

EMAIL EXCELLENCE

A Complete Training Library
For Starting, Growing,
Monetizing & Helping A List
Of Real People



**NICK
JAMES**

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Lesson One

How To Pick An Email Service Provider That Is Right For You

If you're going to build a list of subscribers and send emails to that list, then you need to select an email service provider.

The key here is that you must select a GOOD provider.

Otherwise, you're going to have issues with poor deliverability, spam complaints, losing access to your list and more.

Let me make a quick note here. If you do a search for list managers or autoresponders, you'll quickly discover that you have two options:

- 1) You can purchase a third-party email service provider, or
- 2) You can purchase a script that you install on your own site so you completely control all aspects of your list.

A lot of beginners look at option #2 and think it's a good idea. One benefit is that it's cheaper, as you generally just pay a fee for the script once, and it's yours forever. Another benefit is that some folks like the idea of controlling all aspects of their list in any way they choose.

But despite these benefits, there's one very big downside that trumps them all:

Deliverability.

In a nutshell, if you're running your own list, then you're going to spend an incredible amount of time working on deliverability issues.

You'll need to be talking to internet service providers, you'll need to be finding out why your emails are being blacklisted, and so much more. Plus if you get accused of spam - even falsely - your domain and website can be taken away from you.

The point is this lesson is about selecting a third-party email service provider because it's the best, easiest and safest option for both beginners and seasoned marketers alike.

With that out of the way, let's take a quick look at what benefits and features you should be seeking in an email service provider. Read on...

Step 1: Start With a Reputable Company

There are a lot of email service providers, but they don't all offer the same level of service. That's why you'll want to make sure your provider offers the following:

Great Customer Service

No matter what features and benefits are available, you want to be sure to choose a reputable, well-established ESP (email service provider). The ESP should have multiple customer service options available (such as live chat, email and/or phone), and they should respond quickly.

You'll also want to check when customer service is available. Is it 24/7? If not, are the available hours during your typical business hours?

Good Uptime

The next thing you want to check for is how often the ESP is up (or, conversely, how often it goes down). Ideally the ESP should communicate in a transparent way if an issue does arise.

For example, Aweber has a status page where you can always check the status and recent history: <https://status.aweber.com/>.

A Focus on Deliverability

A good ESP will devote a significant portion of its staff and resources to deliverability issues. To that end, look for a company that monitors deliverability and works to improve it. This includes removing low-quality (spamming) accounts from its own service as well as working with ISPs and email providers to improve deliverability. A good ESP will also include

a built-in spam checker so that you can tweak your emails to avoid spam folders and filters.

Step 2: Review the Service's Features

If the company and its customer service look solid, then you can start reviewing the ESP's features. Here's what to look for:

See if Templates Are Available

Look for a company that provides both opt-in form templates and email templates. A good company will provide a variety of templates, plus these templates will be "point and click" customizable.

Check for Tracking Tools

Next, see if the ESP offers built-in testing and tracking tools. You should be able to check open rates and clickthrough rates which you can use to track things such as subject lines, calls to action, and more.

Ensure Segmenting is Available

Another good feature you'll want to look for is the ability to segment your list. Often this is done with "tagging."

For example, if you want to send out an email to people who've purchased a certain product from you, then you can include all recipients who have a "Purchased Product X" tag.

Note that you should also be able to segment based on recent email behavior.

For example, you can pull out a segment of your list who did NOT open your last email. You can then send these folks a follow-up email with a different subject line to see if you can catch their attention and get them clicking.

Look for Automations

You'll find that automations, if available, are a time-saving feature. You can think of automations as "If – Then" features (if X happens, then Y should occur).

For example, if someone clicks on a link, then that person should get a particular email, or they should be added to a particular segment of your list.

Step 3: Determine What Other Features are Important to You

Now that you've determined that a potential ESP includes the core features you need, you'll want to think about any other features that are important.

For example, if you're already using other tools and platforms, you'll want to check if your selected email service provider will integrate with the tools or resources. E.G., If you have a shopping cart, see if it integrates with your ESP. (Some do it with just one click, while others will integrate if you do a little technical work.)

Step 4: Select Your Service

Now that you know what to look for in an email service provider, you'll likely still find it an overwhelming task to select an ESP since there are so many options. As such, you can start your selection process by reviewing some of the top ESPs, including:

- Aweber.com
- GetResponse.com
- MailChimp.com
- ConvertKit.com
- iContact.com

Note that before you choose an ESP, you'll want to be sure to read the terms of service and other applicable documents carefully. That way, you'll know if the way you want to use the ESP falls within the service's acceptable-use policy guidelines.

Conclusion

You don't want to build your mailing list on a house of cards, which is why it's important to choose the right email service provider. Use the tutorial above to help you do it!

Lesson Two

How To Set Up A Landing Page That Gets New Subscribers

You've got a great lead magnet. You send useful, engaging content to your subscribers. Now you just need to let your prospects know about the benefits of joining your list. And the way to do that is by setting up a landing page (also known as a lead page or opt-in page).

Essentially your landing page is a mini sales page, as it "sells" your visitors on joining your mailing list.

The better your page is at achieving this goal, the faster you'll build your list (and the more money you'll make). As such, you can see that this is a very important part of the email marketing process.

Let's take a look at a step-by-step process for doing this...

Step 1: Design a Professional Page

While the bulk of this lesson is about crafting the sales copy for your landing page, we can't overlook the overall design of the page. If your page has an amateur, "cheap" design, your visitors are going to assume your newsletter is amateurish and cheap too. That's why you want a clean, professional design that makes a great impression.

As an example, look at this sales page...

<https://SeriousAboutSixFigures.com> *The design is simple, yet professional, and it doesn't detract from the message on the page.*

If you're not a designer, that's not a problem. You can hire someone if you choose. Or, you can use a content management system such as WordPress.org, where you'll get access to thousands of professional designs (many of them absolutely free).

Step 2: Brainstorm the Benefits

Your next step is to brainstorm all the benefits a subscriber will receive when they join your list. In other words, you want to brainstorm as many reasons as you can think of as to why someone should join your list.

Here are some questions to ask yourself in order to brainstorm these benefits:

- What type of lead magnet do subscribers get?
- What are the benefits of the lead magnet?
- What type of content do you send subscribers?
- What are the benefits of this content?
- What other perks do subscribers get? (E.G., maybe they get exclusive discounts on popular products.)

Once you know all the perks, then move to the next step...

Step 3: Profile Your Audience

In order to craft copy that really resonates with your audience, you need to know who they are, what they want, and how they think and feel. You can obtain this information by researching demographics, following niche conversations on social media and other platforms and surveying your audience.

For example, what is the typical age and gender of your audience? Where do they live? What are their biggest niche problems? What do they want? What are their niche-relevant hopes and fears? The more you know, the easier it will be to craft high-response copy that really speaks to your specific audience.

Which brings us to the next step...

Step 4: Put Together Your Copy

Now that you know your audience, and you know all the benefits of what you're offering, it's time to pull it all together into a piece of sales copy.

NOTE: *This page doesn't need to be long. A headline, a short opener, a list of benefits, and a call to action are generally all that's needed. Let's go over these pieces...*

Headline

You want to create a compelling headline that showcases one to three of the top benefits of joining your list.

For example:

- *Now You Too Can Discover the Secrets of Getting Rid of Unsightly Belly Fat – This Free Video Shows You How!*
- *To Every Allergy Sufferer Who's Absolutely Dreading the Upcoming Pollen Season: Discover the Natural Way to Get Rid of Itchy Eyes, Sneezing and that Runny Nose -- Get Your Free Report to Enjoy Instant Relief!*

Next...

Opener

Next, insert a short opener of just a few sentences which further elaborates on what you're offering and/or identifies the problem you're solving.

Example:

"It's no fun feeling miserable all the time with your allergies. Your eyes and cheeks are puffy. People are always asking you if you're crying. And your eyes itch so bad at times that it's all you can think of.

The good news is that you can get relief starting as soon as today. It doesn't matter if you've tried every OTC pill. It doesn't matter if

prescriptions meds haven't worked for you. What you'll discover inside this free report is going to change the way you think about allergies – and change your life in a very positive way!"

List of Benefits

After the opener, you'll want to share a bulleted list of your top benefits. You can share anywhere from five to ten benefits.

When possible, include statements that make readers a bit curious about the benefits they're getting. You can do this by telling visitors the benefit, while not telling them HOW they'll get the benefit. Specifically, going against what most believe about the benefit will arouse curiosity.

For example, many people believe they need to experience hunger, rumbling stomachs, cravings, feeling deprived and more when they're on a weight-loss diet. You can make people curious by telling them they can still lose weight without these unpleasant side effects. Using words like "secrets," "discover" and "reveal" will also make people curious about the benefit.

For example: "You'll discover the secrets of safe and effective weight loss – even when you enjoy a decadent piece of chocolate cake every day!"

Here's another example: "Are you making a costly copywriting mistake that could be stealing thousands of dollars from your bottom line every year? See page 33 to find out!"

Call to Action

At this point, your visitor is excited about joining your list. Now you need to insert a call to action along with your email opt-in form.

E.G., "Fill in the form below and click submit to receive instant access to [the main benefit, lead magnet, etc.]:"

Conclusion

You know you've got a great lead magnet and a great newsletter for your subscribers, but they don't know that.

Your lead page is your opportunity to tell your audience all about your free offer and how they can get instant access to your lead magnet in exchange for an email address.

Just remember that your sales copy should be helpful and enthusiastic, without any hype, strongarm tactics, psychological tricks or similar. Your goal is to focus on helping your audience, not "tricking" them.

Lesson Three

How To Create A Popup That Helps, Not Hurts Your Opt-Ins

A lot of people have a negative association when they think about popup windows.

And that's because we've all had the experience of dealing with popup windows that won't close, popup windows that become like "*whack a mole*" with multiple windows appearing simultaneously, and other annoying issues.

And so maybe you think you shouldn't subject your web visitors to popups.

You're right – you should NOT subject your visitors to annoying popups because those are sure to hurt your opt-in rates.

However, a well-timed and professional popup helps your visitors and helps your opt-in rates, which is why you'll want to start using them.

So, how do you create a useful, helpful popup? That's what this lesson is about. Let's get started...

Step 1: Avoid Tricks and Annoyances

The first thing you want to do is avoid any sort of popup that attempts to trick visitors or one that annoys them. To that end, avoid the following:

- Multiple popups on the same page. (One is enough.)
- Popups that create a new popup every time one is closed.
- Popups that cannot be closed.
- Popups that are difficult to close, such as those with hard-to-see close buttons or those that can only be closed using the “esc” key.

And similar tricks. Remember, your goal is to help people by using the popup to offer something beneficial. You want visitors to welcome your popup, not be so annoyed that they vow to never visit your site again.

Step 2: Create the Copy for Your Popup

Now you need to decide what you’ll put inside your popup window. This should be a short piece of copy that persuades people to join your list.

To that end, you can use the tips provided in the previous lesson for constructing your popup copy. The difference is that this copy may be even shorter, in the form of a headline, a handful of benefits, and a call to action alongside the opt-in form.

The key to an effective popup is to tie it directly to the content the visitor was just viewing.

This means both the sales copy as well as the lead magnet or other opt-in offer are directly related to whatever the visitor was viewing.

To make this clearer, let me share a couple examples:

Example 1: if someone is reading a blog article that shares weight-loss tips, then your popup window can offer them even more weight loss tips in the form of a free report and newsletter.

Example 2: If someone is viewing a sales page about dog training, then you can offer them a free dog-training video and/or a discount for the product they were just viewing.

Step 3: Determine the Appearance Details

Your next step is to determine when and how your popup will appear.

When it comes to timing, your options generally include:

- Appearing as soon as someone lands on the page.
- Appearing on a time delay (e.g., 30 seconds after someone lands on the page).
- Appearing on exit or exit intent (the popup appears when the person is getting ready to leave the page).

Important...

Generally, you should avoid those that appear as soon as the person lands on the page.

They haven't even read the page to see what it's about, so they'll close any popup window fast, probably without even looking at it, as they want to see what the main page is about.

As to when it appears, it depends on what you're offering and on what page it appears.

For example, if you're putting a popup on a sales page, then you may use an exit popup.

That way, you keep the focus of the sales page on purchasing a product – but if they leave without purchasing, then you can use the popup to persuade them to join your list.

The second thing to consider is the appearance of the popup. Here again there are multiple choices. Just be sure it's easy for the prospect to close the popup window if they so desire.

- A lightbox popup darkens the main screen so that people focus on the lightbox. The lightbox also tends to be nearly as large as the main screen, so the reader can't miss it.
- Another option is the regular popup, which is a smaller window that pops up over the main page.
- Still another option is a slider window, where the popup "slides" in from the top, bottom or side of the screen. This is a little different than most popups, so it's designed to capture attention.

In order to determine which one is best for you, it's a good idea to do some testing to see which types your audience responds to the best.

Which brings us to the last step...

Step 4: Track and Test

The only way to know for sure what helps your opt-in rate the most is to test and track your popup windows. To that end, you can test the following:

- The copy for your popup (headline, benefits and call to action).
- Overall design of the popup's interior (e.g., font, font color, images, etc.).
- What you're offering – you can offer different lead magnets, depending on what the visitor was just viewing.
- How and where the popup appears.

Even if your popup seems to be doing well, it's a good idea to track and test as you may be able to improve the response rate even more. If you're using a third-party service to create your popups, then check that tracking tools are included.

Conclusion

As you just discovered, popups can be really beneficial to your business and welcomed by your audience. Here's a recap of creating an effective popup:

1. Choose what you're going to offer inside a popup. Be sure to tailor the lead magnet to match the content the visitor is viewing.
2. Craft the copy for the popup.
3. Choose the details such as timing and appearance of the popup.
4. Commit to testing and tracking to improve response rates.

Remember, seek to create popups that help, not harm your conversions!

Lesson Four

How To Craft Subject Lines That Get Your Emails Opened

The most important part of any email is the subject line.

That's because if the subject line doesn't effectively capture your subscribers' attention, then the rest of your email isn't even going to get opened, much less read or clicked on. And that's why you'll want to invest some time in crafting compelling subject lines that your audience is sure to open.

Here's how to do it...

Step 1: Determine the Benefits of Your Email

You need to pull out the big guns in your subject line. In other words, what is the single biggest benefit the recipient will enjoy if he opens your email? That's what needs to appear in the subject line.

For example, is the audience going to learn a faster and easier way to do something? Are they going to get a free tool? Are they going to get a special bonus or discount on a paid offer?

Whatever you do, don't use a clickbait-style subject line. The subject needs to be both irresistibly compelling AND 100% relevant to the content inside the email.

Step 2: Draft a Variety of Compelling Subject Lines

Now that you know your main benefit, you need to brainstorm as many potential subject lines as you can think of that feature this benefit.

In addition to showcasing a benefit, you might also consider using social proof in your subject line.

Finally, just as with landing-page headlines, you can arouse curiosity with your email subject line in order to boost open rates.

For example, you can use the subject line to share a counterintuitive benefit, or you can simply use words like "secret" or "discover" to arouse curiosity.

In some cases, a question mark can make people curious enough to click. E.G., "Housetrain a senior rescue dog in as little as 48 hours?" The question mark exists because a lot of people think it's really difficult to housetrain an older rescue dog, but this email subject line is suggesting it can be done in as little as 48 hours. People are going to be curious enough to click.

You can use these templates to get you started:

- *The quick and easy way to [get a benefit]. E.G., The quick and easy way to shed 10 pounds.*
- *Are you making these [type of] mistakes? E.G., Are you making these costly home-buying mistakes?*
- *Who else wants [a benefit]? E.G., Who else wants a free dog trick-training video?*
- *The #1 way to [get a benefit]. E.G., The #1 way to get into med school (it's not what you think).*
- *[Get a benefit] [without possessing something specific or doing some hard thing]? E.G., Land a \$100k job without a college degree?*
- *Save [amount or percent] during this [limited] flash sale! E.G., Save 50% during this 12-hour flash sale!*

Step 3: Develop Your Subject Line

Now that you have a draft of a subject line, you'll want to do the following to further develop and improve it:

Keep it Short

Most email clients truncate long email subject lines. While the character count varies, generally it's around 60-65 characters. As such, craft short subject lines that can capture attention in just a few words.

Consider Personalizing It

Most email clients let you personalize your emails with the recipient's first name, including the subject line. While you don't want to overuse this tactic, using the recipient's first name every once in a while can really make a big impact.

For example:

- *Are you at risk of a heart attack, John?*
- *This dog-training tip is for you, Suzy*
- *Jane, you can save 25% with this special offer...*

Craft a Matching Preview

Most email clients let recipients preview the first line or two of the email without actually opening the email. As such, be sure your first line or two works hard to capture the reader's attention.

For example, you might tell a story in the beginning of your email, being sure to use words that will intrigue any recipient who's still looking at the preview.

E.G., "I could hardly believe my eyes when I opened up my PayPal account..."

