

## The New Media Game Discovery #1:

**500% More Clicks and Doubling the Size of the Email List**

*“Imagine you are a busy dentist, you’ve read all the books, listened to all the “gurus,” flown across the country to hear the hottest new ideas, and you’re getting poor results”...*

**Get into the New Media Game Before It Passes You By...**



**Declan Dunn**

I’ve been generating results on the Internet since 1995, and for the past 3 years have closed my practice to outsiders for my special clients.

Recently a friend called me and challenged me to come back into the Game, the one I had written about and put into action. That’s what the New Media Game is all about, part 3 of my Journey.

If you have any questions, please call 888-278-9133 and we’ll be glad to help

If you are like most people in this down economy, you operate in a mindset of more is less...so you just keep doing the same thing pretending to pay less...and you end up paying for it badly because nothing works.

Like Dr. John Buzza of MyDentalChannel.com; he was sending out emails following what the “experts” taught, treating email like it was read by a person in front of a computer in their home or office...except as a dentist, he only saw emails in his Palm phone.

**Suddenly, instead of blaming his list for his problems, he found the solution that doubled the size of his list and radically increased his clicks, You are about to learn how.**

It’s time for your reality check (and the [good news](#) is, you still have a chance). Now for the first time, I am inviting you into the New Media Game, where you learn by doing, not watching. It’s all about turning Friends into Fans and Customers. **Let’s have some fun.**

Peace,

*Declan*



Dr. John Buzza,  
MyDentalChannel

## New Media Game Discovery #1.

# "How I Doubled My List and Increased Clicks by 500% By Changing My Email Approach"

In the quiet streets of Santa Rosa, California, a highly successful, dentist in business for over 20 years is creating an Internet revolution.

And it all begins with email. Dr. John Buzza began MyDentalChannel with his partners at DentalPOND to offer continuing education opportunities online, through innovative partnerships and email list management.

He was doing everything THEY taught. His interviews were interesting, with leading experts. He was posting audio and video excerpts and offering dentists the GOLD Practice Network, where they could get the entire interviews for a subscription.

Yet something was wrong, and he knew it. People weren't reading his emails and weren't listening to his audios or videos. Then the breakthrough happened...

John was checking email through his Palm phone when he realized, duh! My fellow dentists, in business like me, aren't checking out the Internet in front of a computer, with tons of time.

Like him, they were on the go and reading/listening only through their mobile phones. The New Media Game had struck John right between the eyes.

Instead of shying away, he adapted; he made all audios, videos, and PDF files downloads (after testing the word download in his email and seeing his clicks rise dramatically)...

He shortened his email copy, and put anything lengthy into a download. The results are 500% more clicks and doubling his list through innovative partnerships that only happen when results are generated. He moved into the New Media Game and is in command now.

# Part 1: How to Jump Start Your E-mail

## The Basics of Email Marketing

### Questions



The rumors of email's death are highly exaggerated. Even though users get more email than ever, the effectiveness of email is still relevant.

Be sure to incorporate email into your overall marketing approach, to reduce costs and add another contact point for your customers.

1. Put a \_\_\_\_\_ on top and bottom of email for maximum effectiveness for you.
2. Design your email like a \_\_\_\_\_, with limited information.
3. Be sure to use \_\_\_\_\_ to quickly move reader through copy.
4. The most important part of your email is your \_\_\_\_\_. Use an excellent \_\_\_\_\_ that gets them to move from the email to a web page.
5. Include \_\_\_\_\_ and \_\_\_\_\_ at bottom of email, including company information and a physical address.

## Part 3: How to Get Them to Buy: Profitable E-Mails Unleashed

### E-mail Check List



**You have 5 seconds to interest people in your email. Be sure to:**

- Use bullets and links to quickly move reader through copy.
- Put a blue link on top and bottom of email for maximum effectiveness
- Design like a postcard, with limited information so they can see it anywhere, including mobile phones.
- Includes excellent headline (subject line) that gets them to move from the email to a web page.
- Copy is focused on specific benefits for the customer
- Checked for grammar and spell checking, so it is written at the write grade level.
- Remove request at bottom of email, including company address.

