



Instant Email Marketing Success for IT & Technology Firms

**How your prospects inbox can
catapult your business growth**

Email: the most efficient and cost-effective

With an ROI of around 4,300% (Direct Marketing Association), email pays for itself, not to mention it's "eco-friendly." Direct mail campaigns cost, on average, almost ten times more.

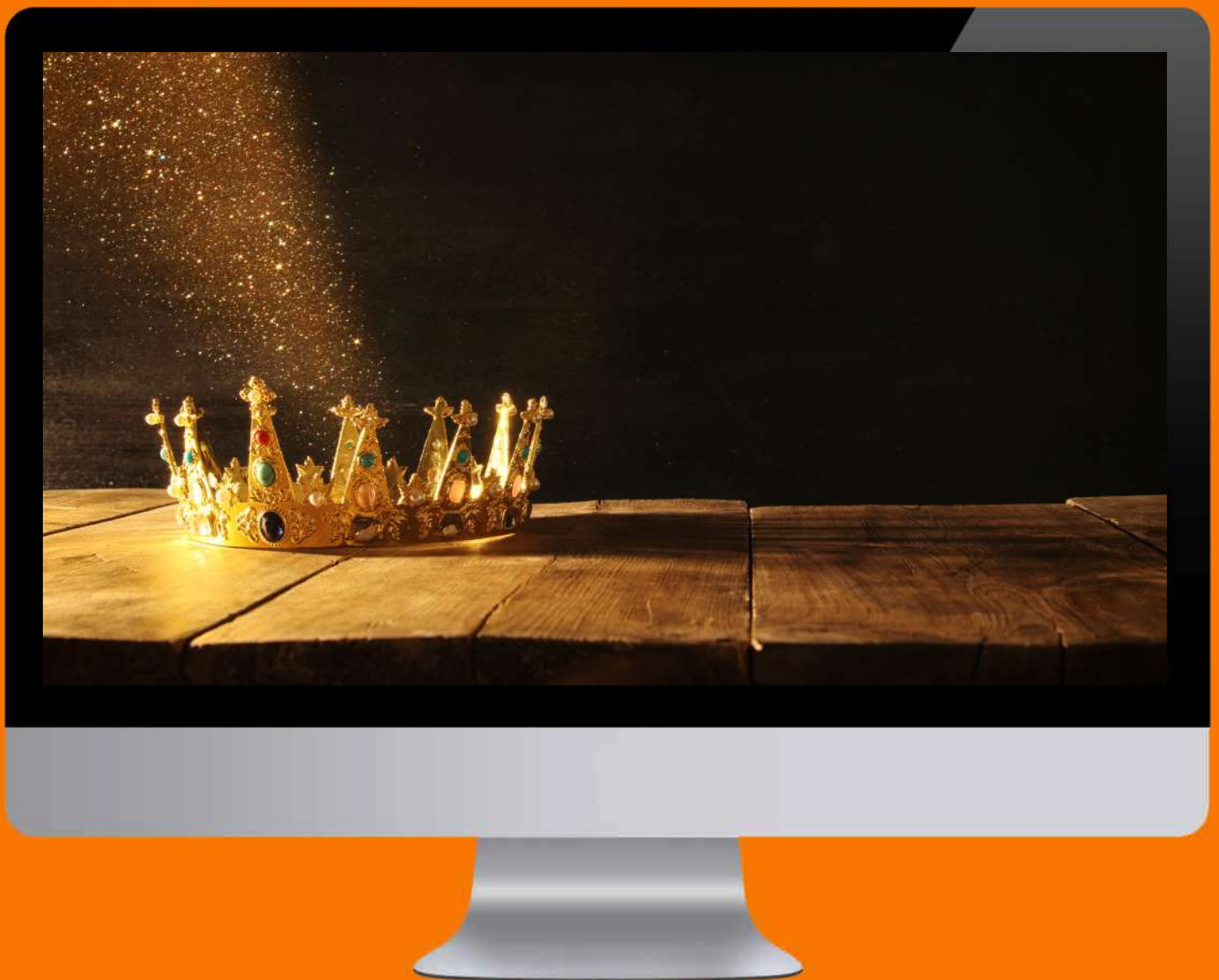
That's why smart marketers turn to email when they want to move from "conversation to commerce."

Why is email marketing so effective?

- Email marketing is still the most cost-effective way of promotion
- Builds loyal followers
- Drives repeat traffic to your website for referrals and word-of-mouth
- Easily measurable with data, allowing you to watch response rates
- Converts prospects into leads which boosts your bottom line

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Why Email Marketing Is King



Email campaigns are a long studied art and science of particular interest to digital marketers.

If you've ever watched Game of Thrones, you've seen key political figures try to outflank one another in bloody campaigns to win the highest office of the land, the Iron Throne.

In the show, based on the bestselling fantasy novels by George R. R. Martin, ravens are used as messengers between heads of military camps.

In real life, however, ravens were never used as messengers because they lack a strong directional sense.

It was homing pigeons that were used in real military campaigns as far back as the 6th century BC to carry important information back and forth over enemy lines.

What on earth do pigeons have to do with email marketing?

There is no better marketing tactic in building trust and credibility with your ideal buyer(s) than the power of your email list.

Email marketing strikes some as "old-fashioned", but nothing could be further from the truth. Sexier, more trendy mediums like social media and video get all the attention, while pundits will even try to convince you that email marketing is dead.

In fact, with a strong content and digital marketing approach, email can be the most powerful tool in your toolbox.

It's so powerful because it moves the conversation about your business or information product to a more personal environment: your buyers email inbox. And the email inbox is still the #1 channel and most personal channel for permission-based marketing messages.

Email gives you the benefit of a direct (and intimate) line of communication that moves prospects from cold to warm, then converts prospects to leads, and finally into paying customers. The best digital marketers have no intention of giving up on it any time soon.

Believe it or not, they are strangely tied to campaigns of influence that have been waged to sway public opinion.