Use a Swipe File

It's a good idea to build a swipe file of subject lines from other people that have caught your attention. Then you can look to your file for inspiration.

For example, you may see a subject like this in your email: Who else wants tighter abs in just 5 minutes a day?

The basic formula for that subject line is this: Who else [wants a desired outcome] in just [a very short period of time]?

You can use it for inspiration to create your own subject:

Who else want to double their conversions in just 10 minutes?

1. You can build this swipe file by subscribing to several good newsletters both inside and outside of your niche. You may even set up a special email address just to collect these newsletters. Then you can set up a folder where you copy the very best subject lines that caught your attention.
2. You can also check out sales letter headlines since headlines follow the same basic formula as subject lines. Perhaps the only difference is that sales letter headlines tend to be longer, so you'll need to focus on shorter ones.
3. Finally, you can also look at swipe files other people have collected (both free and paid). For example, you can run a Google search for "email subject line swipe files."

And finally...

Test It

As always, you'll want to test subject lines to improve your open rates. You can test the personalization (with or without), test whether icons improve or decrease open rates, test punctuation (e.g., question mark, no question mark, no punctuation at all) and, of course, test out different subject lines.

Conclusion

You just discovered how to craft effective email subject lines that catch attention and get people opening your emails. Be sure to commit to testing and tracking your subject lines so that you can determine which ones produce the best response.

Lesson Five

How To Write Emails That Keep People Reading

If you've crafted a good subject line, then you're one big step ahead in getting your subscribers to read your emails. Now you need to actually craft an email that engages your readers and keeps them hanging on your every word.

How do you do that? By following these tips, tactics and ideas...

Step 1: Start With the End in Mind

Before you write a single word, you want to consider what it is that you want readers to do when they get to the end, such as click a link to purchase a product. That way, you can design an email that's built around this end goal.

Step 2: Craft a Strong Opener

If subscribers open an email, and the first several lines don't capture their attention, they're going to move on. That's why your opener is extremely important as far as getting and keeping the reader's attention. Here are several solid ways to open your email...

Tell a story

Stories tend to engage people on an emotional level, keep them reading, and make your content more memorable.

For example, let's suppose your email is going to share how to avoid common job interviewing mistakes. Instead of jumping right into the mistakes, you can share a story of what happened during one of your worst interviews ever. This sort of story not only makes your content more enjoyable to read, it helps build rapport with readers.

Ask a question

Another way to open your email is by asking a question. The key here is to ask a question that's either NOT a yes or no question, or one that you already know how your reader will answer.

For example, if you're writing to people who need to lose weight, you might ask the following yes or no question IF you're sure your audience will say yes: "Do you dread shopping for swimsuits?"

Another type of question is to make people think about something. This works particularly well if the question engages them emotionally, like the following question. "What would you do if your dog walker lost your dog?"

Lay out a problem

Another way to open your email is to show your audience that you understand their problem. For example:

Imagine this...

You worked so long on this product. You thought you did absolutely everything right. You even hired a top-tier copywriter to craft the sales copy.

And yet when you opened your payment processor account, you didn't see a single sale. Not one.

What on earth happened?

Next...

Build anticipation

If you have a "how to" or other informational email, you might let readers know what they're going to discover if they keep reading. The idea here is to build anticipation to keep them interested.

For example: "You're about to discover a simple, yet wildly effective, way to boost your metabolism. And it doesn't involve starving yourself, exercising for hours a day, doing some sort of weird "cleanse," or taking pills..."

Step 3: Engage Readers Throughout the Email

If you have a good opener, then your readers are interested – for the time being, anyway. Now you need to keep them engaged. Follow these tips...

Use a conversational tone.

Imagine that you're writing to a good friend and use that same conversational, friendly tone throughout.

Make your content easy to read.

Use short sentences and short paragraphs with plenty of white space. Keep in mind that many subscribers may be reading your email on their phone or other small device.

Drop cliffhangers.

Here's where you build anticipation and curiosity about what's coming up. E.G., "In just a moment, I'll share with you my strategy for getting 1000 new email subscribers every month. But first..."

Think "edutainment."

Your goal is to educate your readers, but you also want to entertain them so they'll keep reading. To that end, use some light humor and use storytelling to keep people interested.

Step 4: Proof, Polish and Format

Your final step is to proofread your email to get rid of spelling errors, grammar errors and factual errors. For best results, you may ask someone else to proof your email, as they'll be able to catch the errors that you missed.

Secondly, you'll want to polish the content so that it reads smoothly, anyone can follow the information, and it's detailed enough for people to take action on. You can also edit ruthlessly here by cutting out anything that isn't absolutely necessary. Your subscribers are busy folks, so they're going to bail out of your email if it's full of fluff and filler.

One final note: While we hope that every subscriber reads every word of your emails, that's not always the case. That's why you'll want to write for skimmers.

The idea here is to highlight the most important parts of your email so that skimmers can still get the gist.

You can highlight important pieces by using:

- Bolding, especially by creating sub-headlines.
- Italicizing.
- Underlining.
- Highlighting.
- Different fonts.
- Different font sizes.
- Different font colors.
- Images that include important text.
- Captions to convey important text.
- Johnson boxes.
- Bulleted lists.

Keep in mind that skimmers often read the first and last parts of an email, so be sure to include important information in those sections.

Secondly, use the above highlighting methods sparingly. You don't want to bold, italicize, underline, highlight or otherwise showcase too much, or nothing will seem important.

NOTE: To see an example of the right way to do it, just look at this lesson you're reading right now. I've showcased certain pieces of text using features such as bulleted lists and headlines which helps skimmers without making the content look cartoonish and overdone.

Conclusion

Now that you know how to craft engaging content, take a few moments to brainstorm how you'll engage readers with the next email you create. Be specific about how you'll use the tips you just learned about.

For example, if you're going to tell a story, WHAT story will you tell? If you ask questions, WHAT questions will you ask?

If you already have an email created, then use this lesson as a checklist to be sure the content is engaging. For example, is the content easy to read on a small device like a phone? Did you engage readers on an emotional level? Did you build anticipation for what's coming later in the content?

Lesson Six

How To Develop A Series Of Emails That Presell An Offer

One common mistake for email marketers is that they send just one email out to promote an offer.

Then in the very next email they send, they promote a different offer. And so it continues, with each email promoting something else.

Will you get sales that way? Sure, you'll always pick up a few sales. But if you really want to maximize your conversions, then you need to create a series of emails to presell an offer.

Multiple emails gives you the opportunity to share different benefits and different sales angles, which alone boosts conversions.

The multiple touches further help conversions as people generally need to be exposed to an offer multiple times.

What's more, not everyone is going to see every email you send, so a sequence increases the chances that subscribers will see at least a couple of emails promoting a particular product.

So, how do you develop this series? Read on...

Step 1: Determine How Many Emails to Send

Generally, a series will range from about three to seven emails, give or take. Here are questions to ask to determine the length of your series:

1. *Is the audience familiar with the product and/or the creator?*

Newly launched products require a longer series than more-established products. Of course, this depends on your audience. Beginners in the niche will need more emails than intermediates/experts who tend to be more familiar with products on the market.

2. *What is the price of the product?*

Low-priced products require fewer emails than high-priced products.

3. *Does the audience know you?*

If this is an initial autoresponder series where you're writing to people who've just joined your list, then the series needs to be a little longer. That's because you're building relationships while promoting the product. If you're writing to a list who already knows, likes and trusts you, then the series can be a little shorter.

This isn't an exact science, so use the above as a general guideline. For example:

- *You've got a low-priced product (\$10) that you're promoting to people who already know you. Your series can be two or three emails.*
- *You've got a high-ticket item that you're just launching for \$100, and you have a mixed audience. You'll want a mid-length series of around four or five emails.*
- *You've got a high-ticket item for \$500, newly launched, that's going to take some explanation because the product itself is unusual. You'll want a longer series, around six to seven emails.*

Next...

Step 2: Decide What to Include in Each Email

Now that you know how many emails to include in your series, your next step is to outline the series. Keep in mind that this is a series, not a disjointed group of emails. As such, there needs to be continuity from one email to the next.

Secondly, take note that this series should naturally lead to your paid offer. It should be useful in that it solves part of a problem (and keeps people engaged for the series), yet incomplete so that you can promote the paid offer.

Your series can include any of the following:

- A set of steps (one step per email).
- A series of tips, tricks, secrets, hacks, etc. (one per email).
- A set of tools, such as checklists, worksheets, cheat sheets, lists, recipes, planners, and similar (one per email).
- A mini course with a set of lessons (one lesson per email).
- A set of mistakes to avoid (one per email).

... Or some other multipart series, such as a series detailing a case study.

For example, if you're selling a book about career building – and you've decided on five emails -- then you might create any of the following types of series:

- *An overview of a five-step process for finding and landing a high-paying job.*
- *A set of five checklists (e.g., a resume checklist, a checklist for evaluating a job, an interviewing checklist, etc.).*
- *A set of five tips for acing an interview.*

Next...

Step 3: Develop the Series

Now it's time to create your series. Keep the following tips in mind:

- *Craft enticing subject lines.*

In order to spur people to open your emails, you need to craft short, benefit-driven and compelling subject lines. E.G., "Are you making this costly interview mistake?"

- *Mix good content with your promos.*

As mentioned, each email you create should naturally lead to the paid offer. Generally, 80%-90% of the email should be good content, with the remainder devoted to pitching your offer. For example, you can transition from sharing a tip to promoting an offer: "If you found this tip useful, then you're going to absolutely love this..."

- *End with a call to action.*

Every email should include at least one call to action for the product – and it shouldn't include any other calls to action (otherwise you'll dampen your response rate).

For example:

The tip you just learned will go a long way towards improving your conversion rates. But when you're ready to get serious and really improve conversions, then you're going to want to join the Conversions Master course.

This exciting 10-lesson course will [insert all the benefits of the course].

Don't settle for tiny 1% conversions when you could be doing so much better. Boost your conversions, sales and revenue starting as soon as today – click here to download the course now to find out how!"

NOTE: If you have a discount, such as a coupon code, be sure to mention it in every email you send and encourage people to buy now before the discount ends.

Now a few parting thoughts...

Conclusion

You just learned how to presell an offer using a series. As always, keep in mind that testing your series (especially an autoresponder series) is a good way to further boost conversion rates. You can test:

- The number of emails to send.
- The subject lines.
- The calls to action.

And one final bit of advice...

Be sure to remove any subscribers from that particular series once they've purchased the product so that they don't continue to get emails talking about something they've already bought.

Lesson Seven

How To Increase Deliverability So More People Receive Your Emails

Sometimes when you send out an email, it can feel like you're shouting into a void. And maybe you are – especially if you haven't worked on improving the deliverability of your emails.

If you want to get more of your emails into your recipients' inboxes, then follow these steps...

Step 1: Start With a Reliable Email Service Provider

The first thing you need to do is pick an email service provider that prioritizes deliverability. In lesson one from this digital library, there's a tutorial on how to choose an ESP, so be sure to refer back to that lesson for more information.

Step 2: Be Sure to Send Out Consistent Emails

The idea here is to send out emails on a consistent basis, such as once per week. And secondly, you want to also be sure to send out emails that are consistently high quality. Failing to do either of these can lead to spam complaints which, in turn, will reduce deliverability.

For example, let's suppose you get a bit lazy with sending emails to your list. A few weeks go by, and you realize you should probably send something to them. However, at this point, some of your subscribers may have forgotten all about you especially if they were still somewhat new to your list. So when they see this strange email come in – something they're not recognizing right away – they'll just hit the spam button and get on with their day.

Here's another important point: If the emails you send trip an ISP's spam filter, they're going to end up in the spam folder rather than the inbox. That's why you'll always want to check each email's spam score before sending.

You can improve your spam score by:

- Avoiding excessive exclamation points.
- Avoiding sensitive words and phrases, like “fast money.”
- Avoiding trying to trick spam filters by disguising words (e.g., “f@st m0ney!”).

When you use a spam checker like the one included inside many ESPs' dashboards, you'll get specific advice for improving your score for that particular email.

And speaking of spam...

Step 3: Avoid Spam Complaints

As you're starting to see, you want to avoid spam complaints in order to boost deliverability. Here are four other ways to avoid spam complaints:

Don't create "spammy" subject lines

If your email looks like spam, some of your subscribers are going to assume it's spam and hit the spam button. For example, don't use subject lines such as “Get rich quick.”

Use confirmed opt-in

If you use single opt-in, and someone makes a spam complaint, it's difficult to prove that the subscriber really did subscribe to your list.

For example, their friend could have subscribed them. When you use confirmed opt-in (AKA double opt-in), they need to click a link inside an email to confirm they want to be on the list. As such, you now have proof that they requested to be on the list.

Don't repurpose your list

We've mentioned this tip elsewhere in this lesson library, but it applies here as well. Don't send content that your audience doesn't want or doesn't expect. Otherwise, some of them will hit the spam button.

Don't purchase emails

Some email marketers are eager to build their lists quickly, and so they turn to purchasing email addresses and lists. Don't do this. Put it out of your mind completely if you're considering it.

One problem with purchased lists is that you don't know where the emails originated. These lists could be spamming lists – meaning you'll get nailed for spam the moment you send a single email to them. Or they could simply be low-quality or untargeted lists, but the net result is the same in that you'll get accused of spam.

In the worst-case scenario, a low-quality list will include a spam trap address. These are email addresses that spam activists use to catch people in the act of spamming. If you email one of these lists, you're going to land on a lot of blacklists – and it's very difficult to ever get off of them.

Bottom line? Build your own lists from your own traffic sources and use confirmed opt-in.

Step 4: Let Users Take Control

When users are in control of their inboxes, they're less likely to mark your emails as spam. Follow these two tips:

Make unsubscribing really easy

If someone wants to get off your list, it should be really easy for them to do. If it's not, they'll just hit the spam button instead. That's why your "unsubscribe" link should be easy to find at the bottom of every email, and the unsubscribe process should be one-click and done.

Let users decide what emails they want

Here's where you let users take control by letting them decide how often they get emails. For example, they can receive all your emails, they can receive only the most important emails of a certain type, or they can receive "digest" emails that highlight important information from the last week or so. You can accomplish this by using list segments.

Step 5: Commit to Regularly Cleaning Your List

The next step for improving your deliverability is by cleaning your list on a regular basis. The bigger your list is, the more often you'll need to do this.

For example, if you've got a large list, you may purge your list of bad addresses once per week. For medium lists, you may do it once per month. For smaller lists, you may clean your list about once every other month or once per quarter.

In lesson number two from *EmailHowTo* there's a tutorial about how to keep a clean list, so please refer to it for more information.

Conclusion

There's no sense in working tirelessly to build and maintain a mailing list if your emails aren't even getting delivered. That's why you'll want to use the tips you just learned to improve deliverability, which includes sending out high-quality content and avoiding spam complaints.

Lesson Eight

How To Boost Your Open Rate To Get Greater Views

As you've already learned, one of your main points of focus should be on getting people to open your emails. Because if people aren't opening your emails, then they're not reading them, clicking on your links, or buying your products.

If you'd like to boost your opens, reads, clicks and conversions, then follow these steps...

Step 1: Capture Attention in the Inbox

Your email is sitting in your recipient's inbox – are they going to even notice it? Here's how to capture attention:

Use a Familiar "From" Field

People aren't going to open your emails if they don't recognize the sender name. That's why you'll want to choose the "From" field carefully, and then don't change it in the future. Your "From" field should be whatever is most recognizable to your subscribers, such as your business name, your personal name (both first and last), or a combination (e.g., John Doe, Business X).

Craft Attention-Getting Subject Lines and Previews

As mentioned in Lesson 4, your subject lines and previews are a big key to capturing attention and getting people to open your emails. Be sure to review that information again for tips on how to write compelling, benefit-driven subject lines that get clicks.

E.G., "Here's a simple trick for getting rid of aphids..."

Next step...

Step 2: Produce Quality Content

One of the best ways to get high open rates is to create a “must read” newsletter. If you consistently share good information, your readers will naturally open your emails every time they see one in their inboxes.

Secondly, you’ll want to specialize in some particular topic in your niche. You want to become the “go to” guy or gal for this topic. When readers know they are going to get specialized information from an expert, they’re going to be more likely to open your emails.

Next, be sure to include fresh information that your audience can’t find anywhere else. Be sure to do this in the very first email you send and in every email going forward. Your audience will quickly learn that you deliver new tips, ideas and strategies in the niche, so they’ll definitely open your emails.

Take note that this doesn’t mean every word in your email needs to share something that your reader has never heard of before. It means there needs to be something about your email that’s fresh. To that end, check out these tips for sharing something unique:

- Share a fresh tip.
- Share a twist on an old method.
- Provide a new way of using a familiar object.
- Tell a unique (relevant) story.
- Provide a fresh approach/viewpoint.
- Share a unique case study.
- Construct your email in a fresh way, such as by sharing a step-by-step process inside of a unique formula.

