

TheNPNSecret.com

Presents...

TRAFFIC GENERATION TACTIC #3

***How To Generate Traffic
To Your NPN Business
Via... *Email Marketing****

Published By:

**<http://www.AutoProfit-TEAM.com>
<http://www.TheNPNSecret.com>**

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How Does Our NPN S.Y.S.T.E.M. Work?

Our NPN S.Y.S.T.E.M. is designed to take care of these aspects of the NPN business *automatically* without any human intervention:

- Prospecting module
- Training module

As a team member of our TheNPNSecret.com, you'll get an identical copy of the prospecting module ABSOLUTELY FREE!

With this proven S.Y.S.T.E.M., it will Save Your Self Time, Effort & Money!

Prospecting Module

All you need to do to build your NPN business is to bring visitors to the prospecting module which comprises two web pages:

1. Opt in page



Limited Gift Certificates: ONLY -20- -10- 5 Left !!!

Congratulations!
Private Download Area

You Now Have Instant Access To ONE Free Gift Certificate To Build Yourself A PASSIVE INCOME !!

Each Month, I Give Away A Limited Number Of FREE Gift Certificates . . .
And Now You Have A Chance To Grab ONE Before It's Gone!" Plus. . . You'll Get
This **EXCLUSIVE INTERVIEW** In **MP3 Format** (worth \$47):

A 40-minute Interview By **Stephen Pierce's SMART COACHING CLUB (SMCC)** With Internet MLM Expert Roger Loh on Talking Tuesday:
"Using The Internet To Build Your Network Marketing Business!"

Simply Fill In **First Name** And **Email** To **Download Now**:

Your First Name:

Your Email:

(Please Check Your Email For Download Information. Your Information Will Never Be Sold Or Shared With Anyone. I Respect Your Privacy & Hate SPAM Too!)

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As you can see, the visitor is awarded one free gift certificate as well as a free bonus in the form of a downloadable MP3 audio interview in exchange for their first name and e-mail address.

As innocent as it looks, this is a powerful marketing strategy because it is infinitely easier to give a gift to someone than to make a \$10.75 sale! That's exactly the same reason why many successful Internet marketers are giving away their products of great value so that they can sell more products to you over time.


When the visitor opts in, they are redirected to a thank you page (shown next page) with clear 3-Step instructions of how to claim their free gift certificates.

2. Thank you page

ATTENTION: The download link for the exclusive interview in MP3 format had been sent to your email address that you provided in the previous page. Please check your mail.

NOW... Claim Your ONE Free Gift Certificate In 3 EASY STEPS!

STEP #1: Hurry! Watch This Short Video On How To Claim Your FREE Gift Certificate ...



STEP #2: Claim Your FREE Gift Certificate To Join Our AutoProfit-TEAM ...

Here's An Unsolicited Testimonial From A Team Member ...

"Roger Loh is the best mentor who has guided me along the path to financial freedom. I am now confident that under his guidance and coaching, I am going to make it big.


"In fact few years ago, we first met, and he offered me training and guidance on Internet Business.


"Now, I had join his team with persuasion of someone else, who has made it big. She is already Successful under his coaching. This is the proof that I had made right decision. I should have joined him in this venture earlier..."


Rgds,
Amin


Here's What Some Of Our Other TEAM members say...


One morning I asked a few of our team members what's the **SINGLE MOST IMPORTANT REASON** they join or stay with our team **through short message service (sms) texting via my mobile phone**, here are the unadulterated replies I received in less than half an hour.

 "WONDERFUL supports and AWESOME coaches!"
- Lily Yap, Singapore
"Queen of Stay-At-Home Mums"
Never Outdated, Never Obsolete!
www.AffiliateMatters.com

 "Make a passive income building a successful online biz with great support from AutoProfit-TEAM!"
- Alan Gan, Singapore
Part-time Network Marketer

 "TEAM Support!"
- Hercules Lim, Singapore
Internet Network Marketer
www.HerculesLim.com

 "It's Amazing Team n Sincere in the way dealing with people!"
- Loh Sem Yi, Malaysia (Klang)
Internet Entrepreneur & Coach
www.SemYi.com

 "Hi Roger, well done n thanks for yr great effort to help others n APTI mbr. Well, I can say the greatest reason to stay on is the mentorship, guidance n great effort fr APTI to help newbies to succeed online. All the best, Cheers!"
- Ron Ang, Singapore
Internet Network Marketer
www.RonAng.com

Click Here To Claim Your FREE Gift Certificate NOW!

