

MagicSubscriber v2.3

**Secret “Email-Trap” Marketing Strategy
and User Manual**

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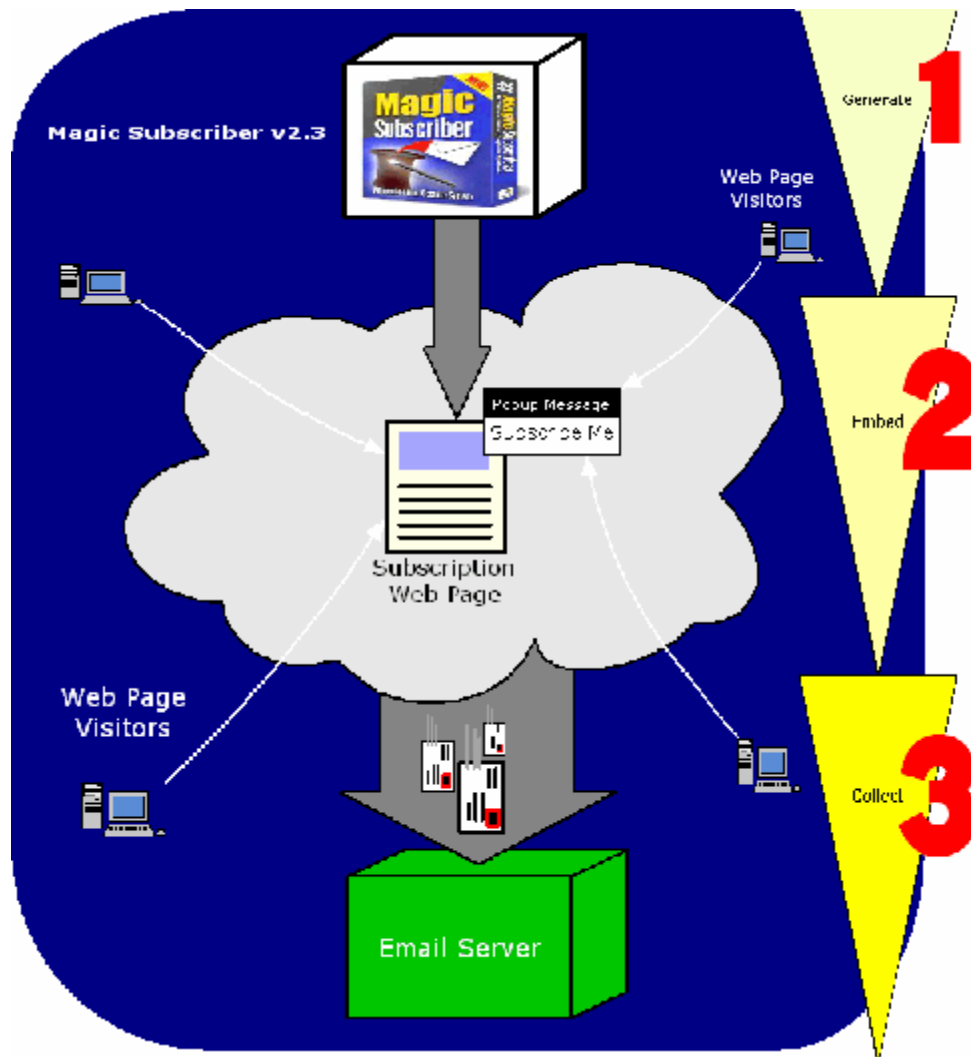
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Introduction:

In this *Secret "Email-Trap" Marketing Strategy* manuscript, you'll learn how to use MagicSubscriber™ to generate targeted traffic – and easily convert your traffic into customers and sales -- **with instant email capture technology!**

It's effortless. It only takes 2 to 5 minutes to implement. Whenever someone visits your site, MagicSubscriber™ automatically GRABS your visitor's name and email address from their Microsoft Outlook® email program and sends it to you... or feeds it to your mailing list/follow-up software automatically.