### Error Checking

1<sup>st</sup> 2<sup>nd</sup>

- Email directs to correct landing page.
- Email links work.
- Links are above the fold, on the top part of the email
- Email gives opt out language.
- Email uses effective practices in Subject, and Copy.

Tester 1<sup>st</sup> \_\_\_\_\_

Tester 2<sup>nd</sup> \_\_\_\_\_

**Make sure that your emails are short, to the point, have links at the top, and include a good from line and subject line.**

**Focus on HTML email if possible, testing against Text E-mail.**

**“The more people know, like, and trust you, the more they buy from you.”**

## Key Definitions



**HTML e-mail:** Emails with pictures that look like web pages; these graphics let you know if someone opened an email, since they are pulled from a web site.

**Text e-mails:** Plain text e-mails, which cannot be tracked for open rates and only can include web site links, like <http://www.yoursite.com>, to drive people to your site.

**Opt-in e-mail:** When a person gives you permission to email them either by checking a box at a web site or in other ways giving you explicit permission to email them.

**Privacy policy:** This document (often a web page) tells visitors what will happen if they share their email address with a web site, like if their email address will be sold, traded, or any form of how it will be used.

*Do you know how many people open your direct mail?*

“When you send email, you can tell how many people actually opened your email. Check out these rates and compare it to your direct mail efforts.

And notice in this graphic to the right, how you need to keep your lists smaller than 1,000, which means segmenting. Don’t just send to everyone!

**E-Mail Marketing Open Rates Worldwide, by Industry and List Size, Second half 2008**

	25-499	500-999	1,000+
Banking/finance	33.53%	41.33%	18.72%
Computer/Internet	19.76%	27.09%	9.35%
Consulting	8.69%	22.11%	10.38%
Consumers--general	31.95%	21.78%	13.57%
Education/training	28.70%	29.66%	12.22%
Entertainment	23.41%	19.21%	8.68%
Government	24.63%	18.82%	19.70%
Large business--general	23.79%	20.37%	13.95%
Manufacturing	26.44%	29.15%	11.63%
Marketing/advertising	24.60%	17.80%	10.63%
Media/publishing	28.92%	24.84%	14.22%
Medical/dental/healthcare	26.64%	21.98%	6.75%
Nonprofit/trade association	32.99%	23.49%	16.85%
Real estate	19.88%	20.74%	15.21%
Religious/spiritual	33.31%	35.45%	25.21%
Restaurant/food service	31.77%	21.10%	9.46%
Retail	28.68%	22.47%	13.96%
Small business--general	22.39%	23.64%	12.26%
Telecommunications	17.55%	30.78%	22.64%
Transportation/travel	32.69%	27.17%	20.74%
Wholesale/distribution	26.95%	25.11%	16.87%

*Note: excludes e-mails containing no links*  
 Source: MailerMailer LLC, "Email Marketing Metrics Report," June 2009

104808

www.eMarketer.com

## **Part 2: What Words Get Them To Act: Unleashing Ad Copy By the Numbers**



**First, Research the Art of Persuasion — Read:**  
Influence: The Psychology of Persuasion by Robert Cialdini  
Wizard of Ads by Roy Williams

**90% of the Reason You Are Putting this Exercise  
into Action Now...**

See those words above?

That's the reason you are reading this article. Headlines.