STEP #3: Register Yourself To Receive Information On Our Insider Secret S.Y.S.T.E.M. To Build Your PASSIVE INCOME Quickly & Easily!!!

After you claimed your FREE Gift Certificate and **ACTIVATED** your FREE 30-day Membership:

Simply Fill In **First Name, Email And NPN ID** To Register NOW:

Your First Name:

Your E-Mail:

Your NPN ID:

IMPORTANT: You MUST fill in your NPN ID in order to make this work for you!

(Please Check Your Email For Download Information, Your Information Will Never Be Sold Or Shared With Anyone. I Respect Your Privacy & Hate SPAM Too!)

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Training Module

Now, if the visitor followed the instructions in the video of Step #1 and claimed their free gift certificates, he/she can register himself/herself to receive insider information of how to build their passive income...

... That's how you actually got into this 45-day NPN Marketing Plan of the training module and now you're learning this Traffic Generation Tactic that we have prepared for you.

This 45-day NPN Marketing Plan relieves your upline's effort of having to explain to you what to do and show you how to make this business work after you enrolled as their NPN downline. It has been designed to train you step-by-step, in a systematic way of how to build your passive income using the NPN as a vehicle.

... And, talking about DUPLICATION, this S.Y.S.T.E.M. will train your NPN downlines in the exact the same way, saving you precious time, effort and money!

You'll Get An IDENTICAL Copy Of The Prospecting Module... ABSOLUTELY FREE!

Now that you've become a member of our team, we have prepared for you and identical copy of the prospecting module that starts with your customized opt in page at this URL (or web address):

http://TheNPNSecret.com/NPN_ID

For example if your NPN ID is 57256, then your opt-in page had been created for you and is located at this address:

<http://TheNPNSecret.com/57256>

So, do check it out now by visiting your own opt-in page to make sure it is already set up and LIVE!

But... do remember to purchase your eCertificate if you haven't done so yet. Otherwise, when your visitors decided to claim their free gift certificates, they will not be available.

What Is Traffic Generation? And How Do You Generate Traffic To Your Opt-In Page?

To build your NPN business, ALL you need to do is to **bring visitors to your opt-in page.**

That is known as ‘traffic generation’ in Internet marketing jargon.

For all online businesses including Internet network marketing such as the NPN, it is vital to generate as much traffic as possible. And this traffic can be from your:

- Warm market - people whom you know (your contacts, friends and family)
- Cold market - people that do not know at all

In this document, you will learn ONE specific Traffic Generation Tactic that you can apply to your NPN business.

Remember, CONSISTENCY is the key to Success!

Unfortunately, many people give up much too soon, some even before they started. So, learn this tactic well and apply it as often as you can to get the results that you want.

NOT YET A MEMBER OF NPN?

DON'T MISS OUT!!!

As you can see from this Special Report, building your PASSIVE INCOME through our S.Y.S.T.E.M. is a breeze. So, hurry now:

[Click Here To Join NPN For A 30-Day Risk Free Membership](#)

TRAFFIC GENERATION TACTIC #3 EMAIL MARKETING

Introduction

For Tactic #3 of our Traffic Generation series, we want to consider applying the proven effectiveness of email marketing.

In simple terms, email marketing is the medium by which you can communicate with your prospect to convince them to take the relevant action that you want them to.

In the context of this NPN System, we will consider email marketing within the sphere of your warm market – family, friends and contacts ... people whom you already know.

There is a place too for email marketing targeting at the cold market but that is beyond the scope of this document.

WARNING!

We want to bring to your attention concerning email marketing and that is **SPAM** – the practice of sending out *unsolicited* emails to recipients without their consent.

Please do not confuse spam with sending emails to people you know or to people who had given you permission to do so.

Do NOT, I repeat, **DO NOT** engage in SPAM. You only harm yourself ultimately and it is illegal worldwide. AutoProfit-TEAM does not condone any of its members engaging in SPAM and will terminate all support and alliance with spammers!

Now, I want you to reflect on how you came to join The NPN.