MagicSubscriber™ automatically captures your visitors' email addresses WITHOUT them having to fill out a form! This makes it 10x's easier for you to generate targeted traffic and sales. The capture process is described in the illustration below:

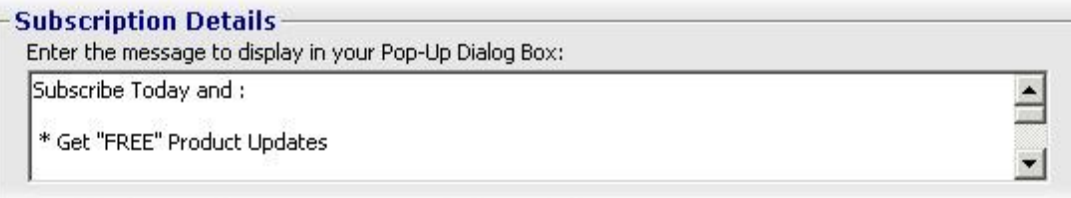


System Overview of MagicSubscribers "Email-Trap" Marketing Technology

Overview:

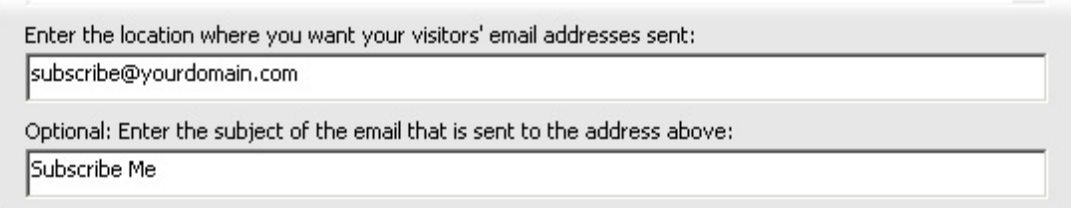
MagicSubscriber provides the following capabilities to its users:

1. Popup Box Message



Allows you to customize the popup message that appears when a visitor browses your web page.

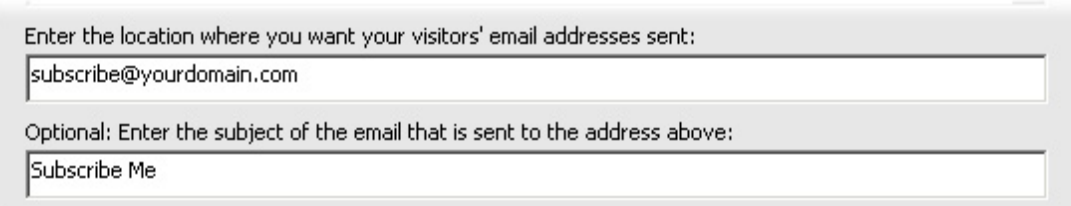
2. Subscriptions Collector Email Address



You can define any email address used by MagicSubscriber to send subscription emails.

Note: If you change the email address where you want to receive subscription emails, you must re-generate the script code using MagicSubscriber and update the corresponding web pages that use it.

3. Email Subject



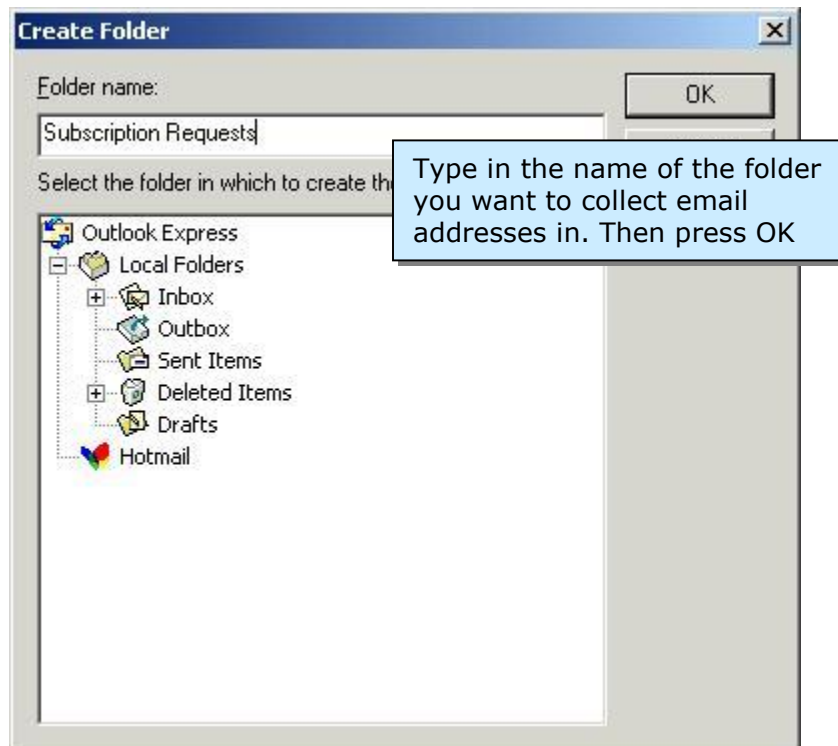
This option allows you to customize the Subject portion of the email that is sent as a subscription request to your target email address.

