

Email Sequences

ATTRACT
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Email Sequences

Email is still one of the most effective means of marketing that exists today to increase engagement and remain connected to your prospects and leads.

Your email campaigns will also be one of the major components of your sales funnel to:

- Deliver your content
- Nurture your readers
- Keep your clients and prospects moving forward throughout your funnel

In this module, we'll discuss:

- Why use email marketing?
- New trends in email marketing
- Writing emails that get opened
- The most effective email type you will use
- Other Types/Techniques for emails
- Nurturing your new list
- Email examples
- Top email marketing mistakes (and what to do instead)

Why Use Email Marketing?

Email marketing is one of the best and most effective ways to:

- Nurture new leads
- Keep prospects engaged and connected with valuable content and offers
- Keep people moving forward through your funnel
- Convert leads into sales

A list is also something that you own 100%. Whereas your favorite social media channel could disappear in a day (along with your audience), a list is something you own 100% forever.

New Trends in Email Marketing

While email marketing remains effective today, there are new strategies and tools that can increase your odds for success.

- **1. A personalized experience** - As customers have more and more content and ads vying for their attention, any strategy or tool that offers a more personalized experience for your subscriber is going to pay off. These include:

- Email list segmentation and personalized emails - The ability to apply tags and segment your list based on interests, behaviors, and purchases can make a huge difference in customizing your reader's experience. [51% of marketers consider segmentation the most effective strategy to personalize emails for effective email marketing, according to the Data & Marketing Association.]
- Transactional (or triggered) emails - Emails that are triggered to respond based on customer opt-in and purchases are said to have 8 times the open rate (and much more generated revenue, according to Experian.)
- Personalized subject lines - Any time you can use [First Name] in an email, use it! [subject line, email body, etc.]

2. Retargeting - New trends in email marketing take into account the fact that people are busy and life gets in the way. New strategies and tools include:

- Cart abandonment emails - Emails automatically triggered when someone clicks to buy, but doesn't complete the transaction (especially when there is a discount involved) can increase conversion rates.
- Webinar drop-off emails - Emails automatically triggered when someone doesn't register for a webinar, registers

but doesn't show up, or shows up and doesn't watch all the way through can get people re-engaged with your content.

3. Miscellaneous - New techniques introduce the novel and attention-grabbing including:

- Use of emojis in subject line - According to Business Wire, subject lines containing emojis are opened at a higher rate than text-only counterparts.

Action Step: Whether you are a new or seasoned email marketer, choose 1 new strategy to implement in your email marketing campaigns today.

Writing Emails that Get Opened (and Acted Upon)

The first thing you want to keep in mind when writing great emails that get opened is the **PURPOSE - WHY ARE YOU WRITING THIS EMAIL?**

Remind yourself, *"I am sending this email because I want them to..."*

(For example, opt in for a webinar, download a new resource, buy my product, etc.)

3.5 CORE EMAIL PARTS:

1. Subject line: What gets the email opened

1b. First Line: What gets them reading

- Closely tied to the subject (Don't bait and switch!)
- Closely tied to the body (Keep them reading.)

2. Body: What keeps them reading

3. CTA: Where you want them to go.

How to Write Great Subject Lines that Get Your Email Opened:

- Make it count! (It's why they open your email)
- Educational or intriguing

Check out the BONUS handout, 30 templates plus examples.

Challenge: Write 5 great subject lines using the templates.

Types of CTAs (Calls to Action):

- Sales: Grouped in campaigns or sequences
- Content: Ezine or blog, written content, video

CTA Guidelines:

- Use only one (and only one) call to action
- Write a compelling close
 - Not a bulleted list
 - Consider a story that paints a picture of what it is like living with a fulfilled promise.
- How to get them to take action
 - Tell them to take action
 - Tell them what the benefit will be (What's in it for them?)
- Use a P.S. for a call to action
 - This is the 2nd most read part of an email
 - Restate the promise and then a call to action with link. For example, *"Imagine what it will be like when..."*
- Use urgency or scarcity in your call to action
 - Why is it important for them to take action now?
 - Urgency- Cart closes, promotion ends, early bonus, deadline
 - Scarcity- Promo ends, limited spots available

The Most Effective Email Type You Will Use

Story Emails - Telling a simple story in a powerful way is a great way to engage your audience and really connect. It makes communication happen much easier.

