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Email Marketing

How to Push Send and
Grow Your Business

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There is no better way to build a responsive audience of clients or customers for your business, than with the classic workhorse of the internet, your email list.

Email marketing strikes many as "old-fashioned." More fashionable venues like social media and mobile marketing get all the attention, and some people will even try to tell you that email marketing is dead.

Unfortunately, reality doesn't agree. In fact, with a strong content marketing approach, email is more powerful than ever.

Why? Because it moves the conversation about your business or information product to a more personal environment — the in-box.

And the email in-box still happens to be the #1 preferred channel for permission-based marketing messages, by a wide margin.

Email provides you the most direct line of communication for conversion to sales, and smart online marketers have no intention of giving it up any time soon.

Email is your most cost-effective marketing tool

With an ROI of around 4,300% (according to the Direct Marketing Association), email almost pays for itself ... not to mention the fact that 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."

What makes email marketing effective?

- Email marketing is still the most cost-effective way of promotion
- By consistently offering valuable content, you build loyal followers
- More followers drives repeat traffic through referrals and word-of-mouth

- You can track email data easily and watch your response rates as they climb or fall

- Higher engagement means higher conversion rates that boost your bottom line

Sure, we're all familiar with email newsletters that waste our time, pitches that annoy us, and downright spam.

Those don't work.

What works is a *value exchange* — your valuable information for your prospect's valued time.

Your subscribers need to know they can trust you ... that you're not a soulless self-promoting spam-bot.

Good email content deepens your relationship with your audience through:

- Effective subject line writing (getting your messages opened),
- Speaking to your audience in a distinctive voice (getting your messages read),
- And delivering quality, niche specific content your prospect needs and shares with others (inspiring referrals and word-of-mouth).

So how do you build an email list the right way?

This ebook will help you execute more effective email marketing, and get you on the road to building your business through the inbox.

Why Email Marketing is Still King

by Kelton Reid

Persuasive email campaigns are a long studied art and science of particular interest to content marketers.

If you've ever watched HBO's hit series 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 who all live in a land sadly devoid of the internet.

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 — and even as recently as World War II — to carry important information back and forth over enemy lines.

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

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

> Cam•paign [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.

Philosophers, kings, and copywriters all use the same methods

As attention spans shrink, we — the writers, the makers of the internet — constantly seek more effective ways of connecting with our respective 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 the written word

Aristotle (circa 300 B.C.) wrote a treatise called Rhetoric that essentially changed the world forever. Loosely defined, rhetoric is the art of persuasion.

Aristotle classified the three most important things that all effective 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, persuasive campaigns tell a compelling story, and your email marketing needs to do the same.

Alexander the Great was 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 as an online publisher. Someone who is an expert in their field or simply exhibits a vast amount of knowledge on a subject is considered trustworthy (you have perceived intelligence, reliability, and authority). As a content marketer, job one is becoming the likable expert in your field in order create valued content that people click and share. Killer content builds your credibility over time.

- **Pathos — Swaying emotions:** Often achieved with metaphors, storytelling, or evoking 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 to deepen the conversation. This gives content marketers permission to offer even more valuable content, make offers, tell more 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 hype.

• **Logos — Advancing your argument through solid reasoning:** Includes use of statistics, logic, or specificity. Examples are often drawn from history (see above), mythology or hypothetical situations to create conclusions. Alsodeductive reasoning lets the audience solve the puzzle for themselves by simply providing all the pieces. Cookie content that establishes a relationship of trust with your audience with your audience is built on the value of your expertise. 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 father of modern marketing? Perhaps. But he was also the progenitor of the modern political argument that has shaped much of the world as we know it.

Modern rhetoric and a winning email campaign

Fast-forward to the present, where a controversial president — well-versed in the school of rhetoric — hires a well-regarded copywriter to help retain his throne.

Did Obama use war pigeons? In a sense, he did.

He built his re-election around one of the most technologically savvy email campaigns in history.

And he hired kick-ass copywriters to spearhead an email marketing and social media campaign that would go into the record books by raising almost $700 million.

The team heavily A/B tested everything from subject lines to content strategies to hone their results to perfection.

Their strategy: Test, analyze, change, resend.

Rigorous experimentation and analysis revealed some pretty surprising things:

1. Their assumptions about what they thought would be successful was usually wrong.

2. A casual tone always worked best.

3. The simpler the emails were, the better the result.

The results were unprecedented. One email alone raised $3 million.

Here's an example of one of the Obama 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 why this would work?