Campaign [kam-peyn]

noun

A concerted effort to accomplish a goal.

Originally used by military generals, campaign was a simple command to “take the field,” but is now has a familiar political meaning of “organized efforts to sway public opinion.”

Online marketers use the terms “ad campaign” or “email campaign” because we use our concentrated powers of language to persuade with words.

Leaders and kings (and copywriters) use the same methods

As attention spans shrink, we constantly seek more effective ways of connecting with our audiences.

But we often overlook the simplest and most effective means of

communication we possess: a direct, personal and valuable message.

The simplicity of email for communicating effectively and efficiently with your clients and customers is invaluable.

Campaigns of influence have been waged since the beginning of time

Back in 300 B.C., Aristotle wrote about the power of persuasion when he penned Rhetoric. This ancient Greek text changed the world forever.

Aristotle classified the three most important aspects that impactful persuasive arguments should possess: Ethos, pathos, and logos make up the backbone of any persuasive argument, and make up the language of desire. Esteemed ad man Eugene Schwartz wrote:

"Advertising is the literature of desire."

In other words, compelling and persuasive campaigns tell a story, and your email marketing needs to do the same.

Alexander the Great: a student of persuasion

So, what would one of the greatest rulers of all time have taken on his campaigns to win the hearts and minds of his vast empire?

Rhetoric, as taught to him by his famed teacher Aristotle.

Alexander the Great used war pigeons to communicate with his armies, and these three secret weapons of persuasion to win his arguments and become one of the most-studied conquerors in history:

- **Ethos — Selling yourself:** This is the first step of establishing your credibility. It's someone who's an expert in their field and exhibits a vast amount of knowledge on a specific subject. They're considered trustworthy, have perceived intelligence, are thought of as reliable, and an authority. As a digital marketer, your job is becoming the likable expert in your field to create valueable content that people click and engage with. Killer content builds trust and credibility over time.
- **Pathos — Swaying emotions:** Often achieved with metaphors through storytelling, your goal should be to evoke strong emotions from your audience. Seen as the earliest breakdown of human psychology, when your readers are swayed by your powers of storytelling they are more likely to opt-in to your email list and deepen the conversation. This

gives marketers permission to offer valuable content, make offers, tell stories, and share products and services with them to improve their lives. Just beware — Pathos without its companions Ethos and Logos can quickly degenerate into cheap gimmicks and hype.

- Logos — Advancing your argument through reasoning: This aspect includes use of statistics, logic, or facts to support a certain worldview. Examples are often drawn from history, mythology or hypothetical situations to create conclusions. Also deductive reasoning lets the audience solve the puzzle for themselves by simply providing all the pieces. Often this comes in the form of social proof, testimonials, and lots of good ol' bullets that nail down the benefits of your offer.

Was Aristotle the founder of modern email marketing? Maybe, maybe not. Undoubtedly, he was also a prognosticator of how political arguments would shape the world of communication as we know it.

Modern rhetoric and winning email campaigns

Fast-forward to today, where controversial politicians (well-versed in the school of rhetoric) hire well-regarded copywriters to help them retain their thrones. Did former President Reagan, President Clinton, President Clinton, or President Trump use war pigeons? In a sense, they all did.

They built their elections and re-elections around a war of tools (in this case technology) and words (or copywriters).

They even hired the best copywriters to spearhead email marketing and social media campaigns that would go into the record books as the most expensive and effective. (former President Obama raised \$690 million from email marketing alone)

Their communication and PR teams heavily A/B tested everything from subject lines, to content strategies, to platforms, in order to hone their results.

Their strategy was simple: Test, analyze, change, and resend.

Research and analysis revealed some pretty surprising data:

1. Assumptions about what they thought would be successful was usually wrong.
2. Casual tone always worked best.
3. Simpler the emails, the better the result.

The results were astounding. One email alone raised \$3 million.

Here's an example of one President Obama's campaign emails:

Friend –

You're in for 2012: Welcome, and thanks.

Now forget everything you know about politics.

Because I can tell you that the coming months will be like nothing you've seen from a campaign. If we're going to win, we have to be tougher, smarter, and more innovative than ever before. The President has a job to do, so he's asking each of us to take the lead in shaping this effort.

That work begins now in your community.

Sign up to volunteer today.

Your leadership today will help build this campaign over the next few months and right up to November 6th.

You may be asked to recruit other volunteers, register voters, or talk to your friends and neighbors about what they hope to see from this campaign. You may sign up to volunteer today and end up leading a canvass this summer.

I got my start empowering residents in mobile home communities in Missoula, Montana — a long way from Washington, D.C. As an organizer, I know it all starts in our own backyards. Committing to a campaign is a huge first step, but it's the decisions we make from that point on that determine success.

Whether you're a first-time supporter or a veteran volunteer, this campaign belongs to you. You own it, and you power it.

This is an exciting time to get involved — sign up to be a volunteer today:

Let's go,
Jim Messina
Campaign Manager
Obama for America

Can you see how powerful this is, and why it worked?

Yes, that email was written for a specific audience regarding a specific political campaign, and probably vastly different from what would work in the context of your own audience and topic.

But, former President Obama's emails pushed all the right buttons.

- **He spoke directly to his ideal "buyer."** That email wasn't written for your clients or customers. It was written for their list, an audience that knows, likes and trusts the candidate. Simply writing email content or copying an approach that's been crafted for another list will never get you the results you want. You must personalize content for your ideal buyer.

- **He gets to the point, fast.** Great email marketers know how to grab attention fast in order to capitalize on short attention spans. Copywriting 101 is in full effect, with this example.

- **He tells a story that's relatable to his audience.** If you are making yourself a valuable and relatable friend in the inbox that readers want to connect with, you're conveying authority and friendliness that builds that trust. This is a combination that makes you irresistible to your potential buyers.