Stories can be used to:

- Powerfully communicate who you are and what you do
- Attract our ideal clients
- Serve those clients even better
- Educate, inform, and inspire

Success tip: Merging a concept and a story can help you powerfully communicate to your clients and prospects in all communications.

Step 1: Plan your story with the END in mind [Goal + Emotion]

The first thing we want to know is, 'what is the end-result that we want for our reader to take?'

Do we want them to:

- Take action?
- Click on something?
- Buy something?

And, before they take that action, how do we want them to feel when taking that action?

Examples:

- Curious?
- Inspired?

- Desperate? ["It really is that bad. The thing at the end of this link is exactly the thing that's going to help me. I need to click that button."]

Choosing the end goal and emotion makes it so much easier to construct everything that comes before it.

Step 2: Choose the story where the moral of the story is that emotion

This doesn't have to be super complicated and it doesn't have to be an earth-shattering, life-changing story.

For example:

A communications coach may want to sell a product that helps people avoid miscommunication. They want to tell a story that connects to miscommunication. They can think of any time in their life when there has been a miscommunication (and how frustrating that can be.)

Stores may include:

- The taxi driver that took them to the wrong place,
- A miscommunication around showing up at the wrong time for dinner,
- Meeting at the wrong place and waiting around for an hour only to find that the party you were meeting was on the other

side of the door.

Your goal is to simply come up with a story that imparts that idea.

Step 3: State the moral of the story

For example, "Miscommunication can be so frustrating and it's so easy for miscommunication to happen in our daily life."

Step 4: Take that moral of the story and apply it to whatever our offering is (aka the 'business moral' of the story)

For example, The communication coach may be trying to help business owners communicate more effectively.

The (business) moral of the story is- "Doesn't it stink for a business owner when there's miscommunication? You're talking to the exact right person, but since they get the message wrong, it's impossible for them to follow up and act."

Step 5: Call to Action

Connect your 'business moral' of the story with your offer through either

- What they would like to have or achieve
- What they would like to avoid

Examples:

"If you want to be in a situation where you're not having miscommunication anymore with your clients, all you need to do is _____."

Or

"In order to have _____, follow this link to purchase."

Other Email Techniques/types:

1. Curiosity (sales)

- Usually on the shorter side
- Mysterious about what they will get
- Requires audience trust

2. FAQ (sales)

- Positioning: 'People have asked these questions'
- Communicates that objections are normal
- FAQs help overcome objections (before they arise)

3. Content

- What your prospective client wants

- Clear intent - inspirational or strategic
- CTA is often 'share with me'

4. Using links

- Readers are more likely to click links that are URLs
- Reasons why you don't put the content in the email
- You can track what your audience thinks is valuable
- You can demonstrate the value of clicking. (There is something valuable on the other side.)

5. Infusing Personality

- Formal v. informal
- Tell stories
- Use references
- Favorite phrases

Nurturing Your New List

Pay special attention to new subscribers on your list.

Everyone deserves a warm welcome. The moment someone signs up for your email is when they are most interested in hearing from you!

Set up an automated welcome email that introduces your brand and thanks them for subscribing. You should find that these welcome emails

have a high open rate - they're 86% more effective than email newsletters. [Studies show that 33% of subscribers who receive a welcome note show more long-term engagement with a brand.]

Create a short series of emails to nurture the relationship over the next few weeks. These can be scheduled to go out automatically, using the auto responder feature of your email service provider.

Two approaches to nurturing your new list:

Longer sequence

Let this time be dedicated to building trust and the relationship. While you may offer them something to buy, the focus of this time is letting them know what to expect.

Here is an example of a 5-day email sequence to cultivate the relationship with your new subscribers.

Email 1 - Day 1

Thank them for accessing your opt-in freebie.
Tell them you are going to follow up with some very special bonus tips. This is an unexpected surprise.

Tease them on the tips you will be offering to build curiosity.

Email 2 - Day 2

Consider making this about the three most important points from your freebie, as a review and also to call attention to them. Many will download your freebie, but won't digest it immediately. This gets them to actually check it out.

You can also give them action steps to start to move ahead with those 3 points.

Email 3 - Day 3

Make this email about the one thing you outlined in your freebie that made the biggest difference in your life or the biggest difference in your client's life.