Finally, people can’t open your emails if they don’t even see them. That’s why you’ll want to work hard to stay out of spam folders. This starts with using a reputable email service provider (like Aweber). You’ll also want to

use a spam checker to ensure your email doesn't have red flag content that's going to land it in a spam filter.

Next...

Step 3: Create a Series

People like to finish what they start, which is why sharing a series is a good way to boost your opens. You can share one long series over time, or you can create and share multiple series. The idea is to share one tip, one step, one method, one interview, one tool, and so on in each email over time. If people like what they're seeing, they're going to keep opening your emails.

Let's suppose you're sharing weight loss information. You might do a 12-week case study where you share tips and advice – along with your real-time case study – in a series of at least 12 weekly emails (or 24 emails if you do two per week). People will get engaged and want to follow along, so they'll keep opening your emails. Once the series is over, they'll keep on opening your emails since now you've impressed them and developed a good relationship with them.

Step 4: Think Long-Term to Boost Opens

Doing things like crafting a good subject line helps increase your open rates for individual emails. However, one thing you need to know is that open rates aren't just based on a single factor. If you want to increase your open rates, then you need to take a few consistent steps over time.

These steps include the following:

Get Personal

People like to do business with those they know, like and trust – and they are also more likely to open emails from familiar people. That's why you're going to want to work hard to build good relationships with your audience.

One way to do this is to share personal information from time to time. For example, share what mistakes you made in the niche. Share your

triumphs and struggles. Share photos or videos to help build relationships and to let people put a face to your name.

Don't Repurpose Your List

When people first sign up for your list, you need to set expectations about exactly what sort of content they'll receive and how often they'll receive it. You can set these expectations on your landing page and then reinforce them in the first few emails you send. Just be sure that you're meeting your readers' expectations. In other words, don't repurpose your list and start sending out content that people don't want, as your open rate will plummet (and your unsubscribe rate will soar).

Segment Your List

You can get higher open rates if you're sending highly targeted content to a segmented audience.

For example, if you're sending out a promo for a certain product, then be sure to exclude everyone who's already purchased that particular product. If you don't do this, then you'll end up with a cold list, as people will stop opening your emails since they aren't relevant to them anymore.

Send Emails Out at the Right Time

You'll need to test and track your emails to see when is the best time to send them – and then start sending out all emails at those times. For example, if you find that people both open your emails and click on them on Tuesday and Friday mornings, then that's when you should send the bulk of your emails.

Conclusion

Take a moment now to review the information you just learned and determine how you're going to apply it, where applicable.

For example, what expectations will you set for your readers, and how will you meet those expectations? What name will you use in your "From" field? What sort of personal information will you share to help build good relationships with your subscribers?

Lesson Nine

How To Up-Level Your Click-Throughs So More People Take Action

What is your reason for sending out the specific email that you're working on right now?

Answer: You've got a specific goal in mind, which means you want your audience to take a specific action when they finish reading your email.

One of the most common goals is for subscribers to click on a link and purchase a product. But there are other goals too, such as clicking a link to take advantage of a free trial, register for a webinar, request a freemium, watch a video, request a free quote and so on.

The more people who click your link, the more people who get help. And it's beneficial to you too as higher conversions put more money in your pocket. That's why you're going to want to check out these steps for upleveling your clickthroughs...

Step 1: Find Out What Your Subscribers Want

First things first – be sure you're sending content and offers that your audience really wants. If you're not sure what they want, then you need to do some market research. You can:

- Find out what sort of infoproducts they're buying.
- Survey them to find out what information they want from you.
- View niche communities (such as social media) to see what topics are popular.
- Check your own sites to see what topics are popular.

Giving people what they want boosts the number of people who are going to open, read and respond to your emails (meaning they'll click on your

links and take action). Plus giving people what you want also helps you build good relationships with your list which, in turn, also positively impacts clickthroughs.

Step 2: Plan and Outline a Focused Email

Sometimes when you think of a newsletter, you think of an email publication that includes two or three different features. For example, it may include two short articles and a promotion for something that's related.

Forget about that. If you want to boost your clickthroughs, then you need to make your email laser-focused on a singular goal. Your entire email should be constructed around that goal without any distractions.

For example, if you want people to click a link to purchase a product, then you might send a case study that showcases the good results of using that product. Thus the entire email is built around getting people to click on your link – with no distractions from other articles or features.

In addition, be sure you don't have any other distractions.

For example, don't ask people to share your content on social media. Don't ask them to go to your blog to watch a video. Don't remind them about an upcoming webinar or a product launch or anything else. Instead, keep the sole focus on that one specific action that you wish for your audience to take.

On a related note...

Step 3: Select a Simple Layout

The way you format your content can affect its readability either positively or negatively. If you affect it in a negative way, people aren't going to finish reading your content, which means they're never even going to see your link.

How do you create a layout that will affect your conversions in a positive way?

Follow these tips:

- Use a simple, single-column layout.
- Insert plenty of white space for easy readability.
- Use simple sentences and short paragraphs to improve readability.
- Highlight important text in subheadlines, using different font styles, or similar so that skimmers can get the gist of your content.

Next....

Step 4: Craft an Engaging Slippery Slide

Just giving people the content they want isn't good enough – this content needs to be engaging, too, in order to keep people interested and reading. Indeed, you can think of your content as a slippery slide, where the job of each word and each sentence is to get the subscriber to read the next word and the next sentence. They should effortlessly “slide” down your email and read right to the very end where they'll see your link.

How do you create this sort of content? Check the other lessons in this library that address this issue, such as lesson twenty-three, “How To Create Content That Delights Your Audience So They Want More.”

Step 5: End With a Solid Call to Action

When people get to the bottom of your email and see the link, you might assume that they'll know to click on it. However, researchers have shown time and again that you can significantly boost your conversions by including a call to action. This is where you tell your subscribers exactly what to do next, how to do it (where applicable), and why they should do it.

NOTE: If you have a longer email, you may insert two calls to action (CTAs), but both of them should point to the same link and the same action. For example, you might insert one CTA near the end

of the main body of your email and then insert a second CTA in the postscript of your email.

Let's go back to the example where the email details a case study, and then you end with your link and CTA. The CTA may look something like this:

If you'd like to get these sorts of results too, then I highly recommend you join the Fat-Loss Club today. It's just \$1 for the first month. If you're getting results, and you like what you see, then you can continue for just \$10 per month.

You won't find a better way to lose weight with delicious meals, fun exercises, and the support of plenty of other women just like you.

So click here to take advantage of your \$1 trial now – but hurry, this trial offer ends tomorrow!

Notice that the CTA tells people what to do (click here) and why they should do it. Not only does it list the benefits of the offer, it also includes some urgency with the expiring trial offer. All of this creates an effective CTA that will boost your clickthroughs.

Conclusion

There is no single thing you can do that will boost your clickthroughs. Instead, it's all about consistently sending out good information, building relationships with your audience (which you'll learn about in more detail elsewhere in this library), focusing your email, and employing an effective call to action. Go ahead and put these steps and tips to work – I think you'll like how they improve your clickthroughs!

Lesson Ten

How To Create A Lead Magnet That Attracts Subscribers

*Getting people to join your list isn't quite as easy as saying,
"Hey, I have a list – you should join it!"*

See, people are pretty protective of their email addresses so they only join lists that they're really interested in.

And in many cases, the thing that sparks their interest is a really juicy incentive.

Of course, I'm referring to a lead magnet, which is a free product, tool or resource that you offer to subscribers in exchange for their email addresses.

How do you create a lead magnet that attracts subscribers? That's what you're about to find out inside this lesson. Let's get started...

Step 1: Discover What Your Audience Wants

Your first step is to be sure that you're offering a lead magnet that your audience really wants. And in order to figure out what they want, you'll need to do a little market research.

Even though you're offering something for free, one of the best ways to find out what your audience wants is to see what they're already buying. If they're buying infoproducts on a particular topic, then you can rest assured they'll happily exchange their email addresses for the same type of product.

TIP: To find out what they're buying, go to infoproduct marketplaces such as Amazon, ClickBank, JVZoo and Udemy. Run a search for your niche keywords and pay attention to which topics are bestsellers, as well as which ones have plenty of competition.

Both of these are clues that there's a healthy market for a particular topic.

Next...

Step 2: Determine What You're Selling

Now that you know what topics most interest your audience, your next step is to determine what you'll be selling from within your lead magnet. In other words, what is your tripwire product?

What you want to do is create a lead magnet that naturally leads to the paid offer. Your lead magnet should be useful but incomplete. Useful in that it solves part of a problem, but it's incomplete as it doesn't solve the entire problem, which gives you the opportunity to promote your paid offer.

For example:

- *You're selling a guide to creating effective Facebook ads. You might offer a set of Facebook ad templates as a lead magnet.*
- *You're selling a debt management guide. You might offer a set of debt management worksheets as a lead magnet.*
- *You're selling a weight loss course. You might offer a free report that provides an overview of what's in the course.*
- *You're selling a golfing course. You might splinter the course and give one lesson away for free as a lead magnet.*

So, what you want to do is pick a topic that your audience wants (see Step #1) as well as a topic that naturally leads to your paid offer.

Next step...

Step 3: Decide on the Right Format

There are multiple types of product formats you can use to create your lead magnet, including:

- Ebooks and reports.
- Videos.
- Audios.
- Webinars.
- Membership sites.
- Apps / software / plugins.
- Checklists.
- Worksheets.
- Templates.
- Swipes.
- Cheat sheets.
- Spreadsheets.
- Planners / calendars.
- Lists.

And similar. What you want to do is decide the best format for your lead magnet based on 1) What your audience wants, 2) The best format for this particular topic, taking into consideration what you're selling on the backend.

For example, maybe you're selling a weight loss guide, and your market research shows that people in your niche really want to know what to eat without feeling deprived or hungry all the time. You can offer a set of meal plans and recipes as a lead magnet. People who like this lead magnet will naturally want to learn about the diet, plus they'll want more meal plans and recipes, both of which your paid product provides.

Step 4: Develop Your Product

At this point, you know exactly what type of product to create that's sure to attract a targeted audience while also helping you promote your paid offer on the backend. Now you need to develop the product. You can do this yourself, or you can outsource the task. Either way, keep these tips in mind...

Be Sure Your Product is Valuable

Even though you're giving away this lead magnet, it needs to be valuable. Indeed, it should be something you could easily sell to your audience. In order to boost the value, be sure you're offering information using a fresh approach and/or offering fresh tips and ideas that your audience hasn't seen anywhere else.

Create a Compelling Title

Some people will decide whether to claim your lead magnet just based on the title, so you want to make sure you create a compelling, benefit-driven title.

For example:

- *How to [Get a Desired Outcome] In Just [Short Period of Time]*
- *The #1 Way to [Get a Benefit]*
- *The Top Ten Tips, Hacks and Secrets for [Getting a Benefit]*

Next...

Present it Professionally

In order to make a great first impression on your audience, be sure your product looks professional. This includes getting the interior of the product professionally formatted, laid out and designed. It also includes getting a professional ecover design to insert on your lead page.

If you can't do these tasks yourself, no problem. You can outsource them by using a site like Fiverr.com, Upwork.com, PeoplePerHour.com or Guru.com. You can also find a proofreader on these sites to be sure the finished product looks professional.

Conclusion

You just learned how to create an effective lead magnet that your audience is sure to love.

One more word of advice:

Don't create just one lead magnet.

Instead, create multiple attractive lead magnets and segment your audience based on the lead magnet they request. Creating multiple lead magnets will help you reach a wider audience, build your list faster, and create a more responsive (segmented) list.

Lesson Eleven

How To Segment Your List To Send The Right Content To The Right People

Building a list is an important step to growing your business. However, if you want to create an even more responsive list and reduce unsubscribes, then you'll want to segment your list.

Segmenting refers to separating your list according to specific subgroups, which you can then target with highly relevant content and ads. These subgroups may be based on things such as demographics, the audience's interest, and the audience's behavior (e.g., what they've purchased).

Here's how to do it...

Step 1: Select an ESP With Built-In Segmenting

Most major email service providers (such as Aweber, GetResponse and similar) offer segmenting tools so that you can automate the process of segmenting your lists into subgroups. For example, many of these services let you create "tags" that you attach to subscribers based on their purchases, interests, demographics or other factors. You can then email (or exclude) everyone who has a certain tag.

For example, let's suppose one of your list segments includes everyone who's purchased one of your products (let's call it "Product X"). You can do the following with this segment:

- Send out special content that includes bonus information related to Product X. E.G., "Here's a bonus set of meal plans and recipes to go with Product X – free!"
- Send out targeted offers, such as backend products that are related to Product X. E.G., "If you love Product X, then you're going to really love Product Y. Here's an exclusive offer..."
- Exclude this list segment whenever you're sending out promos for Product X so these folks aren't getting promos for something they already purchased.

As you can see, there are multiple ways to use your list segments, all of which will help boost response rates and lower unsubscribes.

With that in mind, let's take a look at the different ways you can segment your list, while being aware that a single user can have multiple segment "tags." Which brings us to the next step...

Step 2: Plan Your Segments

You'll want to think about smart ways to segment your particular audience based on their demographics, purchases and behaviors. Let's look at several popular segmenting methods:

Segment Prospects and Customers

This is your most basic segment where you separate your prospects from those who've purchased something from you. This is a start, and then you move to the next category...

Segment Based on Products

Here you segment your list according to which product a customer purchased or which lead magnet a prospect requested.

Segment Based on Registrations

Do you have any events that your audience is registering for? You can segment based on these events such as live offline events, webinars, and contests.

Note that it's very important to separate contest entries from the rest of your list. That's because contest entrants tend not to be as targeted as people who are requesting lead magnets so you need to spend extra time building good relationships with them. In other words, you don't want to immediately have your contest entrants start receiving all your regular promos. Instead, put them into an autoresponder and build relationships first before they join your general pool of prospects.

Segment Based on Buyer Behavior

The idea here is to separate customers based on whether they always pay full price, sometimes pay full price, or always only purchase when they can take advantage of a sale. You can even further separate bargain hunters based on whether they do flash sales, take advantage of coupon codes or similar.

Segment Based on Demographics

Here you separate out your list based on the demographics that matter to your particular niche or products. For example, you might segment by gender, age, and location.

NOTE: Location is almost always important for segmenting because that way you can send your emails at a time when a particular segment of your list is awake and online.

Segment Based on Interests

The idea here is to ask your subscribers what topics interest them and then segment based on those stated interests. You can ask your subscribers when they're first joining your list, or you can ask at any time thereafter. You can even do follow ups from time to time to see if their interests have changed.

Segment Based on Traffic Source

Still another way to segment your list is based on how they found your business.

For example, if you segment based on which marketing partner sent them, then you can send out "Special Offers for Friends of John Doe." Or if the traffic came in on certain keywords (such as "deaf dog training"), then you can segment based on those keywords which tells you what interests those particular subscribers.

Segment Based on Email Behavior

Many email service providers let you keep track of people who open an email or click a link. If your provider has these sorts of automations in place, then you can segment your list according to whether someone is reading emails, clicking links, failing to finish reading a series of emails, or similar.

Let's suppose your email is designed to send people to your blog to read a specific blog post on the topic of search engine optimization (SEO). You can segment your list by everyone who clicks on that link, as you know they're interested in SEO. You can also segment based on those who didn't even open the email, as you can then follow up with them and send another email.

And finally...

Step 3: Utilize Your Segments

Once you start segmenting, then you'll want to begin use of these segments.

For example, if you know that a specific segment of your dog-training list owns large dogs like Great Danes, then you can segment that portion of your list and write an ultra-targeted email that speaks directly to large-dog owners. For example, you can talk about how large dogs due to their size can naturally find more mischief, such as counter surfing and getting into other things they shouldn't.

Another example: let's suppose you're sending your email subscribers to a sales page. Here are possible scenarios:

- *If someone purchases the product, they get put on the segment of your list of people who purchased that product, and then they automatically start an onboarding sequence.*
- *If someone doesn't open the email, you send a different email with a different subject line.*
- *If someone opens the email but doesn't click on the link, you follow up with an email taking a different sales tactic (such as providing social proof).*
- *If someone opens the email, clicks the link, but doesn't buy the product, you might follow up with a discount that's good for the next 24-48 hours.*

Now a few parting thoughts...

Conclusion

You just learned how to segment your list which will produce better response rates for your email marketing efforts.

One more piece of advice:

This strategy isn't reserved for prospect and customer lists only.

If you maintain other types of lists – such as a list of your marketing partners – you can segment those lists too.

For example, you can separate your super affiliates from the rest of your affiliates which allows you to send special perks and offers to the super affiliates.

So go ahead and put these tips to work – you'll be glad you did!

Lesson Twelve

How To Clean Your List To Keep The Interested And Remove The Inactives

If you run a mailing list long enough, eventually you'll see the response rate go down.

- Sometimes subscribers simply lose interest in the topic/niche, or they lose interest in your specific list. They may trash your emails directly without even opening them.
- In other cases, the subscriber is no longer checking the email address, so your emails are going to an increasingly overflowing inbox.
- And in some cases, the recipient is setting your email aside for "later" with good intentions – but naturally, those emails tend to not get opened either.

