



SERVER BLASTING **NIGHTMARE**



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Server Blasting Nightmare

Ladies and gentlemen, welcome. I want to talk to you about server blasting. This isn't a topic that we've covered and it's something that we do often. We do it almost every day. We do it several times a week. What server blasting means is blasting emails from the server. It packs quite a punch when you email directly from your server as opposed to when you email from your Aweber, from your GetResponse for a couple of reasons; that is, primarily, the deliverability is going to be higher.

It's going to be a little bit higher because you won't have had all the unsubscribes directly from the server and you're coming directly from your servers sending email directly from your server. I'm going to show you how we do that in this video. We use WishList Member to do it, but what happens is you're now hitting all the actual members of the website that you're mailing from as opposed to just the ones that subscribe to the list or just the ones that remain subscribed to the list.

Usually, you're able to add a whole bunch of extra opens when you send an email to your Aweber and then you also go back to your website, and you send that same email to the members there. In many cases, those emails will be grouped together by the email client that the member is reading them on but I'm sure you've seen that like Gmail will group emails together if they all came from the same place or if they have the same copy in them. By mailing from these two different locations or two different IP addresses, basically, you're going to be able to inbox a little bit more and get some more clicks to your offer.

Usually, what we see is that, when we're trying to send clicks to an offer, when we're trying to win a bonus or not a bonus but a contest when we're promoting a product launch or something, by adding server blasts, we get the extra amount of traffic that we need to our affiliate link that pushes us over the edge. I'm going to show you how I do that using WishList Member right now. Unfortunately, there's a few different ways to do this. You can install custom mailers for this, like there's programs that SMTP-mailing programs.

It gets a little technical when you start talking about using mailing engines. You can use Amazon and connect through SMTP and the mails go out through there. You have a dashboard, basically, that you're setting up your emails onto. It gets a little complicated, but this is not the only way to blast from your server. There are programs that you can install. For me, I like using WishList but it has its pros and its cons, and I use WishList because it's already installed on all of our sites anyway because all of our sites are membership sites and it has a mailing function, so we use that, but it has its pros and cons that I'll explain to you a couple of minutes.

It's a little buggy because, obviously, WishList is a membership plugin, and it wasn't built to be a mailer so it could be a lot better. We recently changed the way that we do some mailing so I want to go over those things now and show you them on your screen so that you can have a better understanding of what server blasting is. I'm going to go ahead and open my browser. Here we are on one of our websites, My Unfair Advantage. At the current time, there are four updates due.

We're waiting to update them. I don't usually push updates as soon as they come out because I usually wait at least two weeks because the updates themselves could be buggy, and they could break things, so I wait until any fixes or post-updates, or update repairs have been pushed and then I update. I wanted to show you a couple of things that we've done recently in our emails. I'm going to go to my Aweber. We're going to go to recently sent emails. I'll go to this one here, and this was one I'd recently sent out literally just before we started our webinar tonight. Less than an hour ago, I sent this out.

I want to open the actual sent message here so you can see it, and you can see the way that the message looks. The way that the message looks, it's got a headline. This isn't the subject. This is a headline inside the message itself. Then, I've got a disclaimer, and then I've got our logo, and then I've got the body of the email, and then I've got a button for them to click. I've got a picture of us. I went through this HTML format where it's got a design; it's got a style.

Let me see if I can open my email to show you how this looks on the other end, the receiving end of it. Let's go to email. I just cleaned up my emails a little bit so that I look presentable. This is that email that I just sent you. As you can see, it says, "I just made you this video and it contains some shocking information." If I go to my email inbox, you'll see how it says right here, "I just made this video and it contains some shocking information." I'm going to click on this to show you the way that that email looks on the other end.

There's a couple of things that I've done recently that I've had quite an impact on our openings and our clicks and it kind of really helps quite a bit. I want to point them out to you here. There are about four things right now that you're looking at that have made quite a difference. The first one and the most obvious is that we've gone to an HTML format. I always used an HTML editor to create my emails, but it was just text and link. Now, I'm using HTML code to create this style where the email is centered, the email is a fixed width, the email has these icons to my social media, it has my disclaimer nicely centered at the bottom.

Another thing is we've put this header, so to speak, up at the top. The header up at the top has my company logo. It has a disclaimer right up front, so I don't wait to let people unsubscribe. They don't have to come all the way down here and then click this unsubscribe button. If they don't want to be on my list, I want them the hell off, so I tell them, "Hey, look. Unsubscribe right here. You're seeing this message because you've subscribed and you made a purchase using this email and if you want to stop receiving these, just unsubscribe."

In the GetResponse version, they don't have an unsubscribe variable that I can put in here, but you'll see that in the Aweber version, they do. We can put the unsubscribe up on top. What I want to show you here aside from that HTML format is a couple of other things. Just to show you one more thing, how the HTML format—HTML format is a lot friendlier when it comes to images. I have this image, but I've also added a friendly image that shows a little bit of personality down at the bottom at the signature.

This has helped quite a bit. It helps you build a relationship and make connections with your people instead of just signing your name with a "two-year success with, CEO, high-level strategies" because that's just sometimes way too corporate, way too professional. I do want to have that, but I do always want to show a nice, personal, approachable side of us, so we've got a picture here of ourselves. We were lying on the grass, outside the house, and we were hugging our baby boy, Romeo.

What I do with these is, now, I put in a button but it's not really a button. All this is, is just some CSS that's in the HTML that makes the shape of a button in blue. I've alternated the colors. Sometimes, if I use blue for a week, I'll change it next week. I'll make the button red, or I'll make it orange just so that there's constantly new changes that are going to attract the eyes. People don't get—there's this thing called banner blindness. People get used to seeing things all the time, all the time, all the time, all the time and, unless something is out of place, you don't really notice or you don't look that way because our brain just kind of trains ourselves to think, "Okay, that's what this is supposed to look like." We just kind of look past it.

