

Ahhh.. Mmmm... Oh yeah.. don't stop

Don't Stop!

Follow up.

Keep following up.

This is the story of how I sold **104 copies** of Harvey Segal's "ClickBank Supertips" ebooks... in **FIVE DAYS**.

We each made just over **\$1,237** - in net profits.

You can do it too. To help you do it, I'm going to **reveal the EXACT strategy and tactics** I used to achieve these results.

Mani Sivasubramanian

Dr.Mani Sivasubramanian

First, a word for the cynics.

If you're thinking... "Oh, it's easy for someone with Dr.Mani's name recognition and HUGE in-house mailing list to get these results!" - well, THINK AGAIN!

Here are the numbers for you to crunch:

I mailed 3 of my lists. One of them is my 'core' main list of loyal long-time subscribers and clients. It has 617 subscribers. Yes, six HUNDRED.

The other two lists were build during a joint venture only one week before this promotion. I did not have any relationship to speak of with these readers. One of them had 2,354 subscribers, the other had 3,217

In all, my messages went out to 6,188 email addresses (there was some overlap between lists, and a few people were on two - or even all three - lists) - and just 1 in 10 had a long-standing relationship with me!

And yet, this promotion brought in over \$2,500 in a week.

Why did it happen?

First, **I believed it could be done**. Most of us fail because we WANT to. Yes, it's true. If you really believe you can do it... YOU CAN :)

Next, **I worked with a great product created by an expert**. Harvey Segal is indeed Mr.ClickBank. Selling his book about ClickBank really was easy!

Last, **I followed a system** Jay Abraham taught me. Follow up. And keep following up.

Take a look at the exact email messages I sent my lists. They are examples of successful letters.

Read them. Analyze them. Think about them.

How do they make YOU feel? How do they 'sell'? How do they add value?

Then, do NOT take the easy way out... and copy them! No, it won't work. Not for you. Maybe not even for me, the next time around. Instead, make use of the concepts to craft your own winning sales letters.

I wish you all success.

Dr.Mani

First email which went out on Monday, 22nd November:

SUBJECT: I tested 3 different subject lines (which do you think did best?!)

- #1 - Special offer for affiliate marketers
- #2 - Which of these 67 ideas will you use?
- #3 - SUPER Clickbank deal - for you!

Dear ~name~

If you already know him, you'll know it's the truth
... and if you don't, you'll just have to trust me!

When it comes to ANYthing about ClickBank, my
friend, Harvey 'Supertips' Segal is the REAL deal!

ClickBank is one of the biggest affiliate networks, with
millions of vendors selling billions of dollars worth
of products and services through affiliates...

And Harvey Knows ***All*** About ClickBank

At least, that's what I've always thought. Just pop
over to *any* marketing forum, look at discussions on
ClickBank - and you'll find him there.

Helping. Teaching. Entertaining.

Now Harvey wants to help you EXPLODE your affiliate
success - right in your home!

If you use affiliate programs, I'll show you exactly
how to save time, grow your profits - and keep your mind!

* You'll save money. Hundreds - even thousands - of
dollars in lost affiliate commissions

* You'll save hours - or days - looking for answers
to your most needed questions

* You'll save your sanity - trying to keep up with the

latest changes in policy or technology

You will learn exactly how you can begin to

Use ClickBank More Profitably - & TRIPLE Your Profits

Harvey just released two amazing ebooks. And being the guy he is, he's priced them at less than 10% of their true value. See...

<http://reach-n-relate.com/x.php?adminid=560&tid=3124>

You'll be getting a great deal just from his books alone.

But I'm not happy with just giving you a great deal. I love DELIGHTING my subscribers with more than that. So I'm throwing in - not one, not three... but SIX extra bonuses + TWO special gifts - just for taking a look at this offer.

The bonuses include:

* 6 AFFILIATE POWER REPORTS - these are exclusive creations only accessible to my 'A Map For Success' apprenticeship program trainees, and have never been offered anywhere before - at any price. People who have read it were delighted. Some have gone on to create excellent affiliate minisites based on the lessons inside them.

At a conservative estimate, these reports are worth \$97 or more. They contain the distilled experience of over 7 years of my affiliate marketing wisdom.

You can have them - for FREE.

... along with these special gifts (but only if you hurry - see below)

* Membership in my 'A Map To Affiliate Profits' apprenticeship training - at zero cost! I hand-hold and guide my apprentices in a private forum-based online mentorship program. Membership is by 'invitation only' - and you're cordially invited :)

* Access to a brand new content-rich affiliate

marketing tool which lets you use syndicated content while earning 50% commissions on ALL products from the Ezine Marketing Center - ranging from \$19 to \$697 in value!

