

ATTRACT CLIENTS ONLINE

Email FAQ

What do you send when? How often do you send?

Immediately: Send them what they opted in/asked for (only exception - if you're doing a campaign with a video and you have a banner at the top that says "Your email will be in your inbox in 3-5 minutes, in the meantime check out this short bonus training" (or anything like that), then you can add a 3-7 minute delay timer on the email).

Deliver the freebie on page or in inbox? Inbox.

If you're ever going to send more than one email in one day, then the first day is the best day to do it. You could send "Here's your freebie" email and "Indoctrination to our brand email" on the same day, because that's when the user is most engaged and most likely to read your emails. Generally you don't want to send more than one email per day though (sometimes this will happen if you have automated and non-automated campaigns running at the same time without exclusions, which normally isn't a big deal unless it causes a spike in complaints).

What times/days?

Varies based on what your clients are used to seeing and your industry. That being said, Tuesdays at 10am, Thursdays at 2-3pm eastern have *often* seen getting higher opens/clicks. Not guaranteed.

How do I know if my email is good or bad?

- Open & click rates
 - Expect 50%+ on the first email, and a slow decline from there. Compare your emails to other emails you've sent in the past.

Images?

Hi Ian,

When I was first starting my business, something really embarrassing happened RIGHT after I thought I had finally "Made it".



[Click here to watch.](#)

White space?

For readability, yes. Don't add additional white space between end of message and unsubscribe button. Make it easy to unsubscribe.

Number of links?

Between 2 & 4.