By changing things, a little bit from time to time, changing the color, changing the format, adding a different picture, you're going to get a little bit more engagement or you're going to have somebody do a double take and look back. Those are just some key points. Now, the biggest thing that has helped with regards to—one of the biggest things that I want to point out here is one of the things that we've done to the email copy itself is the way I do the headlines and the subject lines.

I've started a trend that has shown marked increase in clicks and opens, and that is my subject lines are short, sweet, suspenseful, just a few words. I try to make them as short as possible. The reason I do this is because many of my people are opening my emails on mobile devices, and I know this for a fact. I want to make sure that the email looks good on a mobile device. Now, primarily, most of my people are opening—and you can even tell. If you look at your stats, you can tell. There are ways of learning.

Now, I'm not going to go into this. This is a whole other conversation. I'm already derailing myself enough from server-blasting, but there's ways to investigate not only how many people are opening it by mobile but what type of mobile device. What operating system—are they on Android or are they on iOS? Are they using Chrome or are they using Safari? What are they using on that

mobile device to read your email? Most of these clients that are displaying emails display very similarly—not the same, but very similarly—and the one thing that they all have in common is they give the user a preview of the email before they open it.

They show the user part of the subject line and part of the first sentence in the email or the first part. What I do is I create a subject line that is mobile-friendly so it's short; it'll fit on the screen of a mobile device—and that's that—and I create a first line which will continue the subject but not completely satisfy the curiosity. That's important because, remember, they're seeing all of this as a preview. They're seeing "from," they're seeing "top what you're doing" and they're seeing the first line, "I just made you this new video and it contains some shocking info."

They're seeing all of that before they open the email. If I didn't have this headline here, they would see, "Stop what you're doing. You are receiving this message because you subscribed and purchased using this email." That would be the preview, and I don't want them to see that. The other thing is an image. The preview doesn't show an image so that doesn't work and this is too far down the email for them to see, for it to be displayed. To help my open rate, I'm very mindful of what they see on mobile.

Why does that help my open rate? Because I know for a fact that most of my people are reading my emails on mobile. This is the thought process that must go into your marketing. This is marketing. This is literally the definition of marketing, raising awareness, getting them to see you, getting your email, your marketing, your message to stand out. Another thing that I do but I've been cautious not to overdo is this little stop sign right here that's displaying. That's an emoji.

I use this website here. I've talked about this on prior sites. I use Emojipedia and you can literally type anything in here. Let's just type "heart" and, guess what, I look at all the different types of hearts that you get. You can click on this one, broken heart. Boom, there's the emoji for broken heart. You copy it and then you can go into your email autoresponder, whether it's Aweber or whatever, and you drop it in the subject line and, boom, you're going to have an emoji.

Now, by doing this, you're going to be able to make your email stand out from all the other emails that are in their inbox because not a lot of emails have emojis in the subject line. The thing is: If, every single time that you send an email, you have a bunch of emojis in it, you're going to develop banner blindness. They're going to start just looking right past it. It's good occasionally. A couple of times a week, throw an emoji in your subject line. Make sure you use very short few words, four to five-word subject lines that are suspenseful then continue that subject line as a headline in your actual email before you even go into the greeting.

It shouldn't be, "Stop what you're doing. Dear, thanks for..." It should be, "Stop what you're doing," and then start with a headline because they're going to read this all as part of the preview. Doing these things that I've mentioned here—I've mentioned various things: going to an HTML format, creating a headline, adding the logo at the top, changing the subject lines, adding emojis, putting

a button in there, having the image down at the bottom. I guarantee. If you use all these things, you're going to increase the performance of your email.

The more these things that you use, the better you—and these are things that we've tested. I look at all my stats. We test all our clicks. We test the way these things behave on GetResponse, the way these things behave on Aweber and the added punch that we get when we do them with a server blast, which is what I'm going to do today. With no further ado, I'm going to go over to one of my websites. Here I am on this website, which is My Unfair Advantage. I'm going to go over to WishList Member, which is a plugin that I have, which is my membership site plugin.

Now, this is the new MUA which is why you only see it has 1,100 members. What I want to do here is go to members. I haven't done this in a while so you're going to watch me stumble around here. I have somebody that does this for us that works for us but here we are. If you click on "email broadcast", you guys should see a history of all the emails that we've blasted out. Basically, you just click here, and you create an email broadcast. That's as simple as it is.

What I'm going to do is I'm going to start with one of our older ones. I'm going to copy it. As you could see, it has a WYSIWYG here that you can use, and you can just paste it in there. You can just paste all your code. You can paste the exact code that you used in your Aweber; you could paste it in here as HTML. You can copy it and just paste it. That's exactly what I'm going to do. I'm going to send a copy of this one like this and I am just going to now go back to my email page here from WishList.

I'm going to click "create email blast" and I'm going to make sure I tick off HTML and paste. Boom, I just came from a prior email and that's it. You can customize the email with merch codes if you want to add the first name of the person, which I'll probably do. What I'm going to do is insert the emoji and let's do all that, it's already pulling it up as a subject for me because my browser is remembering that I filled out a field in one of these other platforms so I'm just going to select it like that.

If you were just typing this from scratch, I can come over here. Where's my little emoji site? Let's say it was the broken heart when I'm going to copy it. Now, I'm going to use a broken heart for this email blast, but I'm going to come over to here and just click "paste" and you'll see. See how I just put the broken heart in there? Then, I could just type my subject line, which would be, "Hey, this will break your heart." I would probably not write a subject line like that.