But there's a catch. And I know you'll agree it's reasonable.

Because these bonuses are very valuable, I can't hold them for everyone. I'm sure over 500 people out of my list of 5,000 will be clamoring all over this offer - so I'm going to limit it only to the FIRST FIFTY to respond.

Oh, I almost forgot. What will you pay for this amazing deal?

How about \$197? No?

Ok, then how about \$97? Still too high?

Then shall we say \$67?

You could be paying MUCH MORE than this - but I'm going to make you an offer you simply cannot refuse...

Get Harvey's ClickBank Affiliate SuperTips
...for only \$27

<http://reach-n-relate.com/x.php?adminid=560&tid=3124>

I told Harvey he was NUTS to be letting go of such powerful information for this price. But...

(I'm throwing up my hands in surrender!)

;))

Go ahead and take advantage of this deal. Click on the link below:

<http://reach-n-relate.com/x.php?adminid=560&tid=3124>

Then email me with your receipt and I'll slip the bonuses across

All success

Dr.Mani

P.S. - Harvey's got another special surprise on his sales page - check it out now. And hurry if you want to be one of the first 50 to claim the special bonuses I'm throwing in with this deal! Go to

<http://reach-n-relate.com/x.php?adminid=560&tid=3124>

I'm off to re-read Chapter 4 - it has given me 2 new ideas I plan to put to use soon.

RESULTS:

This message did best of all, pulling **44 sales from 26 new buyers in 2 days**. A mind-boggling **567 clicks** on the tracking links above meant almost 1 in every 10 readers responded to the message (**9.1% clickthrough rate**)

As you can see, 18 of them took Harvey's 'Super Discount' offer and bought BOTH his ebooks - [Clickbank Affiliate Supertips](#) and [ClickBank Vendor Supertips](#).

Did I mention my subscribers are SMART? ;)

Harvey was delighted. He sent me a note on Wednesday - and I **turned it into the focal point** of the next follow-up email to my list. See the second email which went out on Wednesday, 24th November:

SUBJECT: We Made Harvey See RED!

Dear ~name~

Thank you for taking a look at the special offer I made you for the brand new ClickBank ebook written by my friend and top expert, Harvey 'Mr.Supertips' Segal

We Made Harvey See Red!

<http://www.EzineMarketingCenter.com/supertips.htm>

What do I mean? I'll let Harvey explain - he sent me this message the day after you and hundreds of my other subscribers scrambled to visit his site and grab my ultra-exclusive bonuses...

Harvey wrote:

= = = = =

I use a filter in my email program so that when a sales notification arrives it turns the message red.

Handy for spotting sales at a glance.

Now yesterday Dr.Mani announced my new book to his list. Normally, I would expect to see some red messages in my email box.

Well what do you know... Not one single red message!

Read that again. Our Doctor friend with all his lists and sales talk was not able to achieve one red message.

Instead, my mailbox was...

One Big RED BLUR

Yes - the sales were coming in so thick and fast that my screen was glowing red.

My previous record for sales in a day got smashed to smithereens.

So there ... don't say I haven't warned you about Dr Mani.

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: -)

Talk about win-win deals. Harvey's happy - he's making sales. You're happy - you're getting 10 times more value for the very affordable book.

And I'm happy - because I made both of you happy!

Honestly, the money's simply icing on the cake. I'm into the DELIGHT business - and my profits are measured in "Goodwill-Bucks"

So if you haven't yet cashed the BLANK CHECK I sent you on Monday, rush over to

<http://reach-n-relate.com/x.php?adminid=560&tid=3124>

And to see the in.credible bonuses I'm eager to load you with, see this page first...

<http://www.EzineMarketingCenter.com/supertips.htm>

This deal is too good to last. It won't.

All success

Dr.Mani

P.S. - I'm not joking about pulling the deal once and for all. Because my personal training in affiliate marketing is one of the bonuses on offer, I'll have to draw the line somewhere. And then, you'll miss out on a golden chance.

Don't. Get over \$100 value in bonuses - now. Go to

<http://reach-n-relate.com/x.php?adminid=560&tid=3124>

RESULTS: 28 sales from 18 buyers - 10 bought both ebooks. If I had NOT followed up, I might have not ***made 60% more sales!*** Now look at your own marketing strategy. How many times have you NOT followed up... and how many hundred dollars have you left on the table?