Granted, 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 here is how Obama's email marketing pushed all the right buttons:

- **He speaks directly to his ideal reader:** Keep in mind, 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. Simplistically copying an approach that's been crafted for another list will never get you the results you want.

- **He gets to the point quickly:** A good email marketer knows how to grab attention fast in order to capitalize on the short attention span of a reader. Copywriting 101 is in full effect here, and it's pretty easy to spot.

- **He tells a story that his audience can relate to:** 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 so that you can make an offer they can't refuse.

- **His message is succinct and to the 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*.

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.

The 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 thousands of years.

10 Timeless Persuasive Writing Techniques that can easily be applied to 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:** Right in line with the ethos of establishing your integrity online. Show up and be useful!

• **Social Proof:** The driving nature of acceptance and belonging.

• **Comparisons:** Metaphors, similes, and analogies that relate to things generally accepted as true.

• **Agitate and solve:** Describe the problem, then offer a solution. Classic Marketing 101.

• **Prognosticate:** Give a glimpse of the future based on solid evidence.

• **Go tribal:** Seth Godin's school of giving someone an exclusive opportunity to be a part of something great.

• **Address objections:** Rhetoric 101: Do your research so you know your audience's objections before they do.

• **Storytelling:** The easiest way to sell anything is to tell a great story.

In his study of modern rhetoric, Words Like Loaded Pistols, 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 here to stay

At a time when email is as prevalent as ever, its power is hard to ignore. According to recent marketing surveys:

- 8 out of 10 consumers claim to receive marketing messages alongside our personal emails on a daily basis.

- 70% of us make use of a coupon or discount we learned about from email.

- Over half of us say that receiving special offers is the top reason for subscribing to an email list from a business.

Your success is built on your authority

At Copyblogger we harp on the first step in any effective email marketing campaign: 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 to work on, and your own website that isn't built on someone else's domain, 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 irresistible.

Quick email tips ...

- Build your audience with the proven methods of *Content Marketing 101*
- Capture your opt-ins with a prevalent and strategic email sign-up on your website (double opt-ins are safest)
- Automate your email newsletters with a well-written autoresponder
- Write irresistible email subject lines that can't be ignored
- Use the language of persuasion, but keep it simple
- Be conversational and relatable (see: rhetoric)
- Tell a great story
- Track data and adapt to changes: Email Marketing 201

Effective email marketing campaigns begin with a kick-ass strategy and one other very important thing ... *your first email*.

7 Email Marketers Profiting From the Inbox

by Kelton Reid

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 Twitter, Instagram, Pinterest, or (ahem) 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 own inbox every day.

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

Let's take a look ...

A responsive email list is a far more valuable asset than a Twitter following

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

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

You see those prominent "sign up" boxes on every smart website for a reason. They are 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."

We see something shiny through the window as we speed through the massive clutter of the social media landscape, but we don't look for long because a *new thing* is already in our periphery.

Attention alone will get you nowhere. That's the secret that so many successful email marketers have learned.

Keeping your prospect's attention is where the hard work comes in.

Robert Collier points out:

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

Let's take a look at 7 successful email publishers who are delivering attentionworthy content daily, and getting attention:

1. Thrillist

Thrillist is a free daily email that uses a mix of content and commerce to blur the lines of traditional media. They create one-on-one relationships with their audience of 20-something guys to showcase "cool stuff," localized by city delivery.

Ben Lerer, founder of Thrillist Media Group, which now touts an audience of over 4 million, and revenue of more than $50 million said:

> *"When someone subscribes, they invite you into their inbox on a regular basis ..."*

Their innovative approach to regular daily content seems to be working pretty well for them.

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 and soon began to change the PR industry's model of how reporters found story sources.

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, a daily financial e-newsletter empowering women to "save more + spend smarter," landed on Forbes Top 100 Websites for Women.

It raised over $3 million in investor funding on the strength of its 200,000+ subscribers.

Founder Amanda Steinberg says:

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

4. Ideal Bite

Ideal Bite started out as a daily email newsletter that tapped into the growing demand for "eco-conscious" food products and services.

Disney caught on and swooped up the site for around $15 million, due to their growing audience of conscious moms in a key demographic.

5. GeekChicDaily

GeekChicDaily became a wildly popular email opt-in list of 425,000 nerds with know-how that attracted big name investors.

They joined forces with Nerdist Industries to create a geekdom-juggernaut that reaches into the millions and was named one of the most influential brands on Twitter by Time Magazine.

6. Red Tricycle

Red Tricycle offers localized content via e-newsletter aimed directly at new parents looking for fun things to do with their kids.

They are growing fast on the strength of their near 400,000+ subscribers and recently found some big investors like entrepreneur Jason Calacanis.