You see how that's a short, sweet, suspenseful, curiosity-building subject line? That is going to get you open. It's going to get you clicks because it's suspenseful. You opened a loop in the mind of the reader. They need to find out what finishes this sentence. Now, the worst thing you could do is answer that question right at the beginning of your email because then, you're giving them the answer in the preview. Remember, they see the first sentence as well as the subject line on pretty much previews on every browser.

Heck, look at it on Gmail. Let's go back over to our inbox. Look at what you see on Gmail. Gmail shows you. On the desktop version, it says, "From." That's what you're seeing on preview. I haven't opened the email yet and it says, "From." It says on the subject line, "Stop what you're doing," and then it says, "I just made you this new video and it contains some shocking info." Then, it shows part of the disclaimer, too. Now, on mobile, it only goes to about here, and that's why I've made them this long.

If you want to ensure that, even on desktop, they're not seeing any more, you can make your headline longer. That way, this part here will also be—if and if they're looking at it on an iPad, the device that they're looking at is going to determine how much they're seeing and the email client. I'm using Gmail but if somebody's using AOL—chances are, most people on their mobile device, they use a default client. Not too many people install a separate email client; they just use the client that's built into their device, which, for example, for iOS, is Safari.

They're opening mail, they're browsing with Safari and they're just opening the Mail app. Mail is connected to their Gmail or to whatever it is. Anyway, my point is that you can create these subject lines that look good on preview because you're continuing that short subject in your actual headline, so to speak. To make the email look appealing on desktop, I make this stand out. If I just use this kind of text up here, it will look like a mistake. It would look like, "Oh my god, he started the email and then put a header in the wrong place." By putting it like this, it looks purposeful. It looks like a headline so when you open this email, it's like, "Oh, there's a headline," and it looks cool.

Something that I wanted to do, I should have done, and I didn't do with the other email because I was rushing to send this one out, I wanted to put an image like a picture of the video that I'm in. What I'm going to do comes to my JV Page because what this email is going to do is advertise my bonus that I'm doing. I'm going to click here and just go to the bonus page and I'm going to take a snapshot right here of this video. I'm going to make an image of it. That's a little too big. I'm going to try to pause it on the spot but, every time I pause it, it automatically opens. I want to get a suspenseful frame.

What's going to happen here, unfortunately though, is if I pick an area that I'm in the actual middle like this—I was trying to find a spot where—let me open this on YouTube. It'll be easier because I can scrub. Let's go. Let's go scrub through this and let's find a stop where I'm standing on the left. There it is right here. How about that? It's not a very flattering one. I want to get one where I'm on the left. I'm just going to push through these. How about that one like, "Ah, what the hell?"

I would like to have something like a shocking face. It looks like I'm flipping the bird here. That's a pretty good one, totally unintentional. I'm just trying to find a good still that I can create a quick little splash image, is what it's called. Here we go. My mouth open is in one of those. How about

that? "Okay, this is where you stick it in." Let me just push through these. Again, I'm just trying to find—how about that face? I'm going to use that. That's what I'm going to do.

The way that I'm going to do this, I'm going to grab SnagIt and capture and I'm going to use this terrible image because I feel that it'll get people to click because they're going to be like, "Oh my god, what's he bitching about? What's he complaining about? Why is he making that face?" I captured it with SnagIt. You know what I want to do? I want to grab a play button. I'm going to grab over here. Let me just close that out. I want to grab "video play button" and images, and let's get one that has a transparent background like that.

I guess I can grab this one. Does it have a transparent background? Yes, it does. I've never done it in SnagIt. I should be able to just put it in there and maybe resize it right inside of SnagIt. Is it letting me? It's not letting me. Okay, I go back over here and let me drop that picture onto the desktop and then go from the desktop onto SnagIt. That worked, and I should be able to now lower it or size it if I'm not mistaken. Yeah, I can. I'm going to make it small, kind of like in the middle here. I'm going to have to just eyeball it and we'll go like that. That kind of looks like it's in the middle and you could still see my face right around there.

I think we can seize this. I usually do this in Gimp. Let's see if I can size it and go like this and like that. I think, now, there's a way to scale this whole thing. I hope there is. That's selection. You know what? I'm just going to drag it onto here and, believe it or not, I think I need to scale this with Gimp because I'm not exactly sure how to scale and that's why too big for the email so I need about 500 pixels, is what I need. The easiest way to do this is open this with Gimp because that's just what I'm familiar with and I can just quickly scale it down.

You could size down your image with whatever freaking program you have. I'm just going to scale this image and I'm going to make it 500 pixels wide. The aspect ratio is locked. I'll scale it down and what I'm going to do is—, no, it's good just like that. I could have made smaller that play button but we're good. I'm going to keep it like that. I'm just going to overwrite it and now, we can get the info on it and make sure that it's the right size, 500 pixels wide, and yes, it is 500 x 279.

Now, I need a URL for it. What I need to do is upload this picture somewhere that I can serve it from. What I'm going to do is open this in "New Tab" right here and I'm going to add just some new media. Let's go to the Media, Library and I'll click the "Add New" but I'll open it in another tab and then I'll just drag that image up and grab myself a link for it. Here's the link to my image and now, I can insert that image in an email. Let me just confirm that that image is living at that location, and it is. There's my image of the video.

Now, what I want to do is come back to my email that I'm making, and I want to insert it. I haven't copied over my actual text yet, so I must be careful of where I put it in. Let me just make sure that—I've got to bring over my text from my email because, remember, I copied over an old email, so this is all wrong. I just must put in the right one, and that is going to be, "Stop what you're

doing," and the subject line I need to bring over is going to be, "I just made you this shocking information."