- ◆ Read your headline out loud. You'd be amazed at what things sound like. Doing this can literally show you what will work. If it sounds weird out loud, it will sound that way in their head. Remember, they are reading this for the first time; anything that makes them stop, think, or even worst, get confused, will hurt your efforts.
- ◆ Don't hype your language with get rich quick or sensational headlines. People have been battered to death by bad writing. Get to the point and keep it simple.
- ◆ Write a bunch of headlines, just start writing. Don't expect the first idea to be a good one...in fact, be amazed whenever you do get a good idea. It's rare. That's a good thing.
- ◆ Take your subject and after writing a headline, ask yourself, "Why is that important?" When the answer is self evident, you've finished the headline. It's all about getting them to take the next step.
  - ◆ Write in one or two syllable words if possible. The simpler, the better; people need to move through your writing and have curiosity. That's different than being confused and having questions as to what the words mean. Keep them curious, not confused.
  - ◆ Remember that you are talking to people who hear a lot of commercial messages. Most likely you're an intrusion in their life, permission based marketing or not.

## Key Numbers

**CPM (Cost per thousand):** CPM means the cost to email 1000 names on a given list. For example, \$25 CPM would mean that you pay \$25 per 1000 emails sent ( you get charged about \$.025 per e-mail address).

**CTR (Clickthrough rate):** The number of people who click on a link in your email divided by the total number of emails viewed (if HTML email, see below).


**Conversion rate:** The number of buyers at your web site (or number of people who opt in for an email form on your web site if you are collecting leads) divided by the total number of visitors sent from your email (often this number is about the total number of clickthroughs)

**Open Rate:** The total number of people who viewed your email (as seen by the graphics being downloaded from the web site to the HTML email) divided by the total number of emails sent. If you send 100 emails and 5 people open them, that's a 5% open rate. This can only be measured on emails with graphics, such as HTML emails.

EMAIL MARKETING - CONVERSION FORMULA FOR ECOMMERCE		
	SAMPLE DATA	ENTER YOUR DATA
<b>Distributed</b>		
** Number mailed	50,000	50,000
** Number of bounces	6000	6000
** Bounce rate	12%	12%
** Emails delivered	44,000	44,000
<b>Click-Throughs</b>		
** Unique Click-Throughs	3000	3000
** Click-Through Rate	6.82%	6.82%
<b>Conversions</b>		
** Number of purchases	120	120
** Conversion rate	4.00%	4.00%
<b>Transaction Costs</b>		
** Total revenues	\$ 12,000.00	\$ 12,000.00
** Average revenue per transaction	\$ 100.00	\$ 100.00
** Campaign costs	\$ 1,500.00	\$ 1,500.00
** Cost per transaction	\$ 12.50	\$ 12.50
<b>ROI</b>		
** Gross margins	30%	30%
** Profit	\$ 2,100.00	\$ 2,100.00
** ROI	140%	140%

## Simple, Focused E-Mail (Like Postcard) For Online and Offline

Email not displaying correctly? View it in your browser.




**Katherine Eitel  
& Associates  
present...**

# My Dental Channel

Newsletter & Digital Study Group

[▶ Learn more...](#)



**John Buzza, DDS  
Your Host**

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### 2 Ways to Increase Profits

**Team Huddle from MyDentalChannel; please feel free to print and share with your team.**

*"While there are two simple ways to increase profit--increase revenue or decrease expenses-- there are millions of ways to complicate it..."*

[Get your copy of The Team Huddle document for your team here.](#)


**In practice:** Focus on the areas in your practice which have the most dramatic influence upon collection or expenses first. Remember, any areas where you can improve expenses converts 100% to reaching your bottom line profit. Collections, still have a "cost to deliver," thus a \$20K reduction in expenses is far more valuable than a \$20K increase in collections.

So, focus on improving your expenses!

Your host, John Buzza

P.S. We're excited to share this first Team Huddle with you, [remember to watch Katherine Eitel's video here.](#)

P.P.S. Download the Team Huddle document (PDF version) [here.](#)



You are receiving this email newsletter because you opted in at KatherineEitel.com. Your subscription includes the video seminar you may watch at: <http://www.mydentalchannel.com/members/eitel2>

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### Review: After the email, then what?