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- **His message is clear and on point:** Easy reading is really hard writing (said every copywriter ever). This was probably vetted and edited at least a dozen times before it was sent. You must edit and re-edit so that your message is crystal clear. Clarity is good, while confusion is bad.

Together, the Obama re-election team constructed some incredibly advanced methods of persuasion, all built on a rock-solid technological platform that will change how campaigns are run in the future.

Simplicity and effectiveness of a persuasive email campaign

The backbone of any great email (or content marketing) campaign is built on the framework of persuasion, a la Aristotle, and developed over long periods of time. Here are some fantastic techniques that can easily be applied to your persuasive email campaigns, today.

- **Repetition:** Repeat but don't be repetitive. Make your point in several ways (a well-known strategy of rhetoric).
- **State reasons why:** The psychology of because primes your audience for action.

- **Consistency:** Align ethos with establishing your integrity online.
- **Social Proof:** Use things like testimonials to drive acceptance and belonging.
- **Comparisons:** Metaphors, similes, and analogies that relate to things generally accepted as true.
- **P.A.S. (problem, agitate, solve):** Define the problem, talk about the pain of that problem, then offer a solution. This is marketing 101.
- **Prognosticate:** Give a glimpse of what life is like when your prospects buy from you, and base this is on solid proof and evidence.
- **Address objections:** Rhetoric 101: Do your research so you know your audience's objections before they ask.
- **Storytelling:** The easiest way to sell anything is through story

In his study of modern rhetoric, Sam Leith reminds us:

“We exchange information because it is either useful or delightful, because it does something for us ... language happens because humans are desire machines, and what knots desire and language is rhetoric.”

Email is not dead

Email is as prevalent as ever, and its power is hard to ignore. According to recent marketing survey data from Campaign Monitor:

- 8 out of 10 consumers claim to receive marketing messages alongside our personal emails on a daily basis.
- 70% of us make use of coupon codes or discount codes through email.
- 50% of consumers say that receiving special offers is the top reason for subscribing to an email list from businesses

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Success Is Built On Your Authority



Establish your authority by becoming the likable expert for your audience.

With a commitment to building a relevant and targeted email list, you can deliver the authority and trust to your expectant fans, and develop a longterm conversation that eventually grows your business.

With a solid platform of authority, email is easily the most effective means by which to connect with your audience and grow your brand.

In retrospect, the strategies for successful email marketing aren't secrets at all, and the ROI is instant.

Quick email tips ...

- Build your audience with the proven methods of copywriting.
- Capture your opt-ins with a prevalent and strategic email sign-up on your website
- Automate your email newsletters with a well-written autoresponder
- Write irresistible email subject lines that cannot be ignored
- Use the language of persuasion but keep it simple
- Be conversational and relatable
- Tell a great story
- Track data and adapt to changes Effective email marketing

campaigns begin with a great strategy and one other very important thing ... **your first email.**

Profiting From the Inbox

The oldest form of social media is still the most potent for online publishers.

The first email was sent in 1971, and it definitely didn't include any "today only" offers on flatscreen TVs or discounted ethnic food.

When we think of "social media" we think of faster, sexier platforms like YouTube, Twitter, Instagram, or Facebook.

But every single minute, some 170 million emails are sent by an estimated 3.6 billion accounts worldwide, and around 100 land in your inbox every day.

How can this ancient technology possibly drive the profits of a business online?

3

Responsive Email Lists Are More Valuable Than A Facebook Following



The trick to email marketing that works isn't a trick at all. It's the foundation of any profitable digital marketing strategy.

It starts with a subscriber, and whatever that one thing is that your subscriber wants from you at the moment he or she finds your website.

You've probably seen those prominent "sign up" boxes on every smart website for a reason. They're asking for your permission to deepen the conversation about your interests, in a far more personalized setting.

Your prospect is what legendary copywriter Robert Collier calls "the man on the speeding train." What this means is we see something shiny through the window as we speed through the massive clutter of the social media andscape, but we don't look for long because a new thing is already in our periphery.

Attention alone will get you nowhere and that's the secret sauce of many successful email marketers.

Keeping your prospect's attention is hard work.

Collier says:

**"Success is the sum of small efforts,
repeated day in and day out."**

Let's take a look at several successful publishers who are delivering attentionworthy email content, and getting an ROI through attention:

BuzzFeed

BuzzFeed is a uber-popular site where you can consume content about nearly any topic from pop culture to puppies, parenting, and everything in between. Their content goes viral on a continual basis due to their engaging delivery and unique style. To feed the wide needs of their subscribers, BuzzFeed has over 20 email newsletters that are catered to subscribers' specific interests.

2. HARO

Peter Shankman founded HARO (Help a Reporter Out) as a humble service helping journalists connect to sources. When **HARO** outgrew its Facebook home, Shankman took it to a daily email list, which grew to more than 100,000 subscribers. It resonated enough with the changing tides to get acquired in 2010 for what was rumored to be a highly attractive number.

3. DailyWorth

DailyWorth is a daily financial e-newsletter empowering women to “save more + spend smarter.” It even landed on Forbes Top 100 Best Websites for Women.

It raised over \$3M in investor funding on the strength of its 1,000,000 subscribers.

DailyWorth founder Amanda Steinberg says:

“E-newsletters are a great business because they follow proven, highly-scalable models, which make it easy to focus.”

Psychologists keep reminding us that our prospects are essentially “hardwired” to seek out rewarding information and valuable services.

As a business owner and marketer, the easier you make it for your prospects to get truly helpful content, the more addicted they become to engaging with you in a value exchange.

In a 2017 survey by Constant Contact, 91% of respondents said they checked their email daily, and 77% claimed that email was their preferred channel for “permission-based promotional messages.”

4

Higher Engagement = Higher Conversion
Rates = ROI



RETURN ON INVESTMENT

Right now is the best time to get started building your email list:

- Study your audience before you ever hit Send. Know your targeted niche and demographic cold.
- Make sure you are offering some kind of value exchange for people's shrinking free time.
- Localize your content to connect more deeply with a smaller audience, as opposed to having shallow relationships with a "catch-all" audience.
- Create email content that is succinct and easy to digest.
- When you build trust by offering valuable content, you turn your audience's precious attention into long-term interest that drives repeat traffic.

