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NextGenlinks Free Marketing, Linking and SEO Reports Series

Hi! Welcome to NextGenlinks Free Reports Series!

Let's get straight to business :)

Free Report #19:

4 Quick Tips for Writing a Solo Mailing

Writing a solo mailing that is effective can be a daunting and sometimes frustrating task when you're first starting out. The main focus is to be so compelling to your list that they cannot help but be interested in what you are offering them. One of the main concerns marketers have with solo mailings (or any sales efforts for that matter) is to make sure their offer is a high quality one. They fear that selling to their subscribers may lead to people opting out rather than opting in.

These 4 quick tips will help you to craft a solo mailing that will be successful and still leave you with the respect of your list members.

Quick Tip #1: Write an Effective Subject Line

An effective subject line calls out to the members of your list. It intrigues them enough to make them want to open your email when they are being bombarded with forwards, spam, and solicitations. For your readers to want to open up your solo mailing, you need to make sure your subject line gives them a reason to stop and take notice.

Try asking a question, give a startling fact, or use their name to begin the message. These are all excellent ways to create an effective "clickable" subject line.

If you would like copy/paste subject lines that have been tested to work, check out www.SubjectLineSecrets.com

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Quick Tip #2: Have a Hook

Once your prospect clicks on your email you want to insure that they will read all the way through till the end. Crafting an email with a good "hook" should engage your reader enough so that they'll take the time to read your entire message.

Don't ramble on with chatter and sales pitches. Give them information they can use and then offer them your sales pitch, but keep your pitch short and sweet.

Quick Tip #3: Give Them an Offer They Can't Refuse

Having an effective subject line and engaging your reader isn't enough. Once you get them to open your email and read your story you need to keep them captivated with an excellent offer.

Your offer should include the product you'd like them to purchase, the price, the benefits to them and your personal recommendation. Give them a compelling reason to make a purchase. If the item is an affiliate product that a lot of other marketers are also promoting at the time, think of something of your own to offer as a bonus if your subscribers purchase through your link versus someone else's.

You'll also want to make sure that your offer is highly targeted to your list. People opted in for a niche list with a purpose in mind. If they are contacted about an offer in a solo mailing it must fit in with what they are interested in.

Quick Tip #4: Test and Tweak

Putting together an effective solo mailing can be very frustrating and overwhelming if you aren't sure what you're doing or if you don't get the response you were hoping for.

If your list isn't as open and receptive as you expected them to be, take a step back to re-evaluate your email campaign.

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Ask yourself:

- Was your subject line effective enough?
- Did you truly attempt to draw people in?
- Was your letter too robotic, not personal enough or vice versa?

Once any problems have been deciphered, you can make the necessary tweaks and adjustments that will guarantee a more successful solo mailing the next time around.

Writing a solo mailing can seem overwhelming because most worry about offending their customers or having minimal sales for the effort. This doesn't have to be the case if you take the time to put the tips above to use.

Creating an effective subject line, formulating a hook, learning from previous mistakes and delivering a special offer, will ensure a much more profitable turnout from your list now and in the future when it comes time to send a solo mailing.

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