

# 17 Email Cash Hacks

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Welcome to the 17 email cash hacks report.

I'm Paul Nicholls and I've been building email lists for many years and in that time I have sent out thousands of emails and I know what works and what doesn't work when it comes to emails that you send out to your subscribers and customers.

The bottom line when it comes to email marketing is of course profits but you first have to understand the things you must and must not do to stand the best chance of making your emails as profitable as possible.

Over the last couple of years I have had so many of my subscribers and customers tell me that they love my emails and the way that I write my emails that I decided to create this cool little report explaining everything I do and how you can also use these effective strategies and techniques to increase your email profits and get much better results in your own business.

Below is a list of 17 different email cash hacks which I will walk you through and explain each one in detail on how it works.

No fluff lets jump in..

## 1. “The Connection method”

This is one of the most simple things you can do to increase your click through rate in your emails. What you do is use the same text in your clickable link as you do in your subject line for the email.

You do have to think forward a little when using this technique because the clickable link needs to make sense in order for you to get the best results.

For example if your subject line was “10 secret foods that burn belly fat”

In your email you would then use that same text as your clickable link so it could read something like this:

====>> “Click here for the 10 secret foods that burn belly fat”

Or just use the “10 secret foods that burn belly fat”

The reason behind why this technique works so well is because if someone opens the email then it's because they are interested in some way with what it says. There is a big connection because the subject line and call to action link are the same. If you use that same text you used in your subject line as your clickable link in your email you will 95% of the time get more clicks.

I use this a lot and it works really well.

## 2. “Hanging Yourself”

This is something that a lot of people do but probably don't realize actually how damaging it can be on their email list.

When ever you promote an affiliate product via your email list one of the worst things you can do is to use emails that have been created by someone else for you to send to your list. If you think this is ok then you're missing the point when it comes to email marketing.

The key to effective email marketing is for your subscribers to know, like and trust you.

This will happen over a period of time. The more emails you send out then the more people will start to get to know you better and they will soon get used to your style of writing and the sort of emails you create and write for them.

If you were to suddenly send out an email written by someone else there will be a big disconnection between you and your subscriber/customer and things just will not flow and you will end up losing a lot of clicks and sales.

This is a good way to “hang yourself” with email marketing.

There is nothing more off putting than someone that you follow, trust and respect to suddenly send you a completely “out of sync” email which is written nothing like you would normally write.

If you want to get the best results from your promotions then do yourself a favour and don't be lazy.

Spend a little bit of time writing your emails yourself and your results will be much better.

A lot of people always ask me for swipes for new products that I have created and released and when I say to them they need to create their own emails they sometimes don't like it and often don't either bother promoting my product because of it.

This is just pure laziness. Don't be one of those people.

Respect your email list and you will do much better.

## 3. “Treble Your Sales Method”

What I'm now about to tell you is the easiest thing you can do starting today to increase your sales and profits from your emails.

A lot of people don't do this.

In fact I never used to do this either and I look back and I cringe at the amount of money I have lost because have not always done it.

All you need to do to make tonnes more sales from your emails is to just email non-opens.

Yep, you just email the people that don't open your initial email.

Sounds simple doesn't it but you will be amazed at the amount of people that don't bother to do this.

To give you a better understand how powerful this is lets go through an example.

Lets say you sent out an email to your list of say 1000 people

After 2 days only 200 people opened your email (a 20% open rate)

And out of those 200 people 50 people clicked the link in your email. (25% click through rate)

So you managed to generate 50 clicks.

A lot of people would leave it at this and move on.

Instead all you do is create a segment of all the people that did not open your first email.

I usually call these “non-opens-1”

You then email the segment “non-opens-1” the exact same email.

Your email goes out to 800 people.

You get another 20% of people open your email (160 people)

Out of those 160 people you get another 40 clicks (25% click through rate)

You have now just generated more clicks and made more money with your same list.

This is all you do.

You just repeat the steps above as many times as you want.

I often drill down about 6 times or until I'm no longer getting many people open the email.

I have often quadrupled my open rate from emailing non-opens.

Depending on how profitable a particular product or promotion is will depend on how many times I drill down into the non-opens.

Sometimes I drill down 10 times other times just 3 – 4 it really depends on how well your promotion is doing and you can make a decision based on that.

## 4. “All in One Strategy”

This strategy kind of works hand in hand with the last strategy when you email non opens.