In a nutshell: Email marketing is still the most cost-effective and profitable way of delivering true value to an audience that wants it. In the next chapter, let's take a look at how to make it work better for your business.

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5 Ways To Make Your Email Marketing Work Better

5000000



The percentage of permission-based messages that are trashed by email service providers is very high, and spam filters get smarter by the minute.

Beyond providing irresistible content, what can you do to give your messages the best shot of getting through to your prospects.

Build trust, don't pitch.

Remember, the success of any email marketing program depends on genuinely compelling content.

You want your readers to dig through spam filters, complain to their email providers, and do anything they can to make sure they're getting your content.

Most email newsletters are nothing more than a thinly-veiled pitch, which makes them no fun to read. Make sure yours is nicely loaded with helpful content so readers become trained to open everything you send.

Here are a few practical things you can do to give your messages the best possible fighting chance.

1. Start every newsletter with a great autoresponder

You never get a second chance to make a first impression. The warm, friendly feelings you'll establish with your first 10 or 15 messages will carry over throughout your relationship. With the autoresponder functionality of your email provider, you can do just that. A great email marketing software should let you create defined sequences to send to your readers. The millionth subscriber has the same experience that the first did, and no matter how busy you get or what disasters you might be coping with, your new email subscribers are always well taken care of.

"A great autoresponder builds a strong foundation for your relationship with your new subscriber."

2. Use a warm, personal message early on

This is a trick I learned from Product Launch Formula founder Jeff Walker, and it creates a really nice rapport with your list. Early in your autoresponder sequence, include a cheerful, warm, individual-sounding message. Something informal, like: "Hey, really good to see you here, hope you enjoy the content."

You're not trying to fool anyone that this was an individually typed message for that recipient, but you are trying to create the same feeling of personal relationship. Invite questions, comments, and feedback at this point, and let them know that you'd love to hear from them.

3. If applicable, ask them to whitelist you

No matter how good your email provider is, some messages end up in spam filters. The best defense against that is to convince your readers to add you to their list of "safe senders," "contacts," or their "whitelist." And the best way to do that is simply to ask them.

The message explains that the next email in the sequence is a little more likely to get trapped in a spam filter, so this would be a great time to add me to their safe senders list.

Some readers immediately whitelist me, which is great. Obviously, it's smart to get yourself onto the whitelist as soon as you can, so you'll want to bring the subject up early on. But if you do have a message you can't reasonably lower the spam score on, this technique can give you a good reason to ask a second time.

4. Conversations have two sides

Make sure you've got a real person monitoring any replies to your email marketing, and that that person is giving thoughtful, personal replies to each message they get. Consider using an individual person's name in the "From" field, rather than the name of a company. An example would be something like this: "Ryan at Acme Marketing" instead of "Acme Support."

See the difference? One looks cold and doesn't build a connection. The other shows you who's really sending you emails, and starts to build an emotional bridge.

When I started adding the words, "Just click reply to ask me a question, your message will come directly to my personal inbox," I noticed that more people felt comfortable doing just that. And not only do questions and feedback build rapport, they're also a fantastic window into what your customers want and need.

Get More Subscribers on Your Email List

Email subscribers are the lifeblood of the online business. It's vital to a great content marketing campaign. You know you need them, but what's the best way to grow your list, especially when you're just starting out?

Ethical bribes, free eBooks, special reports, high-visibility signup forms, podcasts?

If you want to have a truly fantastic conversion rate, you need to look deep into the mind of your email subscriber. You need to find out what causes them to hand over their email address to complete strangers.

Today, I'm going to show you three simple ways to do this.

Grow your business ... the right way

When you first start out, it's easy to become obsessed with traffic and how to make a quick buck.

If all you care about is getting people to click on those ads, then you're in for a rude surprise.

If you focus on growing email subscribers instead of sending valuable visitors away every time they click on a Google link, you're putting yourself in a position to organically grow your business or brand.

Make no mistake, when you build an ongoing relationship with your audience, they are the ones most likely to help you build long-term income:

- Your subscribers are the ones who have the strongest foundation of trust with your content.
- Your subscribers will still be there even if you run into snags on your website (like getting hacked, or penalized by Google).
- And your subscribers will become the bulk of your buyers, whether it's now, or sometime in the future.

When you focus on getting your audience to sign up for your email list you are ensuring a higher rate of conversion for your services or products.

You don't have to become obsessed with capturing emails, but you should start thinking carefully about the factors that are actually going to build your business.

And if you're doing business online, there is a good chance it is going to be with that mailing list.

How to get into the heads of email subscribers

We all hand over our email addresses every day. We use them to sign up for blog subscriptions, forum accounts, information about a hot new trend or product, and so on.

But have you ever sat down and thought about what "exactly" goes through your mind when you decide to sign up for something? More important, have you ever thought about what emotion or logic prevents you from signing up?

Here are some things you need to know about the mindset of a subscriber

1. Harness the power of groups

Human beings are obsessed with groups. We need them.

Even those kids who put on black eyeliner and try to totally disassociate themselves from the establishment end up hanging out with other kids in black eyeliner.

We get married, make families, join sporting teams. This is vital to keep in mind when thinking about email subscribers.

When a person is on your blog or website and is thinking about handing over their email address, the first thing they are going to think about is whether they are alone in doing so.

“Has someone else gone before me?”

Are they signing up to a blog that is too old-school or too passé? This phenomenon is called social proof, and it is a very powerful tool.

When you're just starting out, you need to seem bigger (in subscriber numbers). When you are slow, you need to appear busy.