Include a story that has a before and after with a very powerful result. This demonstrates your ability to create these results and starts to build desire in your subscriber for that very same result.

Email 4 - Day 4

Give them a surprise bonus gift (a pdf, checklist, video, 10 ways to..., etc.). Let them know that in the months ahead they will see a lot more surprises like this one.

This surprise gift (and tease for more coming their way) keeps them checking and opening your emails in the future. If they can see you

via video or hear you via audio, that is ideal. They can connect more quickly when they see and hear the real you.

Email 5 - Day 5

Ask them if they took action on some of the suggestions in your surprise bonus (the previous email).

If you have something to sell, at this point it's appropriate to introduce that offer to them. If you don't have anything to sell, this is where you can say you have 3 spots open over the next 10 days for a free strategy session. First come. First served.

By using this process and sequence, you transition them from just getting freebies from you to being open to buy your offerings from you.

Note: You can adjust the timeframe of this email campaign to suit shorter attention spans and to build the relationship faster.

Action Step: Create or update your email nurture sequence for new subscribers.

Short sequence

After the optin, send them two additional emails the first day, two the 2nd day, and one the 3rd day. Then put them in your regular broadcast nurture sequence (for example, a once-a-month blog.)

Email Examples

Curiosity Email

Subject: Branding, awkward client questions, and... pajamas?

Hi [First Name],

Have you ever gotten a question from a client that had you say, "Wow. I need to do things differently?"

I did once. (It's a bit embarrassing, but a funny story.)

See what answering THIS awkward question can do for YOUR business!

[VIDEO PIC w/ embedded link to video]

Share with me on Facebook: What's the alter ego you need to reveal?

Warmly,

Pamela

P.S. Keep an eye out for some fun branding help on Wednesday!

Story Email:

Subject: The #1 Indicator of Success

Good morning,

Chris Brogan is one of my favorite speakers.

I love Chris because he is a non-stop bundle of energy. He'd make a hyperactive 10-year old look focused! When he is presenting he has tons to share and is so enthusiastic that it is as if he is giving three presentations at the same time.

It is an awesome thing to behold and there is so much great information it's hard to keep up.

Recently I had the chance to see Chris Brogan speak at a conference. As always, I was impressed.

The most powerful thing I took from his entire presentation was something he said as an aside. It wasn't on the topic of the presentation and it didn't have anything to do with the point he was making.

He stopped, paused for a moment, and said, "My number one indicator of being successful is being able to say no to everything I don't want to do."

How perfect is that?

Imagine being able to say 'no' to clients who aren't exactly right for you. Imagine being able to say 'no' to work you don't enjoy.

When we have a thriving business we get to say 'no' to the things that don't suit us. That is the business I want for you.

Every month the How I Built My Practice White Paper gives you tools and techniques to move you from having to say 'yes' to everything that comes along, to saying 'yes' only to the things you want to do.

Say yes to this so you can get closer to saying 'no' to what you don't want to do!

Join today: <http://howibuiltmypractice.com/join/>

Blessings,

Gene

FAQ Email

Subject line: FYI

Hi [First Name],

Wow, my team has been busy answering questions about the new Empowerment Blueprint program!

[LINK] Learn about The Empowerment Blueprint - registration closes tomorrow.

I realize since registration closes for the program tomorrow [Friday October 2nd] at midnight, these questions are very time-sensitive.

And I don't want you to miss the vibrant community we are forming - we already have dozens of people from around the world who have signed up! I'm already falling in love with our Facebook group...

I would love to support you in becoming EMPOWERED in your business, and the program starts soon!

So I'm answering a few of the most frequently asked questions, please read below if you're thinking about joining my Empowerment Blueprint program.

Q: I already do mindset work, for myself and with my clients. Do I need this program?

A: The program is actually geared for people who have done a significant amount of mindset and inner-growth work.

The real question is: Are you getting the results in your business that you want?

If not, then you probably know that there are ways in which you're sabotaging yourself, getting in your own way, and generally making things harder than they need to be. That means that you're learning FEAR run your business.

You can spend years working on these yourself, or you can get help from someone who has 'been there, done that.' It's faster, easier, and much more enjoyable.

[LINK] Get out of your own way faster with The Empowerment Blueprint

Q: When will you offer this program again?