One of the best things I did to make things much easier is to put all of your subscribers and customers/buyers on one email list.

You can still have separate email segments for people that sign up to certain newsletters, certain lists or buy certain products but you also want to have a main email list in which all of your subscribers and customers are combined.

Doing it this way you will find it much easier to know where you are when you start emailing non-opens.

Not only that but if you use one main email list then you may get also get higher open rates because your subscribers and customers will get used to receiving emails from you from the same email address.

If you do this and you still want to be able to email certain segments individually then you can still do that too. Doing things as I have mentioned gives you the best of both worlds and not to mention keep things much more simple in your business. Doing this will mean you use up more space in your email list but it's never going to make hardly any difference because you should already be making some good money by then anyway if you follow what I tell you in this course.

## 5. “Selling Sand at the Beach Strategy”

Using this strategy you can pretty much sell anything to anyone because of the way you set it up.

If you ever sell any type of product of your own then this is a great way to create a highly profitable campaign. This will more than likely work just as well when selling affiliate products but using this size email campaign should only really be used for much higher priced products.

I have used this many times and every single time it's extremely well.

email 1 – story / build up to your product

email 2 – more info on your product

email 3 – FAQ's

email 4 – promo email

By no means is this amount of emails set in stone because a lot of it depends on the price of the product you are selling or promoting.

When you're selling a \$7 product a simple warm up email the day before works well.

When you're selling anything \$47 or more then a warm up email campaign with at least 3 emails will work best. You can even create a 5 day campaign it just depends on the price. Creating too many emails on low priced products can often be an overkill so always think about that too.

You obviously want to make the most number of sales with the minimum amount of work so take that into consideration when creating your email campaigns.

## 6. “5 Step Cash Cruncher”

This is something that I have used a number of times and it is easily the most powerful conversion system I have ever used.

For this strategy to work you do of course need an actual time that the product or offer will be getting taken down and make sure you keep to your word too even if it's not your product you need to make sure the product owner keeps to their word otherwise you will lose all credibility and trust for future promotions that you do.

There are 4 – 5 emails that you send out towards the end of the launch.

These time gaps are not set in stone so feel free to change them up a little to suit your own requirements but below is what worked really well for me.

Each of these below are the subject lines that you use.

**24 hrs to go**

**12 hrs remaining**

**Only 4 hrs left**

**2 hrs left**

**1 hr to go (final notice)**

You can change these subject lines slightly too if you like but as long as they read something very similar to what I have put above.

Make no mistake, this is super powerful stuff. Try it and I guarantee that you will see way more sales.

BUT..you must always make sure you are honest and you close things when you say you will and always keep to your word otherwise things will turn round and bite you in the arse at a later date.

## 7. “Sneaky Affiliate Method”

This is something that I use on a regular basis and it works really well.

This is all about selling affiliate products that are less than \$17

The reason why I say less than \$17 is because if you want good conversions selling a product \$17 or more then you need a more in depth warm up campaign.

Firstly, the worst thing you can do when it comes to affiliate marketing with your email list is to just send a promotion or any type of affiliate offer to your list without any warm up campaign in place.

Your conversions will generally be pretty bad so this is why you need to be a lot smarter than 98% of the other marketers out there that do email marketing.

What works well for me is I send an email to my list the day before the promotional email telling them a bit of a story and weaving the affiliate product into the story.

I then tell them to look out for an email from me the next day with a link to the product.

Sometimes I may email my list early in the morning but it has to be at least 4 – 5 hours before the product goes Live so enough people read the email.

Another killer tip is to include your affiliate link in your warm up email, that way when you send another email when the product goes live you will have 2 emails working for you both with affiliate links.

## 8. “Once Upon a Time Strategy”

One very powerful which is very under used is using stories in your emails.

There is something about hearing a story that we as humans need to listen to it and hear it to the end to get a sense of satisfaction.

This is a very strong human emotion that you can easily tap into and use it to sell more products and get your email list to engage with you more.

Some of the best responses I have ever got from my email list is when I included stories within the email. It may just be something that I did in my early days online but I will go into detail and explain everything that happened ie a story and people love it.

A great way to use stories to actually make money is to weave a story within an affiliate promotion by telling them a story which is somehow linked, related or connected somehow to the the product that you are promoting.