Whatever the reason, your list is growing cold. Fortunately, there are things you can do to get it warm again which, in turn, saves you money (if you remove those who are inactive), boosts your response rate, and reduces spam complaints.

Let's take a look at what you need to do...

Step 1: Move to Confirmed Opt-In

If you're currently using single opt-in, then you'll want to move to confirmed opt-in (which is sometimes referred to as a double opt-in). This is where the person opts into your list and then needs to click a link in their email to confirm they want to be on your list.

Confirmed opt-in tends to create a more responsive list because only those who are truly interested will confirm their subscriptions. In addition, confirmed opt-in helps you avoid spam complaints. Sometimes people forget they subscribed to a list and then hit the spam button, but the confirmed opt-in proves they did indeed subscribe. Confirmed opt-in also avoids the problem with people opting their friends into lists (and then the friend truly believing they've been spammed).

Step 2: Check Your Stats for Bounces

The first thing you'll want to do is see if there are any hard bounces. A hard bounce is when an email address is no longer valid/working so the email "bounces back" to the sender. Most email service providers clean out hard bounces automatically. You'll want to check with your provider to see if they do this. If not, be sure to clean out hard bounces regularly (ideally as they occur).

Secondly, you'll want to check your email stats for soft bounces. A soft bounce is typically a temporary problem such as an inbox that's over quota and bouncing out all new emails. Many email service providers will delete email addresses if they soft bounce multiple times. If your ESP doesn't do this, then you can delete any addresses that soft bounce multiple times over a period of time.

Step 3: Get Rid of Bad Email Addresses

Sometimes people forget they joined your list, come across your opt-in page, and join your list again – now you have a duplicate email address. If you're sending out a newsletter, the person will get it twice, and they may delete both copies since it looks spammy to send the same email multiple times. As such, you'll want to be sure to delete these duplicate email addresses if your email service provider doesn't do this for you.

The second type of email address to get rid of is anything that looks spammy. An example of a spammy email address is one with nonsense letters and numbers. Here's a made-up example just to give you an idea of what we're talking about: X88a999d@yahoo.com (take note that spam accounts tend to use free email accounts like Gmail, Yahoo and similar). You can generally delete these if you see them, though you may want to check first if the subscriber has been active at all.

Step 4: Re-Engage Cold Subscribers

Your next step is check your list for subscribers who've been inactive for several weeks to a month or more. You can attempt to re-engage these subscribers by sending them a re-engagement campaign. (Note that lesson sixteen of this digital library includes a tutorial on how to create a re-engagement campaign.)

And if some of these subscribers don't re-engage even after the campaign, then you can safely delete them.

Step 5: Improve Your Email Practices

Finally, you'll want to be sure you're not directly contributing to a list that's growing cold. Follow these tips and best practices:

Check Your Spam Score

You can use an email tester to be sure your subject lines and body copy aren't triggering spam filters. For example, if your email includes a phrase like "quick and easy cash," it's likely to end up in a spam filter.

Some email service providers include a spam checker right in the dashboard, so you can check emails on the fly. You can also use any number of free tools such as Mail-Tester.com.

Ensure Emails Are Mobile Friendly

Many of your subscribers are likely reading your emails from a small device such as their phone. You'll want to make sure your emails are mobile friendly and look great across devices. If they don't, you're likely to get people opening your emails and never clicking on any links. Eventually, these folks will simply stop opening your emails if they have troubles reading the content. (See lesson thirteen in this digital library for more information about how to create mobile-friendly emails.)

Send Targeted Emails

Finally, make sure that you are indeed sending content and offers that your audience wants and expects. Don't repurpose your list and don't send out offers to help out another email marketing friend if those offers or content aren't of direct interest to your list.

Take note that this applies to seemingly benign activities too such as promoting a charity – especially a charity that's not relevant to your list.

For example, if you have a dog-related list, then this list may not mind if you occasionally promote a dog rescue charity. However, this list may stop opening your emails if you do that too often, or if you promote non-relevant charities (such as an Alzheimer's organization). It may be a good cause, but it's not what your audience signed up to get.

Conclusion

Scrubbing your list on a regular basis helps boost your conversion rates, reduces spam complaints, and even saves money since you're not paying to send emails to people who don't open them. That's why you'll want to practice good list hygiene which includes getting rid of inactives on a regular basis and checking your own list practices.

Lesson Thirteen

How To Make Certain Your Emails Are Mobile Friendly For Best Results

The majority of people – nearly 60% -- tend to check their emails on their mobile phones. Overall, younger people tend to do this more than other age groups, so if your audience includes young folks, you can bet they're viewing your emails on their phones and other devices. The question is how does your email look on a mobile phone?

If your emails aren't mobile friendly, your audience won't be able to properly read your emails. Most people won't even try if they have to squint, or if the email isn't displaying properly. Some of these subscribers may hit the unsubscribe button immediately while others may stick around – but they won't be clicking on anything, and it's likely they'll stop opening your emails.

Fortunately, all of this is preventable simply by making sure your emails are mobile friendly. Here's how to do it...

Step 1: Choose a Mobile-Friendly Template

If you're using a major autoresponder that includes templates, then virtually all of these providers will have mobile friendly templates – and most of them will only carry mobile friendly / responsive templates. However, when in doubt, be sure to check that your emails are responsive.

Secondly, be sure to choose a one-column design for your emails. If you choose two columns (or more), it's going to be very difficult to read on phones or other small devices.

Step 2: Format for Easy Readability

You'll want to think about how your content is going to look on a small screen and how easy it will be for recipients to interact with that content. Specifically:

Space Links Out

If you have two links that are pointing to different webpages, be sure these links are spaced out appropriately. That way, people who are using their fingers to tap on a link aren't "fat fingering" the wrong link.

For example, let's suppose you're sharing a gear list with links. If your entries are short (such as one line each), then those links are going to be very close together. You'll want to add extra spaces between entries so that the links are spread out, or you might make your entries longer – such as one paragraph each – to both provide more information and naturally space the links out.

Utilize a Larger Font

Small fonts are difficult to read on any screen, but when they appear on a phone, they might be next to impossible to read. Your subscriber might squint for a moment, but you can bet they're likely to just give up. As such, be sure to use font sizes of 13 or 14.

Insert Plenty of White Space

When a mobile user is scrolling and skimming through an email, a long paragraph can look like a wall of text – and most people won't want to tackle something that looks difficult to read. That's why you'll want to use short paragraphs – at times even just one line long – with plenty of white space to keep readers on small screens engaged and reading.

Insert Smaller Images

When your subscribers are sitting at their desktops or laptops, they're probably hooked up to high-speed internet. Any image you insert into your email will load in a flash without any lag time.

That's not always true for those who are using mobile phones. If the recipient isn't at home or somewhere else that they can connect to a high-speed connection via WiFi, they might be stuck at a slower connection (such as 3G). Depending on their phone plan, the subscribers' speeds may even get throttled to slower rates if they've gone over a certain amount of data for the month.

So, what happens? If you insert large images, those images may not load quickly – and the subscriber may click away. Or you may even irritate the subscriber who has a fixed data plan and doesn't want to waste it on your large images.

The solution then is simple: use smaller, fast-loading images. This ensures the mobile user doesn't have lag time, plus you're not eating up their data.

Use Short Subject Lines

You likely already know that you need to use short subject lines as most email clients truncate them to 60 characters. Worse yet, these same subject lines may need to be even shorter such as 40 characters or less to display on mobile phones.

That's not a lot of characters when it comes to persuading your subscribers to open your email, which means you need to brush up on creating very succinct yet effective subject lines.

***TIP:** If you need to create a longer subject line, then be sure the first 40 characters share the most important information. That way, people on bigger devices will see the extra information (beyond 40 characters) to help them make a decision about opening your email, which will help conversions. Meanwhile, those on phones and other smaller devices will see just enough to convince them to click at a pretty decent rate too.*

Create Clear Calls to Action

Don't bury your links and calls to action within a paragraph. Set them apart with plenty of white space around them so that they're easy to spot as well as easy to tap on a small screen.

***NOTE:** Don't rely on graphical calls to action. If someone on any device chooses not to load the images in your email, they're not going to see your link and call to action at all.*

And finally...

Step 3: Check Your Landing Pages

You'll see higher click-through rates once your emails are completely mobile friendly. However, be sure to double check that the landing pages you send visitors to are also mobile friendly. Otherwise, your conversions on the landing page will suffer. This includes all the same tips such as using a responsive design, ensuring the page loads fast, spacing out links and so on.

Conclusions

Creating mobile friendly emails will help boost your conversion rates, as the majority of your users likely read your emails from their phones. The good news is that optimizing your emails for mobile users also makes them easier for everyone to read, no matter what device they're using. If you haven't already done so, be sure your emails and any web pages you send your subscribers to are optimized for those using mobile phones and other smaller devices.

Lesson Fourteen

How To Nurture Your List For A Mutually Beneficial Relationship

A new subscriber just signed up for your list. Hey, high fives all around! Not only do you get to provide this person (and all your other subscribers) with much needed help, but providing this help also benefits your business as well. So, how do you proceed?

The key here is that you need to nurture your list.

This nurturing starts right from the moment they join your list, and it should continue for as long as they're a subscriber. If you do this the right way, you'll get more engagement, happier subscribers, and higher conversions.

To that end, check out these steps, tips and ideas for nurturing your list...

Step 1: Send a Welcome Email

Some of the people who join your list did so just to get the freebie (your lead magnet). That means they're definitely going to open this first email, which is why you want to use it to give all your new subscribers a good reason to keep opening and reading your emails.

In other words, don't just say "here's the link to your lead magnet" and be done with it.

Instead, welcome subscribers to your list. Introduce yourself and your business by letting readers know what problem you solve and what makes you different than the competitors. Then prove it by providing some value – e.g., share some solid tips and other information to help people solve their problems.

NOTE: Need more info on this topic? Be sure to check lesson nineteen from this library titled, "How To Write A Welcome Email That Makes A Great First Impression."

Step 2: Focus on Helping Your Audience

Your goal for your mailing list should be to help your audience. As such, every bit of content you create and every product you promote should 100% be geared towards helping your audience solve their problems. If you focus on helping your audience, and if you give more than you get by providing consistently high-quality information and promotions, then you'll benefit too.

Here are additional ways to provide help...

Provide Top-Notch Solutions Right From the First Email

Some people think that “nurturing a list” means you can’t send them any paid offers until you’ve spent a couple weeks sending them useful free information.

That’s not true.

Your goal is to help your audience as much as possible, and that includes promoting the very best solutions to meet their needs. If you withhold certain solutions just because they cost money, you’re doing a disservice to your subscribers. No one wants to join a list and then wait around for two weeks for the best help to arrive.

You don’t expect that anywhere else, right?

For example, you don’t sit around drinking water and eating the free mints at a restaurant while they “build a relationship” with you – and only then, two hours later, do they present paid food options. That would be ridiculous. And likewise, it’s not a good strategy to withhold solutions from your audience, either.

Next tip...

Provide a Lot of Value

As mentioned above, you can and should feel free to start promoting paid products right from the first email. However, you’ll also want to provide a lot of value in the form of tips, tools, steps and more.

For example:

- If you offered a free tips report as a lead magnet, then offer additional tips inside your emails.
- Provide tools to make it faster and easier for your audience to take action.
- Offer valuable freemiums from time to time to further help your audience.
- Provide exclusive discounts and bonuses for paid offers.
- Give some of your best information away for free.

And so on.

You'll also want to give your readers information they can't find anywhere else. If you do this regularly, your audience is sure to eagerly open your emails.

Step 3: Send Regular Emails

You can't build a good relationship with a new friend by talking to them every once in a blue moon. And likewise, you can't nurture your relationship with your subscribers by sending out sporadic emails. You need to consistently send high-quality emails, usually about once per week.

The exception is when someone first joins your list. In that case, you want to send out an initial autoresponder sequence that lasts for at least a couple weeks, but includes emails more frequently than once per week.

For example, your initial sequence may look like this:

- Day 0, send the welcome email as soon as the subscriber signs up.
- Day 1, send an email.
- Day 2, send an email.
- Day 3, send an email.
- Day 5, send an email.
- Day 7, send an email.
- Day 9, send an email.
- Day 12, send an email.
- Day 15, send an email.
- [Then move to a once-weekly schedule thereafter.]

The idea behind this schedule is to get your emails and your name in front of your audience as often as possible for the first week in order to build name recognition. This is also the time when your audience is the warmest, so make use of this time period by sending daily and every-other-day emails for the first week.

Conclusion

The bottom line here is that nurturing your list means focusing on helping your audience as much as possible. This includes providing a lot of value for free, while also recommending the very best paid solutions. If you help your audience as much as possible, then you'll get a lot of benefit too, especially in the long run with more engagement, more sales and more revenue.

Lesson Fifteen

How To Get Personal So Your Subscribers Know, Like And Trust You

People like to do business with those they know, like and trust. And that's exactly why building a mailing list is such a great idea as it gives you an opportunity to build those relationships, build familiarity and build trust.

The question is what exactly should you be doing with your list so that they truly know, like and trust you? The answer: you need to get personal. Here's how to do it...

Step 1: Show That You're a Real Person

Your subscribers can't connect with a bot (an autoresponder), nor can they connect on a deep level with a corporate entity. That's why you'll want to employ the following tips...

Use Your Real Name

You may be trying to build a business and build a brand, which is great. But when it comes to sending emails to your subscribers, be sure to use your real name. Include it in the "From" field of your emails and sign off with your name as well. That way, you're a real person – not just some cold, faceless business.

Which brings us to the next point...

Put a Face to Your Name

In order to connect with your subscribers on a deeper level, you'll want them to be able to see you. At a minimum, this means posting a picture of yourself.

For example, you can include a photo of yourself in every email at the bottom (where you sign off).

However, ideally you'll want to go a step beyond this. Specifically, you'll want to do "talking head" videos for your subscribers.

For example, if you're teaching your subscribers how to spatchcock (butterfly) a chicken, you might create a short video of you demonstrating your technique. Not only does this video provide a lot of value for your subscribers, it also lets them see and hear YOU – and that fact alone will help you connect with your audience and build better relationships.

Step 2: Share Personal Details

Imagine if you had a friend that never shared anything personal about themselves. Perhaps you talk for hours over coffee about trivial things such as the weather, politics, current events and so on. But even then, the person gives you no indication of who they are. They don't express an opinion about the weather (e.g., "autumn is my favorite season"), nor do they express any opinions about anything else. They just share facts and that's it.

If that happened, you wouldn't feel very close to this person, no matter how much time you spent with them. You simply wouldn't know enough about them to decide whether you liked them and trusted them.

And likewise, it's hard for your audience to get to know you if all you do is share facts, strategies, tips and so on in your newsletter. You need to give people a glimpse of who you are in order for them to know, like and trust you.

Take note, this doesn't mean that you turn the focus of your newsletter off your prospects and onto yourself. Instead, what it means is that you sprinkle in personal tidbits and stories here and there to give people a chance to know you.

This is very easy to do in a natural way while still keeping the focus on helping your audience.

For example:

- *You run a weight-loss newsletter. You can share a story about how embarrassing it was when you were overweight and went to the gym, only to find out the gym equipment was too small to accommodate you.*
- *You run a dog-training newsletter. You can share the personal news about how you just got a new puppy, being sure to include photos and/or a video of the new puppy.*
- *You run a golf newsletter. You can share news about how you did at last week's golf tournament (along with pics and/or videos).*

Of course, these personal examples also happen to tie into the niche. That's great when that happens as then you can share lots of personal information while providing value at the same time. It's a great way to build rapport with the audience.

However, not every personal detail you share needs to be directly related to the niche. Take a look at these examples:

- *Just wanted to let you know that I'll be unavailable all next week as I'll be scuba diving off the coast of Mexico. It's one of my favorite things to do on vacation!*
- *So, I'm typing this with one hand because I managed to break three fingers. I already know you're going to ask how that happened, so let me tell you a quick story. And then after that, we'll get into [some niche-relevant tips, strategies, etc.].*

And now the last step...

Step 3: Encourage Interaction

One problem with sending emails is that it's generally a one-way communication – it's you talking to your audience. While you can certainly build relationships that way, the relationships will be even better if you turn this monologue into a dialogue.

One way to do this is to ask a question and encourage your subscribers to email you with a response. However, if you do this, then be prepared to personally answer each and every email that comes in. Obviously, this method becomes more difficult as your list grows large, so it's something that's best done when your list is still small.

The second thing you can do is encourage your subscribers to interact with you on one of your other platforms. For example:

- You can encourage people to follow you on social media. Then be sure to interact personally with your audience, such as by encouraging them to comment, liking their comments, and replying to their comments.
- You can post an article teaser in your newsletter and then encourage users to visit your blog to read the article. At the end of the article, be sure to encourage readers to comment. For example, you might end with, "What do you think?" or "What is your favorite [niche] tip?" or "What would you do if this happened to you?"