Let me see if I can grab this and paste it in. That should work, and I'll just grab the other text. I've got all these other tabs open so I'm confusing myself here so let me close all this other crap. I don't need that. I've already got that location to that. I can close this. I don't need that. This is what I was using. "I just made you this new video, blah, blah, blah..." Where was I copying it from? I was copying it from here. I'm going to copy this text and I'm going to put it here so I'm going to paste that there and I'll get rid of these extra lines.

I see the actual font size is bigger. I can remove this and I can just put my new text in here. "Watch this new video." I need to change a couple of things now. Right here, this should be the link to the new bonus, which is. That's the bonus page but it shouldn't be all caps so I'm going to reduce that. I want to add that image and what I'll do is I'll put it in here and I'll just add media. There should be a button here to add media. If not, I'll have to do it manually. Is there an "Add Media" button? There freaking isn't. Are you kidding me?

I'll have to remember how to do this. There's a way to switch back. I can't remember how. It says "Media" right there so I know it could be added. This is, again, one of the issues with WishList, is it's not designed to be a mailing—you don't have all the features that you would in Aweber, GetResponse. It's buggy and some little things—like, right now, I'm looking at this image and I just realized it's not centered, is it? It's over to the right a little bit, but what I'm trying to do is figure out how to insert an image.

I've done this before in the past. There's a workaround, remove formatting – horizontal rule. That's how I'm going to have to do it. I'm going to have to go and switch here and I'm going to have to insert it. What I'm going to do is just put a bunch of X's here and I'm going to switch to text. I'll find my X's right there and I'm going to manually insert the command for this image. It's going to be "<a href=" and then I'm going to put the URL that I wanted to go to, which is "https://-.com/jvz" and ":". I'm going to close that then I'm going to put "imgsrc=" and then I'm going to put "" and I'm going to grab that location of that image, which is here.

I'm going to come back over to my text here, my HTML, and paste the location of that image. I'm going to end it with a ""/>" and leave. Then, I need to go and close the "<a>" like that and I've got to put a link around it. If I did this right, when I switch to HTML, we should see my image there, and I did, surprisingly. It seems to have worked. Now, what I need to do is—I'm not sure if the link is working, though, because I don't see it turning into a hover so I might have messed up my link command.

Let me just double-check it. To find it, I'm going to add a bunch of X's here. It just helps me find it in that mess of a text. Where's my X's? There's my X's. I think that's right. Do I need to set a target or something? You know what I could do? I could look at the way that it's linked by the button.

Yeah, so just to make sure that I'm doing my link correctly, I'm going to come down here and I'll put a bunch because I know this button has a link in it. Just in case my HTML is goofy because I haven't done HTML in years—not that I haven't done it in years; it's just that it's not something I do very often so I might be totally screwing this up.

I'm going to go down to find that other set of X's now down at the bottom by that other button. This is the easy way to search for X's. There it is. Here's the other set. The way it's done here is "`<a href="` there's a "`target=blank`" and there's a style on there but, other than that, it's right. While I'm here, I might as well change that link because it's incorrect so I'm going to make it be "`-.com/jvz`" like that. The target is blank. I don't need a blank target, but I can add that up to the top as well. I don't need all this formatting, but I am going to add the blank target up there. I'm going to put that here and then the image and then closing the image. After the image, we're doing the thing.

Technically, that image should be linked right now. It should be hyperlinked. Let me go back to HTML and remove those X's and let me go ahead and remove the X's. If you're wondering, yes, I have accidentally sent emails with a bunch of X's in the mail. Now, you know if you ever got an email like, "What the hell are these freaking X's?" Now, you know what was doing. I don't need to add a signature. Who's going to get this? I'm going to send this to all the levels except the people that are no longer a member.

Legacy's going to get it. Plus, Pack is going to get it. Basics is going to get it. Let me send a test email. It's going to `support@higherlevelstrategies.com` so I can't even see the damn tests which kind of sucks. What's going to happen here is—, I want to do one more thing here. I want to personalize this and see what happens. Let's go to "Merge Code". One of the things that you can do with Aweber and with GetResponse and all that is you can change the email address and send a temporary—like a test—email.

I'm going to preview the message here and I'm going to send it. This is what the email looks like and I just sent a test email to support. I can't change who the test email goes to so, if you're hearing me, hopefully you can check this test email and tell me that it looks okay and jump back on here and let me know because I don't have access to that email. has access to the email address `support@higherlevelstrategies.com` and, again, one of the setbacks is I can't go right now and change that test email so I can test and make sure that works.

What I can do is check if those links work. I can click here, and it should open in a new window because the target is blank and it should open the bonus page, and it does. We freaking locked out on that, the HTML that I typed for that image, and I should be able to click this button. We did correct that address as well and the target is blank, so it opens in a new page. That is working. If you don't have the "`target=blank`" when you click and you click here, it overwrites this page. It

opens on this page, and you just lost what you were working on, you were editing because, as you noticed, we haven't pressed the "Save" button.

There is no "Save" button. It doesn't hold drafts so, yes, that kind of sucks. It looks like this is good. The only problem I see here is that the font size is different down here. Apparently, when we pasted in the fonts, the size of the font is different for the actual body than it is for the closing there, the signature area. I'm going to see if I can't fix that. I'm going to go back and edit instead of "Send to Members" and I'm hoping that it's not going to mess anything up, and it looks like it did mess everything up, just totally changed that headline. That's for sure.

If I click "Preview" again, is it going to show me the right size headline? Look what's happened now. By me going back and forth between "Preview" and "Edit", it's messed up my formatting. Again, these are the bugs. That is clearly a bug and now, I must start from scratch. I must redo this from scratch and I'm not going to be able to fix this. I'm going to have to come back over here. Yes, I know. I know it sucks, and this is why you may consider—and, again, in my defense, I have to say I don't do this all the time.

