

# List Conversion Tactic #2

Increasing Click-Throughs



Hey! Welcome back to List Conversion Tactic series.

If you missed the first tactic, pulled straight from the mind of a multi-million dollar launch copywriter, you can check it out here: [List Conversion Tactic #1: How To Be A Problem Creator](#)

Today I want to talk to you about a few ways to increase your click-throughs.

Before that though, I want to challenge you...

This time, actually put what you read here to use...

I know that you've bought dozens, possibly hundreds, of reports in the past.

But how many have you actually used?

If you're like me, things tend to sit on your digital bookshelf until you're frustrated with where you are and you go back to pick them up 6 months later.

Don't let this be one of them.

Getting more clicks through your email marketing is the best way I know to drive more targeted traffic to your sales letters, CPA offers, and affiliate review sites.

Just think...

If you have a list of 4,000 people and you're currently getting about 10% click throughs, that's about 400 unique visitors per email you send.

Now, what if we could increase that to just 15%?

That would add another 50 visitors, and quite likely, at least 2-3 more sales

---

per email.

## Technique #2

In the long term, how much would that be worth to your business?

Quite a lot, I imagine...

Now let's jump in and talk technique.

## Technique #1

The first technique is REALLY simple... so don't overlook it.

I was shocked to see an increase of about 18% when using this stupid little trick.

Keep links on their own line, and prefix them with “==>” (no quotes, please!)

People can't avoid looking at things with arrows.

This is a reason why I like to use hand drawn arrows in almost every sales letter I write.

They draw the eye and get attention to where you want it.

Here's a sample of what it should look like...

==> [Attention grabbing anchor text](#)

You see these occasionally in swipe emails for affiliate campaigns and launches for a reason... It works.

Now, onto the next technique...

Use multiple links in your emails.

There's a “format” for my emails that I try to stick with – although it's not by any means the only one to use.

I just choose this one for most of my emails since it gets a nice CTR.

Here's the formula.

Problem introduction → Link → Rub salt in the wound → Link → Email close → P.S. → Link

So in a single email, you've given the reader 3 chances to click through to your sales page.

See how simple this is?

Most people never sit down and actually think about what they're doing when writing emails.

They like to “vomit” their words onto a page and hit send.

After vomiting all over the page, take the time to go back and make a few changes to increase CTR.

Let's go over a sample email that's used a variation on this formula before and been very successful for me.

You'll easily see how this is used...

*Hey {name},*

*If you had a proven formula to increase your offline income, would you actually use it?*

*Let's find out...*

*==> 3 (obvious) secrets to increasing offline income...*

*Don't let this be another money-making strategy that you just skip over because you're a procrastinator (Like me!)*

*The only way to make money NOW, is to get up and get yourself out there.*

*Get the details here...*

*==> 3 (obvious) secrets to increasing offline income...*

*See you inside...*

*Chris Ramsey*

*P.S. Still haven't clicked through? Come on... This is a PROVEN strategy that's made me well over \$2k in the last 4 weeks and it's already earning for some close friends of mine.*

*Here's that link again...*

*==> 3 (obvious) secrets to increasing offline income...*

### **Technique #3**

Here's another little email formula that increases CTR.

The simple fact is that most people shove too much information down the throats of their readers – I'm one of them.

I often find myself with a 2-page long email before I realize that I need to cut almost everything I've written out and start all over again.

Don't make that mistake again...

Use this formula instead.

Problem introduction (or BIG benefit)  
→ Link → Explanation → Link → Close

These emails are usually 5-6 lines long – just long enough to tease the reader and get them to click through.

We don't want to give them secrets here, ideas, or anything else... Just entice and let them click your link.

Here's a sample.

*Hey {name},*

*Here's 2 methods I've been using for the last month to crank out profitable CPA sites in no more than an hour a day...*

*==> Discover the secret to 37 minute CPA sites...*

*You don't have to code a thing, know anything about the niche, or even have your own domain.*

*This is cool.*

---

==> *Discover the secret to 37 minute CPA sites...*

*See ya.*

*Chris Ramsey*

Now, you'll obviously notice how similar this is to the last technique.

That's because these little formulas work – and they work well.

I've given you two versions of a similar formula so you don't have to send what is essentially the same email out day after day after day.

Now, let's move past formulas and onto a couple more things you can start using right now.

#### **Technique #4**

This may seem obvious, but I'm including it because I don't see it nearly enough in emails today.

If you offer only a limited number of whatever you're selling, you'll get more click-throughs and more sales.

Scarcity is a HUGE psychological trigger for getting people to act fast.

I recently sent out an email to my list about an ungodly discount on an expensive piece of software I developed.

It went from \$97 to \$27 for just 15 people.

Within 30 minutes all copies were sold and I had 5 sales at the \$97 price tag in the next 24 hours thanks to that email.

That's an \$890 profit just from one email...

For those of us that don't have tens of thousands of subscribers, that's pretty good.

Another form of scarcity is time-based.

Offer your report, or whatever it is, at a discount for 60 minutes after your email is sent.

It works well.

And now, the final technique before I close this report out... I've gotta go get breakfast eventually.

#### **Technique #5**

Most people don't seem to realize they should be using a P.S. In their emails, but that's not you... right?

You know that to effectively capture as many clicks as possible you need to have a compelling – and possibly playful – postscript.

Of course you do...

But for those who don't, here's the facts.

Use a postscript in your email and you'll get more clicks.

---

In emails, people don't generally scroll to the bottom like they do in sales letters.

The postscripts are there for people who've gone all the way through your email but still haven't clicked your link yet.

It gives them one last compelling reason to head on over to your website.

I like to reveal a little tidbit of gold or just play around with the reader.

Here's two examples so you can see what I mean.

### **Tidbit Method**

*P.S. Did you know that with a single change you could cut \$200+ off your monthly PPC budget?*

*Check this out...*

*==> PPC secrets they don't want you to know...*

### **Playful Method**

*P.S. This is the first time I've done a video like this... Do you think I've got too ugly of a mug to do these?*

*==> {name}, what do you think?*

The postscript in an email is like a “reward” for going all the way through the email before clicking.

### **In Conclusion**

I've shared with you 5 different methods for increasing your CTR.

Now, are you going to actually USE these, or are you going to sit around on your bum and not touch 'em?

I really hope you're not the latter...

I was for the longest time, but once I actually started WORKING the solutions I purchased, my income increased and I was able to start spending more time doing the things I love.

So next time you're writing an email, have this document open as a reference so you can use at least one of these techniques and start seeing an increased CTR today.

I hope you do.

*Chris Ramsey*