A: it will be months, or perhaps a year before I offer this program again. It probably won't be at this low a price, and I'm not sure if it will include over 7 hours of Q&A time with me.

If you're asking this question, I urge you not to wait.

Getting empowered will completely transform your business on so many levels, and I wouldn't want you to wait months or years to reap the benefits of what's possible.

[LINK] Get empowered now.

Q: Will this program work for ME?

I hear this particular questions from people who believe that their business challenges are different, or that they have particular mindset issues that are not the norm.

After working with literally thousands of entrepreneurs, I can tell you that even though you ARE unique, you are not alone. These are proven processes that will help you with your particular mindset blocks, regardless of what they are.

There are a few people who should walk away: This program is not for people who are looking for a sleazy strategy, a quick miracle, or some other shoddy tactic.

This program will work for anyone who is willing to look at where they are stopped, has the courage to face their challenges, and most importantly - who is ready to get out of their own way, and succeed.

And with over 7 hours of Q&A time with me, there's lots of opportunities to get my help with your specific type of challenge.

[LINK] Get my help getting empowered in YOUR business!

Q. Will Pamela be teaching on the web calls?

A: Absolutely! All of the training and Q&A calls will be taught and

led personally by me LIVE. You will get tons of training and coaching with me! And during the 7+ hours of Q&A time, you'll get my personal, in-depth coaching on specific questions you have with getting empowered. Plus, you'll learn a lot from the questions and successes of your peers! (Not to mention asking questions 24/7 on the Facebook page!)

[LINK] Join The Empowerment Blueprint and work with me.

Q. I'm already working with a coach. Should I do this too?

My guess is that doing this empowerment work, and getting this toolkit, would enhance what you're already working on together.

Instead of thinking of this as one more thing to add to your plate, this actually simplifies your business since you'll be doing FEWER things, having much less stress, and getting bigger results.

Q. How can I ask a question that's not listed here?

Feel free to email us at support@makeyoursuccessreal.com to get your questions answered! When I look around and see who has significantly expanded their business to create more impact, more money, and much more freedom - I see it's the business owners who are becoming EMPOWERED.

The 1st call is next week, so [LINK] register now to joint us!

Warmly,

Pamela

P.S. Registration officially closes tomorrow (Friday, Oct 2nd) at midnight. Don't miss your chance to [LINK] get empowered in your business!

Content Email:

Subject: I Want You To Lose Customers!

Good morning,

From time to time I like to work in a coworking space.

If you don't know, coworking spaces are places where freelancers can work. Instead of paying rent for office space they pay a membership fee to use a common space when needed.

I love my coworking space. We aren't just a bunch of people who happen to work in the same space, but we have become a community of freelancers who understand what it is like to be hustling to make a living.

Once a month we have a breakfast potluck. Everyone brings in their favorite breakfast goodies and we just hang out for 30 minutes talking about life.

At a recent potluck I was explaining the *How I Built My Practice White Paper* to a few of my fellow coworkers.

One of them scrunched up his face and said, "Can't you just find all that information free online?" Why would someone pay for that?

And he is right. Much of what I teach you can find online free of charge.

But there are a number of advantages to the *White Paper*.

1. Everything is in one place.
2. You don't have to waste time and effort sorting through huge amounts of information to find what is worthwhile and what isn't.
3. I give real-world examples from my own business and how I use the information.
4. I provide step-by-step instruction so that you can easily implement the techniques and strategies I teach.

If you are looking for free advice you can go to Google.

If you are looking for steps that work, join now:

<http://howibuiltmypractice.com/join/>

Have a great day,

Gene

Sales Email:

Subject: Tired of Superficial Results, Being Unsure of Core Issues, and Healing that Just Doesn't Last?

Over 8 ½ years ago when I created Tapping Q & A, I thought it would be a good idea to build a website around the idea of answering questions. Little did I know just how good an idea that would turn out to be.

At least, it was the best choice for me and my learning.

Every time I sit down to write about a topic in response to a question from one of my readers, I learn something.

This has made me a better tapper. I am better at tapping for my own issues and I am better working with my clients.

Thank you for reading, commenting, and asking questions.

My life is better because of it.

AND The Questions Keep Getting Better!

