



**#1 Formula for Growing YOUR List
Quickly and Easily**

**Your Host and Expert
Melissa Galt**

What I Didn't Have:

No Clients

No Money (in fact I was \$70K in debt)

No Marketing

No Website



What I Did have . . .



What I Made Happen:

In 30 Days → teaching prospects about design at local universities.

In 90 Days → landed my first client

In 120 Days → launched my ezine

In 180 Days → my first website

In 36 months → debt free and earning six figures

What YOU Get Tonite, so YOU Can Too

- ✓ A Simple System that **IGNITES YOUR CUSTOMERS** to **BUY MORE** of **YOUR PRODUCTS** and **PROGRAMS**;
- ✓ A Proven Formula that **ALLOWS YOU** to **SET IT** and **FORGET IT** eliminating time consuming tasks you don't love;
- ✓ An **EASY WAY** to **REPURPOSE CONTENT YOU ALREADY HAVE** and **MAXIMIZE NEW CONTENT**;
- ✓ **YOUR OWN SUREFIRE PATH TO PROFITS**, when you learn how to train your clients and customers to buy.

And YOU'LL Be Able To:

- ✓ **Eliminate Being a Best Kept Secret.**
- ✓ **Avoid that Slimy Feeling** of Pitching and Selling.
- ✓ **Erase Doubt** about YOUR Value and YOUR Talent.
- ✓ **Stop Struggling** with Building YOUR List
- ✓ **Create a Stampede** of Hot, Happy, Buying Clients
- ✓ **Ditch Boring YOUR Audience** with Ordinary.

You Are . . .

- ✓ A struggling online marketer
- ✓ An upside down business owner
- ✓ A frustrated creativepreneur
- ✓ A desperate designer
- ✓ A profit challenged professional speaker
- ✓ A service based professional short on income
- ✓ A revenue shy graphic talent

**A passionate professional who deserves to profit
with purpose and not sacrifice your peace of
mind in the process.**

It Isn't About the Size of the List ...

It's all in YOUR Sizzle!



Top 10 Reasons You Must Have an Ezine

- 1. Saves \$\$\$ over printed**
- 2. Permission Based not considered spam or junk**
- 3. Easy way to stay in front of prospect and client**
- 4. Creates rapport, relationship**
- 5. Show existing and new clients new ways to enjoy your products and services**

Top 10 (Continued)

- 6. Spotlight your best clients/customers**
- 7. Build trust and confidence by highlighting team**
- 8. Teach them what to expect, teach them to buy**
- 9. Use your unique voice, age of brand U**
- 10. Essential and Easy part of Simple Strategy to Harness the Power of Social Media**

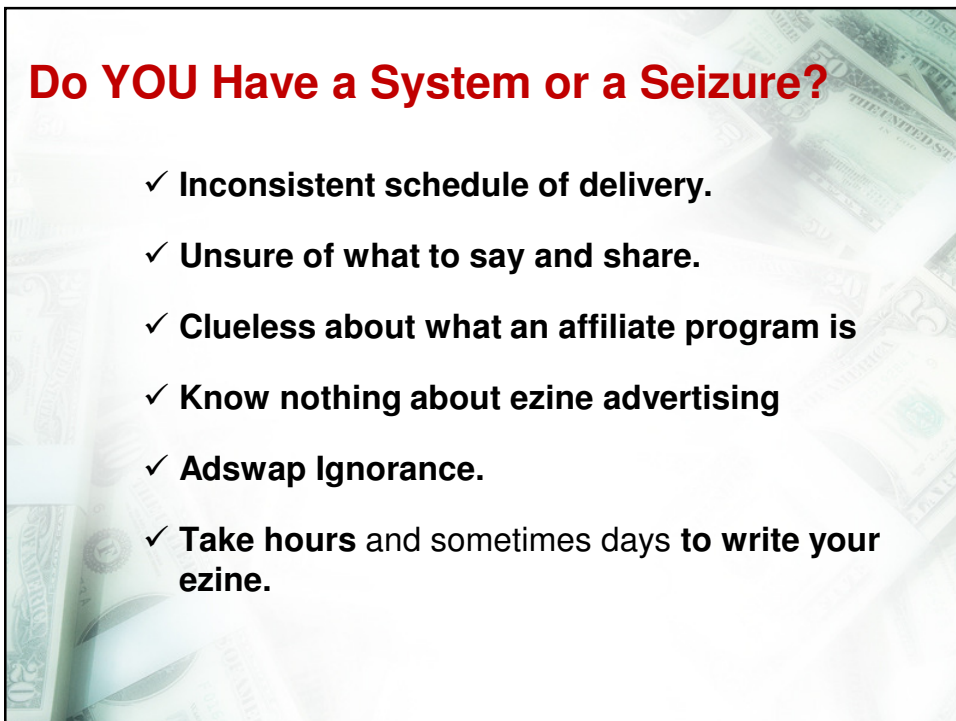
Are YOU Thinking . . . ?

But I have an ezine already, why do I need this?



Do YOU Have a System or a Seizure?