Scary, isn't it?!

It didn't end there.

The next day - Thursday, 25th November - was **Thanksgiving Day**... tradition dictates no sales will be made on holidays.

But don't forget... there's a big wide world there outside the U.S. And not everyone can - or will - relax on holidays.

I sent out a special message that took advantage of these facts... you can see it here:

SUBJECT: Happy Thanksgiving - and a gift

Happy Thanksgiving Day, ~name~!

Words just aren't enough. So I thought of putting together a special offer - ONLY for people who read this and act on it... on Thanksgiving Day

Why?

Because if you're working on a holiday, it's because you love what you do - or you are forced to do it!

If you love your work, I'm sure you'll appreciate this gift a lot... and it's a way to say 'Thank you' for being my subscriber.

If you HAVE to work today, you'll benefit from the informative material in this bonus gift - and I hope it will give you a ladder to climb up to wild success. Next year, you may be able to take Thanksgiving off!

What's the special offer?

You've heard me mention Harvey Segal's fantastic ClickBank ebook twice this week.

<http://reach-n-relate.com/x.php?adminid=560&tid=3124>

Over 500 people visited the website to see what the fuss was about. Many ended up buying a copy... and claiming the in.credible bonuses.

Today, you can snag something more...

*** The Niche Marketing Starter Kit ***

<http://www.Instant-Niche-Business.com/niche-starter.htm>

This content-choked set of reports and tools is worth well over \$197. I've priced at an introductory \$19.95 so that more people can get their feet wet with niche marketing. You can get it today for no investment at all... if you buy Harvey's ClickBank Affiliate Supertips (or his other book for ClickBank Vendors) using the link below:

<http://reach-n-relate.com/x.php?adminid=560&tid=3124>

Of course, you also get all other bonuses promised earlier. Check them out:

<http://www.EzineMarketingCenter.com/supertips.htm>

What are you waiting for? Get your gifts now.

All success

Dr.Mani

P.S. - This offer ends in 24 hours - no second chances. Time zone differences are irrelevant. My PC clock reads 8:29 A.M. here in India. At the same time tomorrow, this offer will cease to exist. If you want it, go to:

<http://reach-n-relate.com/x.php?adminid=560&tid=3124>

P.P.S. - I thought about it... and realized it wouldn't be fair to deny this extra bonus to people who already got Harvey's book on my recommendation. So if you have bought the book earlier, please email me and I'll send you the Niche Marketing Starter Kit download as well.

Didn't I say 'Customer Delight' is my goal?! :)

RESULTS: Now, SIT DOWN. This will floor you. We made **19 sales from 14 buyers in the 24 hours** this offer was valid! Net profits: \$237.94 - each! - for Harvey and me.

What's the lesson here? **Forget tradition and convention** - test new stuff for yourself. Be different. Turn the 'negative' in a situation into an advantage.

On Monday, before deciding to launch this promotion, I set myself a target - **to sell ONE HUNDRED copies** of Harvey's books. I had absolutely no idea if I could do it. Had never done it before!

But I believed it was possible. And set my mind to do it. Even wrote to Harvey - making it a kind of bet.

So I decided to use it for the final follow up message! This went out to two of my 3 lists on Friday... a final push to beat my target.

SUBJECT: I will lose - unless...

~name~, It's not looking good.

I made a bet on Sunday with Harvey Segal - I said you and the others on my list would buy at least 100 copies of his fantastic ClickBank Affiliate Supertips ebook... before this week was out.

It started with a bang. On Monday, there were 26 sales. Harvey was seeing RED (if you missed the joke, see this link...
<http://www.EzineMarketingCenter.com/supertips2.htm>

By Wednesday, we were up to 39, and I looked to be winning for sure. But I forgot it was Thanksgiving Day... a holiday in the U.S. where just more than half of my subscribers live!

Determined not to give up, I ran a special offer for only 24 hours on Thursday... and the total went up to 46

Better. But it may not be enough... unless

You Buy A ClickBank Supertips Ebook Today!

If you do **anything** at all with ClickBank, these 2 affordable guides will be worth far more than you'll invest. Along with the bonuses I'm throwing in, your value more than doubles.

And while I cannot give you the Niche Marketing Starter Kit I promised as a 'Thanksgiving Day' special, I'll offer you something else in its place - something just as valuable for helping me win my challenge...