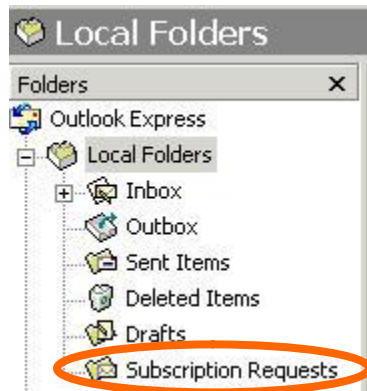
For example, you may want to filter out email addresses that are only for subscription. By default, MagicSubscriber generates a code that makes all subscription emails come with a subject line: **Subscribe Me**.

If you use Microsoft Outlook Express, and use a POP3 email address to collect the email addresses, you can apply a message rule on your incoming emails and have all emails that come in with this subject line

Secret “Email-Trap” Marketing Strategy and User Manual for MagicSubscriber

moved to a specific folder. To apply such rules in your email client application, check if it supports message rules and follow the instructions in the Help provided with the application.

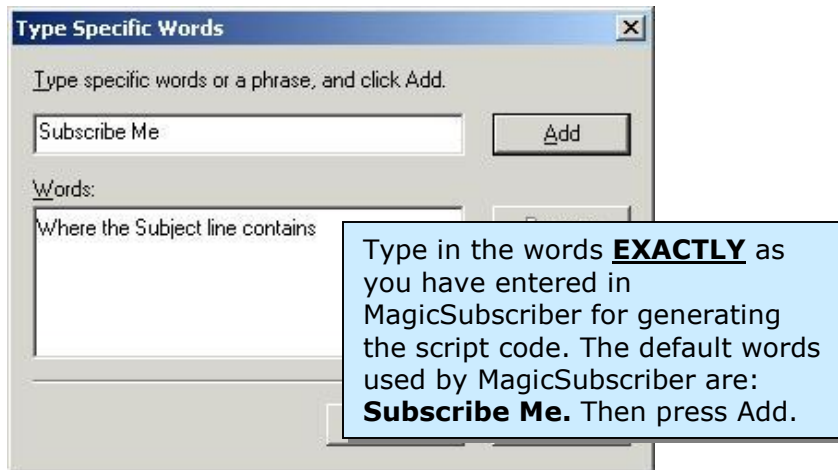
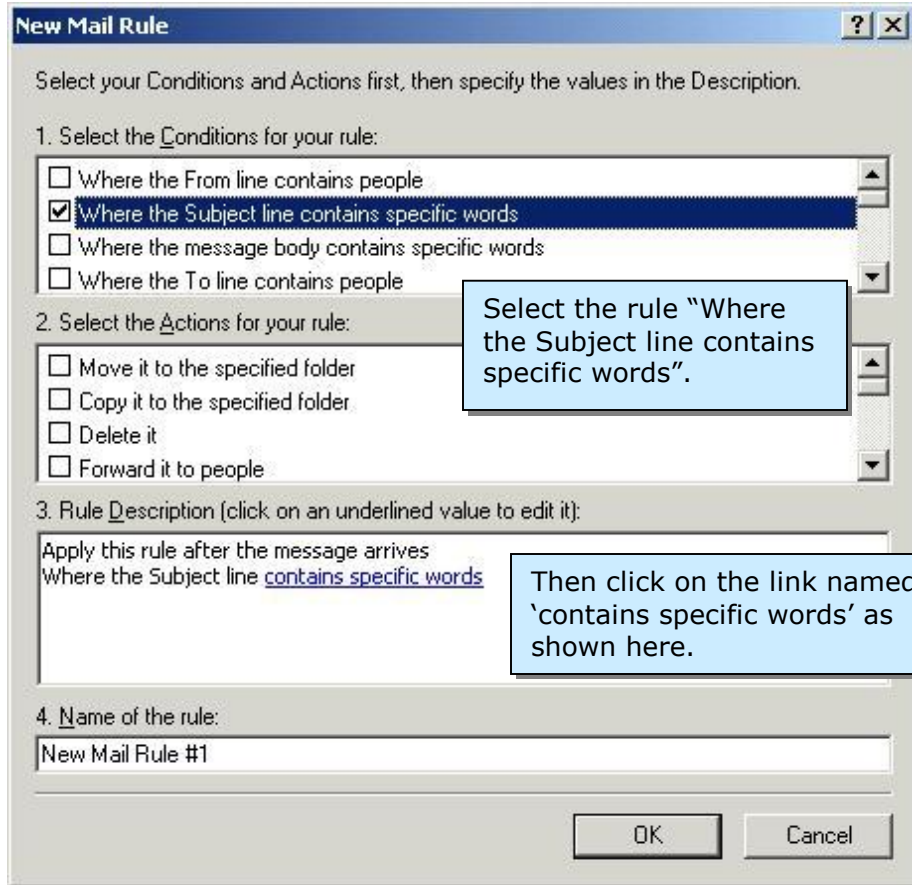