Now a few parting thoughts...

Conclusion

Getting subscribers to know, like and trust you works the same with your newsletter as it does in the offline world. Namely, you need to get personal. You just discovered several proven ways to do this, so be sure to take this information and put it to work.

Lesson Sixteen

How To Create Re-Engagement Campaigns To Warm Up A Cold List

As time goes on, you'll notice that your mailing list tends to get less responsive. This is a normal occurrence. The people who are truly not interested any longer have already unsubscribed. So now you're left with a small segment of your list who hasn't unsubscribed, but they're not active either. What should you do with these folks?

Answer: You need to create a re-engagement campaign.

This is a relatively easy way to breathe new life into your mailing list. You'll re-engage some of the inactives which will boost your revenue. And for those whom you can't re-engage, you can delete them from your list which will improve your list's overall conversion rate and save you money.

So, with these benefits in mind, let's take a look at how to create this campaign...

Step 1: Identify Inactive Subscribers

The first thing to do is identify your inactive subscribers. These are the folks who haven't opened any emails for the last several months. Most email service providers keep track of this information and let you separate your inactives from your actives so that you can put your inactive subscribers into a re-engagement campaign.

Step 2: Select an Incentive

The next thing you need to consider is that your inactive subscribers haven't opened any of your recent emails, so your "regular" content isn't catching their eye. As such, you'll want to come up with a special incentive for these subscribers to get them clicking again.

What type of incentive?

You'll want to look at the list segments that these inactive subscribers belong to which may give you some clues about what interests them.

- What sorts of emails have they opened in the past?
- What freemiums have they requested?
- What types of links did they click on?

Once you know the answers to these questions, then determine what sort of incentive you can offer. Basically, what sort of freemium will help bring these inactive subscribers back into the fold?

For example, maybe you're running a weight-loss site. And perhaps you've noticed that meal plans are really popular with these now-inactive subscribers. That's a clue that your incentive should include a set of meal plans and recipes.

NOTE: You may end up creating more than one incentive and more than one re-engagement campaign.

For example, maybe one group of your weight-loss subscribers is interested in meal plans, while another group is really interested in exercises. You can create two incentives and two campaigns for these two different groups.

If you haven't segmented your list in a way that tells you what interests these subscribers, then choose a topic that's always been broadly popular with the bulk of your list. You can then create a video, report, app, or similar to offer as an incentive.

Step 3: Plan Your Emails

Next, you want to plan a series of at least three or four emails to re-engage your audience. For example:

- Email 1, offer the incentive. Share the top benefits of the offer – “sell” it as if it was a paid product. Remind people of the value you provide and the benefits they receive by being subscribers.
- Email 2, remind people of the incentive. Offer additional value (such as a few tips) right inside the email. Note that this should be some of your best information. Again, you’re working to remind people of why they joined your newsletter in the first place.
- Email 3, “This offer ends soon” email. Here you create urgency by letting subscribers know the freemium offer is going to disappear soon. Be sure to reiterate the benefits of the offer.
- Email 4, “Last chance.” Here you give subscribers one more chance – 24 hours – to claim the incentive.
- Email 5, “Do you still want to be on this list?” For the final email, let subscribers know that they’ll be deleted if they don’t respond soon (such as by clicking a link, replying to the email, etc.). Sometimes even if an incentive didn’t catch their eye, the threat of losing access to your content may spur them to take action.

Next...

Step 4: Create Eye-Catching Subject Lines

One of the most important things you need to do is create super-compelling subject lines for your campaign. Remember, your audience has likely seen quite a few of your subject lines, and they haven’t clicked. So now you need to polish off your copywriting skills to craft something eye-catching. You might even personalize some of the subject lines with the recipient’s name.

For example:

- Surprise: Free [insert what you're offering]
- Last chance to get [offer]
- You'll kick yourself if you miss out on this free [offer]
- Here's what you've been missing
- Want [offer] for FREE?
- We're wondering where you've been, [name]
- Our bestselling product – free (see inside)
- We'll delete you, unless...
- Is this goodbye, [name]?

And finally...

Step 5: Delete the Truly Inactive Members

Once your campaign is complete, then you'll want to revisit your stats. You can wait a week or so and then delete anyone who didn't open any of the emails in your campaign. If someone opened at least one but didn't click on anything, you can continue to send them additional emails, being sure to provide a lot of value.

Conclusion

It's a natural part of running an email list that some of your subscribers are going to grow cold. However, every subscriber who grows cold isn't necessarily gone for good. You can create a re-engagement campaign that provides a lot of help and value for these subscribers, and you're likely to bring many of them back into the fold.

Lesson Seventeen

How To Automate Some Of Your Most Important Tasks To Save Time

Running a mailing list is a big job, but the good news is that you don't need to do everything manually. Putting in place a good email service provider – especially one with built-in automation features – will save you a lot of time and money over the long term.

Here's how to start automating your email marketing tasks...

Step 1: Automate Relationship-Building and Generating Sales

Let's start with the basics.

One of the best parts of your email service provider is that it comes with an autoresponder. That means you don't need to send out live broadcasts to your audience. Instead, you can create a sequence of emails that get sent out at pre-determined intervals, such as once every three days.

Now most marketers create their initial autoresponder sequence of around five to twelve emails, which is a great start to building relationships. However, don't stop there. You can continue building relationships and promoting products over the long term with your autoresponder.

For example, if you upload 52 emails that go out once per week, that's an entire year's worth of automated emails. If you keep adding emails to your sequence, then eventually you can have 18 months' worth of emails, two years' worth, and so on.

Depending on the list, you may send additional live broadcasts from time to time—but as long as the autoresponder emails are evergreen, then sending out live broadcasts is not a requirement. Thus your list essentially becomes nearly hands-free.

Step 2: Automate Social Opt-Ins

If you have a Facebook page that you want to use to help build your mailing list, then you'll want to check if your email service provider has a Facebook app. You can then create a "tab" on your Facebook page's menu, and then use the app to directly collect email addresses. In other words, your Facebook page essentially becomes a lead page.

If you don't use the tab and the app, then you need to persuade people to click on your link which takes them to your lead page on your own website. This extra step is going to dampen your conversions. That's why you'll want to use the tab and app strategy instead to automate list-building right from social media.

Step 3: Automate Content Design and Delivery

The next tasks to automate are the design and delivery (scheduling) of your emails. Let's look at these tasks separately...

Automate Email Design

With most ESPs (email service providers) you don't need to manually hand-code the layout and design for your emails. Instead, simply select one of their templates and then customize it with a few clicks of your mouse. Be sure you're picking a responsive design so that it looks great on mobile devices too.

Automate Scheduling

You want to send out some "live" broadcasts on a few upcoming specific dates, but you don't want to be tied to your computer. Fortunately, you can automate this task. Just upload all your content today and then set a schedule for when it goes out (e.g., next Tuesday at 9:00am). This is a great time-saver, especially if you have a batch of emails to upload. It's also really useful if you don't plan to be on your computer such as if you're going on vacation.

Automate Content Deliveries

You can use your autoresponder to automate the delivery of a variety of content for your business. For example:

- Use your autoresponder to deliver membership content for a fixed-term membership site. No membership site script needed.
- Use your autoresponder to deliver the curriculum for a coaching course.
- Use your autoresponder to deliver bonus materials (especially if you're an affiliate).
- Use an autoresponder to deliver important information such as the access information for an upcoming webinar.

The point is you can automate a lot of your list-building tasks. But you can also use your autoresponder to automate some of your other marketing and business tasks.

Step 4: Automate Other “If-Then” Tasks

If your ESP has built-in automation features where you can set up “If-Then” tasks, then you can automate quite a few activities.

Let me give you several examples:

- If a person opens an email, then send them a specific follow-up email.
- If someone does NOT open a particular email, then send them a different follow-up email.
- If someone clicks on a link, then send them a free report.
- If someone does not click on a link, then send them a follow-up email.

To make it more clear how you'd use this feature, let me give you a more specific example.

You send an email offering your list a freemium. If someone clicks on the link within your email, then you automatically send them the

freemium. (Note that they don't have to opt in to anything or take any other action – all they have to do is click on the link.) If someone opens the email but does NOT click on the link requesting the freemium, then you can follow up with an offer for a different freemium.

On a similar note...

Automate Segmentation and Moving People to Different Lists

As you already know, you shouldn't have just one list – you need to segment your list. That's the first thing that needs to be automated. You'll want to select an autoresponder that includes segmentation which typically means you can attach a "tag" to a subscriber who takes a specific action. This is much easier than trying to segment manually which generally means setting up multiple lists and lead pages.

Secondly, in some cases, you're going to want to move people from one list segment to another. And again, you need to use an autoresponder that automates this process rather than you doing it manually.

For example, let's suppose you have a prospect who buys a product. You'll want to remove them permanently from your "prospect" list and add them to all applicable segments. At a minimum, that would include moving the subscriber to the "customer" list, but ideally they should move to the segment for purchasing a particular product.

They may be moved to other segments too.

For example, if you segment based on who uses coupons – and this person took advantage of a coupon – then they'd move to your "coupon" segment as well.

Now a few parting thoughts...

Conclusion

Just having a good ESP will make your job as an email marketer a lot easier. As you just discovered, there are plenty of tasks you can automate for building and managing your list.

Lesson Eighteen

How To Create An Onboarding Sequence That Builds Brand Loyalty

A brand-new subscriber just joined your list. Yay! Or maybe someone just purchased a product from you which automatically puts them on your customer list. Yay again! In both cases, you now need to send an onboarding sequence to these new subscribers.

Basically, an onboarding sequence is a series of emails that introduces the new subscriber or customer to your list, to your business and to you.

It helps these new folks understand what you can do for them and how you do it differently and better than the competitor. If this is a customer, the sequence reduces buyer's remorse (and refunds) and helps them get the most of the product they just purchased.

Let's talk about how to create this sort of sequence...

Step 1: Identify the Main Benefits of Your Business

Before you start writing your sequence, you need to think about what to include. For starters, you'll want to consider the main benefits of your business. What value do you provide? And how do you solve problems better than your competitors? (In other words, what is your unique selling point?)

It's important that you let subscribers know what you can do for them. Your subscribers may have joined based on your lead magnet, so perhaps they know one of the solutions you offer. But many of these subscribers haven't done any extensive research on your business, nor have they spent large amounts of time reading your website. As such, these onboarding sequences may be their first introduction to you, so you need to tell them what you do.

Step 2: Identify the Main Benefits of the Lead Magnet or Product

Your subscriber got on your list because they requested a lead magnet or purchased a product. Now you want to identify the main benefits of this product. That's because you're going to encourage subscribers to actually use the product, and you do that by pointing out specific benefits (e.g., "see page 44 to discover [some great benefit]"). Your emails will also provide additional value, such as tips, related to that main benefit.

Step 3: Create Your Sequence

Now it's time to create your sequence. Keep these tips and best practices in mind:

Create a Two-to-Three Week Sequence

Your onboarding sequence is designed to help subscribers get to know, like and trust you, and you can't do that in a day or two. That's why you need to create a sequence that stretches for at least two to three weeks. You'll want to start with daily emails (3 emails), then every other day (another three emails), then every few days (for the rest of the sequence). This puts your name and business in front of your audience often at first to build familiarity, but then you can increase the duration between emails as time goes on.

Start With a Welcome Email

Your welcome email is the most important one in the onboarding sequence as it sets the tone and builds anticipation for the upcoming emails. To that end, your welcome email should:

- Introduce you and your business.
- Give them access to the product they purchased or requested.
- Reiterate the main benefits of the lead magnet or product and encourage them to start using it.
- Provide additional value (tips, resources, tools, etc.).
- Set expectations.
- Build anticipation for upcoming emails, especially the very next email.

NOTE: Many times people make the mistake of giving their new users a bunch of calls to action in the welcome email. (Click here to do this, click here to do that.) Instead, you'll want to focus on just one or perhaps two CTAs at most per email.

For example, in this first email, your CTA should be focused on getting the person to download and then start reviewing the product.

For more information about how to create this email, please check lesson number nineteen in the *Email/HowTo* library.

Design the Rest of the Sequence

Now you can craft the rest of your sequence with a focus on covering one benefit of the product and one benefit of your business in each email. Your overall goal is to provide a lot of help to your customers which, in turn, will benefit you too.

Let's suppose your subscriber just purchased a weight loss guide from you. In your second email, you can:

- Point out a benefit of the product they just purchased, such as the chapter on the best way to exercise to boost metabolism.
- Provide additional value, such as offering three or four additional tips for further boosting metabolism.
- Introduce a related solution your business provides, such as exercise videos that make exercising fun and easy. Be sure to include a call to action.

Next...

Create Catchy Subject Lines

As always, your subject lines can make or break the success of your onboarding campaign, so be sure to create short and catchy subject lines. We've discussed how to do that elsewhere in these lessons, so please refer back to that information.

Get Personal

This onboarding sequence is designed to introduce subscribers to you as well as your business, so it's helpful to get personal. You may even want to create and share a short two or three minute explainer video that gives subscribers an overview of what you can do for them being sure to emphasize your unique selling point. The benefit of doing a talking-head video rather than just an email is that it helps users connect with you on a human level so that you can start building a good relationship.

Conclusion

Your onboarding sequence is the key to building brand loyalty, boosting retention, providing value to your customers and generating extra revenue for you. So, be sure to put this information to work to create or polish your onboarding sequence.

Lesson Nineteen

How To Write A Welcome Email That Makes A Great First Impression

Your welcome email is one of the most important emails that you're going to send to a new subscriber or customer. If you set the right tone, provide value, and build anticipation for future emails, then you're going to set the stage for turning your new subscribers into loyal readers.

But the opposite can happen too. If your first email fails to make a good impression, a new subscriber may unsubscribe on the spot. Or they may decide to give your email list a chance by staying subscribed for a little longer, but they're pretty lukewarm – and they may soon grow cold because opening your emails just isn't a priority for them.

So, you can see the importance of getting started on the right foot with your new subscribers. Here's how to do it...

Step 1: Determine Your Goal(s)

One common mistake email marketers make is to give their new subscribers an overwhelming number of tasks to do. For example, they'll ask their new subscribers to:

- Download and read the product/lead magnet.
- Watch an explainer video.
- Follow the business on social media.
- Share a link with their friends on social media.
- Rate/review the business.
- Purchase a related product.
- Answer a quick survey question.

... And so on.

Yes, it would be lovely if your new subscribers did all these things. But the truth is if you present this list to them, it's going to feel like homework. They're going to be turned off rather than excited by your list. That's why you want to focus primarily on one or perhaps two calls to action. So decide what is most important and then save the other tasks for future emails.

Step 2: Draft Your Subject Line

As always, your subject line is important. Since your subscriber just requested a freebie or purchased a product, a great subject line will mention that item. E.G., "[First Name], here's your [product]..."

Step 3: Show Your Excitement and Build Anticipation

You're excited about this topic, right? Then let your natural enthusiasm shine through in this email. Tell your reader you're excited and tell them why. Let them get excited too as you share the benefits of what they're getting right now and what they'll be getting in future emails.

Step 4: Provide Value

You want to make a great first impression, build your brand and establish yourself as an expert in this niche, right? The product you're delivering is going to go a long way towards establishing your expertise. However, the problem is that a surprising number of people will download the product and not read or use it. They'll leave it on their hard drive and forget about it.

So, that's why you need to do two things:

1. Encourage people to use the product by pointing to one very specific benefit (and telling them exactly where in the product to locate that information).
2. Provide value directly in the email. So even if the person doesn't start reviewing the product, they'll still get some really good information to help them solve their problem. They're impressed, and now they're already starting to see you as an expert. This works best if you share a novel tip or other piece of information that they're not getting anywhere else.

Next...

Step 5: Develop Your Email

Now you can pull together everything you learned above to create your email. You can also tweak and use the following template.

NOTE: The overall goal for this particular email is for your subscribers to start using the product they just downloaded, so that's the primary CTA. However, you'll note that we also drop a related promo in the postscript for someone who wants to cut the learning curve and get even better results faster.

Take a look...

Subject Line: Here's your [freebie that they signed up for]

Welcome to [Name of Business/Newsletter], [Name of Recipient]!

I'm super excited that you chose us to help you [get some benefit]. It's no secret that there are a lot of others offering [some benefit] out there, but you cut through the noise and smartly realized we are the only ones who [state your USP or other important benefit].

If you haven't already downloaded [Name of Freebie], then I encourage you to do so right away before this link expires:

[download link to freebie]

This [freebie] is going to help you [describe the main benefits in a line or two]. You'll discover: [Insert short list of top three other benefits]

I think you're especially going to love [some specific portion of the product, e.g., "page 23" or "module 3" or "lesson 2"], where you'll [get some very specific and desirable benefit].

Now I'm going to share with you an extra secret that not very many people know about when it comes to [the specific topic referred to in the previous paragraph]...

[Provide extra value here such as little-known tip. This is where you really want to wow your new subscriber which will get them rushing to read the product they just downloaded, plus you're priming them to open your future emails].