We have an employee that does the server-blasting for us every day so he's used to it and he just knows how to handle, knows his way around it so I haven't done it in a while but I know enough and I remember from when I did use to do it that I have to be very careful before I send and going back and editing and stuff because you can literally break the way something looks very simply by just switching screens like that, and that's just because it's buggy. There is no other answer other than it's buggy because WishList just isn't made for mailing.

To fix this, I'm going to have to go and see if I can copy this HTML and let's see if that'll work. I'm just going to copy all of this like this from here and, hopefully, just out of shits and giggles, all I'll have to do—hopefully, for shits and giggles—is test will work and all I might have to do is add that image, which I'll leave down at the bottom. It might be working. We might be able to pull this off here. I'm just highlighting this, cutting that out, I'm going to add it to the spot I wanted it in which is right there, and I'm noticing the fonts though.

See this right here? That's different. It's not quite the same as the font was down here. Let's see what happens here. Let's go to "Preview Message" and, again, if I preview this, I might fuck it up, but you've got to preview it. How can you send without previewing? This preview looks okay. The font size has changed. I liked my other font but, if I go back and edit, look, it's jacked it up. It's almost like once you do it, you can't preview because, if you preview, you're going to mess up your thing. It sucks that that's the way that it must be, but I'm going to go ahead and paste again.

What I'm going to do is just go up there. I guess I could size this font now individually and do all those edits to the HTML but I'm not going to. I'm going to go back and copy from here. I'm going to come back over here. Let me go ahead and paste. That just doesn't look right at all now. I think we've just jacked this up so much that we just need to start from scratch. I'm just going to abort

the mission here. I'm going to go back to where we started and now, you'll know and understand that this is some of the problems that you'll have.

I'm trying to go back now to my email broadcasts lists and there it goes. Now, that other one is completely gone because we didn't save it. I'm going to go to one of these. What would be awesome is if there was a copy button, if there was a copy or a draft folder, something like that, where you can start with an email that you've already sent. Unfortunately, we can't so the best I can do is just copy this. Now that I know my setbacks, I'm going to come over to back to email broadcasts and I'm going to create an email broadcast.

I clicked "Create an Email Broadcast" and saw what happened. It started with this. I clicked "Create Email Broadcast" and it already has a broadcast email in here. Alright, that is weird. That's not supposed to happen but we're going to roll with it, or should we? To be safe, should I just overwrite this like that? I don't know. Decisions, decisions. I really wish that one of the things that I could do is test it and see what it looks like without breaking it but I can't. We're just going to roll with the punches, man. That's all.

Let me go grab text here. We're just going to do this the same way that we did last time. I'm just going to grab my text from here and I'm going to go paste it here like so. We should get the next size that we like again. Let's get rid of that, that, that and that. I can get rid of all of this. I can change our text here, and that was like, "Watch this video now," instead. "ASAP" instead of "now". "ASAP" sounds more pressing than "now", believe it or not. Let's change a couple of little things we knew that had changed. Again, I made the same mistake. I had caps on.

Let me now go into my HTML. I'm going to add my X's in the two spots so right here and right here so that I can see where I've got to edit my links. Let's find my X's. As you can see, the HTML looks a little different here than it did. It's a little bit broken up. It looks more like how HTML is supposed to look. Let's do a search. Find X's. Here's the first one and then there's the second one. Where is that URL? Here's the URL. I'm going to replace that URL to "-.com/jvz" like so and, up here, we need to add the video.

I'm going to put my custom HTML that I've got to make here. Let me get in the right spot. Now, over here, I have to go and put my video. , my video should go right here. My video is going to be— or should I put it there? I'm not sure. Break, break, and I'll keep it within the paragraph. I don't have any span or anything like that. I'm going to go "<a href=" and then my "https://-.com/jvz: target=_blank_" and close the "<a>". Now, I've got to do my image. "imgsrc=" and let's paste in that image location. That's the location of the image where I uploaded it to so let me come back over here and paste it in. That's my image. Boom. Close my image and then, now, close my link. This should work. Let's go back to HTML.

I put it in the wrong freaking place. I need to put it in the other set of X's. Great. Let's come back and find my image code now. I'm going to add X's so I can find where the hell my image code is,

and I put it in the wrong place. Control plus F, "XXX". I probably should be working with this a lot more. That would help me see more. This whole section here, this whole link and image thing that I did, should go right in there. Now, hopefully when I switch back, it's in the right spot. I'll add a little space there, and this should work.

Now, what I'm going to do is I'm going to think ahead and I'm going to copy all my HTML. Now, I'm going to go and do the preview thing. That is not what I wanted to see in the preview. Holy cow. How in the hell did that happen? Can you believe what's going on here? This is shocking. We are having some major issues here with the HTML editor. I am going to abort and we're going to refresh. I'm going to come over to the page where it all started and I'm going to do a hard refresh on this page.

I want to clear anything that my browser is remembering, and I just did it on a Mac using Command, Shift, R. When I clicked "Create Email", it should be blank and it's not. For some reason, it's remembering stuff. What I'm going to do here is let me see if I can remove all of this. If I come over to text and I just delete all of this, can I paste that in and see my email? Now, if I go to preview, let's see if that worked. It looks like it did work. My HTML is good. I need the center command around my video but, other than that, it worked.

