match The Campaigns



IMPORTANT: Notice the Red Box Above: I submitted a request to Get Response to activate single optin for a Zap and was refused before my Privacy said something about sharing leads, which is not the case. A mistake on my behalf. Get Response will ask you for a link to your squeeze page. Make sure it has Privacy Policy, Terms & Disclaimer on the page and everything is correct.

Step 6: Test your Zap and activate



Ninja Method #2 - Aw Pro Tools

As I said I'm a fan of Aweber but one of there rules really annoyed me. I called support one day asking them to move all my subscribers from List A,B,C into List Global. This was a few years ago and I had many big lists inside Aweber and would be many duplicate emails on different list. Aweber charges you for that email 3 times if on 3 different lists. When you're bill is \$800+ / month you try cut it down now and again. They told me "this was not possible as they must actually sign-up to that list". Considering it's the same account I think this is a way to squeeze more money from the client, as Get Response does allow this.:)

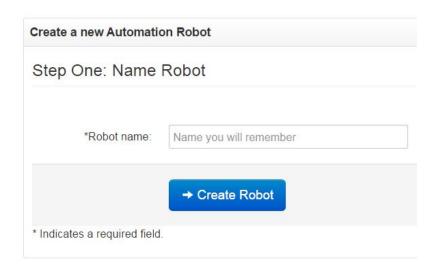
Regardless, AwProTools with just a few clicks was able to automate the whole process and the in just a few hours I've knocked about 15,000 duplicate emails off my list.

Like Zapier it has a load of options for anyone with an Awber account including daily backups, custom URL's to move subscribers from one list to another and more. Personally I use it most every few months for batching lists together into my global list. It does this on single optin and is fast.

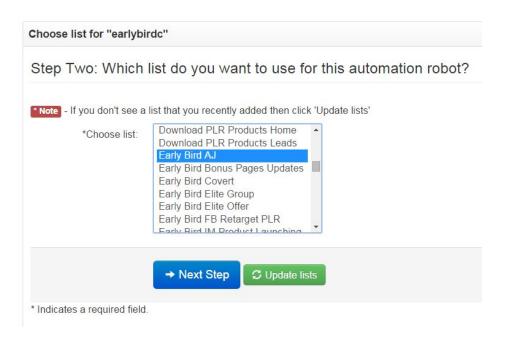
Here's an example of how I setup an automation rule for subscribers. In this case I am going to move all the subscribers who signed up for various earlybird lists into one list. I know I've many duplicate emails and for automation, reducing costs and segmentation clean up this works a charm.

Early Bird AJ	0	0	41	2	43
Early Bird Bonus Pages Updates	0	0	334	4	338
Early Bird Covert	0	0	1	0	1
Early Bird Elite Group	0	1	78	9	87
Early Bird Elite Offer	0	0	78	0	78
Early Bird FB Retarget PLR	0	0	152	1	153
Early Bird IM Product Launching	0	0	0	14	14
Early Bird IM VIP Training	0	0	640	2	642
Early Bird IM VIP Traning Global	0	0	0	0	0
Early Bird Interview With Dr Bo	0	0	45	1	46
Early Bird List Building 2014	0	0	189	1	190
Early Bird List N Profit	0	0	122	4	126
Early Bird List Profit Generator	0	0	41	1	42
Early Bird My Marketing Results	0	0	157	3	160

Step 1: Create a new Automation Robot and give it a name

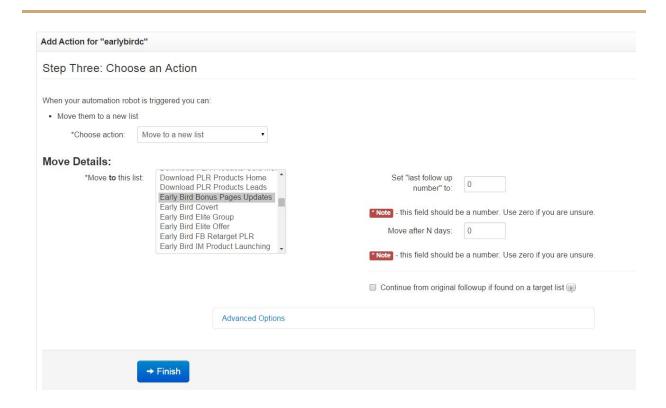


Step 2: Choose the list you can to use for this rule



Step 3: Choose an Action

Pick "move to a new list". Since all these lists are old I have removed the followup email.



