

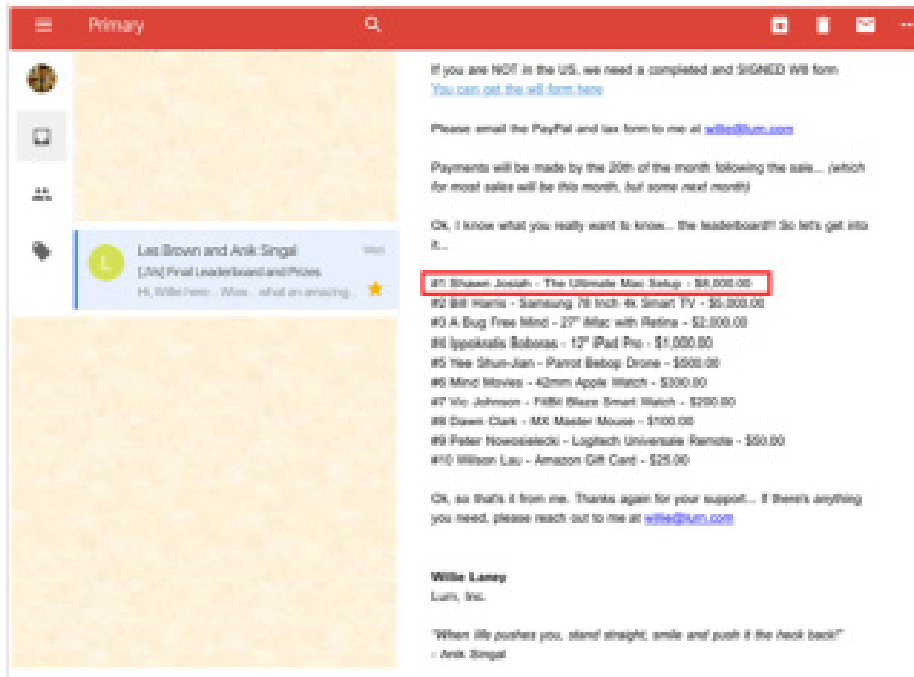


Optimum Triangle 3 Part Checklist



Hey, amazing you! My name is Shawn Josiah, founder of Email Profit Academy. Over the years, I've been privately helping people from all over the world (US, UK, CAN, AUS, MY, SG) of all ages create a full-time income on a part-time basis, opening up the option of quitting their jobs and achieving more time and location freedom. You may or may not know me, but you'll definitely know who Les Brown is...

Les Brown has obviously sold millions of dollars' worth of digital products over the internet in the past years, but what's NOT so obvious, is the thousands of affiliates behind the scene marketing his product and making a killing doing that! After tirelessly testing and perfecting the art of email marketing for years, I've found the sweet spot, or rather, mastered the art of converting cold leads into warm recurring buyers using NOTHING BUT EMAILS. In May 2017, I officially became Les Brown's #No.1 Affiliate by topping the sales contest during his "The 5 Laws of Success" book launch, and generated over 6 figures the past year sending simple emails.



That surreal moment when Les Brown's affiliate manager drops you a text on skype and an email telling you that you've officially taken #1 for Les Brown...

Even now, I still can't believe it! You know why?

Here's the funny part, I was still a student completing my final year in university and working full-time for the military (took a military scholarship years ago) during the summer holidays while all that happened! This itself PROVED to me that it's NEVER about exchanging time for money grinding away in your 9 – 5 to get a full-time income, but it's all about leverage! **The question is, is it ever possible to be selling while not selling?** With a full-time job on hand, how can one ever be selling or hustling while at work?

THE OPTIMUM TRIANGLE

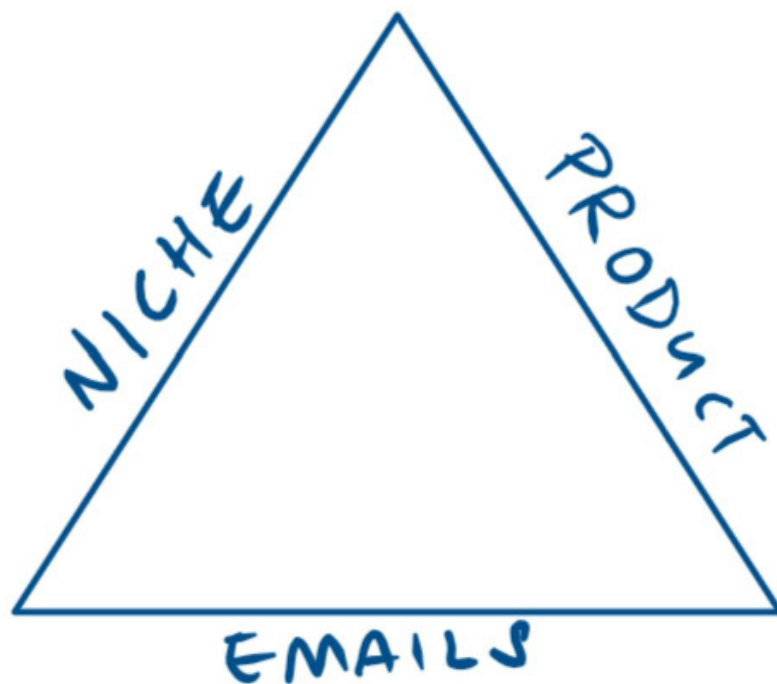
Here's the secret: The power of owning a highly responsive email list!