Perhaps some of you may recall that you first received an email from a friend – or a trusted source – when your attention was first brought to our AutoProfit's Front End business opportunity? Where you were enticed to claim your free gift certificate so that the secret to this Front End opportunity can be revealed to you?

If you did, your sponsor was successfully applying the techniques of email marketing.

Getting Started

With your NPN business, using email marketing presents an excellent way to introduce this opportunity to your friends and contacts. Besides, since this is only email, it is usually treated as a non-threatening way to receive new information.

But it is important to note that, to successfully employ email marketing with this NPN system built for you, you will need to get the promotion sequence correct. Otherwise you will not be able to achieve the desired results signing up new members via your personally sponsored eCertificates because of reduced effect.

What is this promotion sequence? It's how you present the whole opportunity!

Here's what you must consider:

Arouse interest → Present Free Gift → Do NOT reveal secret → Present your Opt-In page for prospect to claim eCertificate

To arouse interest and to offer the free gift of eCertificates could be as simple as this:

“We have a 30 days free gift to our Front End business opportunity. There's no risk and once you claim this, we'll reveal our no-fail, trade secret to acquire passive income.”

For this offer of free eCertificate promotion to work – that is to successfully persuade your prospect to claim the eCertificate – you simply cannot disclose anything beyond this! You must not mention NPN or this NPN system that AutoProfit has put together.

The reason you do this is so that your prospect will be so curious ... that it will kill them if they don't claim their free gift to find out more about the secret strategy!

Hence, keep this important sequence in mind as we now explore further on the techniques for successful email marketing.

Components Of Good Email Marketing

Prior to crafting your email marketing campaign message, you may want to take note of key components that separate the good from the mediocre email messages. This can be the difference between an effective message that produces the results you want and another message that gets left in the reader's email inbox soon to be forgotten.

The purpose of a good email marketing message is to get the reader to do something. To cause an action ... in this case, to *click* on the link in your email that brings the reader to your NPN opt-in page. A simple and clear objective.

Before we get to the actual words for effective email messages, here are some important components that ensure email marketing work for you.

1. Subject Line

This is by far the most important component ... remember that! The purpose here is to have a subject line so intriguing that it captures the reader's attention. Enough to make sure he/she opens the email to read it. You are competing with tons of emails (some junk) for the reader's attention.

2. Personalization

Personalize your mail in the subject as well as in the body by using the recipient's FIRST NAME. That's because the name is the sweetest sound to a person.

3. Be Congruent

You don't want to stray off point. The body of your message **MUST** relate to the subject. Avoid using a catchy subject for the sake of it and when the reader gets to the body of your message, it's not congruent or in sync with your subject.

4. Be Concise & Precise

Keep the body short. The purpose is just to get a click through to your opt-in link, not to sell. In other words, the call to action is just for the prospect to click your link to go to your opt in page.

5. Apply The AIDA Concept

Where possible, it's always good to apply the AIDA principle in the message body. Just to refresh, AIDA is where you create **Attention** amongst your prospects to arouse their **Interest** so that it will produce a **Desire** in them to take the **Action** to claim your eCertificate free gift.

6. **Do Not Sell But PRESELL**

It's very important that you do not start to sell the business opportunity of NPN in your email marketing campaign. But you do need to Pre-Sell.

Pre-sell is simply warming up your prospects to claim your free gift. By that, you convey your message sincerely in your own personal way that your reader perceives to be your genuine self. Once your reader sense that you're honest and trustworthy, it is easy to follow your recommendation to click on your link to claim their free gift.

7. **Opt-In Link**

A good practice to remember when formulating your email message is to ensure that your opt-in link is shown in the message body at least **twice**, and **once** in the PS at the close of your message.

8. **Ending PS**

At the end of your email message, you can harness the PS to restate the main benefit followed by the link again.

9. **Email Body Width**

Keep the body of your email within a width of 65 characters as some email readers program can't read beyond that. For example, if your email stretches to 80 characters wide, the lines would wrap around untidily. Presentation and layout is important too if the reader is to *continue* reading your email.

10. **Option To Un-subscribe**

Always include an UNSUBSCRIBE message if you are not using an autoresponder in case the recipient is not interested in receiving your emails anymore.

Email Templates

Here are emails are tried and tested. Simply copy and paste it as your own email message and send to your friends and contacts.