Step 4: Create the same rule for all other lists.



Step 5: Check out the results

SCREENSHOT OF AWEBER 24 HOURS LATER

(Compare to above screenshot you can see all the early bird lists I choose are now unsubscribed from one list and added to the main early bird bonus list while removing any duplicates)

Early Bird AJ Early Bird Bonus Pages Updates	0	0 702	0 1,036	43 4	43 1,040
	0				
Early Bird Covert	0	1 0	0	1	1
Early Bird Elite Group	0	1	2	86	88
Early Bird Elite Offer	0	0	78	0	78
Early Bird FB Retarget PLR	0	0	0	153	153
Early Bird IM Product Launching	0	0	0	14	14
Early Bird IM VIP Training	0	0	640	2	642
Early Bird IM VIP Traning Global	0	0	0	0	0
Early Bird Interview With Dr Bo	0	0	0	46	46
Early Bird List Building 2014	0	0	0	189	189
Early Bird List N Profit	0	0	0	126	126
Early Bird List Profit Generator	0	0	0	42	42
Early Bird My Marketing Results	0	0	0	159	159

Ninja Method #3 - Rapportive

Before I get into Rapportive I want to mention Gmail and Google Services like Google Calendar and Google Drive. Organization, planning and control is a major part of anyone's business and these apps have helped me a lot over the years. I highly recommend use them if still looking for a solution. These are all available to everyone for free and work perfect with Rapportive.

Getting a Gmail or Google Business A/c

Personally I use Google For Business with costs \$4.00 per month. This gives me three major advantages:

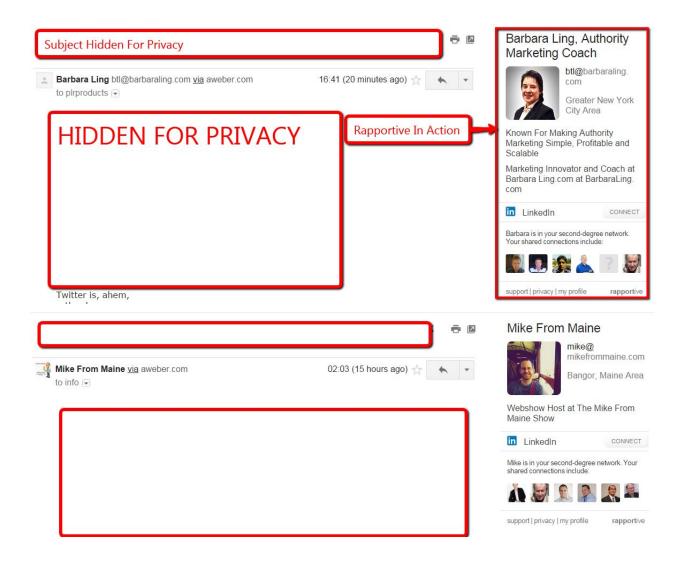
- 1. No distracting ads in my inbox
- 2. Unlimited Google Drive Space
- 3. I keep my main branding and support email info@onlineimsupport.com and have it connected directly to all my Google accounts.

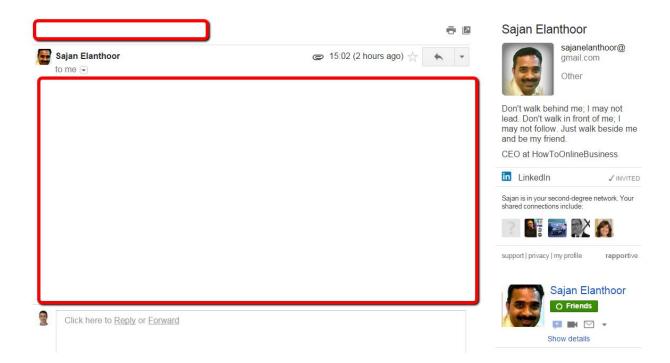
The easiest way to explain Rapportive is it shows you details about your contacts right inside your inbox. I use this for connecting with them on other social Networks like Google+ and LinkedIn. Engagement, increasing followers and social exposure in the goal here and it works.