1. You should drive visitors to your web site to a \_\_\_\_\_ to focus them on specific offers.
2. Instead of a web site, start with a \_\_\_\_\_ form, turning your web site into more of an \_\_\_\_\_ than a sales pitch.
3. Giving them \_\_\_\_\_ choices often results in \_\_\_\_\_ sales.

## Part 4: How to Get Emails At Your Web Site : The Secrets of Landing Pages

### The Lead Generator

Lorem Ipsum Dolor Sic Amet Consectetur

Insert Offers Title Size 200x20	Lorem Ipsum Dolor!
<div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">           Offer 1 Image Size 60x45         </div> <p><b>Free &lt;Insert Text&gt;</b> Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.</p> <div style="border: 1px solid gray; padding: 2px; margin-bottom: 5px;">           Offer 2 Image Size 60x45         </div> <p><b>Free &lt;Insert Text&gt;</b> Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.</p>	<hr/> <p>E-mail <input style="width: 100%;" type="text"/></p> <p>First Name <input style="width: 100%;" type="text"/></p> <p>Last Name <input style="width: 100%;" type="text"/></p> <p>Address <input style="width: 100%;" type="text"/></p> <p>City <input style="width: 100%;" type="text"/></p> <p>Zip Code <input style="width: 50%;" type="text"/></p> <p>Gender <input type="text" value="Please Select"/></p> <hr/> <p style="text-align: center;"><input type="button" value="Lorem Ipsum!"/></p>

Right Side Image

Size 120x400

### Landing Page Check List

- Message is focused on specific call to action
- Landing page uses 1, 2, or 3 column design with emphasis on specific action.
- When users asks, “Why is this important?”, your offer should be the primary answer to that question, quickly and specifically in language, color, and tone.
- Multiple landing pages should be designed to test different offers; for example, create a landing page for one product and a different one for another product.
- Clear navigation in one or two column web page. No left hand navigation.

## The Lead "Refer a Friend" Power Page

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# Insert Company Name/Logo

Size 728x90

---

Lorem Ipsum

### Tell Us About Yourself

First Name:

Last Name:

E-mail:

ZIP Code:

### Enter Referral E-mails Below

1

2

3

4

5

### Comments You Would Like To Share

### Sign Up for Lorem Ipsum

FREE sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo explicabo.

Lorem Ipsum!

## ***Special Article: How to Reach the Top of the Inbox***

Getting on top of your email -- making sure it gets there -- is becoming as hard as it once was to get on top of the search engine listings. With all the new spam filtering going on, email marketers are forced to adapt to rapidly changing rules set by a few networks.

Now you can pay to get on top of most major search engines through Overture, Google, Bing, and others that charge a fee to put you on top of the listings. Email is heading in the same direction, driven by the same companies charging for search engine positions.

Just a few weeks ago, I wrote about [charging a fee for email](#). Now I'm discovering I was wrong. We are already getting charged, literally, and it is just the beginning.

The bulk of email is controlled by a few major companies: Yahoo!, MSN, and AOL. These are the major email networks, and right now most do not do much about email -- other than shut you off if you send too much volume or if you word your message in a spam-like manner. In many cases, users are left to futz with filters.

Though software can stop spam, it's way too complicated for most users. Unfortunately, the problem has gotten to the point where people have to put these controls into place to protect themselves. As I've written before, direct email is becoming like direct mail, and it's taking a toll on the Internet community because of the incredible volume of email being sent. I'd envisioned a scenario of marketers paying one centralized, Network Solutions-like provider to make sure their messages are delivered. Instead, businesses are paying the networks for access to their customers.

The days of cheap email are over, and the stories are starting to circulate. For example, if you want to really want to get your email into AOL, you'll have to pay. We're talking about companies paying [CPM](#) rates just to get email through to AOL through email providers.

Still, even if you pay for access to users, it doesn't mean you'll get sales. The mass spammers are continually finding ways around everyone's rules. The competition for people's attention remains the same, but dollars are being added to the equation.