Template #1

Subject: [First Name], sharing my trade secret with you...

Hi [First Name],

I hope you are doing fine...

Our TEAM just launched an online business recently.

This system takes care of almost 100% of what you need to do such as prospecting and training to generate AUTOMATIC profits for you...

... so, all that's left for you to do is to bring visitors to your web page - which will also be created for you at absolutely NO COST!

And... over a 45-day period, you will learn DAY BY DAY, STEP BY STEP on how to market this business or any other online business – a skill that will bring you extra income or may even one day replace your current income.

In fact, you'll get a free gift certificate from me personally to test out this business for the next 30 days, again at ABSOLUTELY NO COST...

=> http://TheNPNSecret.com/YOUR_NPN_ID

Once you activated your account, just sit back and relax... and allow the SYSTEM to take over.

And.. as long as you can follow the simple steps there, you're on your way to build a passive income – income that keeps coming whether you work or not – over the next few months!

So, just head over there and register now:

=> http://TheNPNSecret.com/YOUR_NPN_ID

After you're done, just let me know and if you need any help, I'll be there to guide you.

To Your SUCCESS!
[YOUR_NAME]

P.S. I just checked and there are less than 5 certificates left:

=> http://TheNPNSecret.com/YOUR_NPN_ID

Template #2

This is a short exchange of emails rather than just a single mail.

Use this ONLY:

- After catching up with your prospect over a few mails
- This mail was originally a TEXT (or SMS) message

----- Email #1 -----

Subject: [First Name], sharing my trade secret with you...

Hi [First Name],

I like to offer you this:

- 1) An e-certificate you can register for 30 days FREE Trial for our business opportunity
- 2) After you joined, I'll share our EXCLUSIVE trade secret with you, deal?

There's absolutely NO RISK on your end.

Regards,
[Your Name]

----- Reply Received to Email #1 -----

Hi [Your Name]

Sorry I can't focus...

Regards,
[Their Name]

Template #2 (continued)

----- Email #2 -----

Subject: [First Name], sharing my trade secret with you...

Hi [First Name],

After you join for FREE and once you learn our Secret Strategy and making money fast and big, you will know how to focus... May I email you the gift certificate to sign up 1st so that I can reveal our secret to you tomorrow?

=> http://TheNPNSecret.com/NPN_ID

I've arranged for you to claim your free eCertificate at this link above. Let me know when you've done that ... I'll be eager to share with you more!

Hope to hear from you soon.

Best regards,

[Your Name]

P.S. There are less than 5 eCertificates left, so you have to hurry though.

=> http://TheNPNSecret.com/NPN_ID

Template #3

Subject: [First Name], break all the rules...

Hi [First Name],

Hope this email finds you in great spirits! Hope things are fine with you.

Nope, I wasn't thinking of asking you to 'break' any rules but there's something interesting for you to check out that seems to defy conventional business statistics ☺

Well, can you imagine being able to launch a lucrative business at a ridiculously low investment and yet, potentially break-even by the time it takes to return your borrowed library book?

Sounds crazy?

Not when there's a SECRET behind. Best thing is, I've tried it ... and it works!

So, imagine getting a free pass to test out this business with:

- 1) An eCertificate you can register for 30 days, absolutely no cost ... to run this amazing opportunity.
- 2) Right after you join, I'll share our trade secret with you

There's ABSOLUTELY No Risk on your end.

=> http://TheNPNSecret.com/NPN_ID

I've arranged for you to claim your free eCertificate at this link above. Let me know when you've done that ... I'll be eager to share with you more!

Hope to hear from you soon.

Best regards,

[Your Name]

Ps. There are less than 5 eCertificates left, so you have to hurry though.

=> http://TheNPNSecret.com/NPN_ID

Template #4

Use this ONLY:

- After catching up with your prospect over a few mails
- If your prospect has an existing home-based business

Subject: [First Name], it's [Your Name]

Hi [First Name],

No doubt you need to focus on your [job/study] ...

With the little time you are left with, you would need some strategy that works and converts FAST!!!

Why I'm so adamant about you joining this business is this:

- it helps your biz
- it converts very high: I just tested last two days
- it is such low investment of \$10.75/month
- you can break even in less than a month and earning - that means you don't need to spend that much time and yet your biz is growing while you focus on your [job/study]!