You can also use it to connect with your contacts friends and see who is near by you.

Here's how it works. Once you scroll your mouse over any email address on the right side Rapportive will show you details about your contact.

Examples of Rapportive:



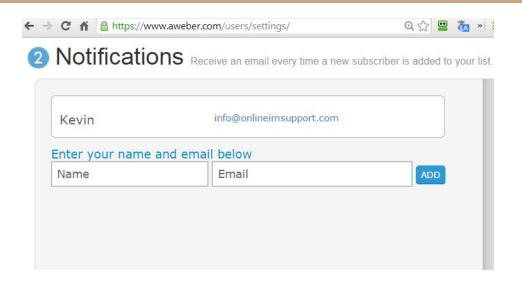


Using Rapportive In Your Business

Using any autoresponder you can get an email report every time someone joins your list. Since I add a large amount of subscribers daily I personally only use this method for buyers and affiliates but there is no reason why you can't use for all your leads and contacts.

Once the email address is shown inside gmail, scroll your mouse over it and add connect with the people on LinkedIn and Google +. Have your profiles complete and looking professional linking back to your blogs, programs, Fanpages etc.

To get signups delivered to your email address in Aweber to go list settings and Step 2 - Notifications and enter your name and email.



With Get Response go to Campaign Settings > General > Notification and choose an email.



Ninja Method #4 - The Secret Ninja Reply Method

This method will work with any email address on any hosting company with any autoresponder service. Saying this I am sending all replies out using Google services which will increase deliverability more. You can use a standard @gmail.com account or use Google Professional Services like I do and keep your branding domain. eg. info@onlineimsupport.com

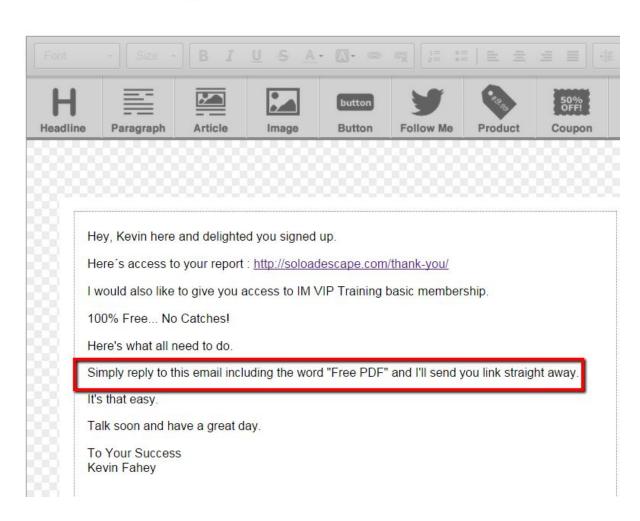
For this example I am using Gmail and Aweber.

Step 1: Asking for a reply in your first message

In your first followup letter ask the subscriber to reply to the email. Something like "Got it" or even another bride like. "Reply to this email and get something extra for free". Here's what I am currently using.