Your visitors need to see that other subscribers have validated their decision to join you. Until you can show them that, in any number of ways, you may just lose those potential subscribers. If you don't have a big subscriber number to show yet, try one (or several) of these instead:

- **Using testimonials in your signup area.** Show them what other people are saying about becoming a subscriber? This is especially effective if you can get a testimonial from someone respected in the industry. Don't leave your testimonials to your testimonials page, put them where people need them.
- **If you have a good number, display it.** If you get a lot of comments, be sure your comment number is displayed at the top of your posts. If your number of monthly visits is reasonably impressive, make that prominent. If you have a good Twitter following, highlight that. Large numbers immediately help new subscribers feel like they are becoming a part of something.
- **Use exclusivity.** In your call to action, you might talk about why signing up means becoming part of an exclusive community. Being part of a group is good. Being part of a group that other people don't know about is even better.

- **Use social media.** Encourage happy readers you already have to tweet your content, like it on Facebook, and otherwise use social media tools to demonstrate that you've got good stuff.

2. Use a direct call to action

Henry Ford (founder of the Ford Motor Company and developer of the manufacturing assembly line as we know it) was once quoted as saying,

"Any customer can have a car painted any color that he wants so long as it is black."

Ford knew that (within reason) telling customers worked better than asking customers.

So how does this relate to email subscribers?

Most of us try to be polite and respectful, and that makes us ask rather than tell. But there's a case to be made for telling, at least some of the time.

A direct call to action usually converts better than a soft one that is trying to please everyone. No, it shouldn't be obnoxious, but it does need to instill confidence.

Let's look at some examples:

- Soft: Why not join the Army? vs. Direct: I want YOU for the US Army
- Soft: Why not subscribe by email? vs. Direct: Enter your email today and get started
- Soft: Get a free ebook vs. Direct: Download your free ebook now

When we are given strong "orders" by an authority figure, we often feel more secure and safe, because we assume the person knows what they are doing.

When you use direct language for email sign ups you are conveying the message that they are doing the right thing.

3. Face objections head-on

Selling is about overcoming objections.

When a person is faced with a decision in life, their brain cells start to fire off messages about whether or not it is good course of action. Some neurologists call it the "Oh crap!" response. If something seems a little off (based on past experiences) the cells fire to warn the person, "Don't do it!"

This is an objection that can potentially kill your sale.

(And getting email subscribers is a “sale” even though you don’t directly exchange money. You’re still exchanging two things of value: their permission to email them and your content.)

What kinds of experiences cause your email subscribers’ brain cells to fire off those warning messages?

- Too many updates
- Messages that aren’t aligned with what was originally promised
- Messages used for a purpose contrary to the call to action
- Email subscriptions that make it complicated to unsubscribe
- The worry that their email address will be sold to spammers

If you want to convert more readers to email subscribers, you need to encourage them to sign up, but to overcome their mental objections. Address their concerns head on, and you’ll find that people will be quite happy to give you their email address.

Take your email sign ups to the next level

- Make your audience feel like part of an exclusive group.
- Use direct and compelling language.
- And overcome as many objections as you can.

If you can do these three things, you will grow a steady list of subscribers that can be a source of online income for years and years to come.

Now, let's get a bit more tactical in our discussion of writing emails that actually convert.

Three Key Elements of Irresistible Email Subject Lines

Email is here to stay.

Despite repeated proclamations of its extinction, rumors of the death of email marketing have been greatly exaggerated.

You must first, of course, get your emails read. And that all starts with your subject line. Email subject lines are a form of a headline. They perform the same function as a headline by attracting attention and getting your email content a chance to be read.

That said, headline fundamentals still apply, but the context is different. Email marketing has its own funky quirks that need to be accounted for.

Let's take a look back at headline fundamentals. These foundational-truths apply to subject lines, and are the "secret sauce" that will make email your top conversion channel.

1. The Fundamentals:

When you're writing your next subject line, run it through this checklist, based on this four step process.

- **Useful:** Is the promised message valuable?
- **Ultra-specific:** Does the reader know what's being promised?
- **Unique:** Is the promised message compelling and remarkable?
- **Urgent:** Does the reader feel the need to read it now?

When trying to get someone to take valuable time and invest it in your message, a subject line that properly incorporates all four of these elements can't miss.

2. The Specifics:

Beyond headline fundamentals, these are the things to specifically focus on with email subject lines:

- **Identify yourself:** Over time, the most compelling thing about an email message should be that it's from you. Even before then, your recipient needs to know at a glance that you're a trusted source. Either make it crystal clear by smart use of your "From" field, or start every subject line with the same identifier. For example, with our own Internet Marketing for Smart People newsletter, every subject line began with [Smart People].
- **Useful and specific:** Of the four "U" fundamentals, focus on useful and ultra-specific, even if you have to ignore unique and urgent. There are plenty of others who work at unique and urgent with every subject line — we call them spammers. Don't cross the line into subject lines that are perceived as garbage. But do throw in a bit of a tease.

- **Urgent when it's useful:** When every message from you is urgent, none is. Use urgency when it's actually useful, such as when there's a real deadline or compelling reason to "act now." If you're running your email marketing based on value and great offers, people don't want to miss out and need to know how much time they have.
- **Rely on spam checking software:** We all know that certain words trigger spam filters, but there's a lot of confusion out there about which words are the problem. Is it okay to use the word "free" in a subject line? Actually, yes. All reputable email services provide spam checking software as part of the service or as an add-on. Craft your messages with compelling language, let the software do its job, and adjust when you have to.
- **Shorter is better:** In Hamlet, Shakespeare coined the phrase that brevity is the soul of wit. Meaning, compelling copywriting should aim at using few words. Subject line real estate is valuable, so the less you say the better.

3. The Secret Sauce:

Getting someone to trust you with their email address is not easy. 15 years ago people would sign up for anything remotely interesting.

Not the truth, today. If you do gain that initial trust, and more importantly, confirm and grow it, you can write pretty lame subject lines and people will still read your messages.

Bottom line: trust and substance matter most.