This does take practice but the more you write stories the more you will realize how powerful they are and why you should always be using them in your marketing especially your emails.

## 9. “My Secret Weapon Strategy”

One of the things that I have been doing even since I started building email lists is to regularly send my customers and subscribers [to my blog for content](#).

The reason why this is so effective and powerful is because you end up creating a much deeper relationship with your email list which will in turn get you higher open rates and click through rates.

On my blog I have lots of different things which will only ever help to deepen the relationship I have with my email list.

Things like an “about me page” good “personal blog posts” and videos of me giving away free content on camera.

You want to try and get as many of your email list to engage in your blog as possible such as leaving comments. The more people comment and engage with you the better.

Do as much or as little as you feel comfortable doing but using a blog in your business will really help you.

If you want to see how I lay my blog out [you can see it here](#)

## 10. “Don't Ask Don't Get”

Every so often I will send out a short email to my entire email list and ask them a simple question.

It could be something like “what are you struggling with {firstname!}”?

Or “what do you need help with first name”?

You don't need to use their first name but I find it helps to keep your emails more personal.

The reason why this “ask a question” strategy is so powerful is because it makes more people reply to you and engage with you which is only ever a good thing.

If someone is willing to engage with you and reply to your email then they are far more likely to buy something from you.

You must make sure that you do your very best to reply to every single person that took the time to email you. This will really help you to create a better and more responsive list.

## 11. “Tea or Coffee Technique”

This is something that so many marketers get completely wrong and it bugs the hell out of me.

The key to making your emails effective is write your email as if you were speaking to just one person.

Write as if you were sat next to that person in a bar explaining what you want to explain.

Imagine you were sat next to that person having a cup of coffee so you need to talk to that person and that person only.

That is probably the best way to describe it.

I get so many emails with people saying “hey guys” or “I hope you're all having a great day”

This bugs the hell out of me..

It SUCKS don't do it.

It does not make the person reading the email very important to you at all.

It's as if they are sat in a large group when you're talking to a massive audience.

You need to be personal.

Always write your emails like you are talking to that person only.

## 12. “Like it or Leave it Technique”

You need to be yourself and no one else.

This is something why some people succeed online and why some people fail.

If you never be yourself then your personality will never shine through.

Look..you will never be able to please everyone. Some people will just not like you because of the sound of your voice. Others will not like you because of how you talk. Others will not like you because of just the way you are and what you stand for etc etc..

That's just life..

However..it works the complete opposite too.

If you are yourself then over time you will start to attract like minded people and also people that just seem to “like you” because of any number of things.

For instance, I tend to like marketers that are down to earth and quite humble and don't like to hype things up and kind of say things how they are. I guess this is what I'm like so a lot of the time you end up liking most people because they are a kind of a reflection of yourself.

That's not always the case but many times it is.

And sometimes you may just “like someone” without really knowing why.

So it's not all bad, you just have to understand the way things work and not worry why some people will like you and why some don't.

Just be yourself and the rest will take care of itself, and after a while you will start to build a list of loyal and raving fans. You will only get to this stage though by “being yourself”

If you try and act like someone you're not people will see right through it.

## 13. “The No Brainer Tactic”

If you're not making good use of the PS: area in your emails then you are losing out on a lot of extra sales and clicks.

The fact is the ps: works like a charm.

If you have an important message then the ps: is a perfect place to leave it because most people will look at it.

What has always worked well for me is I use the ps: area to add links to products at the end of content follow up emails.

Also if you are doing an affiliate promotion then the ps: area is a great place for you to insert some scarcity or explain that it's a time sensitive offer.

Or you can use the ps: area to include one last piece of advice or information which could get your subscriber off the fence and get them to take action and click the link within the email.

Using the ps: area on a regular basis could be the difference in making those few extra sales on every promotion that you do and making your campaign that little bit more profitable.

## 14. “Build it for 3 Strategy”

When ever you create promotional emails you should always create them with 3 different types of readers in mind.

The 3 different types of people that read your email will be:

The “clicker” - this is someone that wants a link asap to click through to see what is going on so you include a link to the product after just a few lines of content.

Next you have the “skimmer” this is someone that will have a quick scroll through your email to see what you're talking about and then may go back to the top of the email and think about clicking a link.

Then you have the “reader” that reads every single thing in your email and won't click anything until they have read everything in your email.