7. Daily Candy

Daily Candy got the jump on email when they started offering their stylesavvy e-newsletter for young women in 2000.

8 years later they were bought by Comcast for a mind-bending $125,000,000 on the strength of their 2.5 million subscribers.

What do all of these email newsletters have in common?

Undeniable value *and* the permission to deliver.

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

As a content marketer, the easier you make it for your prospects to get that truly valuable cookie content, the more addicted they become (in a good way) to engaging with you in a value exchange.

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

The runner up was direct mail at a whopping 9%, and good old Facebook clocked in at 4%.

Higher engagement means higher conversion rates

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 (see: Copywriting 101).

- 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 ...

5 Ways to Make Your Email Marketing Work Better

by Sonia Simone

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

So beyond providing killer content, what can you do to give your messages the best shot of getting through?

Build trust before you 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 pitch-fests, which makes them no fun to read. Make sure yours is nicely loaded with cookie content, so readers become trained to open everything you send.

If you don't build this trust and credibility with great content, the rest of the techniques won't work very well. But there 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

The autoresponder feature of your email provider lets you create defined sequences to send to your readers. The millionth subscriber has the same experience that the first did.

This means that no matter how busy you get or what disasters you might be coping with this week, your new email subscribers are always well taken care of.

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

The old cliché is true: 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.

2. Use a single 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 (I usually put it at message two), 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.

I typically create this message as text only, rather than HTML. This is also a good spot to use technique #3.

3. 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.

I send a plain text message in one of my sequences right before a message with a few red flags in the content. (The message has the audacity to talk about *making money*. Shocking, I know.)

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. Others don't, then the message is caught in a filter the next day and they see that adding me to their approved senders list would be a good idea.

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 human being* monitoring any replies to your email marketing, and that that person is giving thoughtful, personal replies to each message they get.

It's also smart to use an individual person's name in the "From" field, rather than the name of a company. Anything you can do to capitalize on the intimate nature of email just makes sense.

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 nice rapport, they're also a fantastic window into what your customers want and need.

5. Pay attention to spam triggers, but don't obsess

Most good email providers will let you know if your content has certain hot buttons that are likely to be flagged as spam. Some of them are obvious, like pharmaceutical brand names.

Others are annoying, because they tend to be the words and phrases that have the most selling power.

For example, links that say click here can make your content look a little spammier to the filters, precisely because savvy marketers know that explicit calls to *click here* get better results.

This is one good reason to put a long sales message onto a landing page, rather than an individual email message. The last thing you want to do is to use less persuasive language just to keep a spam filter happy.

Always remember that you're writing for *people*, not *filters*.

When you make your readers happy and deliver the content they need and want, no spam filter can stop you.

But, how do you get those readers?

How to Get More Subscribers on Your Email List

by Ramsay Taplin

Email subscribers are the lifeblood of the online business, and 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 deeply 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 get into the heads of your potential email subscribers.

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 (AdSense clicks, for example).

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 (and email subscribers in particular), 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 (see: Chapter 3).

- 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 far 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.** Why not 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 the 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 a good course of action. Some neurologists call it the *"Oh shit!"* 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 that are valuable — *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 in line 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 (rational or otherwise) that their email address will be sold to spammers

If you want to convert more readers to email subscribers, you need to not only 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* ...

The Three Key Elements of Irresistible Email Subject Lines

by Brian Clark

Email is here to stay.

Despite repeated proclamations of its extinction, rumors of the death of email marketing have been greatly exaggerated — especially since email and social media make such a powerful content marketing combo.

You must first, of course, get your emails read. And that all starts with your subject line.

Email subject lines are a form of headline. They perform the same function as a headline by attracting *attention* and getting your email content a chance to be read.

So, headline fundamentals still apply. But the context is different, with the email space having its own funky little quirks that need to be accounted for.

Here's the good news — email also implies a special relationship with the reader; a relationship that will get more of your messages read, even with subject lines that wouldn't work in other headline contexts.

Let's take a look back at headline fundamentals, the specifics that apply to subject lines, and 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 the Four "U" Approach to headline writing:

- **Useful:** Is the promised message valuable to the reader?
- **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 now?

When you're 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.

And yet, execution in the email context can be tricky, so let's drill down into subject-line specifics for greater clarity.

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 first:** 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:** Subject line real estate is valuable, so the more compact your subject line, the better. Don't forget useful and ultraspecific, but try to compress the fundamentals into the most powerful promise possible.

3. The Secret Sauce:

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

Not any longer.