Don't get me wrong, writing great subject lines combined with the more intimate relationship email represents is much more effective. And you have to get your initial messages read to establish the relationship in the first place.

"Regardless, your open rates will improve based on the quality of your subject line."

The Secret to Email Marketing That People Want

You've heard it a thousand times: the money's in the list.

If you're serious about getting results online, you need to build a responsive list of people who are paying attention to you, typically an email list.

So how do you get people to sign up for your email newsletter?

Reward them. Give subscribers something great as a "thank you" for signing up. This is usually some form of content like:

- A useful video or link to your YouTube page for said video.
- A killer PDF like an e-book, case study, or special industry report
- A compelling white paper, an exclusive podcast.

Giving away something good will get people to sign up for your email list. It works, but only if you do it the right way.

The problem is, what address will they give you?

Double opt-in forces your reader to give you a real email address. But real addresses are cheap. It's not like it's hard to find one. Readers have dozens of ways to capture your valuable free reward, then ditch the rest of your email once they've got their prize.

- They might unsubscribe (best case scenario).
- They might throw the email address away or just quit checking it.
- They might set up a filter that automatically pours your messages right into their Delete folder.

If they're jerks, they may just mark you as spam so they don't have to see you again, rather than take the "trouble" of unsubscribing. It happens.

(Incidentally, this is why you must make it stupidly easy to unsubscribe from your stuff. If it's more than a click or two, you'll regret it. **Plus, it's the law.**)

You can't make anyone pay attention to you in the virtual world. You can't trick them into it either, at least not for more than a few seconds.

Make your advertising too valuable to throw away

It's funny how many of our moms' and grandmas' most-treasured recipes came from the back of product boxes.

Food packagers know that recipes are irresistible. Human beings are an omnivorous and naturally curious creature. We enjoy novelty. We benefit from eating a variety of foods.

"Put simply, we want something new for dinner."

Recipes teach readers how to use more of the product being sold. And recipes feel inherently valuable. They promise a fantastic collection of benefits: Exciting new tastes, happy family members, harmony at dinner time, and kids who will actually eat their green beans.

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Recipes, including back-of-the-box recipes, get clipped and passed along and carefully preserved. A good-sounding recipe is reason enough to try that pancake mix or new pasta shape.

The recipe on the back of the peanut butter jar is advertising, yes. But it's advertising that actually gets your attention. It's too valuable to throw away.

Your topic has a recipe

Some topics have literal recipes. (Weight loss being the most obvious one.)

The act of nourishing ourselves has spawned hundreds of sub-niches, from slow food to raw food to grab-some-calories-on-the-run food.

For most topics, the "recipes" are metaphorical.

"You might teach a recipe for financial independence. A recipe for a fulfilling retirement. A recipe for getting a better job. A recipe for a happy marriage."

Some readers want Gourmet and some want White Trash Cooking. You're the one who decides how easy you'll make the recipes you offer.

You can use a recipe anywhere

Great blogs usually give lots of good recipes. The special report or white paper can be a single very strong recipe. And a great information product or membership site is often a collection of recipes that work together.

But one of my very favorite spots for a recipe is the email newsletter. More specifically, it's the email autoresponder, a tool that I now consider essential for every marketing project I work on.

Newsletters (what's new in your business, what's the latest promotion, what fresh exciting offers can you make to your customer) are an excellent tool.

But they're 1000 times better when they kick off with a terrific autoresponder.

Maybe it's 8 Tips for Being a Better Dad, or 7 Ways to Know if Stock Trading is Right for You, or 20 Keys to Internet Marketing Success

There are always a number of steps. They always build on one another. And they're always a recipe for some result the reader wants to have.

A sequence of steps trains your reader

Are you seeing why this works better than a single-shot special report, podcast, or video?

When you create an email sequence that forms a killer recipe, the reader develops the habit of opening each message. It's got a critical step, after all, to the recipe he's trying to cook up.

Sure, he can still ditch you when he's finally captured the final sequence.

But by that time, if you've given a recipe worth having, you've created some trust. Your reader has started to know and like you. You've built a little sense of reciprocity. You've emailed him 9 times in a row and you haven't sent him any crap, just valuable, good stuff that gets him a result he wants.

Think he's likely to open that 10th email?

The recipe for a great email autoresponder

1. Make sure your "recipe" delivers a solution that your reader really wants.
2. Break your recipe into a sequence of 7 – 10 steps. (You can do more if you're ambitious.) It's best if each step delivers a positive result and

3. Deliver your recipe via the autoresponder function of your email marketing program. If your program doesn't let you put together a robust autoresponder, find a new program. stands on its own.

Write the best content you can for your autoresponder. The time you put in now can continue to work hard for your business for years to come. Rather than selling your products or services, start to "sell" your terrific free autoresponder. It will build trust and rapport so that down the line you can fully explain all the benefits of what you do.

Keep Your Email Marketing from Dying a Slow Death

Studies by the email marketing firm Return Path show that nearly a quarter of permission-based email sent to Gmail never gets there.

No, I'm not saying it goes to a junk box. Most of it doesn't get delivered at all. No bounce message. No spam folder. Just . . . gone.

(This is not spam I'm talking about, either. It's email you asked to get, which Gmail decided not to give to you.)

This is why people think email marketing is dead. Most major email providers all have similar practices; they decide what their subscribers should be allowed to request, and delete material that they don't think you should have asked for in the first place.

A lot of what gets deleted mentions taboo subjects like:

- How to find more customers
-
- How to make money online.
- How to attract targeted traffic to a web site.

Stuff that, as it happens, we write about all the time. Except, our open rates average 40% - 60%.

Not only are the messages getting delivered, they're getting opened, read, and people are acting on what they read. What makes the difference?

Most bulk email is selfish

Most marketing is self-centered, with the main message bragging about how terrific your business is instead of focusing on what your prospect and customer feels, wants, and needs.

Email content (just like your blog content, Facebook content, white papers, or autoresponders you create) needs to be all about what your audience is demanding.