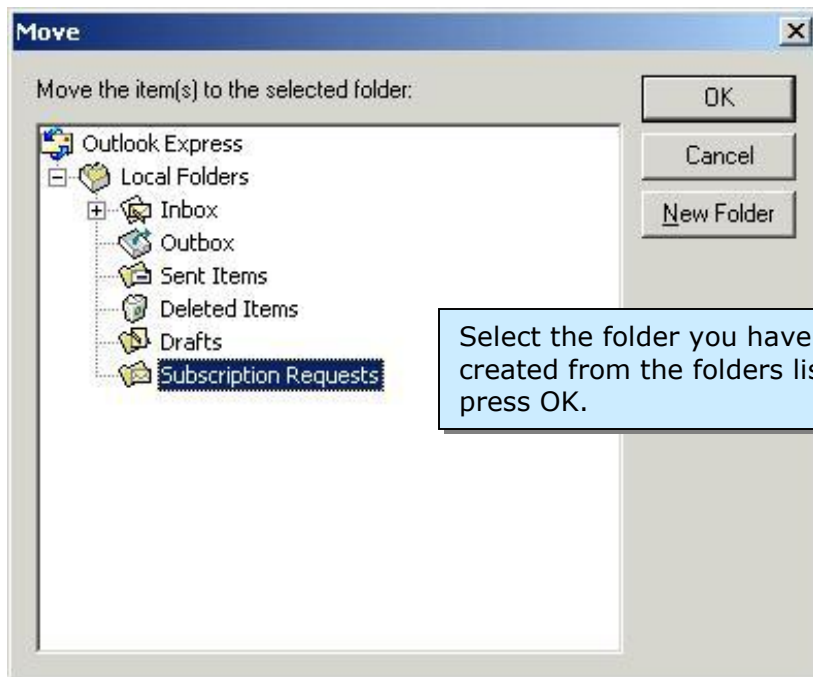
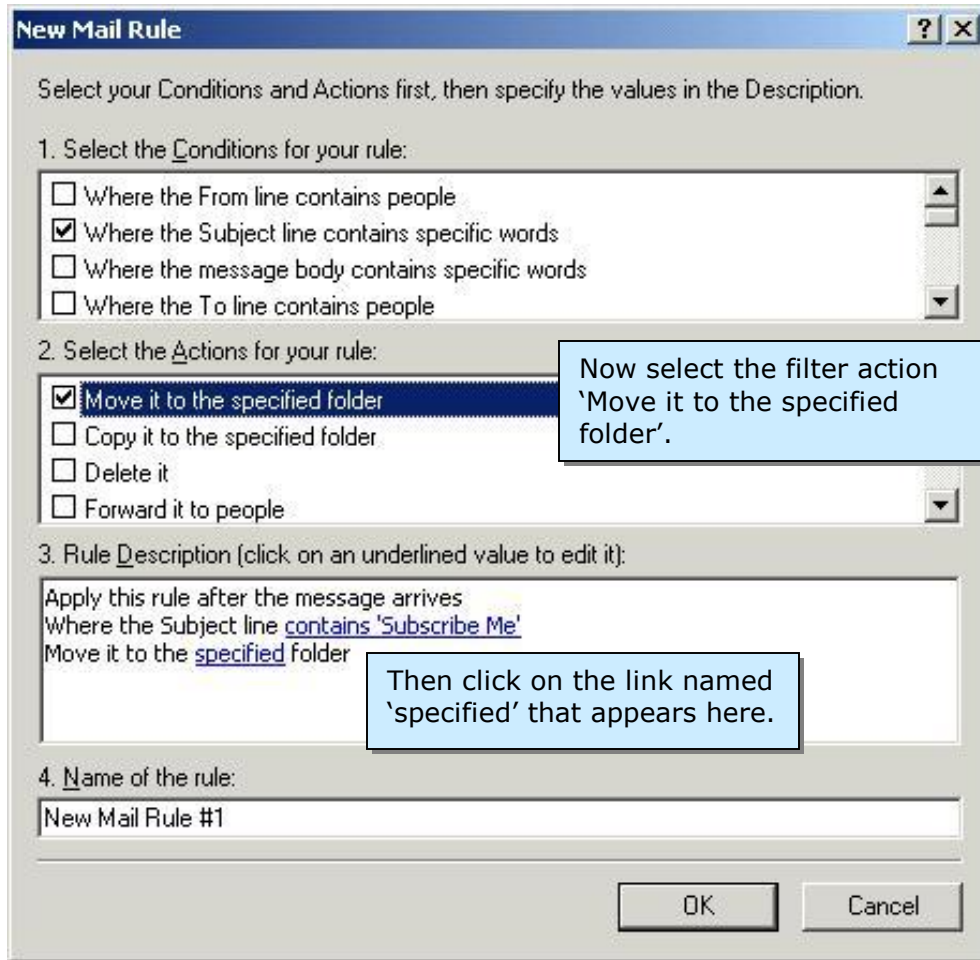