But 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."*

But there's something special in this jaded digital age about being invited into someone's email inbox. You just have to over-deliver on the value to ensure you're a *treasured guest who gets invited back*.

How do you get invited back?

The Betty Crocker Secret to Email Marketing That People Want

by Sonia Simone

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?

You probably already know the answer to this one: Reward them. Give subscribers something great as a "thank you" for signing up. This is usually some form of content — a useful video, a killer PDF special report or white paper, an exclusive podcast.

Giving away something good will get people to sign up for your email list, no question. Sure, everyone else does that. Because it works. It works . . . *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. Gmail is just one of the many excellent services that will give you one (or a bunch) for free.

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.

Some of the smartest traditional advertising writers figured this out a long time ago. They created advertising that didn't look like advertising . . . advertising that was inherently useful.

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.

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 recipes are complex and some are simple. 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. (In fact, they look a lot like our friend the numbered list post, don't they?) 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 stands on its own.

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.

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.

There are lots of smart autoresponders out there in the wild, so sign up for a few email lists in your niche to get a sense of what others are offering.

Stay subscribed to the ones you love, unsubscribe from the ones that aren't valuable to you.

P.S. If you're looking for an example of a good recipe, have a look at keyboardathletes.com. Jen Waak offers a great email series.

How to Keep Your Email Marketing from Being Killed Dead

by Sonia Simone

Studies by the email marketing firm Return Path consistently show that nearly a quarter of the *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 in email newsletters.

But our open rates average 75-80%.

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, bragging about how terrific the business is instead of focusing obsessively on what the *customer* feels, wants, and needs.

Email content (just like your blog content, Twitter content, and any white papers, special reports, or autoresponders your create) needs to be all about the reader.

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.

Most bulk email is boring

This is really the same issue as the previous one.

Self-centered content is dull. It's like getting cornered by that awful friend of a friend at a 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. It's very, very easy not to read or open an email.

I get dozens of messages every day that are so boring and self-centered I can't be bothered to unsubscribe.

I just 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. And I'm one of the nice ones.

> *"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.

Now *that's* pathetic.

Why you don't want to 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.

We were going to create amazing connections with our blogs. Not only could we have terrific conversations, but our content was linkable, findable via search engines, and part of a global dialogue.

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."*

Email lists are more responsive than Twitter followers. They're more engaged. They're less likely to drift away and forget you. And they're more profitable.

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 I see and hear in online business.

And guess what? Smarter email marketing = better results.

> Be so good you can't be stopped.

If people have trouble receiving our emails, we hear about it.

They use the contact form on the blog. They tweet to us. They try signing up with another email address. They send a carrier pigeon (see: chapter 1) if they have to.

Our readers typically really want what we have to send them, because they know it's going to give them something they desire, and fix problems that are painful to them. They trust us to send them good stuff. And if they don't receive it, they'll do whatever they have to do to fix the problem.

That is the way to address deliverability now and into the future. Not with a technology solution or going with a great email provider or avoiding certain words. We use "forbidden" words all the time. (Like "free" and "make money." Gasp.)

Sure, it makes sense to give yourself the best possible shot of getting through the first time. Rewrite a little to make spam filters happier. Find a reputable email service that has a high user rating and provides all of the things your business needs to succeed.

But 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.

Case Study: How to Find the Best Time to Send Email to Your List

by Linda Formichelli

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 — or does not — 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.

My email marketing experiment

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

And I get responses: I've had editors email me back at 10 pm, and last year I had an editor request a phone meeting on Christmas Eve.

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

I have an email list of about 2,200 writers who are interested in hearing about my e-course, ebooks, and mentoring, as well as getting the scoop on freebies like contests and webinars.

I recently decided, on a Saturday afternoon, to hold a contest to see who could come up with the best topic idea for my first podcast. Within four hours, more than 500 people had opened the email, and a couple dozen writers had sent in their suggestions. By Tuesday, I

had a winner and posted the resulting podcast on my blog.

Not only were my subscribers checking their email on the weekend — they were taking action, too.

So this past weekend, I did a little experiment. On Sunday at 11:23 am — probably one of the worst times to send a marketing message, according to conventional wisdom — I sent out an email announcing that I was holding a contest to promote my newest ebook.

Within 30 minutes, I had 97 opens, 16 clicks, and 8 sales. Within an hour, the numbers had increased to 212 opens, 39 clicks, and 11 sales. By 3:23, I had 484 opens, 93 clicks, and a total of 27 sales.

By the time I went to bed early that evening, I'd sold 53 ebooks. The next day, Monday, I sold 30 more.