Let me make sure that this opens, and it does. Let me make sure this opens, and it does. Let me now go back and edit. We know that when we go back and edit, we have to re-paste it because it's going to jack it all up so I've got to go to "Text", "Copy", delete all this crap and just paste in my actual HTML. I've got to go find that video. What I need to do is put some X's here in again and I need to add a center command to that. I'm going to go Control F, "XXX" and I found it. Now, I'm going to delete my X's because I know where I'm at now, but I've got to grab my—right here, I've got to put center command just before that image, that link. Then, right after it, I've got to close it, close that center command. I don't want to leave un-open buckets. Grab that. Copy this now. Let's go to preview with fingers crossed. I broke it. Wow. Man, this is just unbelievable, and this is the buggy-ness.

When you've got a system for this, trust me, it's quick, it's faster and it does work well on your favor. I'm not sure what's causing this to break on me now, but it surely is breaking and not looking right. Again, I'm going to have to go and start over. I'm going to come over to email broadcast, do a hard refresh. I'm going to create a new broadcast. I'm going to go to text. I'm going to delete all this nonsense, paste in my HTML. I'm going to click preview. Hopefully, it'll look right, and it doesn't. Our HTML just got jacked up somehow. Wow.

This just isn't working out in our favor but I'm not giving up. I'm going to keep working on it. I'm going to have to go and start once again from scratch. All right, we're going to—what I don't like about this is the fact that I'm going to take it a step further. I'm going to log out. I am going to clear my cookies. , if I clear my cookies, I'm going to lose the location of my image. Let me save that

location. In fact, I'm going to close my browser. I want to close my browser and I'm trying to think of the steps that I've got to do here.

I'm going to open a text doc. I'm going to paste my image location in the text doc so when my text doc opens, I'll just keep that there. I'm going to clear my cookies and it's the last time I did that. I think I do it in history. I'm going to go to history and then I'm going to go to—I think here, I can go and clear browsing data and this is where you do it. I'm going to clear everything. Bye-bye. I'm clearing my cache and hoping that the problem with all this stuff getting carried over, and saving, not saving, and issues was just a problem where my browser was remembering things and re-inserting.

Obviously, if the WishList mailing system was stable, we wouldn't have this issue. This is why I prefaced—I mentioned, "Hey, there are ways of doing this with outside programs that you can install on your server that you can mail your members to." We're building a custom one right now were, from one place, we would be able to send mail to all our members on all sites but that's not ready yet so we've been using WishList Member. It is successful. This is usually Devin that does this and mails these out and he's got a system for it.

Right now, I'm clearing all my data and it's taking forever. It's just spinning and spinning. I don't even know if that's caught in a loop but, nonetheless, I am going to go ahead and close my browser. I'm going to start this from scratch. I'm going to quit my browser and I'm going to open up a brand-new browser. Now, we're going to log into My Unfair Advantage and start this from scratch. We're going to open and fill. It let me in. Let's go to WishList Member. This is going to be our final attempt here but I'm not quitting; I'm continuing because that's what you need to do when you run into technical problems. You need to press forward and figure it out because it's a machine and it's not going to defeat you.

I'm going to go to "Members". I believe this is where we'd find this. I'm going to go email broadcast. I'm going to open my last one. I'm going to copy it like this. This is what we did. I'm going to come back over to create an email broadcast. There we go. We're back to our blank. Let's go to HTML. I'm going to paste it. Let's grab our subject that we had. The problem that we have and the reason that this is happening is I'm pasting in text. Whenever you paste in text, even though I'm pasting in plain text, you're going to have issues like this.

Let's go back to Aweber and let's see if we can't—I've got to log into everything again because all my stuff got cleared out. What was the sent message? The last sent message was—gosh, it's taking forever. Sent message is this one. Let's go ahead and open that bad boy up. Let's look at the message and review the sent message. I am going to copy it. I can view the source. I might be able to just copy the source. This might work better for us. What's the worst that can happen, guys? What's the worst that can happen if I copy this exact email?

No, let's not do that. Let's just grab our text here and then we're going to paste it in as plain text over there. We're going to overwrite all this. On the Mac, I'm going to use Command, Option, Shift, V which is how you paste unformatted text. Let's get rid of all this extra freaking space. All right. Hopefully, that worked. I'm adding in the spaces manually. I'm manually doing this because I don't want to mess with the code for that. "Watch this video ASAP!" Let's get rid of this.

Now, you see what I mean. Now, it's happening backwards now. This font is properly sized and this one isn't. It's like, "Ugh, you can't win." I'm going to go to—what was the headline? It was, "I just made you this video and it contains some shocking information." I'm just going to type it in. It's the easiest thing to do. "I Just Made You This Video & It Contains Some Shocking Info!" Let's get rid of that all caps so it'll fit in one line. Let's get rid of that "S" in the front. Yeah, man, I really, really wish we could have that.

I've got to correct this. It should be "-.com/jvz". I really wish that we could have the proper font here. I'm going to go ahead and put in my X's so I know where to go and do my video and where I go and fix my link. I want to go ahead and see what happens here if I boldface that. I really wish that I could change the font size on this. I may be able to but I'm going to put a "222" right at the beginning of the text so that I can find that. My X's and my 2's are what I'm looking for. This is such a ghetto way of doing HTML. It's funny but it gets the job done.

I'm going to go and I'm going to find my 222's. There's my 222's and this is the font color. There's the font formatting stuff. Now, just before the greeting, the font does go correct. I believe the greeting ends with "Sincerely" or whatever it is so we could do the search for "Sincerely". There's "Sincerely" and here's the font command, and it's moving it to 20 pixels. I'm going to grab that font styling and just grab it just like this. I'm going to put it here. We're living dangerously now, people.