One of the neat things (my editors doesn't like it when I use the word neat, but that is how I feel) I have noticed over time is that the questions you ask are becoming increasingly sophisticated.

Seven years ago more than half the questions I received were some variation on, "What are the right tapping phrases for [insert issue]?" as if there were some magic words to clear a certain issue.

Today the questions are about clearing resistance, the best way to identify and deal with core issues, and the best order in which to deal with issues for optimum results.

It has been a great joy watching the tapping community grow up!

I am sure you are part of this evolution and are looking to be a better tapper, or you wouldn't be reading this.

Getting Even Better At Tapping

Along with the development of the tapping community there has also been a maturing of the training resources available. There are at least three international organizations offering certification and it seems that every practitioner under the sun has created some "new" version of tapping they are teaching.

It is really hard to know which way to turn to expand your tapping tool set.

If you are looking to learn new tapping skills, I have something for you to consider.

A Great Big Fat Marketing Mistake

I have put together what I believe are the best tapping tools in what I think is the easiest way to learn them. This is probably a mistake, but I haven't come up with a fancy name.

If I were a better marketer I would call it something like, SuperTapping, Exceptional EFT, The Monterastelli Method, or The Best Gosh Darn EFT Method That Will Make Your Rich And Beautiful Beyond Your Wildest Dreams (aka BGDEMTWMYRBBYRD Method).

To be honest the only name I considered was "Kick-***" Tapping Techniques, but I was worried I might offend.

Coming up with names for things isn't my strength. Look how creative I got with my website name. I created a site that answers questions about tapping and called it TappingQandA.com.

What is lacking in name is made up in what I think is some of the best tapping training available.

Sharing My Tool Set

Over the last eight years I have been slowly building my own tool set. I have consumed books, DVDs, and attended live trainings. I subscribe to over 50 newsletters and I spend three to five hours a week just working on improving my own skills.

I have studied NLP, hypnosis, age regression, parts work, neurological function, and guided imagery. I have spent hours with psychologists, doctors, chiropractors, acupuncturists, and psychiatrists picking their brains about what they have learned in their work.

I have spend hundreds of hours and well over \$15,000 on building my tool set.

And I want to share that tool set with you.

I have taken my favorite tools, broken them down into simple steps, and presented them in such a way that you can start using them today!

What is taught?

I like presenting thing in easy to use chunks so that you can take what you learn and put it into action right away. The class is organized into 8 lessons.

Lesson 1:13 Foundations to Healing with Tapping that Every Practitioner Should Master

Lesson 2: 18 Lessons from 10 Masters of Healing
Lesson 3: Hypnotic Pattern and Language
Lesson 4: Guided Imagery
Lesson 5: Parts Work
Lesson 6: Age Regression
Lesson 7: Time Lines, Forgiveness Work, and Score Boards,
Oh My!
Lesson 8: Meta Models

(For a full description of each lesson, please see the end of this note.)

Each of these lessons is designed to stand alone. You can start with any topic you want. I love this training because you don't have to complete it all to improve what you are doing. Each step of the way you will be able to do new things with your tapping.

The moment you hit stop on any of the audios you will be ready to try the techniques.

You Don't Have to Take My Word for It

Here is what some of the students who were present for the recording of this class had to say:

[Insert testimonials]

But That's Not All

In addition to the training audios I have these 6 bonuses to sweeten the deal:

Transcripts of All Classes - Not everyone learns in the same way and sometimes it's easier to read through materials to find that one point you were looking for instead of searching through an audio file. This is over 150 pages of content!

Two Bonus Hours of Teaching (plus transcripts) - Since the original recording of the training I have added two more hours of advanced tools. The hour on 'Making sure you are solving the right problem' has revolutionized the way I do tapping work.

30-Minute One-on-One Coaching Session - Do you have questions about the material covered in the class, about other topics, or looking for someone to talk through a tough client with? You will be able to have a one-on-one coaching session with me to ask anything you want.

Audios of Four Sessions - Want to hear exactly how I use these tools with my clients? You will receive four audio sessions of me working with real clients. There are two audios for each session. Audio one is an uninterrupted version of the session so you can get the flow. Audio two is interrupted from time to time with me explaining what I was thinking and why I did what I did - every step of the way.

PowerPoints from All Presentations - All eight lessons were originally taught using live PowerPoint. You will receive copies of all slides so you can follow along.