Subject Line

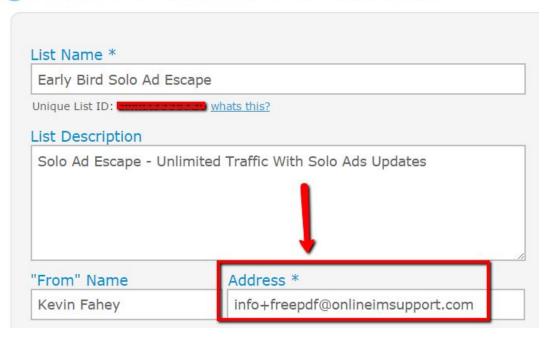




Step 2 : Change the reply to email

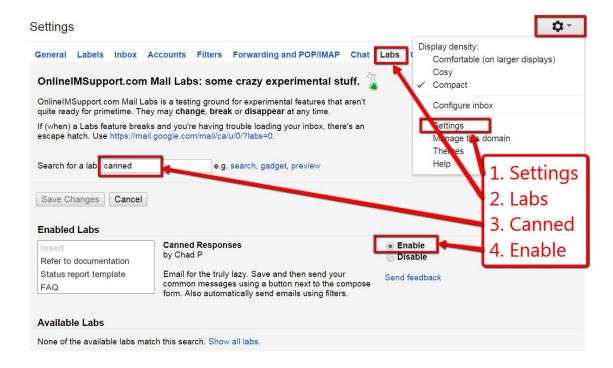
Inside your autoresponder settings change the reply to email to include another word. For this example I am using info+freepdf@onlineimsupport.com I do not need to create this email. The + works as a seperate or filter so all emails will still go directly to info@onlineimsupport.com

Basic Information The bare essentials for your list.



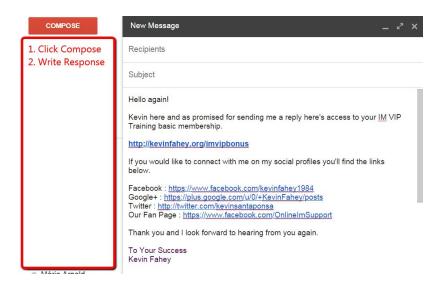
Step 3: Enabling Canned Responses

Below is a screenshot and is only 4 clicks. Go to Gmail Settings > Click Labs > Search For Canned > Click Enable.

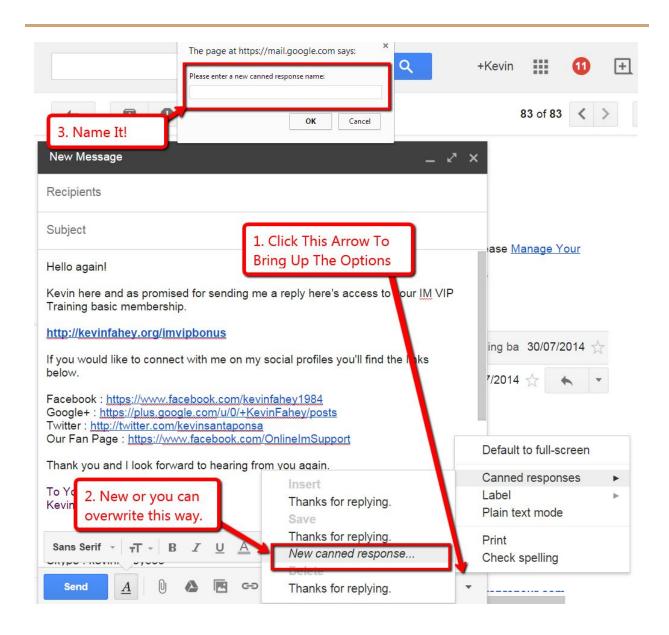


Step 4 : Compose a new email

Compose a new email in gmail with your response



Step 5 : Save email as canned response

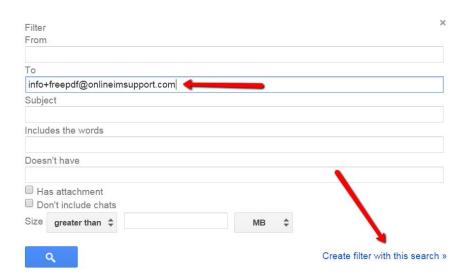


Step 6 : Create an email filter

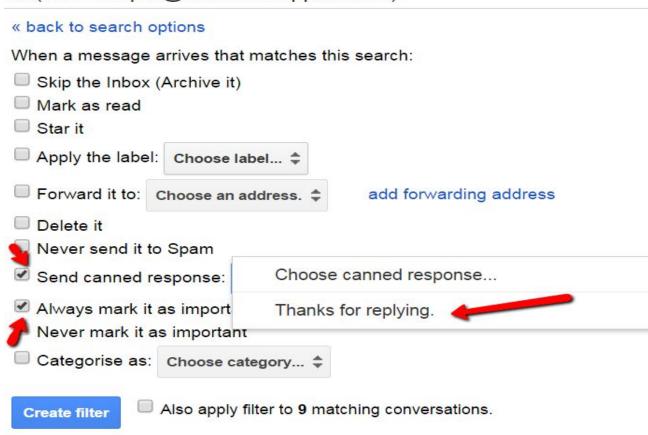
There is a few ways to do this. Easiest is open any email and click "Filter emails like this".