I've got to get rid of the P. I've got to grab just the font styles, not the paragraph command. Where are we? Where is "Sincerely"? Let me open this shit up so that I can see what the hell I'm doing. All right, it's going to be around here somewhere. There it is, style, color. That's the reason why. This is a paragraph style and it's not—I can do it without a paragraph and just style it individually each line but that shouldn't happen. There's the font color. This right here is where I've got to do it, from there to there. Boom. That should fix it on the styles so the 222's.

Now, I've got to go to my "XXX". Where's my first set of X's? Remember, there's two sets of X's. There are my two sets of X's. My first set of X's is where my image is going to go. I'm not going to put it right there. Instead, I'm going to put it right here and I'm going to go to the center. Boom. I've got to do my link so "" close that so that's the—what the hell was I doing? The hyperlink is the URL that I want to go do so that's "https://-.com/jvz". That's the hyperlink reference, and then that's got to be "target=blank".

Where the hell was, I typing? I've lost my spot. There I am. ""target=_blank" like that then close. Now, I do my "imgsrc=", location of the image, "" and then close the image, close the link, close the center. I think. I hope. My last set of X's, the change that I had to make was going to be my URL so where the hell's my URL? There it is. "target=blank, zoommember" and I want to point to my bonus page so "-.com/jvz". This should all work, and I need to copy all of my HTML that's here. I'm copying that bad boy.

I'll come back over here. Damn it. My fonts. Somehow, that paragraph is closing and re-opening. That's why the font style here didn't carry over, so I've got to go back over and I've got to work on that, which sucks. I've got to dissect it now out of here. Let's come back over here and put X's in there. This sucks. A pain in this ass, this is, man. Let me find those X's. See this "p style"? The paragraph is continuously opening in the beginning of every line, and that's what's going to create the need for us to—yeah, damn it.

I've got to come up here and find the first paragraph, the one that I did. I'm going to put 1's and 2's in front of everything. "11111", "22222", "33333", "44444". It's fucking ridiculous that I must do it this way. I'll go to test. Where's our "111"? There it is, so that's going to be our "p style" to copy. Now, I can remove that "111". Let's go to our "222" which is going to be right here. All we need to do is, instead of keep adding styles, just remove that "</p>". That should work. That "</p>" stays. Where is the "333"? That is after the image so we do have to add that one back, so I'll come right there.

This should work. I'll copy all my HTML again. Let's go back over. There it is. We fixed our font. There's still the "444" I didn't do. It just never ends. I didn't remove my "222". Great. Let's go to that "444" here. All I need to do is remove that "</p>" and that should work fine. I'm going to copy all my HTML, go back over here, and finally. I did want to add a personalization here so "Hey," and I'm going to go the first name, "variable", and I'm going to put an exclamation after it. That should work. If it doesn't work, the worst that could happen is everybody's going to get a message that says, "Hey, WishList Member First Name."

I love it when that happens but I'm going to take that risk. I'm going to live dangerously today. Back over here, I'm going to copy all my HTML. If worst comes to worst, I have my HTML for this perfectly formatted message sitting right there in that text document. Now, let's make sure that the levels that we're sending to are selected. We're going to check this, fingers crossed. Preview message. When I come back from the preview, you know it's going to be freaking broken but whatever. We're going to have to just start it again.

HTML displays well. I'm just going to send to members from right here. I'm not going to go back. Let's just make sure that it works. This is open. It does, in a new window, too. Oh, my god! Does this work? It is in a new window. I'm super excited. Let's go ahead and just freaking blast it. This is how you do a server blast. I'm going to click "Send to Members" and, what it does here is it

doesn't just start sending as you would think that it would. About 780 emails have to get sent but what this does is it puts it into these holding pattern where it's queueing.

It's in the queueing pattern and now, it says over here, in the queue, there's 780 emails. What I do is I tick this off and I click "Send Emails in the Queue" and it should start sending. It should start spoiling them. If this works properly, it should and, right now, it doesn't appear to be working properly. Clearly, what would make you think that, after all this smooth sailing that we've had creating the email, that it would mail properly? Let's un-tick that and let's try that again.

Here's the thing: An error occurred while processing the email. Please refresh the page. Let's try that. Let's try doing what it says. We're refreshing the page, and we've got 728 emails in the queue. Let's click "Send in the Queue" and, again, this is just what happens sometimes. When it does work properly, which is supposed to work, it says right here, "Sending emails in the queue." Right now, it's just being finicky so I may need to log out, log back in. It will still say that the emails are queued, and it'll still be here so what I'm going to do is I'm going to escape.

I'm going to click the "Selected". I'm going to click "Queue Selected" and it's sending. It's sending right now. Even though it's not sending, it's sending. Notice right now it went to 683 in the queue? It is sending, like a hundred-something emails just now. Every time I refresh, I'll see that this number goes down, so it is sending. Let's go to our emails and see in the inbox if they're arriving. I don't see any new emails coming in. That's an email from Michael Cheney. This is one that we already had. Let me just refresh the page and see if we see any new emails coming in. I don't now. Let me come over here and refresh.

Another thing that I should say: We do have a setting here that throttles the emails. Let me click "Refresh" here. Let me refresh this page. I see it spinning so it's doing something. We sent another hundred. This is such a poorly designed mailing system, and I'm just not accustomed to using it. As you can see right now, it says, "Sent: 194; Queued: 586 Remain, zero Failed". That's been rather confident—zero failed? I believe that there's just been a lot more than zero failures today.

Nonetheless, even though it's not really behaving well, I only paused. "Email broadcast will be queued." I don't know. I'm just continuing to click stuff here and hoping all my emails go out and that this number reduces to zero. I'm hitting refresh. Let's see if it went from "194 sent" to anything else. Look, 211 sent so it is sending. They are spoiling. They are sending. After that long, painful process, it is working. Believe it or not, this is a process that adds quite a bit of clicks to your—again, another thing that it doesn't do is give you statistics. It doesn't tell you post-email stats like how many people opened and how many clicks. That doesn't happen.