- ✓ Inconsistent schedule of delivery.
- ✓ Unsure of what to say and share.
- ✓ Clueless about what an affiliate program is
- ✓ Know nothing about ezine advertising
- ✓ Adswap Ignorance.
- ✓ Take hours and sometimes days to write your ezine.



Questions YOU Can't Answer . . .

Are YOU confused about a blog, a newsletter, an ezine, and how it all fits together?

Do YOU know how to track your open rate?

Do YOU email your list less than twice a month?

Does YOUR ezine look like everyone else's?

Are YOUR subject lines falling flat?

YOUR Solution and System!

The Ezine Excellence for Profits Formula

3 Types of Ezines to Know

- 1. Electronic Newsletter**
- 2. Online Magazine**
- 3. Blog Post Based, Individual + Weekly Summary**

Frequency, What's Best Today?

- ✓ Monthly**
- ✓ Biweekly**
- ✓ Weekly**
- ✓ Daily**

Contact Management Service – Ezine

- Aweber.com
- Constantcontact.com
- Myemma.com
- Verticalresponse.com
- Resultsmail.com
- Listrak.com

6 Tips to Make Sure YOU Are Read (NOT Ignored)

1. Make the name attention grabbing, not the name of the company
 2. Write objectively, this isn't a sales pitch
 3. Write to express, not to impress
 4. Proofread, Spellcheck, Grammar Check
 5. At least one graphic per article
 6. Use accent colors to keep it interesting*
- *Text Only?

Keys to Great Content, Easily

1. **Evergreen**
2. **Personal (but never intimate) – live vicariously, adopt your lifestyle**
3. **Time-Sensitive – discount for acting by date**
4. **Take Action – be transparent about affiliate**
5. **Highly Relatable, Everyday Habits, Routines,**
6. **Killer Subject Lines/Headlines for Open Rate**
7. **Avoiding Spam Filters!**
8. **Include links for SEO, relevant and meaningful**

What If I HATE to Write?

- ✓ **Elance.com**
- ✓ **Rent-a-coder.com**
- ✓ **Craigslist.com**
- ✓ **Companynewsletter.com (\$2/500 or \$8/100 for 2 page color printed)**
- ✓ **Private Label Rights**

What YOU Got Tonite:

- ✓ #1 Formula for Growing Your List Quickly & Easily
- ✓ 10 Real Reasons YOU Must Have an Ezine
- ✓ 3 Easy to Implement Models You Can Use
- ✓ 6 Cost Effective Content Management Providers
- ✓ 8 Killer Keys to Great Content
- ✓ 6 Essential Tips to Getting Read (NOT Ignored)
- ✓ 5 Best Resources If YOU Hate to Write
- ✓ Frequency Strategy for YOUR Market

For Those Who Want More!

The Ezine Excellence for Profits System

- ✓ Explode Your List
- ✓ Ignite Your Client Demand
- ✓ Keep Your Clients (and Prospects) Sizzling Hot
- ✓ Leap Frog Your Way to the Top (skip the stairs)
- ✓ Make More Money AND Have More Time

What Do YOU Get:

- ✓ **The shortcuts to getting your ezine done** in a fraction of the time it currently takes you with secret time saver shortcuts.
- ✓ **Mapping out a regular, consistent schedule** to keep you on track and sizzling hot.
- ✓ **Knowing exactly what you want to share**, how to say it, and the right format for you.
- ✓ **A special training just on affiliate programs**, how to find the best for you and how to share them with heart and authenticity.

And More of What YOU Get:

- ✓ **The list of the hottest ezine directory sites** and review copy techniques to write ads that get real results.
- ✓ **Understanding adswaps** and how to leverage them with even a small list when you know the right partners to target.
- ✓ **Practice writing irresistible subject lines that will get your ezine opened.** (It doesn't matter what's inside, if they don't open it!)
- ✓ **How to use pictures in every issue** that captivate your audience.

Convenient Format – 90 Minutes

April 17 | April 24 | May 1 - 11am EST each Class

3 Live Teleseminars with Powerpoint Presentations
(no software to download)

Replays of every call with PDF's of the Presentations

Real time Q&A available on every call.

Unlimited Email Support for the Program Duration

BONUSES:

- MP3 Download and Transcript of **Interview with Charlie Page, Owner of the Directory of Ezines, on the value of ezines and how to make the most of article marketing.**
- MP3 Download and Transcript of **Interview with Kim Roach, Traffic Queen, on how to use “high content” syndication to explode your traffic.**

Tax Day Incentive!

- When you climb aboard Ezine Excellence for Profits by **MIDNIGHT, THURSDAY, APRIL 15**
- Use the Code IPAID and get \$50 off.

Your one time investment is just \$257 **(\$197 by Tax Day)**

- ✓ **Boost YOUR Business**
- ✓ **Grow YOUR List**
- ✓ **Increase YOUR Profits**
- ✓ **Reclaim YOUR Peace of Mind**
- ✓ **Get the Prosperity YOU Deserve**

Find It Online!

<http://melissagalt.com/ezone/>