Enter the reply to email which you placed in your autoresponder settings and click "create filter with this search".

Click "send canned response" and "always mark as important".



to:(info+freepdf@onlineimsupport.com)



Step 7 - Testing the auto-response

The easy way to test is simply send an email to your reply address. For example info+freepfd@onlineimsupport.com and if all is set correct you'll receive the autoresponse. Feel free to test that. I always like to check all possibilities and cover all angles. So visit your squeeze page and signup with any email. Make sure that email is not already on your list if using Aweber. Look out for the followup email, click reply and again you should get auto-response if everything is set correctly.

Ninja Method #5 - The HTTPS Method

I've been using https certs the past 3 years and seen some major advantages in using them.

What originally forced me to start using them was a change in Facebook rules where they only allow HTTPS (Secure Sites) inside iframes. Meaning if you wanted to embed a optin form or sales page inside a Facebook Fan Page Tab your site must be https.

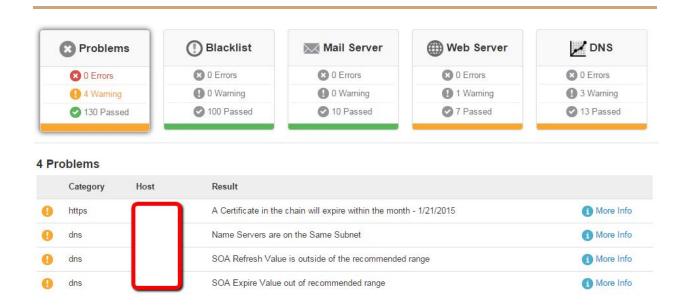


From there after getting a copy of Russell Branson "101 Proven Split Testing Winners" I read that having a HTTPS site helps increase sales conversions and as important signup conversions. I tested this and the results I shared in a product called My Marketing Results which is included as a bonus inside the Open Rare Explosion members area. The first https cert I purchased cost me \$97 after a quick purchase from a Google search. After asking my hosting company, Hudson Valley Hosting they now cost only \$30 per year.

From doing a lot of research on running my own self hosted mailer it was recommend having it on a secure site will help increase deliverability. I used MxToolBox which is a very useful site for checking your sites health. If you are running your own self hosted mail you are looking for very few errors. The ones you see below are acceptable, any more you should contact your host to help you resolve.

http://mxtoolbox.com/domain/google.com/?source=findmonitors

You can also see if your domain or IP is blacked here: http://mxtoolbox.com/blacklists.aspx



Ninja Method #6 - The Early Bird Method

Using this method correctly can have a massive impact on your earnings when promoting affiliate offers or for your own product launch. Here's the steps you need to take.

Step 1 : Create a squeeze page

Create a squeeze page for the offer you need to promote. You can use Optimize Press, Instabuilder, WP Profit Builder and many other squeeze page builder to make these pages in 2 minutes. All you are aiming for is a Headline > Subheadline > Optin Box for the highest conversion.



6 Ninja Email Tactics Revealed Which Are Guaranteed To Increase Your Open Rate By 400%



Step 2 : Create a bonus page

Create a bonus page talking about the offer you want them to take action on. If the product is launching in at a later date put a countdown timer on the page telling the visitor when to return to the page and take action. Once the offer goes live change the countdown timer showing how long the bonus offer is available for.



How To Get \$5,000 Worth Of Software, Training & Coaching For A Fraction Of The Normal Cost!

Step 3: Prepare an email series

Prepare an email series for the entire funnel. The perfect time to start a promotion for any product launch is around 5 - 7 days before the actual product goes live. You will be sending all your subscribers to the squeeze page. I am going answer two questions which some people might have:

Q: Why am I sending my current subscribers to an optin page if I already have their email address?

A: The idea here is to separate the people who are interested in your offer and bonus and placing them onto a new list to followup with directly about that offer. You should also be sharing this link on your Google+ profile, fan pages, Twitter account etc and can collect new subscribers from this and re-engage will old ones.