There are a lot of solutions out there that enable you to mail from your server. We do this daily for all of our websites. I employ somebody that sends emails out from our server directly from each site, and it helps us make quite a bit of money. This process is just so tedious. It's so time-

consuming. It's just a pain in the ass. Devin, who works for us has it down to science. He knows exactly how to queue and how to do it, so he has a process that's a lot more effective and efficient.

I don't do this. This is often what he does so you watched me stumble around quite a bit. This is going to take a while to send out because it throttles the emails to go out. I think we have the limit set to 500 per hour. We don't send out more than 500 per hour for a couple of reasons. I don't want the load on the server to be so big that it slows down my website because, remember, now the server is sending emails while people are visiting sites on the server. It's handling a lot of things.

It's a computer. A server is a computer just like the one you're working on right now, just like the one you're using right now. If you open too many things and you start doing too many things at the same time, what happens? It slows down. I don't want my server to slow down so we throttle it. Believe it or not, there are settings here in the email. Right now, I'm so disappointed with the performance of WishList Member on this webinar. I probably should have practiced this and been a little bit more familiar with it before I started doing this.

There are mailing settings that you can do that enable you to throttle the amount of emails and enable you to send—change the "From email address" and things like that. I'm going to refresh this and see where we're at and see if that number of sent emails continues to go up. It doesn't seem to be at this point. We'll refresh again, and it isn't. I'm going to click "Send emails in the queue" and see if it sends more out. Do I have to sit here and keep pushing this button? You've got to be kidding me. Man, I think I do.

Let's check and see if we've, by some miracle of God, received anything here. Let me refresh and see if one of these very emails that I've sent has come into me because that's when I'll feel a sense of satisfaction. The satisfaction will come when I open that email. It's 11:55 PM at this time so it should say "11:55 PM". When I open that email, receive that "11:55" or whatever and it looks like it's formatted properly without any issues, that's when I'll be satisfied.

Let's refresh now and see what it says. 224 was the last amount sent and now, 3:01. 479 emails left in the queue. It's almost like I'd have to just keep hitting this "Send emails in queue" button repeatedly for this to happen. This is so freaking tedious. It sucks but, hey, it adds money to the bottom line. The thing is I have made a good decision by letting someone else do this in my company and not me because I would probably throw my computer out the window. Let me just save all these things here and let me just refresh and see if we've got one of those 80 emails that just went out is my email address because I know I am a member of this site so I should have received it, and I haven't yet.

Let's go ahead and refresh the page. From 301 sent to 375 sent. We are getting there. We're slowly making progress, only 400 emails to go. Now, can you imagine how this is going to make

you feel when you have a site that has 8,000 members on it? Oh, boy. I really, really wish—I've sent the staff at WishList. I have sent them numerous tickets asking them, "Please, for the love of God, would you guys update your emailing functionality instead of Aweber?" but, instead, what we've decided to do is create our own.

I'll just give you a little sneak peek at that, the easiest way to do this is to go in here. That's not where I want to go. It doesn't find it that way. That's what I want. What we've done is we've created this—this is not the site. Is anything going to work for me tonight? Geez. Why am I not able to get the dashboard open? First, it should be in just my vault, and it should be valid. Is it this one? Isn't that one? Is it that? It's not that—dashboard and it's not pulling it up. I don't know why it's not even pulling up my HLS dashboard.

Now, I can't find my own site. My own site, I can't find on my own password program. Let's go to it manually. There we go. Now, you have found it. No, I don't want to save. What we've done is we've created a dashboard. What this does is it pulls in all our members' info from every single one of our sites. All our sites here are connected to this dashboard. Right now, you could tell that I have—all these yellows are the WordPress-es that are out of date. What we can do is I can click into any one of these sites and I can see the specific members on that.

I can see the plugins that are on that site. I can see all the information about that site all in one place and I can control things for that site all in one place. One of the things that I'm going to be able to do here now is we're going to have a mailing feature where I'll be able to queue an email and create an email right in here and send it to all the members of whatever site I tick off all from this dashboard and then I'll be able to go into each site and tick off what levels get that email.

My programmer will build it, but we'll design it so that it has all the features that it needs to have unlike this WishList Member crap we're currently using right now to email. It's not just an email platform but all our sites have it built in already, so we use it to mail from there. 681 emails sent and 99 left in the queue. Let's see if we've received it now. Come on, and I still haven't received it. Where in this queue am I? Am I even in this queue? I can't believe I haven't received this email.

I'm sure if somebody gets it and it looks terrible or is incorrectly formatted, I'm sure they will be very quick to let me know. I have, obviously, cc-ed emails on our websites so that when I do this, I receive a copy of the emails that are being sent. Let's refresh and see if it's done. It's refreshing. 39 lefts. I still haven't received it. There are 39 emails left to be sent. Could I be one of those 39 or am I just not going to get an email? Has it gone to Spam? That's also a possibility. Let's check Spam. Nope, I don't see it. One more time on the refresh? I think I'm just not receiving it.

We are up to date, so I just haven't gotten it or it's just taking too long to send. It just hasn't been sent yet. I've gone as far as I can go with this butchered demonstration of how to send emails from your server. According to this, there are zero emails in the queue. 780 have been sent, which is like these down here. It says it's now done even though I have not received it. Hopefully,

you guys being MUA members received this email that I sent to all MUA members in the MUA site. Hopefully, you've looked at it and it looks amazing and all the formatting and all the time that we've just spent creating this was worth it.

Thank you very much for reading this. I am going to go shoot myself. Thanks. Talk to you later. Bye-bye.



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