After-hours marketing: The experts speak

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 even better. But still, the old saying, "no one is checking their email or buying on the weekend,"

doesn't seem to hold.

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

- **Hope Clark of Funds for Writers** sends out her newsletters on Friday by 10 pm. "I settled on this release date after feedback from many readers over the years, and I feel I've found a happy balance for all concerned," she says. She finds that her readers with 9-5 jobs enjoy relaxing with the newsletter on Saturday.

- **Max Librach of the Groupon-like business Gluten-Free Saver** posts deals on Sunday and sends out email blasts 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."

• **Dan Bischoff of Lendio.com** says, "We often send our newsletter out on Sundays, although we continue to test the best days. Sundays seem to have lower open rates but better click through rates, with people spending more time reading content."

• **Jeff Kear of Planning Pod** finds that the best time to email prospects depends on whether they're business clients or consumers: B2B companies do best emailing during the week when people are at their desks, while B2C businesses do better mailing after hours and on weekend mornings when prospects are checking their personal email accounts.

• **Alessandra Souers of One Click Ventures**, which sells mostly fashion products, says her email program includes morning/midday/afternoon sends on weekdays, but her company saw so much success with Thursday, Friday, and Sunday evening email specials that they've integrated them into their regular schedule as well. "Holidays such as Memorial Day have also been huge for us," she adds.

So I'm not the only one: Smart marketers are constantly testing sending emails on different days and times, and not shrinking from sending evening and weekend email messages.

My take is that you never know when someone is going to be at their computer and ready to buy — so 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.

How to Get More Mobile Visitors On Your Email List

by Joe Thoron

On Copyblogger we consistently talk about why it's so important to make your website mobile-responsive. We've discussed how critical it is to get more people onto your email list (see: Chapter 4).

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

Here's why: many mobile-friendly themes hide the sidebars (in WordPress and other content management systems). They show only the main content area.

Often social sharing buttons for Twitter and Facebook are visible, but there's no way for a visitor to see the signup box in your sidebar.

No matter what they do, they just can't get there.

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.

Also remember that if someone is reading your site on a mobile device, you probably don't have their full attention. So don't expect them to take the initiative and hunt around for your signup box. They won't.

How to fix the problem in two easy steps

The solution is simple. You need a *call to action* 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 is to copy the code of your signup box and drop it onto its own landing page. Give it a sexy name like yourblog.com/subscribe. Add some content that lets people know why it's a good idea to subscribe. And be sure to test that it works.

Step two is to place a call to action with a link to your new signup 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.

I actually prefer doing it manually. That way you can vary the call to action depending on the content of the post. And writing it reminds me to make sure that the rest of my content is mobile-friendly.

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 on iPhones or iPads can see it. And if I'm using a Flash-based audio player, I'll provide a link to download the MP3, which also allows it to play on mobile devices.

If you're comfortable with code, you can insert the signup 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. (This is how Copyblogger has been doing it for a couple years.)

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.

For normal human beings, the chance that you'll update your mobile theme without remembering to reinstall your customizations is pretty high, and unless you visit your site frequently on a mobile, you won't notice the mistake for months.

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 signup box.

It takes just a couple of minutes to copy your signup 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

by Shane Ketterman

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

No problem! 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 (see: Chapter 9), 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 she spends some time fumbling around trying to make sense of it.

But eventually frustration wins. She gives up and hits the red "delete" key.

Think this doesn't happen? It sure does. I've seen it, more than once.

Email is the #1 most common activity on smartphones, well ahead of web browsing, and social surfing. 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.

Imagine your loyal reader flicking around on a tiny screen to get to that link — and how frustrated you get when the links are so close together that you can't land on the one you want. If you want clicks, make it easy.

3. Pull the reader in with your subject line

Jump back to Chapter 5 on the *three key elements of irresistible email subject lines.*

Now ... actually use those three key elements for 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. So, include key information within the first 40 to 50 characters.

"Your subject line should persuade subscribers," is 6 words/45 characters.

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 — 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 — 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 Blackberry.

There are some great simulators out there that let you see how things will appear on the various devices. A Google search for "mobile device simulator" will give you lots of options.

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

Now that you have some tips to keep in mind, you may discover options they offer that you just didn't see before.

How to 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 clients or customers check their email daily, and if they are doing it from a mobile device it's their #1 activity.

• Email is still king: 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 within 24 hours: 1) Open rates, 2) who opens what, 3) what links are clicked, 4) what works or doesn't work (stay flexible and you'll succeed).

• 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, prevent blacklisting, 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 at the outset. The less fields subscribers have to fill in, 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!

Good luck, see you out there ...