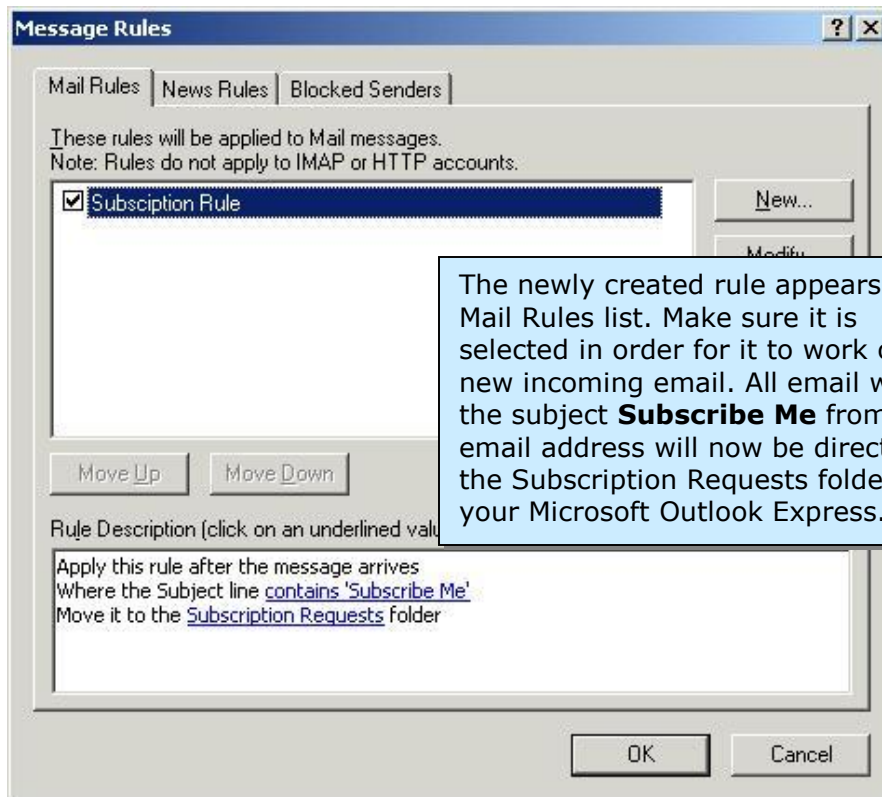
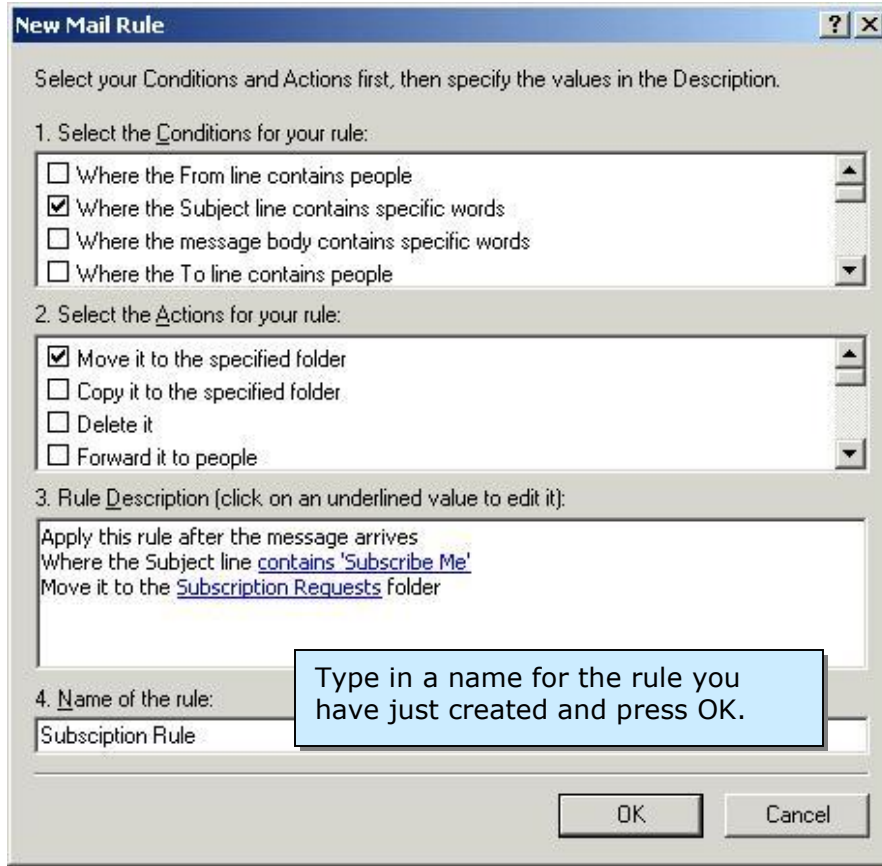
The newly created folder appears in the Local Folders list