You'll find more good tips like that inside [the product they just downloaded], so be sure to check it out now. Plus you'll also want to watch your inbox tomorrow as you're going to get [build anticipation by letting subscribers know what exciting information you're sending next].

See you then!

[sign off]

P.S. When you're ready to take [some activity, such as "weight loss" or "marketing" or "your golf game"] to the next level, then you'll want to check this out:

[LINK TO RELATED OFFER]

It's the best way I know to shortcut your [type of] success and [get some benefit], so check it out!

Conclusion

You've received a lot of tips here as well as a template you can use to craft a welcome email that makes a great first impression. Be sure to test and track various parts of this email, such as the subject line, to work to improve response.

Lesson Twenty

How To Plan An Email Calendar That Stays In Contact The Right Way

Here's another common mistake that email marketers make: They decide on an email schedule such as once per week. And then every week, they figure out on the fly what to write about.

That's not a good strategy, at least not if you want to have a profitable mailing list. Instead, what you want to do is plan out an email calendar to maximize the amount of help you provide for your subscribers while also maximizing your profits. Here's how to do it...

Step 1: Decide on Publishing Frequency

Your first decision is how often and when you'll publish a regular newsletter.

NOTE: Plan on sending about one email per week to keep your name in front of your audience. As for when you send it, you'll need to do some testing to see when you typically get the best response from your audience. A good starting point is to look at your stats to determine when the bulk of your audience first joined your list.

For example, maybe you plan on sending out a regular newsletter once per week on Friday mornings. That means you have 52 slots open in your publishing calendar for the year. However, you may be sending out additional emails on different days some weeks, depending on what you outline in the following steps. So, start with your main newsletter, and then you'll fill in the additional emails as we continue.

Step 2: Determine When You'll Do Promos

Next, you need to figure out when you're sending promos. This includes newly launched products, flash sales, coupon promos and other promos. All of these items tend to be time sensitive, so you generally need to send

out emails on specific dates. Be sure to include both your own promos as well as any promotions you plan on doing for marketing partners.

Secondly, your promotions are likely to require a series of emails. As such, you'll need to determine how many emails you'll send out for each particular promo. For example, a one-day flash sale requires just one email, whereas a weeklong launch promo may require five emails (one per day for Monday-Friday).

Step 3: Detail Other Important Dates

Your next job is to determine if there are any other significant dates on which you need to send out a time-sensitive email.

Let's suppose you run a weight-loss newsletter. Here you'll want to be sensitive to the times of year when weight issues are on your subscribers' minds. For instance, a lot of people need extra help during the holiday season, plus they may make a weight-loss New Year's Resolution. In addition, these folks may also start thinking more about weight loss during the summer as they'll want to look their best during beach season / shorts season.

That's just an example. Take a look at your niche, determine what dates or seasons might be important to them, and then plan to create relevant newsletters near those dates.

Step 4: Define Other Help You Want to Provide

Now that you've got all the time-sensitive emails and promos out of the way, you can consider other types of help you'd like to provide.

Let's go back to the example of a weight-loss newsletter. Let's suppose you have a lot of people who are asking the same three or four questions of you every week. That gives you an idea for a FAQ article, which you can fit into your calendar wherever there's room.

And then let's suppose you've been meaning to show people how to do high-intensity interval training, so you want to provide a short video that demonstrates it. That's another email that you can send at any time.

Go ahead and list all the other content that you'd like to provide to your subscribers. Keep the focus on what you can do to provide a lot of help and value for your audience.

Step 5: Develop Your Calendar

Now that you have everything roughly outlined, it's time to actually fill in your calendar.

1. Start by filling in the time-sensitive promotions. If you're doing multiple emails in a given week – and your "regular" schedule is once per week – then you don't need to send out a "regular" newsletter that week.
2. Secondly, fill in any other time-sensitive information, such as information that's relevant to a specific date, season, holiday and so on.
3. Third, fill in other promos that are not time sensitive. For example, if you know you want to do three flash sales this year, but you don't have any specific dates in mind, then you can fill them in during times when you don't have other promos going on. (E.G., maybe August is completely empty of promos, so that would be a good time for a flash sale.)
4. Finally, the last step is to fill in all the other emails you outlined. You'll want to look closely at your calendar now to determine the best place for each of these newsletters.

For example, maybe you're launching a new copywriting product in October. You might use your September newsletters to provide some of your very best copywriting information, tips and tools (such as templates). Providing all this value naturally leads to you promoting your big launch in October.

Conclusion

If you'd like to make the most of your newsletter and ensure that it's as helpful as possible for your audience, then it's a good idea to plan out your publishing calendar in advance. You just found out how to plan a year in advance, but planning out at least six months is good too.

One final bit of advice is to prepare to be flexible. This planner is a guideline, not something set in stone.

For example, you may plan a launch on October 15th, but perhaps you fall ill and have to push the date back to November 1st. Don't let these little "blips" upset you. Just adjust your calendar on the fly by shuffling things around and then get back on track as soon as possible.

Lesson Twenty-One

How To Plan Email Campaigns That Meet Your Audience And Business Needs

As mentioned elsewhere in this lesson library, you need to create preselling email sequences if you want to boost your conversions. And so plenty of email marketers create a sequence, then create another sequence, then create another sequence... and so on.

It's certainly better than sending out individual emails, and yet these campaigns can feel a bit hodge-podge to the reader, and conversions aren't optimized. When that happens, your email campaigns really aren't meeting anyone's needs – not your audience's and not yours.

You can do better, and that's what this lesson is about. Read on to find out how to plan email campaigns that help provide more and better help for your audience while generating more profits for your business.

Step 1: Set Your Goal

The first step is to determine what exactly it is you want your audience to achieve, and what is the overall thing you need to teach them so that they can achieve this goal. Basically, you want to set a goal for your content that helps your audience achieve their goals.

You're looking at the big picture here. Generally, your content will do one of the following:

- Help your audience solve a problem. For example, your audience is overweight, so their overall goal is to lose X number of pounds, and your overall goal is to give them the information and tools they need to achieve their goal.
- Help your audience achieve a goal. For example, maybe your audience consists of runners, and their goal is to run their first ultra-marathon (and finish). Your goal is to give them the information and tools they need to train for their marathon goal.
- Help your audience better enjoy a hobby. For example, your audience consists of people who enjoy flower gardening. Your goal is to give them the tools and information they need to enjoy flower gardening even more.

So, start with your audience's overall goal and then set your overall goal for your mailing list that's designed to support the audience's goal.

Then move to the next step...

Step 2: Figure Out What the Audience Needs to Know

Now that you know the overall goal for both you and your audience, your next step is to determine all the things your audience needs to know in order to accomplish their goal, solve their problem or better enjoy a hobby.

For example, someone who needs to lose weight needs to know about:

- *Nutrition*
- *Exercise*
- *Motivation*

And within each of those three main categories, they need to know about multiple subtopics.

For example, under the category of "exercise," they need to know about cardio and weight training. And likewise, within each of those

subtopics, there are multiple things they need to know in order to properly perform cardio and weight training.

NOTE: If you're selling your own products, then this step is pretty easy – you can basically use your table of contents to outline what your audience needs to know. If you're not selling your own products (yet), then draft an outline of what your audience needs to know. Then make a list of resources that will make it easier for your audience to achieve their goals.

Step 3: Decide the Best Order to Teach Each Item

Now that you have a list of topics and resources (both free and paid), you'll want to determine if these items need to be taught in a specific order.

For example, if you're teaching people about weight loss, you'll generally want to teach nutrition first as that will have the most significant impact.

Another example: If you're teaching people about generating traffic, it doesn't matter too much if you teach them about guest blogging or placing paid ads first.

Once you figure out the best order, this will be the general order you teach the topics. You may cycle through this order multiple times over the year, teaching something a little different each time. (E.G., Topic A, Topic B, Topic C, Topic D, Topic E... repeat.) Take note that usually you'll use a series of emails for each topic. For example, if you're teaching about high-intensity interval training for weight loss, you may create a three-part series on the topic.

Step 4: Outline Campaigns to Meet These Goals

Your final step now is to plan your email campaigns based on what you've outlined above. Take note:

1. You'll teach some of these topics directly in your emails and then point to a product to get more information. This is where your campaigns include "useful but incomplete" tutorials, tips, checklists, worksheets and similar information with promotions at the end.

2. For other topics and for resources, you'll create promo campaigns that are designed to encourage people to purchase a product to help them solve their problems. These email campaigns include direct-response ads, FAQs about an offer, case studies and similar promotional material.

In some cases, your campaigns may mix both of these methods. For example, you might create a five-email sequence, with three of those emails being presell "how to" emails to warm up the audience and the other two being direct promotions.

So, decide which topics you'll teach directly via how-to and which ones you'll directly promote as the best place for readers to learn about the topic and in which ones you'll combine both information and promos. Then you can start creating email campaigns based on what you've decided.

Conclusion

The bottom line here is to plan out your email campaigns in a way that provides a lot of help for your audience and benefits your business too. The above strategy gives you the steps you need to start planning out campaigns that achieve both of those goals.

Lesson Twenty-Two

How To Know And Comply With Email Regulations To Stay Out Of Trouble

Some marketers seem to think that they can run their email list pretty much any way they want as long as their subscribers willingly subscribed (and aren't being spammed).

However, many places around the world have created laws and regulations to help protect consumers from certain email and marketing practices. And if you run afoul of these laws, you could find yourself in some legal hot water.

So, how do you protect yourself and your business? That's what this lesson will help you do.

But before we dive in, let me share one quick warning:

I am not a lawyer, and in no way should this lesson be construed as legal advice.

This is merely information that you may find useful in knowing what to research and/or discuss with an attorney. Ultimately, you'll want to talk to an attorney or other qualified legal professional if you have any questions, need any help, or need legal advice about these topics.

Okay? So let's dive in...

Step 1: Know What Laws Are Applicable to You

There are two sets of laws you need to consider:

1. The laws in the jurisdiction in which you reside.

2. The laws in the jurisdiction in which your subscribers reside.

For example, if you and/or your subscribers live in the United States, then you need to be aware of the CAN-SPAM Act of 2003, as well as

anything relevant put out by FTC.gov. Specifically, the CAN-SPAM Act includes provisions related to:

- *Emails should be easy to unsubscribe from, and requests must be honored within 10 days.*
- *Unsubscribe links should be in the usual place (at the bottom of the email).*
- *Adult content must be labeled.*
- *Email "From" fields must be accurate.*
- *Subject lines must be relevant and accurate.*
- *Your physical mailing address must appear in the email.*
- *The email cannot include a false header.*
- *The email must include at least one line of text.*

Another example: If you or your subscribers live/work in the European Union, then you need to be aware of and comply with the GDPR (General Data Protection Regulation). These regulations are designed to protect your subscribers' data and privacy.

For example, you cannot sell or giveaway your subscribers' data without their explicit permission. We won't get into all the specifics of this law and its compliance, as it's somewhat complex. However, if you're affected by it, then you definitely need to understand all parts of it in order to run your business legally.

Other examples of regulations that might be applicable to your situation include...

- The CASL (Canada Anti-Spam Law),
- The Spam Act (2003), and
- Spam Regulations (2021) of Australia.

Again, you'll need to research the jurisdictions in which you or your subscribers live to determine if they have spam laws that are applicable to you and what you need to do to be in compliance if necessary.

Step 2: Get Your Website Policies in Place

Your lead page (as well as your website as a whole) should include a Terms of Service document and a Privacy Policy document.

Generally speaking, these documents will outline exactly how you use data on your website (such as cookies) as well as how you use your subscribers' names, email addresses and other data.

Check the applicable laws and regulations to find out what you need to include in these documents.

Step 3: Check Your Emails

Your next step is to make sure each and every email you send is in compliance with applicable laws and regulations. Take note, for this step, you need to consider two sets of guidelines:

The applicable government laws.

For example, if you're required to follow the CAN-SPAM Act, then you need to follow the procedures outlined in the law, some of which were mentioned above (e.g., accurate subject lines, easy unsubscribing, etc.). Failing to follow these laws and regulations can result in penalties such as fines.

Your email service provider's terms of service.

What you find in your ESP's terms of service aren't laws, so you're not going to be fined if you run afoul of the terms. However, the email service provider can ban you without notice if you don't follow their terms.

For example, it's common for email service providers to have the following sorts of terms:

- *No spam.*
- *No hate speech.*
- *No abusive content.*
- *No illegal content.*
- *No adult content.*
- *No pharmaceutical sales.*
- *No gambling content.*
- *No multi-level marketing content.*
- *No "get rich quick" content.*
- *No purchased leads.*
- *No collection of certain information from subscribers, such as health status, political opinions, etc.*

And so on.

While you may glance at the list and think you're good since you don't do any of the above, take note that some marketers fall into a gray area.

For example, if you sell B2B or marketing information, the content you send may be considered "get rich quick" content, and you could get banned.

Another example: Let's suppose you're promoting an affiliate offer. If it's a two-tier affiliate program, that may be considered a multi-level marketing program.

When in doubt, talk to your service provider about whether your content would fall into their gray area and how to stay out of that area.

And finally...

Step 4: Consult With an Attorney as Needed

It's worth repeating that since we're talking about legal issues, consulting with an attorney is advised.

Look for an attorney who's well versed in email and marketing practices, and one who knows what laws and regulations will be applicable to your situation.

You might also want to check the site Nolo.com, which has some boilerplate forms you can use as well as a directory of attorneys who may be able to help you.

Conclusion

You deal with laws in just about every activity in your life, and sending marketing emails is no different. It may just be unfamiliar to you if you you're new to email marketing. As such, be sure you get yourself up to date on applicable laws and then keep an eye on the legal landscape to check for new laws coming down the pike that may affect you.

Lesson Twenty-Three

How To Create Content That Delights Your Audience So They Want More

Whatever type of goals you have for your list, usually the #1 way to achieve those goals is by getting people to read your content.

For example...

- If you want to generate more revenue with your list, then you need more people opening and reading your content.
- If you want more people sharing your content with their friends, then you need more people opening and reading your content.
- If you want to improve your conversions such as opens and clickthroughs, then you need more people who are eagerly waiting to read the next email you send.
- If you want fewer people unsubscribing from your emails, then you need to create content that they love and are eager to read.

And how do you achieve all these things?

The answer is to create content that delights your audience so that they want more.

Creating this sort of content builds loyalty, improves your open rate, improves your sales, gets more people sharing your content and so on. The fact is your #1 goal for your list should be to create content your audience absolutely loves.

The first step, as always, is to make sure you're delivering content that your audience WANTS. This means doing your market research such as seeing what topics your audience is buying and surveying your subscribers to learn more about what they're seeking.

Once you know what they want, then you can implement the following steps and tips...

Step 1: Under-Promise and Over-Deliver

Many people who sign up for a mailing list find the whole experience underwhelming. The lead page makes the content sound SO exciting, but the content itself is disappointing. In many cases, the content starts out pretty good as the publisher seeks to impress, but quality fades over time.

Don't make that mistake. Instead, your goal should be to under-promise on your lead page and even within your initial email series, and then over-deliver with every single email you send.

Let me emphasize that last part:

EVERY email you send should be top-notch, meaning both engaging and useful to the audience.

Don't rush out a sub-par piece of content just to publish something. Doing so can create a flurry of unsubscribes or people who grow cold because they stop opening your emails. If you provide quality content every time, they'll keep opening your emails.

Step 2: Focus on Helping Your Audience

If you're looking at your subscribers as mini-ATMs, they're going to sense it instantly, and as you might suspect, that's going to lead to poor results meaning poor conversions, high unsubscribes, and a list that's growing increasingly colder.

Instead, what you want to do is focus on helping your audience. When you focus on helping, your audience senses it, and they're appreciative. They'll trust you more. And, in turn, you'll generate benefits for your business too, in the form of increased revenue and customer loyalty. Along these lines, here's something else you'll want to do:

Offer quick wins.

One good way to create content that truly delights and helps your audience is to create useful content embedded with quick wins.

A quick win is a tip or tactic the subscriber can implement fairly quickly and, in turn, receive results fairly quickly too.

Offering quick wins encourages your audience to take action which, in turn, produces good results. This leads to higher customer satisfaction, loyal readership, and more sales over the long term for you.

Step 3: Share Fresh Information

If you want your readers delighted and coming back for more, then you need to offer them something fresh, preferably in every single email you send. This includes:

A new tip that your audience hasn't seen anywhere else.

You don't need to pioneer entirely new strategies to make a great impression on your audience.

Just one really good tip that makes your audience say "whoa!" is sure to delight them.

A new way of explaining a strategy such as packaging it into a formula that you've developed.

For example, I like to create acronyms around step-by-step formula where each letter in the acronym corresponds to a step of a process.

If you'd like to see examples of how I do this, then you may wish to take a careful look at either <https://ProductLicensingFormula.com> or alternatively <https://LazyWayToEmailRiches.com> both core training manuals were created using this method.