[First Name], if it's not good, I won't refer to you! I'm putting my reputation on the line.

Please let me know if you're OK and I'll forward the FREE GIFT VOUCHER to you ...

Once you signed up, free for 1st 30 days, I'll disclose our secret strategy to you!

So, there's NO RISK on your end. Cancel within 30 days and you don't lose a cent!

Is that a deal?

With your interests at heart,
[Your Name]

P.S. I've got less than 5 eCertificates left, so you have to hurry though.

=> http://TheNPNSecret.com/NPN_ID

Template #5

This is an exchange of emails rather than just a single mail.

Use this ONLY:

- After catching up with your prospect over a few mails
- If your prospect has an existing home-based business

----- Email #1 -----

Hi [First Name],

(A few lines of your email message goes here)

Ever thought of applying 'FUNDED PROPOSAL' to work your home-based business?

Regards,
[Your Name]

----- Reply Received to Email #1 -----

Hi [Your Name],

(A few lines of recipient's email message goes here)

May I know what Funded Proposal that you mentioned?

Regards,
[Their Name]

(continued next page)

Template #5 (continued)

----- Email #2 -----

Hi [First Name],

(A few lines of your email message goes here)

BTW, in brief, funded proposal works this way:

For example, your kid wants an ice cream in MacDonald's for RM1, I'm sure you won't object due to the small dollar amount. So, you get in there ... but now the kid screamed, "I want the BIG MAC!" There goes more than RM10 (burger, drinks and toys, etc)

So, the ice cream (FRONT END) draws you in but they earn through the BIG MAC and drinks (BACK END).

Now, if we just try to prospect someone to join your home-based business immediately, it can be challenging (US\$ xxx)...

... but what if we sponsor someone under a low-cost, low-risk opportunity of US\$10 (FRONT END), then allow him/her to earn till around US\$xxx per month before introducing you're your business opportunity (BACKEND)? Wouldn't it be so much easier? Now, the \$xxx monthly earning would fund the \$xxx of your primary home-based business :-)

That's a FUNDED PROPOSAL ... that's what we started and you can participate if you're keen.

And the BEST part is... I'm giving away a few GIFT certificates this month so you can test this out on a 30-day trial:

=> http://TheNPNSecret.com/NPN_ID

Do let me know if you have any feedback, [First Name]!

To Your Success!
[Your Name]

P.S. I've got less than 5 eCertificates left, so you have to hurry though.

=> http://TheNPNSecret.com/NPN_ID

Handling Objection

Now of course, there will always be those that will come back with every imaginable objection and when that happens, just send this out this email below:

Template #6 (Handling Objection)

Hi [First Name],

I know what you're saying but I guess you have missed the point.

This is passive or recurring income I'm talking about ... not something that you need to do all the time. What's best is that you only need to invest minimal time to build a foundation.

And best of all, there's a failsafe strategy you can follow to succeed. The built-in system has taken care of everything. All that's needed from you is very minimal participation.

If it was someone else, honestly, I wouldn't have wasted my time. Give yourself a chance ... you'll be amazed after you know our secret strategy.

It's funny but most out there find it difficult to succeed because they think too hard ... sweat the small stuff and fail to focus on the BIG things!

But I know you're different. I'm dead sure you have what it takes ... to simply follow a proven system:

=> http://TheNPNSecret.com/NPN_ID

Best of all, there's ABSOLUTELY No Risk on your part!

You decide after 30 days ... whether it feels nice to have recurring income showing up when you wake up!

If for some strange reason you don't like this, just cancel it ... No Strings Attached!!

Hope to hear from you soon...

Warm Regards,
[Your Name]

P.S. This is really awesome ... let me know what you think of the secret strategy.

=> http://TheNPNSecret.com/NPN_ID

Hey, guess what?

By now, most friends reading this above would be looking at your opt-in page now ... after clicking on your link above!

Don't get hung-up if some do not take any action at all ... that's the way things are.

There will always be some that won't take this up. But I bet you that MOST would be claiming their eCertificates ... dying to see what's the secret all about!

* * *

In summary, you have learnt how to use email marketing for effective traffic generation to your opt-in page.

So now, let's get to work. . .

Knowledge is key but only ACTION matters! So, do yourself a favor. start by sending it to your contacts and friends right now. . .