Now from the Tools Menu, select Message Rules and then Mail







For more information, check the user help in your email client application.

4. Web Page Button Details



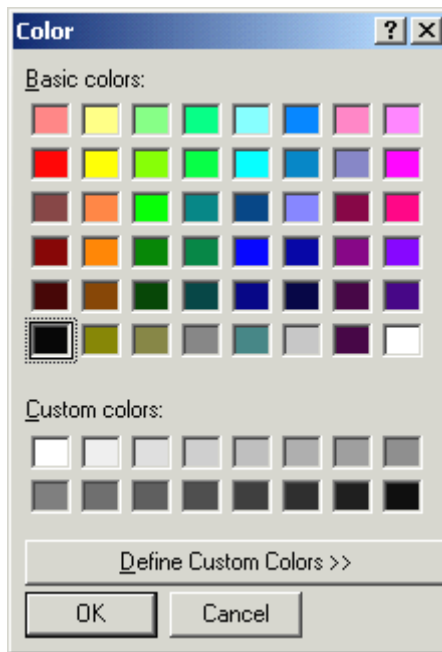
Button Details

Button Text:

Default Color: ...

Color on mouse over: ...

This option lets you modify the text and colors of the subscription button that will appear on the subscription web page. This is done via an inline CSS code that is generated along with the popup code. To choose from many different colors click the '...' button next to the 'Default Color' or 'Color on mouse over' field.



This will open up the Window standard color picker for you to choose a color. When you click OK, its corresponding HEX code can be visible in the relevant field and you are done.

Generating code with 'Default Color' as White and 'Color on mouse over' as Orange will give you the following effect:

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