Unique information, such as case studies, examples and stories.

While others share these items too, yours will be unique, based on your own experiences.

Step 4: Craft Engaging Content

You can have some really useful information, but your audience may not ever see it all if your content bores them. That's why you need to create engaging content that's easy to read.

Elsewhere in this lesson library I've shared with you tips for crafting engaging content. Let me share with you two more tips:

Study copywriting and fiction.

If you learn how to craft sales copy plus you learn the art and science of storytelling, you'll be able to craft content that keeps your readers hanging on your every word. The key is to focus on the reader, engage them on an emotional level, and bring in their imagination.

Read your content out loud.

Reading content out loud is a good way for you to quickly identify which parts of your content are confusing or difficult to read. Even better is if you have someone else read the content out loud to you.

And now a few parting thoughts...

Conclusion

One of the best things you can do for your audience and for your business is focus on creating engaging, useful, high-quality content that your audience is sure to love. If you can create content that engages them, impresses them, and solves their problems, you can bet they're going to be coming back again and again for more.

Lesson Twenty-Four

How To Define Your Audience So You Attract The Right People

When you sit down to write an email to your list, who exactly are you writing to?

Sure, maybe you're writing to marketers or new puppy owners or dieters or golfers or gardeners or car restoration enthusiasts. But who are these folks? What do you really know about them?

The thing is many email marketers really don't know a whole lot about their audience.

This makes it incredibly difficult to attract the right audience, to craft content that resonates with this audience, and to create offers that they really want. That's why it's so important to define your audience.

How exactly do you define your audience? That's what you're about to discover. Read on...

Step 1: Find Out Who Your Audience Is

The first thing you need to do is figure out the basic demographics of your audience. This includes age, gender, location, marital status, whether they have kids, education level, job, income and so on.

***TIP:** You can find some of this information by doing a Google search (e.g., "flower gardeners demographics") as some organizations collect and share this information. Be sure to use reputable sources only such as universities, research organizations with good reputations, news organizations, and similar.*

Secondly, you can also survey your audience. You can survey the people on your list as well as surveying the broader audience. You can post your survey on your blog, on social media, as well as ask your marketing partners to share your survey on their platforms.

Next...

Step 2: Find Out What Your Audience Wants

The next step is to find out what your audience wants. One of the best ways to do this is to find out what they're already buying.

1. To that end, go to infoproduct marketplaces (such Amazon, ClickBank, Udemy and JVZoo) to see what products are selling well.
2. You can also check out what your competitors are selling on their websites as well as what they're advertising on paid platforms such as Google Ads.

Secondly, you can learn more about what topics your audience is really interested in. For example:

- What questions pop up repeatedly in your niche on sites like Quora.com and JustAnswer.com?
- What topics get a lot of discussion on the big blogs in your niche?
- What topics get a lot of likes, shares and comments on social media, including Facebook, Twitter, Reddit and YouTube?
- What topics generate a lot of interest on your platforms?

Finally, you can also collect additional information by surveying your audience. You can ask what topics they want to know more about, what their biggest challenges are in the niche, and similar.

Next...

Step 3: Find Out How Your Audience Thinks and Feels

The third step is to take a deeper dive to learn more about how your audience thinks and feels with regards to things related to the niche.

For example, you can learn more about what frustrates them, what makes them feel like giving up, what gives them hope, and what brings them joy in the niche.

One way to collect this information is to spend some time just “eavesdropping” on your audience. Go to niche platforms such as Facebook groups, social media pages, forums, Reddit topics and other communities to see what your audience is talking about. If you spend some time reading these discussions, you may start to better understand how your audience thinks and feels.

The second way to collect this information is – yes, you guessed it – to survey your audience. Ask them what challenges frustrate them the most, what parts of the niche activities bring them the most joy and so on.

Step 4: Use Your Audience Profile

You have all this information – now what?

1. For starters, knowing what your audience wants helps you create products and how-to content that they’re sure to love. For example, if you find out your dog-training audience really wants to know more about how to control dogs that are reactive on a leash, then that’s a clue about what sort of email series you may want to create, as well as what types of products to promote.
2. Secondly, before you sit down to write even a single word for an email, take a moment and picture your ideal customer. This is the person who most represents your audience profile. If it helps you, you may even find a photo that you think represents this person (check niche blogs or magazines) and keep the photo near to remind you to whom you’re writing.
3. Third, now that you know as much as possible about your audience, you can use these tidbits of information to create content that really resonates with them.

For example, let’s suppose you run a promotion about special-needs dogs, such as diabetic dogs. And let’s suppose you find out that your audience consists mainly of single women who are very busy because

they're college students, and they hold at least a part-time job too. Now you can empathize with this audience by:

- *Talking about how money can be tight when you have a dog needing expensive meds and food (as most college students have a slim budget).*
- *Talking about how difficult it is to keep the dog's insulin schedule on track when you're juggling classes, work and a social life.*
- *Talking about how difficult it is to care for a diabetic dog by oneself with no partner to help.*

And so on. You can weave these tidbits throughout your tips, examples, stories and more, which will make the reader feel like you created the content just for them.

Conclusion

If you want to really help your audience while helping your business too, then you need to learn as much as you can about your subscribers. The more you know, the easier it will be for you to craft content and offers that are a perfect fit for your readers. To that end, be sure to follow the steps and tips you just learned for defining your audience.

Lesson Twenty-Five

How To Establish Your List Goals So You Can Create The Right Messages

Are your messages supporting your list goals? Have you even identified your list goals yet?

See, plenty of email marketers have a vague idea of what they want their list to accomplish, such as help them generate more revenue. But in order to provide the most help for your audience and get the most benefit for your business, you need to set up very specific goals, and then you need to create a publishing plan that's based on achieving those goals.

How exactly do you do this? That's what you're going to find out inside this short guide. Read on...

Step 1: Determine Your Goals

You're going to have two sets of goals.

#1, You'll want to determine the overall goal(s) for your list. That is, why are you even building a mailing list? What do you hope to achieve with it?

If you're like most email marketers, then it's likely the overall goal for your mailing list is to increase your revenue.

#2, You'll want to determine your goal for EACH specific message you send out. The goal of a specific message should support the overall goal for your list.

The goals for a specific message can vary widely. For example, you might choose a goal such as getting your audience to:

- Buy a product.
- Take part in a free trial.
- Start a low-cost trial.
- Recognize your authority/expertise in the niche.
- Build familiarity with your brand.
- Know, like and trust you.
- Follow you on social media.
- Register for an upcoming webinar.
- Participate in a contest.
- Share a specific piece of content.
- Request a freemium.
- Watch a video, read an article or consume another piece of content.
- Fill out a form.
- Go to your marketing partner's website to perform a specific action.
- Provide as much help as possible to your audience.

And similar. This is not an exhaustive list. You'll need to think about the top goals you have for your messages.

You may have a primary and secondary goal for an individual message.

For example, your primary goal may be to get someone to join a contest, and your secondary goal may be to get them to share the contest with their friends. These two goals should not have equal

weight. Your message should primarily focus on the primary goal, and if you can do so naturally – without hindering the primary goal – then you can also work in the secondary goal.

Next step...

Step 2: Detail the Specifics

Whenever possible, you'll want to select specific, measurable and realistic goals with deadlines for achieving them.

For example, "generating more revenue for my business" is not a specific goal. Here you'd need to detail the specifics such as:

- *Exactly how much money do you want your mailing list to make?*
- *What is your deadline for achieving this goal?*
- *Is it realistic?*
- *How will you measure the goal?*

If you can't answer the questions above, then you'll need to tweak your goal to ensure it's specific, measurable, realistic and has a deadline. You'll also want to be sure that your message goals support your overall list goals.

Which brings us to the next point...

Step 3: Develop Messaging to Support These Goals

Now that you've detailed your overall goals, as well as goals you'd like to accomplish with your messaging, you'll want to plan out messages that support these goals. Keep in mind that you'll generally use a sequence of messages rather than just one message.

For example, if your goal is to sell a product, you may create a sequence of three or so emails to support that goal.

For this step, you'll want to brainstorm what types of messages will help you achieve your goal. Go ahead and brainstorm as many emails as you can think of and then select the top three or so (exact number depending on how many emails you'll have in a sequence).

For example, your overall goal is to make \$X amount of revenue, so your goal for a specific three-email sequence is to generate X number of sales of a specific product. Here are examples of messages that will support the goal of generating sales:

- *Case studies.*
- *Direct-response promo (basically a mini sales letter).*
- *Product review.*
- *Product FAQ.*
- *Objection-handling email.*
- *Soft-sell emails (such as a tutorial, Q&A coaching session, tips and similar).*
- *Tools (also soft-sell), such as checklists, cheat sheets, worksheets, gear lists and similar.*

You may have a secondary goal for this sequence such as building your expertise with your audience. In that case, you may select a sequence like this:

- *A tutorial that soft sells the product at the end, while establishing your expertise.*
- *A direct-response promo.*
- *An objection-handling email.*

That's just an example, but you can see how the first email supports both the primary and secondary goals, while the other two are focused on the primary goal (selling the product). What's more, the sequence as a whole

also supports the main goal of the email list which is to generate \$X amount of revenue for the business.

Let me give you another example of how you might achieve the same goals. Here we'll give a more specific example, where your goal is to sell a weight-loss guide:

- *First email in the sequence consists of five tips for getting a desired outcome, such as how to lose weight. The email ends with a promo for the guide.*
- *Second email is a weight-loss frequently asked questions list, with a promo for a weight-loss guide at the end.*
- *Third email is a case study for the guide, with a promo at the end.*

Here all three emails seek to sell the guide, but the first two emails also establish your expertise and help the audience as much as possible.

Again these are just examples. You'll want to think about your goals and what types of messages will best support those goals.

Conclusion

In order to make the most of your list while helping as many people as possible, you need to set specific goals for your list as well as for individual messages. You then need to pick the right type of messages to achieve your goals. This isn't an exact science, so be sure to track and test your emails to see if they truly are optimized for meeting your goals.

Lesson Twenty-Six

How To Measure And Analyze Metrics So You Can Improve Your Results

Plenty of email marketers think that as long as they're making some money, then their emails and campaigns are working great.

But not so fast...

What if you could increase the profits of an email or campaign – would you do it? Imagine doubling your clicks, conversions and cash – would you take the steps needed to make it happen?

Of course you would. And fortunately, there is a fairly simple way to do it. You need to test, track and tweak your emails to optimize results.

Let's talk about how to do it...

Step 1: Check Your Tracking Tools

The first thing is to be sure you're using an email service provider (ESP) that has built-in tracking and testing tools. Many of the big ESPs such as Aweber, GetResponse, and ConvertKit do.

If your ESP doesn't have these tools, it's a good idea to move to a platform that does. You can run limited tests (such as checking clickthroughs) with an ESP that doesn't have built-in testing, but it's easier if those tools are included (especially once you start testing open rates).

Next...

Step 2: Decide What to Test

Your ESP's tool will essentially let you measure two things:

1. Who opens a particular email.
2. Who clicks on a particular link in the email.

When you're tracking who opens an email, you can test:

- The best subject line.
- The best preview line (the line or so of text the recipient is able to preview in their email client before opening the email).
- The best "From" field.
- The best day to send an email.
- The best time of the day to send an email.

When you're tracking who clicks on a link, you can test all parts of the body of your email, including:

- The opener.
- The benefits you listed.
- The call to action.
- The postscript.
- Overall design of the email.
- The offer (price, bonuses, etc.).
- The product.
- The call to action.
- The subject line (it can affect your overall conversion as well as your open rates).

In theory, you could test virtually everything inside your email, but you'll want to focus on the high-impact items listed above.

Step 3: Run Your Test

In order to run your test, you'll want to pick just ONE item to test (such as an email subject line to test open rates) while holding all other variables constant.

1. *For example, you'd create two emails that are exactly identical with the only difference being that they have different subject lines. That way, you'd know for certain that any difference in open rates is due to the subject lines, not any other variable such as the preview line, the from field, or the day/time you sent the emails.*
2. *Another example: if you're testing your call to action, then absolutely everything about your two different emails would be exactly identical except for the call to action. You'd then know which CTA is better based on how many people clicked the link next to the CTA.*
3. *One more example: if you're testing your email opener, then everything about the emails would be identical except the opener. You can track both open rates (because the preview line affects open rates) and link clicks to see which email opener performs best for you in terms of open rates and overall conversions (i.e., how many people click on your link).*

Your ESP should provide you with an easy way to run a split test. For example, if you use Aweber, you'd go to "Messages" and select "split test." You'd then be walked through the steps of uploading your two emails, and the ESP would take care of the rest (randomizing who gets which email, tracking results, etc.). Likewise, you'll want to check your ESP's help documentation for instructions on how to do a split test using their tools.

Step 4: Analyze Results

Once the test is 100% complete, and all emails have been sent out, you can wait a couple days to give everyone in your audience a chance to see their emails. You can then analyze your results.

Generally, your ESP will provide a dashboard that shows you the results of your email test. You can simply look at the percentage (or number) of people who opened an email or clicked a link in order to determine your winner.

Take note – the bigger the difference between the two groups, the more confident you can be of your results.

For example, if people who saw Version A of your email subject line opened your email at a rate of 56%, while those who saw Version B opened at a rate of 57%, statistically those two are very similar, and you can't be 100% sure that Version B is the winner. However, if Version B was something like 61%, then you can be more confident that it is indeed the winner.

Once your test is complete, then you can pit the winner against another version until you're no longer boosting your conversions in a significant way. You can then move on to testing something else (such as your call to action).

Conclusion

The only way to know for sure if your email campaigns are optimized is to measure and analyze your results in a systematic way.

And you just learned how to do that by testing and tracking important factors such as email subject lines, preview lines, calls to action, the offer you're promoting and more.

These tests can significantly improve your results, sometimes doubling or even tripling them. So be sure to start testing and tracking as soon as possible, as doing so is a good way to create a more profitable list.

Lesson Twenty-Seven

How To Ensure Your List Is Full Of Happy People So You Reduce Unsubscribes

You've got a good start on building your list, as quite a few targeted subscribers have already joined. Now what?

Now you need to keep these subscribers happy.

There's no sense in building a list with a churn and burn strategy as that's a waste of your resources and rather exhausting for everyone involved. Instead, you can aim to keep your subscribers happy which will reduce unsubscribes, allow you to provide more help for your list, and create a more profitable list for you.

Here's how to do it...

Step 1: Provide a Variety of Your BEST Content

Offering a variety of content keeps your users engaged and opening your emails. It also gives you the chance to determine what sort of content they like the most so that you can deliver even more of what they love.

Here are examples of the types of content you can offer:

- Tutorials.
- Tips.
- Videos.
- Infographics.
- Case studies.
- Cheat sheets.
- Checklists.
- Worksheets.
- Planners.
- Round ups.
- FAQs.
- Mistakes.
- Dos and don'ts.
- Audios.
- Laymen explanations of technical content.
- Gear lists.
- Mini courses.
- Interviews.

And similar types of content.

Secondly, if you want people to keep coming back to your newsletter again and again, then share some of your very best content for free. When people look at the high-quality content you're sharing with no strings attached – the same sort of content that others charge for – they're going to be eager to discover the quality of content you share inside paid products.

NOTE: While your autoresponder serves as a great way to build relationships, help your audience and promote offers on autopilot, you'll still want to send out live broadcasts. That way you can send out timely information such as commenting on the news in your niche which, in turn, helps people see you as the "go to" source of good niche information (especially if you specialize in one particular subtopic).

For example, if you're in an arthritis niche, and the FDA recalls a common arthritis drug, you can email your subscribers immediately to share this news and let them know what it means to them (e.g., what alternatives can they use, etc.).

As you're developing both autoresponder and live content for your audience, you need to ask, "What else does my audience need to solve their problems?" What can you give them to solve their problems faster, easier or better?

For example, if you're sending out a lot of "how to" copywriting information such as tutorials and tips, you'll want to think about what else you can offer to help your audience become better copywriters. You may:

- *Do video critiques/tear-downs of sales letters for everyone to learn from.*
- *Provide tools such as sales letter templates.*
- *Solicit questions that you then answer in future emails.*

And similar.

However, as you plan your content, be sure you're sending what you promised to your subscribers.

See, you made promises and set expectations on your lead page as well as in your initial emails. You can keep subscribers happy by sending them what you promised you'd send rather than repurposing the list and sending completely different content.

For example, if you promised your subscribers that you'd send them plenty of tips, tutorials and other how-to content, but then every email became a promo for a paid product, your subscribers are going to be upset.

The opposite is true too – if you promised your audience that you'd review new products and send them recommendations, but instead you send them how-to information, they'll likely be upset because you're not sending them what you promised you'd send them.

The point is, send what you promised, and you'll have a happier audience.

Now the next step...

Step 2: Create “Subscriber Exclusive” Perks

You can surprise and delight your audience by delivering subscriber-only perks such as:

- Products that are only available to your subscribers.
- Bonus offers available only to your subscribers.
- Discount offers available only to subscribers.
- Access to webinars and coaching sessions.
- Subscriber-first exclusives such as previewing a new product a week or two before everyone else.
- Access to a subscriber-only Facebook group (perhaps where you do group coaching).