Remember: it's your consumer that determines value, not you.

We give lots of advice, links (and not just to our own content), and useful information that is focused on helping readers get ahead.

Is there promotion? Absolutely. But when we do it, it's effective.

Promotion is a small percentage of what you should do, maybe 5%. The other 95% of the time, you need to deliver value and solid information.

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Most bulk email is boring

There's no such thing as content that's too long, only content that's too boring. And, this is very similar to the previously mentioned issue.

Self-centered content is dull. It's like getting cornered by that awful coworker at a company party. You know the guy.

"But enough about me. What do you think about me?"

It's hard to ditch that guy at the party. But it's easy not to read or open his or her email.

I get dozens of messages every day that are self-centered and low quality. To combat this annoyance, I set up a rule to automatically throw them in the trash as they come in. Or, I let them pile up in the spam filter until I feel like deleting 20 or 30 at a time without looking at them.

"Many people will just mark you as a spammer for the crime of being boring."

And my guess is that those are the folks who are getting caught in Gmail limbo — people who failed one too many times to engage their readers, and got unfairly marked as spam.

Don't give up on email

For awhile, it looked like email was old-fashioned anyway.

The new shiny social media platform was where all the cool kids were hanging out, sharing, liking, and linking.

Who needs boring old email?

But here's the secret that smart online marketers know: When you want to move from conversation to commerce, email just works better.

And if you conclude that email marketing is dead (which is an urban legend, kinda like werewolves), you'll leave a lot of money on the table.

Email lists are more responsive than Facebook followers, and they're more engaged. They're less likely to drift away, less likely to forget about you, and they're more profitable. All the data and research support this worldview, too.

Email is a more intimate medium than any new social media feed. If Twitter is a networking event, permission-based email is a dinner party.

(As opposed to mailing to an email list you purchased, which is the same as some jackass cold-calling you to sell life insurance during your dinner party. Don't do that.)

The Direct Marketing Association consistently reports that the ROI on email marketing remains far above that of search or any other marketing channel.

That's in line with what we see and hear in online business.

And guess what? Smarter email marketing = better results.

The Best Time to Send Email to Your List

Talking email marketing strategy can be a bit like talking religion or politics at a party. Everyone has their own (very strong) opinions about what does and doesn't work. You've heard it all before:

- "Don't send anything on weekdays, on the weekends, or after 5 p.m., because people aren't at their computers."
- "Don't email on Mondays because your prospects are too busy, and avoid Fridays because everyone is winding down for the weekend."
- And be sure to stay away from the lunch hour. In fact, the best time to email is on Tuesday at 10:13 am."

Do you smell B.S.? I do.

The fact is, your industry, your business, and your audience have unique demands and desires. You've got to test (and test, and test) what works in your world, and then test some more.

Email marketing experiment

I like to send emails as soon as I have something to send, whether it's on a Sunday night or Thanksgiving day.

And I get responses when I send them. I've had prospects email me back at 10 pm, and last year I had a for meeting during Christmas break.

That's all fine and good for my business, but what about emailing my list?

I have an email list that's quite robust. It's full of business owners, marketers, and business professionals who are interested in hearing about my how my company can help them.

I know for a fact that Saturdays and Sundays are two of the best days to send emails in campaigns. The data tells me so, and so does my audience. Not only do my subscribers check their email on the weekend but they were taking action, too. .

After-hours emails: What the experts say

To be clear, this is not proof of anything.

Maybe if I had sent out the email on Monday or Tuesday, I would have gotten the same results or better. But still, the old saying, “no one is checking their email or buying on the weekend,” just isn't true.

To find out if others had the same experience, I looked for seasoned marketers who had good results emailing their lists on weekends, after hours, and on holidays.

- **Chris Brogan, Owner Media group and author.** Chris swears that email marketers need to be open to sending emails according to their audience. There's not a silver bullet to email marketing. But, his goal is to send emails when there's little competition for the inbox of those who receive his emails. He often starts email campaigns in the evenings and on weekends. He's found that this process works great and the results are so good, he even created email marketing courses teaching this to others business owners.

- **Max Librach of the Groupon-like business Gluten-Free Saver.** He posts deals on Sunday and sends out emails on the offers the following Saturday and Sunday. "The workweek is filled with the split testing of subject lines, headlines and email copy, so that our weekend [mailings] are as optimized as possible," he says. "By sending subscribers the most optimized message over the weekend, we are able to reach people who are too busy during the week to purchase the deal."

- **Mike Harvath of Revenue Rocket.** "We start our quarterly email drip campaigns on weekend evenings and see fantastic results, versus beginning them other times of the week. We want the best optimized results and this tactic works well for our audience."

Smart marketers are constantly testing sending emails on different days and times, and not shrinking from sending evening and weekend email messages.

You never know when someone is going to be at their computer and ready to buy. Why knock yourself out trying to figure out "the very best minute" to email? And why apply a hard-and-fast "waiting" rule, when you've got something of value to pass along to your audience?

Also, there's this amazing thing about email: If the recipient is not available right when you send it, the email will be sitting there waiting for them when they are ready.

Get More Mobile Visitors On Your Email List

It's really important to make sure your website is mobile responsive because the more emails you deliver the more traffic will be viewing your site.

But there's a problem: it can be really hard for your mobile visitors to sign up for your newsletter, once they get there.

Here's why: many mobile-friendly themes can hide the sidebars, especially in WordPress and other CMS's. Often social sharing buttons for Twitter and Facebook are visible, but it can be tricky for visitors to see the sign-up box in your sidebar.

Even if you're not running a mobile-responsive theme or plugin, your visitors are still just looking at your main content column.

Why? Because even though they see your full page when they initially arrive, the first thing they're going to do is "double-tap" on the content column to blow it up to a readable size. That pushes those sidebars out of sight and out of mind.

How to fix the problem in two easy steps

The solution is simple. You need a call to action (CTA) for your newsletter at the bottom of your content column.