Marketing Mumbo Jumbo

This is the part in the note where I'm supposed to tell you how much all the bonuses are worth so you see the value in what you are getting. You are getting all the PowerPoint slides, all the transcripts, four hours of Q&A, four client sessions where you see these tools in action, one-on-one time with me, and two bonus hours of training.

I know these bonus materials are worth as much (if not more) than the price of the training program itself. If I could tell you exactly what I would charge for each of these pieces. You might believe me, or you might think it is some marketing trick.

I know this for certain: this is A LOT of added value and it will transform the way you tap with yourself and the way you tap with clients.

40% Off

The Advanced Tapping Training normally retails for \$497

For the next two weeks, if you use the discount code
spring2016 you will receive 40% (\$200) off the full price.

Guarantee

I know this will take your tapping to the next level, but if for some reason it doesn't work for you, let me know. I don't want you to spend your money in a way that isn't useful. Just drop me a note in the first 30 days and I will refund all your money. No questions asked.

Order here: <http://tappingqanda.com/adv-tapping-techniques/>

You don't want to miss out on this.

Please let me know if you have any questions about the training.

Gene

P.S. Imagine what it will be like to get longer lasting results, faster.

Top Email Marketing Mistakes (and what to do instead)

1. Not welcoming your new subscribers

It may be tempting to deliver your freebie and leave your prospects alone for a while. Do not make this mistake!

Instead, you want to roll out the welcome mat for your new

subscribers. They are 86% more likely to open these emails and 33% more likely to remain engaged with your company as a result of a welcome message.

2. Asking for the sale too soon

We all know that the goal of building a list is to be able to market to our subscribers. However, be careful about asking for the sale too soon in the relationship.

Instead, you want to consider the temperature of your traffic when it comes to subscribers:

Instead, you want to consider the temperature of your traffic when it comes to subscribers:

- **Cold leads** - These subscribers are brand new. Welcome and engage them. Introduce them to you, your brand, and what you can help them accomplish. [Spend time before making any offers, or only use low-ticket AM/Tripwire/Entry-point offers.]
- **Warm leads** - These subscribers are starting to know, like, and trust you. You can ask for moderate levels of commitment. [AM offers or webinar invites, etc.]
- **Hot leads** - Your warmest source of traffic already knows, likes, and trusts you and has had some experience with

getting results as a result of your free and paid offers. Consider this your 'buyers list,' where you can make mid-ticket and PM offers.

3. Treating email as a broadcast and not a conversation

It takes an amount of trust for someone to give their contact information and agree to hear from you on a regular basis. The best way to nurture the relationship is to treat email as a mode of communication. [It's a dialogue, and not a monologue.]

Offer as many opportunities to engage your reader in a dialogue. Ask poll questions (which can also help you segment your list.) Ask for replies and take the time to respond. This is one of the greatest ways to build know, like, and trust with your audience.

4. Being overly formal

Although you are using communication in a professional manner, try not to be too formal (unless your audience and niche demands it.)

Instead, you want your email to feel personable and relatable. You are speaking to your one ideal client. Try reading your email aloud and if it doesn't sound like something you'd say, go back to the drawing board. If your email doesn't sound like something you'd send to a friend, make some adjustments.

Success tip: You may have to speak your emails and transcribe them so they sound like you would naturally speak.

5. Not being consistent

We hear this all too often. “I have a list, but it’s been a while since I’ve written.” Remain consistent with when you reach out to your list. And, if you’ve fallen behind, re-engage your list.

6. Not segmenting your list

It may be tempting to treat all of your subscribers the same. However, this is one of the biggest mistakes that can be leaving money on the table.

Instead, you want to segment your list based on their interests, preferences, and certainly if they have ever purchased from you. Imagine being able to create a customized experience for your user!

You can regularly poll your audience and apply ‘tags’ based on the responses in your CRM. These little pieces of code will ensure that the right emails get to the right segment of your audience.

7. Not regularly culling your list

This is another mistake we see often. You may be tempted to hang onto every subscriber so your list-size appeals large, but this

can be costing you money in more ways than one!

First, a community costs you money (in email service fees, etc.)

Second, all of your email markers of success will appear very skewed.