The way that you set out your links is you have one link after a few lines down like I said and then another link half way down the email and then another link at the very bottom of the email.

The first link in the email is for your “clickers” and the other two links in your email are for your “skimmers” and “readers”

By creating your emails like this you stand the best possible chance of getting someone to click.

By all means you can test different things out but this is what has always worked very well for me.

## 15. “Sylvester Stallone Technique”

This is a great way to keep your subscribers and customers engaged and interested.

I call it the sylvester stallone technique because it's all about cliffhangers and the movie cliffhanger has always been one of my favorite movies.

“Cliffhangers” have been used for years to increase engagement and retention in many different tv shows.

A great way to use “cliffhangers” in your email marketing is to use the story telling tactic and then finish without actually giving the end of the story away.

This will create so much anticipation and will send people crazy.

This will make your subscribers and customers look forward to your next emails so they can find out what happens next.

This technique right here has worked for me time and time again. You would not believe how many times I have ended my email with a cliffhanger only to get a flood of emails in asking me why they didn't get the end of the email or why I ended it like I did.

Be creative and use them in your marketing they work like a charm but don't over do them. Use them cautiously.

A great example of a cliffhanger is recently the new series of the x-files was released and there were only about 6 episodes. In the final episode when it ended you were left wondering what the hell happened and thinking to yourself “I can't believe it's ended here” I actually swore at the tv I was that annoyed :-)

This tactic is very powerful and can work wonders for your business when using email marketing.

## 16. “Brucie Bonus Technique”

Offering bonuses to give people an incentive to buy through your affiliate link does work well but what ever you do don't over do it.

The problem you will run into if you always offer a bonus is your subscribers and customers will always then expect a bonus which then means a lot more work for you every single time you want to promote an affiliate product.

I have found that the best type of bonus is one where you identify something is missing from the product that you are promoting or the product doesn't go into quite enough depth about a particular thing. You then create a special unique bonus covering that one gap.

If you do this it will drastically increase your conversions and will generate you more clicks and make you more sales.

## 17. “Who the Hell is This Method”

When it comes to how often you should email your list you hear all kinds of strange things.

Some people will tell you not to email your list every day because you will annoy them and they will unsubscribe.

Emailing your list every day with good content and information is not bad email marketing.

Emailing your list often with shit is bad email marketing

Emailing your list often with a mixture of content/entertaining emails and useful products/training that they will benefit from and educate them is good email marketing.

In fact, you would probably do more damage and lose more money if you didn't email your list very often than if you were to email them everyday with just links for them to buy something.

At the very least if you were to just email out links to affiliate offers twice a day you would at least still make some money for a period of time until you burned your list out completely.

Now...I'm not saying do that because that's a terrible way to run your business and treat your subscribers and customers but I just wanted you to see that not emailing enough can be just as bad if not worse than emailing too much or just being spammy and not offering any real value.

## BONUS Tip No.18

## 18. “Driving Me Crazy Method”

Open and closed loops are something that if you include into your email marketing can really have a massive impact on your income and business.

When you open a loop, you set up an intriguing situation leaving the reader wanting to know more, you create momentum that carries the reader through the page. But as you might imagine, you can't just open loops — you need to close them (to provide a payoff) as well.

So a good open loop could be:

“I woke up this morning looked outside and nearly fainted. What I saw you would never believe”

Obviously that wouldn't be the entire email but I think you can see and feel the type of emotion that open loops create.

Now comes the powerful part..

To completely satisfy peoples needs to find out what happens in the next email you can “close the loop” sometimes later that day or in the next email or even a few days later.

This is when you tell them what happens or the outcome etc

If you make a habit of not closing loops you will end up really annoying people and you won't benefit from using the open and closed loop strategies.

I sometimes purposely not close loops which leaves people wondering what the hell happened and this will make them think about it more which will help you to get your readers/subscribers to become more engaged in what say leading to higher open rates, higher click through rates and ultimately more sales and profits.

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So...that's it.

I have just given you all of my best and most powerful email cash hacks that I have built up over the last 4 years of sending thousands of emails and selling hundreds of thousands of dollars of products online.

I hope you really liked it and if you take action on all of the strategies above I **guarantee** you will make a lot more money and sales from your emails.

If you would like to get access to our huge vault of even more powerful money making strategies then we have a private members area where you can get access right away for just \$1 buck.

To your success

Paul Nicholls

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