And similar. Think about what your audience really wants and deliver some of these wants as subscriber-only perks.

Secondly, you'll want to provide surprise freemiums on occasion. You likely provided a pretty good freemium such as a free report, an app, access to a membership site, a toolkit or similar in order to encourage people to join your list. You can surprise and delight subscribers by sending them additional similar freemiums from time to time (such as quarterly).

Step 3: Make Things Easier for Subscribers

The first thing you want to do is utilize your list segments which will boost your conversions and help your subscribers.

If you've followed the advice in this library about segmenting, then you should have a list with several sub-groups. Now you need to use them. Your subscribers are busy, so they don't want to read a lot of content that doesn't really interest them. When you segment your audience, then you can send content that's tailor-made for that group's specific interests which, in turn, creates happier subscribers.

The second thing to do is create scannable emails so that your emails are easier to consume. As mentioned, your subscribers are busy. A scannable email includes bolded subheadlines, bulleted lists, infographics and other content that your reader can quickly scan and still get a lot of value. If your scannable portions are engaging and enticing, then some of your scanners may go back and read the piece in-depth.

Finally, you can make things easier for your subscribers by providing subscriber options. The idea here is to let your audience pick how often they get emails and/or what type of emails they get. For example, if you email subscribers three times per week, then you might offer options such as:

- Get all the emails.
- Get only the most important emails.
- Get a digest of emails at the end of the week.
- Get emails a couple times per month.

Or similar. The idea is to give your audience control of what they're getting from you which creates happier subscribers. It is especially important to offer options when someone is about to unsubscribe. Sometimes people aren't unsubscribing because of the content, but rather the frequency.

Conclusion

As you can see, keeping your subscribers happy isn't one action you take, or something you do once. It's an ongoing process that you'll tweak over time as you track your list and discover what they don't like, what they like, and what they love. And remember, don't be afraid to ask them what they want.

Lesson Twenty-Eight

How To Schedule Your Emails So They Are Received At The Right Time

Imagine for a moment that you're really excited about sending a particular email to your list.

For example, maybe you're holding a flash sale, so you're expecting a flood of sales coming in soon after you send your email.

Except it doesn't happen. You open your inbox to see if there are any sales notifications, and it's so quiet you expect a virtual moth to fly out or a virtual tumbleweed to blow through.

You know your audience really wants this product. You know the flash sale is a really good deal so it should create high interest. You've checked your spam score before sending so you're pretty sure the email is going to make its way to your recipients' inboxes. And maybe you're pretty confident that your subject line should work to get attention and get the clicks.

So, what went wrong?

In some cases, it could be as simple as not sending an email so that it arrives at the right time.

For example, if you're sending out emails when a good chunk of your subscribers are asleep, you're not going to get a very good response. Then when they do wake up and see your email, they may just dump it in the trash bin along with the dozens of other emails that piled up overnight.

You can avoid that by scheduling your emails at the right time with the following simple process:

Step 1: Determine When Your Subscribers Are Active

The first thing to do is start with a good guesstimate of when your subscribers are not only online, but active (i.e., clicking links and taking action). A good way to determine this is to look at when the bulk of your subscribers first joined your list. What day of the week and what time of the day was it?

Take note that this is a starting point. Later in this process you'll find out the time and day that works best with some testing and tracking. You'll use this starting point as a good basis for your testing.

If you're just getting started with your list, or if your list is small enough that you can't detect any patterns, then you'll need to guess what days and times your subscribers are active. To do this, you'll want to profile your audience.

For example, if your list is full of busy moms, then sending out an email during their late afternoon and early evening hours will probably be a bad time. They'll be getting the kids from school, chauffeuring them to after-school activities, making dinner, cleaning up, getting the kids ready for bed and so on.

When might these moms have a minute to check their emails? Perhaps on a weekday morning such as a Tuesday around 8:30am. The kids are off to school, and perhaps the mom is grabbing herself a little breakfast before she gets started with her day. So, they're going through their emails, and they have time to click and engage.

That's just an example. You'll need to go through this thought exercise with your own audience.

Next step...

Step 2: Segment Your List by Time Zone

If you've got subscribers from all over, then you can't just send one email at a certain day and time and expect to hit all of them during their prime time for engagement. You'll need to segment your list by time zone so

that you're not sending emails to people when they're asleep or otherwise not online.

And then...

Step 3: Test and Track

You've got a starting point for when to send emails. Now you'll want to test and track to refine that starting point. What you do is set up a test in your autoresponder where you send out the EXACT same email to different people on your list with the only difference being when you send it. Your autoresponder will be able to randomly split your list into different groups for this test.

For example, you can send out the exact same email to different people on your list at various times you've identified when your audience is active such as 9:00am, noon, 4pm and 7pm. Then you can see which time gets the best response.

You can also do this with days of the week.

For example, send the exact same email out at 9:00am on Monday, 9:00am on Tuesday, and 9:00am on Friday to see which generates the best response.

The key is to hold all other variables constant which is why the subject lines need to be the same, the emails need to be the same, and so on. In addition, just test one variable – day or time – per test.

That way when you get a difference in conversion rates, you can say with high confidence that the difference was due to the one variable you tested. Just be sure you're not conducting a test during unusual times such as during holidays when people's engagement may be different than normal.

Which brings us to the last step...

Step 4: Check for Holidays and Events

Once you've gone through the process above, you'll know the best time to send emails to your audience. However, this doesn't mean your best-response time and day is the best time and day ALL the time. Before you send out an important email, you'll want to make sure there aren't any holidays and events going on that could affect conversions.

For example, if your audience consists of a lot of men in the United States, then you likely don't want to send out an email when the Super Bowl is on.

Checking for holidays and events is particularly important if your subscribers come from around the globe.

For example, if you have a lot of subscribers in Australia, you'll need to keep track of their holidays and major events, which may affect your publishing schedule a couple times per year. Or if you're writing to people in England, then you don't want to send out an email on Boxing Day when engagement is likely to be low.

Also, take note that the seasons can affect your publishing schedule.

For example, you may find that your list becomes less responsive when it's summer where your audience lives as they're getting outside more and spending less time online.

As such, you may need to do some testing and tracking to see the best times to send emails according to the season.

Conclusion

If you want to get a good response every time you send an email, then you'll want to figure out the days and times when your audience is most engaged and active. Once you do this, you're likely to see your opens and conversions increase.

Lesson Twenty-Nine

How To Write A Promotional Email That Offers Hope, Not Hype

If you've taken a look at your inbox lately, then you may have noticed that quite a few promotional emails are rather pushy, hyped up and even downright manipulative.

The marketers make it sound like the product they're peddling is the best product that's come along in a long time, and nothing like it will ever come around again.

What's more, it's scarce – and if you miss out, if you hesitate, then that's it. You're never going to get another chance, ever.

Well, at least until the next email comes in. And the next, and the next. Eventually the smart consumers realize it's just a parade of hype as marketers shout over one another trying to get heard in a crowded marketplace.

Listen, you don't need to do that.

You don't need to, nor should you, hype up your products. You don't need to strongarm your audience. Instead, you can be helpful and offer hope which, in turn, will naturally lead to sales.

Let's talk about how to do that...

Step 1: Craft Your Subject Line

The goal of your subject line is to catch your prospect's attention and get them to open the email. To that end, your subject line should be benefit-driven, without exaggeration or other hype. Don't use clickbait-style titles, huge promises you can't keep, manipulation or similar.

So, what's the difference between offering hype versus hope? Let me give you a couple examples:

Hype: Make millions with infoproducts fast and easy!

Hope: How to start a profitable infoproduct business

Hype: Lose 10 pounds in 10 days!

Hope: 3 proven ways to boost your metabolism and melt fat faster

See the difference? Hype makes big promises that exaggerate benefits and results, whereas offering hope promises a realistic outcome.

Step 2: Create Your Email

Your subject line did a great job with getting your prospects' attention, and now you need to create an email that raises your prospects' interest and keeps them reading right until the end.

The general format for this email should basically be something like this:

- Identify the problem.
- Introduce the solution.
- List the benefits of the solution.

Generally your email is going to be fairly short, just 300-500 words, so you need to focus on how your product helps the prospect. And just like with your headline, you need to provide hope, not hype.

For example:

There's that sinking feeling again.

It's beach season, and you need to purchase a swimsuit. But this shopping trip isn't fun. It feels more like an exercise in humiliation and feeling bad about yourself.

You wish you didn't feel that way, but you can't help it. Maybe culture is to blame, or your upbringing, or some stinging comment you internalized long ago.

Doesn't really matter at this point.

You just know that you want to slim down. You want to start feeling better about your body... feeling better in your own skin. You want to be able to dash up a flight of stairs without being winded. You want to get healthier so you don't end up with diabetes, high blood pressure and heart disease.

And it wouldn't hurt if you looked better in a swimsuit too.

The good news is that a slimmer, healthier body is within your reach. All you have to do is follow the simple, scientifically proven principles outlined in my new guide, [Guide Name].

You'll discover:

- *How to create delicious, easy meals that work with your metabolism, not against it.*
- *Which "healthy" foods are actually sabotaging your weight loss.*
- *An exercise program that works for everyone – even if you haven't been out on a walk for years.*

And much, much more.

You don't need to starve yourself, spend hours in the gym, or take pills to lose weight. You can do it naturally with the help of this guide...

Note that generally you'll create an email series to sell a product. One email may focus on the benefits (such as in the example above), one email may raise and handle objections, and a third email may provide proof (case studies, testimonials, etc.).

And now the last part of this email:

Step 3: Call Prospects to Action

The final component of a promotional email is to call your prospects to action. While creating urgency does boost conversions, you should only use this tactic in a genuine way.

IMPORTANT: *Is the offer genuinely scarce? For example, is a coupon code expiring soon? If so, go ahead and let prospects know, but don't attempt to scare them into buying.*

Once again, let me provide an example for you to show you the difference:

- *Fear-mongering CTA (don't use this): Super-fast fat loss is yours – but only if you click the order button below. This is your last chance to take advantage of this deal, and it will NEVER come around again. Order now to lock in this deal before it's too late!*
- *Urgent, but not fear-mongering CTA: Achieving your ideal weight is within your reach, and this guide will help you do it. Plus right now you can even save 25% by using coupon code IDEALWEIGHT. Why pay more when you don't have to? Order now to take advantage of this special offer...*

Conclusion

You don't need to lie, hype or scare the heck out of your prospects in order to make a sale. In fact, this sort of sales pitch is likely to turn off your prospects and lead to a cold list.

Instead, use hope to make the sale. Share the benefits of your offer without exaggeration, without psychological sales tricks, and without strongarming your prospects. You and your prospects will develop a better relationship if you focus on helping and providing hope, rather than hyping and manipulation. Try it for yourself and see.

Lesson Thirty

How To Know What And When To Send Your Subscribers To Keep Them Warm

As mentioned elsewhere in this library, subscribers growing cold is a natural part of running an email list.

However, that does NOT mean everyone on your list is going to grow cold eventually.

Indeed, if you use the recommendations outlined below, you can keep the majority of your subscribers warm and engaged.

Let's get to it...

Step 1: Schedule Regular Emails

Life gets in the way sometimes, and you may not always get a newsletter out. However, if you don't keep your name and newsletter in front of your subscribers, they're going to forget about you. Some of them will drift off and get help from your competitors instead.

In order to help your audience as much as possible, you'll want to send out emails at least on a weekly basis. If you find this difficult to do, then create your content upfront and schedule it to go out. That way your audience still hears from you, but you don't need to be tied to your computer at a certain day and time every week.

Step 2: Select High-Response Topics

You should be testing and tracking your email campaigns to see what works. As you do this, keep track of which emails tend to generate a lot of response (opens, clicks and conversions). Then send out more of the content that's really working for you.

For example, let's suppose you have a dog-training list where most of your emails get a decent response. However, you've noticed that

whenever you send out emails on the topic of housetraining, you get a huge response. You can capitalize on this by sending out a variety of content on this topic, such as:

- *An infographic that helps people recognize the difference between housetraining problems versus medical or behavioral problems causing inappropriate urination.*
- *A housetraining cheat sheet.*
- *An article listing 10 housetraining tips.*
- *A short video explaining how the basics of housetraining.*
- *A housetraining gear list.*

And similar. You can do the same with other topics that generate a lot of response. You can even repurpose content for this strategy.

For example, if someone liked your tips article, then turn each tip into its own in-depth, standalone article.

NOTE: Testing and tracking will tell you what your audience responds to, but they can't respond to something you're not even sending yet. That's why you want to survey your list from time to time to ask them what they'd like to know more about and what their biggest challenges are in the niche.

Step 3: Send Exclusive Offers and Content

Another way to keep your subscribers warm and opening your emails is by providing:

- Exclusive offers that they can't get anywhere else.
- Fresh content (tips, strategies, ideas) that no one else is sharing.

If you're selling your own products, then it's easy to create exclusive offers for your subscribers that the general public can't get. If you're promoting affiliate offers, however, then you'll need to secure those offers from the vendors.

NOTE: Getting vendors to agree to exclusive offers is easier if you've proven yourself to be a good affiliate in the niche. If a vendor realizes your promotions hinge on whether you can secure a discount or other offer, they're likely going to offer the discount.

And if you can't secure an exclusive discount from the vendor? Then consider these options:

- Provide an exclusive bonus package. You can create the bonus yourself as that way you'll know it's truly exclusive.
- Consider requesting a lower commission rate in exchange for a customer discount.

For example, if you're getting a 50% commission rate, you may propose to the vendor that you get a 25% commission rate and customers get a 25% discount. (Some affiliates do this themselves in the form of a "rebate" to customers, but it's best if you ask the vendor for permission. Understandably, some vendors won't allow you to offer discounts or rebates, as then they lose pricing control of their own product.)

Another way to provide both exclusive content and engage your subscribers is to set up live events. A live event gives you a chance to further showcase your expertise while developing better relationships with your audience.

For example:

- *Set up a webinar on a topic of interest to your audience and accept questions at the end.*
- *Provide a live coaching session in a private Facebook group.*
- *Do an AMA (ask me anything) session on social media where people can ask you niche questions, personal questions, or anything else.*
- *Do a live video on Facebook or YouTube and be sure to field questions so that you can interact with your audience.*

Still another way to provide exclusive content while building good relationships and reader loyalty is by showcasing your subscribers' success stories. Not only does this tactic provide social proof that your methods work, it also makes people feel good when you highlight their achievements and, in turn, this cements loyalty.

Next step...

Step 4: See When People Unsubscribe

Another thing you'll want to keep track of is when people are unsubscribing from your list or not opening your emails. This includes:

- When they bail out of your initial autoresponder sequence and either stop opening the emails or they unsubscribe.
- What type of emails tend to generate the most unsubscribes.

Take note that you need to look at these activities with a critical eye. For example, sometimes a particular email can generate a lot of unsubscribes, but it can simultaneously generate a high response rate. In these cases, it's possible you're drawing your BEST prospects closer to you while driving untargeted prospects away, and if so, consider that a good thing.

Conclusion

While some people on your list will inevitably grow cold, you can keep the majority of your subscribers warm and engaged by following the tips above. Remember, keep your focus on giving (helping) rather than getting, and both you and your audience will benefit.

Recommended Resources

Six Figures A Year In Information Publishing Our best-selling book that shows you the four keys to success for setting up a simple \$100k+ a year business from the comfort of your own home. Get your copy for free at:

www.SixFiguresAYear.com

Serious About Six Figures.com 12 Month training program which further explains how to produce orders, build your list, generate traffic, grow your income, create content and work less hours while still banking \$100k+ a year:

www.SeriousAboutSixFigures.com

One Letter From Retirement Some positive news for unprecedented times... You could be just one letter away from the end to all your financial worries... And here's exactly how to write it:

www.OneLetterFromRetirement.com

Lazy Way To Email Riches Can you click send? Then you can generate an instant income, anytime you want... even in a shoestring budget, and even WITHOUT a website. How? By dispatching simple emails from home... No office... No staff... And do it at anytime that suits you!

www.LazyWayToEmailRiches.com

Product Licensing Formula This is anything but average... It's a proven way of making money from home which no one else is talking about... Yet it can generate \$20,000 - \$40,000 per month and takes around 1 hour to do (just 2-3 days a week):

www.ProductLicensingFormula.com

Lead Magnet Swipe File

Magnets can either attract or repel.. What are your lead magnets doing with your prospects? Most people take way to long to create lead magnets... Or they create lead magnets that flat out don't work. Here's how you can create them in minutes to attract new customers.

www.LeadMagnetSwipeFile.com

Make Cash Like Clockwork Calling all frustrated entrepreneurs – who else wants to forget selling low priced one off eBooks and make cash like clockwork instead?.... Using a passive income system that automatically deposits money into your bank account effortlessly every month?

www.MakeCashLikeClockWork.com