Not in the sidebar. Not in the footer. You want it right there at the bottom of your text, so it's the first thing people read after they finish your post.

Here's a simple hack:

Step one. Copy the code of your sign-up box and drop it onto its own landing page. Give it a cool name like `yourblog.com/subscribe`. Add some content that lets people know why it's a good idea to subscribe.

Step two. Place a call to action with a link to your new sign-up page onto the bottom of every single page you create. You can type this manually, cut & paste it into every post, or you can do it automatically by editing your theme.

For example, if I'm showing a video hosted on my own site, I'll provide a link to a copy on YouTube, so people can see it. If you're comfortable with code, you can insert the sign-up link into your regular theme with a hook or a widget so it shows at the bottom of the content column. Then it will show up automatically on every post, past and future.

But if you're using a mobile-responsive theme, I don't recommend modifying the code, unless you have some experience. If your theme has a plugin or a module, sometimes customizations will be overwritten when you update the plugin.

Getting people onto your email list should be a priority with every post you write. No matter what device someone uses to read your content make it easy for them to get to your sign-up box.

It takes just a couple of minutes to copy your sign-up box onto a standalone page, and only seconds to add a link at the end of each blog post.

Start doing it now, because mobile traffic is only going to increase ... and you want to be sure you're there to capture it.

5 Tips for Better Results with Mobile Email Marketing

Picture this scene: a reader of your blog and a loyal subscriber gets a new mobile device.

You've taken great care to make your site mobile-responsive. You've even taken the right steps to convert more mobile readers to your email list, so you feel pretty confident that all your bases are covered.

That is, until your subscriber gets her first email from your latest marketing campaign. It's all squished up on the screen, it's impossible to click on any of the links, and the message overall is terribly hard to read.

Your loyal reader really wants to get the benefit of your great content, so they spend time fumbling around trying to make sense of it. But eventually frustration wins. They give up and hits the red "delete" key.

Think this doesn't happen? It sure does. More often than we care to admit

Email is the #1 most common activity on smartphones, well ahead of web browsing and social media. That's why mobile email marketing design is so hot right now.

If you can manage to make sure your mobile readers are satisfied with those subscriber-based emails, then you have covered what may become the largest of your readership. And here are some tips to help you out.

1. Include a plain text version of every message

Including a plain text copy of every HTML message you send will help eliminate potential issues for those subscribers with mobile readers that do not support HTML. Any good email marketing service lets you include a plain text version; make sure you're using it.

2. Keep links uncrowded

If your email message has links that you want your readers to click on, such as navigation back to your main site (recommended), then make sure those links stand out on their own. In other words, keep them uncrowded so it's easy to click them within a very small space.

3. Pull the reader in with your subject line

Remember earlier in this e-book, when we talked about the power of headlines and subject lines? Now, let's put that wisdom to good use and apply those key elements to your email marketing messages. Like any headline, an email subject line has to capture attention quickly and drive the reader to click through.

A great rule of thumb for mobile devices is to keep it around 5 words. That's right, you have about 5 words to grab the attention of your reader.

Why? Because after about 5-7 words, the subject line gets truncated and becomes a lost opportunity. You'll want to include key information within the first 40 to 50 characters. In other words, you have 6 words and 45 characters to persuade your readers and subscribers.

4. Use the right tags for your images

If your email marketing message includes images, make sure you include an alternative (alt) tag to describe what the image is. You should be doing this for any HTML content you create because mobile readers aren't the only users who may not be able to see your images. Don't stuff the alt tag full of keywords; it doesn't work. Use it for what it was meant for which is to briefly describe what the image is, in a way that lets your reader make sense of it if the image isn't visible.

Many devices can display all your images correctly, but not all of them will, so it's just smart to use alternative text to make sure every reader gets the message that image was supposed to convey.

5. Is your call to action clear?

People using mobile devices spend a little less time taking in the content due to the smaller screen sizes and the fact that they are usually on the go, so make sure your email marketing has a clear call to action.

Put it either near the beginning or somewhere where it will stand out. Don't make it hard to find ... after all, it's the key to getting the response you want.

Moving forward with email

You might be wondering how to know what your email message will look like on all these devices. Just because it looks great on an iPhone doesn't mean it won't be mangled on a Droid device or tablet.

Whatever email marketing service you use, spend time in the settings area and explore the various options they have for delivery.

Build an Email List that Builds Your Business

Now that you have the fundamentals for successfully building your email list, let's review some of the basics:

- Email is the preferred method of permission-based promotional messages by a wide margin.
- 9 out of 10 of your prospects, clients, and customers check their email daily, and if they are doing it from a mobile device it's their #1 activity.
- Email is still king: More than 100 billion emails are sent daily by businesses, and mobile users are growing exponentially.
- Email is the most cost effective marketing tool in your arsenal, beating out all other methods for R.O.I.
- Email allows you to track data and view the stats of your subscribers. Metrics to pay attention to are: 1) Open rates, 2) who opens what, 3) how often your audience open, and 4) what links are clicked.
- As consumers grow more sophisticated so do email services and spam filters. Relevant and targeted email lists are the best way to combat this, as are subscribers who "white list" you.

- Offer a double opt-in (require a second confirmation email) to ensure security, CAN-SPAM compliance, blacklisting prevention, and keep your list responsive.
- Make sign-ups easy, always offer the option to sign up in a prominent, highly visible place.
- Limit the number of questions you ask subscribers, the less fields subscribers have to complete, the more successful you'll be at building your list.
- Write irresistible subject lines for higher open rates.
- Write emails in a conversational tone, not a robotic pitch-fest.
- Always include a strong, compelling call-to-action.
- Keep your mobile audience in mind when you craft your emails.
- Remember to have some fun!

Now that you have all the pieces in place to launch a successful email marketing campaign, all you have to do is get writing!

TAKE THE NEXT STEP:

Let Us Show You How to Build Your Email Marketing

[Click Here to Find Out How](#)

