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# **How To Convert At Least 30% Of Your Newsletter Subscribers Into Paying Customers.**

If I received a quarter for every time someone told me that it's absolutely impossible to convert 30% of the subscribers on your list, I'd have an extra million dollars sitting in my bank account.

Well I'm here to tell you that it can be done ONLY by using a systematic approach to converting your list. How is this done, and is it difficult you ask?

Well if done correctly, it's possible you may even convert more than 30 percent.

Using the traditional permission email marketing strategies that most internet marketers use simply isn't good enough anymore.

People are getting pitched to for products that they're not even interested in eventually they become desensitized to the offer. Yes, SPAM has hurt the email marketing industry but it hasn't killed it...it's simply forced some of us to develop alternative strategies to be successful.

In order to be successful, you simply need to create highly targeted sublists and then pitch them an offer they cannot refuse. Now, at this point you may be thinking it's very difficult, however; it's not, so let me show you exactly how you should do it.

Example: Let's assume that my ideal leads/market are stock market traders/investors. Here's how I would set it up.

I would create a optin-page offering someone a unique and FREE ecourse or report which the website visitor needs to subscribe to receive. Now, asking them for an email address and first name IS NOT GOOD ENOUGH anymore, and this is where most marketers get it wrong. You need more information to know exactly who they are and what they're interested in.

In this example, I would ask for the first name, email address, Trading Experience (drop down selection list which includes "beginner", "intermediate" and "advanced" then, what do you trade (drop down list "Stock", "Futures", "Forex") and Trading Style(drop down list "Swing", "Day", "investor"). by having them provide this info to you before subscribing you have now created a pre-qualified, laser targetted subscriber database list.

You know exactly who they are and what they would be interested in and that's invaluable information when you're trying to sell them a product. If you're trying to sell them a Swing Trading product for beginners, let's say for example, you know exactly which subscribers on your list would be interested in your offer. When you go to send an email to that list, provided that you're using a good autoresponder system, you can query your list and find only the people that fit that description and then send them an email with your offer....and since you've captured their email address you can do this over and over and over again.

Your conversion will skyrocket!..particularly if you first cultivate a good relationship with that list by providing good quality content/information which is very important, in other words, don't try to sell to them immediately, first offer them quality information and PLEASE, when you recommend a product, make sure you've tried it yourself before recommending it. To me, anyone that recommends a product they haven't tried themselves is unethical, so don't do this. Be helpful and honest to your subscribers and they'll reward you for it.

As I already mentioned, your conversion percentage will increase dramatically simply by pre-qualifying and cultivating your subscriber before offering a product to them, however; if you really want to absolutely skyrocket your conversion you have to structure your product offer to subscribers using a very unique and systematic approach which I've perfected over the last couple of years...

..and these are the same advanced conversion strategies I talk about in my coaching program over at <http://www.intelligentmarketer.com> where I'll show you how to launch a product with the force of an atom bomb and make 30 times more sales than you normally would.

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