For ordering today, you can pick and choose ANY ONE of these products listed below as your FREE bonus:

* The Emotion Prism - How to be Happy, When you'd rather be Sad (value \$27) <http://www.EmotionPrism.com>

* List Builder PROFITS - How to Profit from your List
EVEN BEFORE you send them email! (value \$39.95)

<http://www.EzineMarketingCenter.com/ESP/>

* Blog Profit Ideas - Turn your blog into a revenue
stream (value \$17.97) - <http://www.BlogProfits.com>

Of if you have any *other* choice, let me know - if you
make me a reasonable offer, I'll be happy to accept :)

Look, you do NOT have to do this just for me. I'm a big
boy now... and have learned to lose ;)

But I don't want YOU to lose. And this is one book on
affiliate marketing using ClickBank that can pay back
your investment with a few simple tweaks to your
marketing or selling process.

All success
Dr.Mani

P.S. - Once we hit 100 sales, all bets are OFF! I feel
this will happen within 24 hours of this message hitting
the wire. So if you want in on the 'deal of the year'
you'll have to act... fast

RESULTS: 13 sales from 9 buyers. This last nudge pushed the total past my target.

At the time of writing this report, we were at 104 sales from 67 clients.

Some Highlights

* Note the uniform tone and theme of all the emails. It is something I learned from an incredible book by Denny Hatch called "**Method Marketing**" - a book highly recommended by my favorite expert, **Allen Says** of the Internet Marketing Warriors, who blogged about it on his amazing weblog, "**Secret Wisdom**" - see how I used the lessons on this free resource to make a small fortune this year - [click here](#).

* See how each follow up message pulled in sales - from the SAME audience. In percentage terms, here's how each message accounted for sales:

Email #1 - **43.2%**

Email #2 - **26.7%**

Email #3 - **18.1%**

Email #4 - **11.9%**

* Notice how **everything stays on target**. There are no irrelevant bonuses or add-ons. Everything on offer adds value to an affiliate marketer... and that's what the ebooks are all about - Affiliate Marketing. Targeted, high perceived-value bonuses win... big!

* **Keeping your prospects best interest at heart** is a surefire formula for success. See how each bonus adds greater value to the prospective buyer. By piling on one benefit after another, you slowly and steadily convert a hesitant prospect into one who can't wait to grab all the lovely goodies you're offering!

I hope you found this short report entertaining, inspiring and instructive. If you forget everything else inside it, don't forget this...

Follow up. Keep following up.

DON'T STOP !

If you liked "DON'T STOP", you'll LOVE this!

While Harvey's book promotion was happening on one front, I was also promoting another new product of my own...

SMART Niche Minisites

www.SmartNicheMinisites.com

And if you'd like to hear the inside story of how to use a simple idea incorporating the power of RSS feeds – to make over \$19,453 in profits in a week – you need to sign up for the Premium Membership of

How To Profit From RSS Feeds

<http://www.RSS-Marketing.com>

At the very least, you should grab a copy of the ebook,

"41 Ideas To Turn RSS Feeds Into Cash In The Bank"
– [Click here for details](#)

Do You Practice "Niche Marketing"?

Here are some resources to help you get started.

Niche Marketing Whitepaper - <http://www.Instant-Niche-Business.com/whitepaper.htm>

Niche Marketing Starter Kit - <http://www.Instant-Niche-Business.com/niche-starter.htm>

Niche Brain Scan - <http://www.Instant-Niche-Business.com/quiz.htm>

Instant Niche Minisites - <http://www.InstantNicheMinisites.com>

Power Niche Minisites - <http://www.Power-Niche-Minisites.com>

Smart Niche Minisites - <http://www.SmartNicheMinisites.com>

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ITS CONTENT**

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- **Lesson 3** → How To Harness Your Website’s Selling Power by Publishing Your Own Email Newsletter – and Putting it on Auto-Pilot!
- **Lesson 4** → Oops, You Almost Forgot Something – And It’s Critical To Earning Explosive Profits From Your List. It’s the Back-End!
- **Lesson 5** → FOUR 100% Fool-Proof Ways To Turn Your Struggling Ezine into a Stand-Alone Profit Center Generating Multiple FULLY-AUTOMATED Streams of Income!
- **Lesson 6** → A Tailor-Made Plan To Promote Your Ezine and through it Your Business – AND Choose How Much Income You Want Each and Every Month Ahead
- **Lesson 7** → How To Put It All Together, Create a Mutually Synergistic SYSTEM to Work for You, Building Your Business While You SLEEP!

To begin receiving these lessons immediately, enter your name and email address after clicking on the link below...

[CLICK HERE TO SIGN UP NOW !](#)

Your email address will NEVER be sold or shared with anyone!