Q: Below you'll see that I am sending up to 10 emails for a single promotion. Is that not too many?

A: This comes back to a common question of how many times a week should I email my subscribers. The answer here is as many times as it takes to get the message across. But if you segment your list currently you'll have 3 or maximum of 4 emails going out to your entire list, and another 3 going to the people who opted in for more information about the offer.

Let's take a look at the emails we need. What's highlighted in green is mailings to all your subscribers. What's highlighted in yellow is only to those who signed up for more information:

The Email Broadcasts: 3 emails to your entire list sending traffic to the early bird page. Once they optin to this list use automation to remove from any global list you mail.

The Welcome Email: Once someone joins the new list have a welcome email with information about the product, your bonus and what time and day it will be launching. Tell your subscriber to watch out for more emails and explain that the bonus is only available from your list. They'll look forward to the next email you send them.

Followup Reminder Email 1: For those who have signed up or you can use this method when mailing your global list is telling them there is only 24 hour to go. Tell them to watch out for your email two hours before the launch where you'll followup with another reminder email.

Followup Reminder Email 2: Two hours before the launch remail everyone who has signup telling them to get ready to take action

Launch Email: As soon as the product launch mail everyone who has signed plus your entire global list a link directly to the bonus page. Mailing the global list is optional. In the case that you wanted to run another promo on the same day you can mail everyone who signed to offer A and use your global list for offer B.

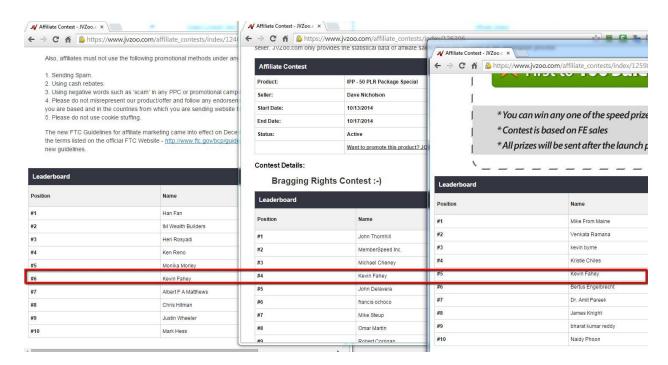
Followup Promo Email: Generally launches happen around 11 a.m. EST. If your were mailing them at 9am and 11am, I would be sending another reminder email that evening around 5 - 7p.m. EST.

Next Day Promo Email: Here's where I would followup with a message talking about the great feedback from the product and your bonus offer Offer direct links to the offer inside your emails as well.

Final Call Email: Here's you can mention the offer is closing or your bonus package is closing in 48 hours. Using countdown timers correctly on your bonus page and sending people to the page where is only 24 hours left always increases conversions.

Segmenting your list in this way will allow you to promote many offers on the same day, it allows you to followup only with the subscribers who are interested in that offer. The alone will save you many unsubscriptions, increase engagement with your subscribers and increase sales conversions.

I've used this method to land on 3 leaderboards in one day.



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Conclusion

As we come close to the end of this report I hope I've covered many valuable points for you. Let's do a quick recap. Using a JVZoo / GetResponse account if you are going involved in affiliate marketing or product creation gets my highest recommendation. I've shared Zapier with a handful of people while writing this report and they are finding many uses for their business. For those with a lot of different lists inside Aweber I'll sure you'll love the power and features that come with AwProTools. Rapportive has been a great tools for helping me get more followers on Google +. The secret Ninja reply method is a tip I picked up from Mindvalley which is very powerful. I believe you'll see more and more marketers using HTTPS secure certs and is proven to increase conversions all round. The early bird method is something I've shared with only a handful of students and all are massive success using it.

If you take action on the methods covered in this report you'll have a cheaper autoresponder bill, better deliverability on your emails, more engagement with your subscribers and in return more money in your pocket.

LEARN HOW I TOOK MY
BUSINESS FROM \$5,000 TO
\$20,000 WITH ONE SINGLE
CHANGE - CLICK HERE