It's an extremely risky proposition, and, even with admittance, open rates at AOL are 5 to 10 percent at best. So, if I send 1 million emails, I expect 50,000 might open the email -- a good 5 percent rate (and they go really low on AOL, as low as 0.2 percent, which simply means no one on your list is really out there).

If my click through is 1 percent (high for marketing lists, low for information lists), I get 500 clicks. Then, if 1 percent convert, I make five sales.

Could I increase my click through and conversion? Definitely. But if I'm paying a \$2 CPM to send the mail, it costs me \$2,000 just to get through to AOL users. At a \$5 CPM, it would be \$5,000. That would be on top of all my other costs of delivering email.

Can I increase my open rate? Not likely. You can play games, but games don't help sales. We are settling into numbers that remind folks of direct mail, and it is only getting worse.

While all the pundits argue about standards, it's ugly out in the trenches, especially when you're marketing through email. Email has long been a preferred method of marketing, but the line between e-mail marketers and spammers is becoming less apparent.

Good businesses are getting screwed by outside forces they cannot control. **The key is to build your own list and not rely on any outsiders.** What's important is to see how the world of email is changing now, largely because of the continuing influence (and believe it or not, profitability) of spam. What works continues, whether you like it or not, so adapt and make sure your list remembers you.



## Answers to Email Questions:

### The Cheat Sheet

Did you just come here instead of trying to at least answer the questions? That's part of the problem...no worries. Let's share the answers and have you put them into action..

#### Questions Page 3

1. Put a Blue Link on top and bottom of email for maximum effectiveness for you.
2. Design your email like a postcard, with limited information. (Send them to your blog for more...)
3. Be sure to use bullets to quickly move reader through copy.
4. The most important part of your email is your Subject Line. Use an excellent headline that gets them to move from the email to a web page. (Subject line=headline)
5. Include unsubscribe info and where they opted in like your web site at bottom of email, including company information and a physical address.

#### Review: After the email, then what? (page 8)

1. You should drive visitors to your web site to a landing page to focus them on specific offers.
2. Instead of a web site, start with a video and email signup form, turning your web site into more of an introduction than a sales pitch.
3. Giving them too many choices often results in less sales.

# What is The New Media Game?

## How to Turn Friends into Fans and Customers

In the old days, say 3 years ago, you could get away with what I first termed in 2001 "The Internet Game":

- The Internet game is now the old school, driven by search engines, emails and partnerships....and yes, it is profitable but not growing.
- While the Internet game is not dead, and actually still makes money, it is being undermined by the New Media including social media (Twitter, Facebook, etc.) and mobile phones being used for email and communication.
- Many of the old school experts didn't do what I did, which is shift. They keep saying this is all a fad and will pass....just like they always do!
- It reminds me of 2001, when I put out "How to Win the Internet Game". Everyone thought that search engines meant Alta Vista and that companies like Google were the fad and would pass...hmmm, sound familiar?

Shifts in the Internet economy happen and this one will leave a lasting affect. Now you actually REALLY have to learn how to interact with customers.

The New Media Game is my third in a series of breakthrough Internet marketing training, focused on experience instead of just reading. The last thing you need is to study someone else's tactics; you need to step in and do it yourself, because that is the only way to learn.



This project is my 3rd since 1998, the first two which created enormous results in the Affiliate (1998) and Internet Marketing (2001) Games and now I'm back to show you:

- How to use social media sniff out the best customers and get them to visit your site.
- The counter-intuitive methods we used to increase profits for clients, turning traditional Internet marketing 'logic' inside out.
- Conversion, conversion, conversion. This is my passion. If visitors are qualified, you'd better be capturing their email, and contact info.
- The real do-or-die basics, the difference between fantastic results and dismal failure.

Have you ever wished you had an expert to talk to, someone who would act as a sounding board---to guide you through the decision making process? That's what the New Media Game is all about and its happening now.