Instead, check for the following and prune on a regular basis to avoid 'list bloat':

Bounce rates - These are the outdated, closed, or defunct email addresses that are taking up space on your list. Get rid of any email addresses that bounce.

Open rates - Determine who on your list is actually OPENING your emails. [Who's engaging with your content?] If someone hasn't opened your emails for quite some time, it may be time to 'trim the fat.'

Actual buyers - Over time, you may want to see who is opting in for your free and paid offers (and moving forward in your funnel) and who is just along for the free content.

An engaged list is much more valuable than a large list.

8 Not including pictures and graphics

You may think pictures and graphics don't matter to your audience,

but they do! Emails with some kind of graphic content are said to be opened at least 25% more of the time when compared to text-only emails.

9. Including too many CTAs (and pictures/graphics)

While plain-text emails don't always get the most engagement, including too many pictures and calls to action can leave your reader distracted and in information-overload.

Remember, a confused mind doesn't buy (even when it comes to free content and offers!)

Keep it simple! Include 1-3 simple images that are congruent to the content of your email. Include ONE clear call to action.

10. Not making your email mobile-friendly

You may think your target market doesn't use their smartphone, but more and more users are using their mobile phone to check their email. Make sure your emails are optimized to work on mobile devices.

11. Not measuring your success

As with everything, 'that which is measured, improves.'
At the very least, consider tracking the following:

- Open rates (how much of your list actually opens their emails?) [The average open rate is approximately 25%.]
- Click-through rates (how much of your list clicks on links from your emails?)[The average clickthrough rate is 4-5%.]
- Conversion rates (how many of your subscribers become buyers?)
- Bounce rate (how many of your emails land in inactive email accounts?)
- Unsubscribes (how many subscribers are opting out of your list on a regular basis?)
- Email forwards (how many of your emails are being forwarded?)

12. Giving up at the first sign of non-success

It may be tempting to give up when you don't see results with your first email marketing campaigns. However, this is can be a costly mistake. Email is still one of the most effective means of marketing that you 100% own.

First, email marketing requires copy writing skills which takes time. Second, email marketing is RELATIONSHIP marketing and relationships take time to cultivate and nurture.

Little changes can make a big difference, so be sure to test, tweak, and optimize when you don't first see results.

- **Emails aren't being opened?** Tweak and optimize your subject lines and the first line of your email. Make sure your 'from' line includes your real name (and not just your company name.) Experiment with send days and times that are in alignment with your ideal client.
- **Emails aren't being clicked-through?** Make your email skimmable and scannable with plenty of white space. Make sure your content and offers are clearly positioned with benefits and results front-and-center. Include a clear CTA.
- **Emails aren't converting into sales?** Don't rely on email alone to sell your products. They should be part of an overall strategy. Consider your traffic temperature when making offers. Check your copy and positioning of your offers. And, when all else fails, validate your offers to make sure what you're selling actually appeals to your target audience.

Assignments:

1. Choose 1 new email marketing strategy you'd like to implement in your campaigns [Personalization, Retargeting, or use of emojis, etc.]
2. Write 5 great subject lines using your bonus templates.
3. Write 1 great story email that points to one of your offers
4. Create or update your nurture sequence for new subscribers

5. Write one content/blog email with a CTA to get readers to engage
6. Write one sales email that offers your freebie or a strategy session
7. Create the emails to include in your sales funnel campaign [Draft the copy, then load into your auto responder]
8. Create the follow-up and retargeting emails for those who do not take action (when life gets in the way.)

Facebook Challenge:

1. Share the 'new trend in email marketing' you're planning on using and why.
2. Use the polling feature to test out your 5 great subject lines and see which one generates the most interest from the group. [Which are more compelling?
3. Find an accountability buddy to give you feedback and keep you on track to complete your funnel campaigns.



Pamela is a sought-after business coach, author, and speaker with a history of groundbreaking successes in the transformational industry. After removing her own discomfort with marketing and sales, Pamela built her business from \$375/month to \$1,000,000 in less than 3 years. She specializes in working with conscious entrepreneurs to build six and seven-figure businesses by combining effective marketing strategies with cutting-edge mindset tools. Pamela created Attract Clients Online, a social media marketing agency, to support other transformational entrepreneurs like coaches, healers, speakers, trainers, and authors. She helps them introduce their brands to worldwide audiences while being well-rewarded for their transformational gifts.