Let me share with you how it works. What if you could send a simple personalized sales email to a basic \$47 digital product to let's say, 10,000 people WHILE AT WORK, and a conservative 0.1% of the people took the offer, that's 10 people x \$47 = \$470. With 75% commissions payable to affiliates, that's \$352.50 of income in a single email! Now, you're still at work in your 9 to 5, but while working, your email business system runs 24 hours around the clock like an army of salesman doing the selling!

How long does it take to write an email? Definitely no more than an hour a day right? Here's the best part, you don't even have to write your own emails... (what...?!) Good product vendors WILL provide you with proven copywritten email copies as they too want their product to convert. We simply copy, paste, add our affiliate link, send!

See why I could do this while holding a full-time job and studying at the same time now?

Now, even BEFORE you start building your email list, there are 3 CORE FUNDAMENTALS that need to be put in place for your email business...



YOUR PROFITABLE NICHE



The very first CRITICAL element in starting your email business is selecting the CORRECT niche to be in. Why? That's because YOUR NICHE LASTS A LIFETIME! Once you've selected your niche, run traffic and created a list, there's no turning back! It stays with you.

Now here are 3 critical questions to ask while picking a niche:

1. Is there a Sizable Market for the Niche?

The size of the market matters! Imagine entering into a niche where there is a small market with many affiliates. You even IF you manage to get a HUGE slice of the pie in that niche, chances are it'll still be a smaller amount as compared to a getting a small slice of the pie in a HUGE sized market.

2. Is there the Niche tested and proven?

Do we enter a brand new niche entirely, or go with one that's proven? Now the answer may surprise you. Everyone LOVES new stuff. We always think of the example of Apple, being the spearhead to smart phones and making a legacy after. However, we do not talk of the 99% of 'next Apple seekers' who tried creating their own niche and failed. In my opinion, if you want predictable results and proven methodology, go with a proven niche.

3. Do I go for my Passion or the Market?

They all say, 'do what you love, and money will come'. I don't deny that we have to do what we love, but we can't deny the fact that what we love may not be what the market loves! There will definitely be a high demand niche that you have a slight interest in. So when it comes to an email business, it's critical to find the point of best reference; where there is a market demand and also something that you have an interest in.

PROMOTING THE RIGHT PRODUCTS



I'm a huge fan of ClickBank. ClickBank is a digital space where product creators upload digital products and affiliates like us head in to pick those we want to promote. There are a wide range of niches to choose from, so be rest assured there will be top converting products in your space to choose from. ClickBank has a stringent list of criteria for products to be uploaded into the system, thus increasing the quality of products sold. Products that are not good enough will be rejected. If you haven't created a free account, you can create one at www.clickbank.com.

The other sources of product I usually go for are Private Affiliate Vendors. Private vendors do not upload their products on ClickBank for one simple reason: Affiliates Quality Control. There are many affiliate contests with cash prizes and release of new high converting products frequently. If a junk affiliate were to send bot clicks into leads contest or bounced credit cards after the first payment for sales contents just for the sake of winning cash prizes, it'll tarnish the business of the product vendor, thus such programs are approved by invite only.

One of the biggest challenges that email marketers tend to face is on finding high converting products. Here's rule of thumb: Sell **ONLY** products that you believe in.

If you don't believe in a product and find that it's not what it says it is, don't promote it! Top converting products usually leave a trail of proven affiliates making sales. In ClickBank, this can be sorted using 'Gravity' for each product.

SENDING PERSONALIZED EMAILS



After getting your Niche and Products sorted, the next core fundamental is in the emails.

There are 3 VITAL types of emails MUST send to have a solid email business.

1. Sales Mails

A sales mail is a promotional email that promotes a certain product. Sales mails are the key to your income, as without them, there will be no transaction of sales.

2. Relationship Mails

How can we build a relationship with our subscribers? It's through relationship mails. Relationship mails are used to increase the responsiveness of your subscribers and to build loyalty. The better the relationship you have with your subscribers, the more they will trust you and the more responsive they will be to your emails!

3. Content Mails

It's all about adding value! Content emails are mails that are BENEFICIAL for your subscribers. It's the 'WHY' behind the reason your subscribers sign up with you in the first place. A content email has to include practical and value added contents that are implementable by the readers.

Too many sales mails will lead to high unsubscribes and emails marked as 'spams'. Too many relationship emails and content emails lead to low or close to zero sales as are no transactions taking place. The KEY to mastering the art of email marketing lies in striking a perfect balance between these 3 types of emails.

So what do you think – does the idea of being your own boss, giving yourself an incredible salary, and having as much time off as you want appeal to you? I don't blame you, that's exactly why I love doing what I'm doing, and I'm ready to share even more of my secrets with you in [name of tripwire product]. Currently available for only \$7, can you afford to miss out?