



EMAIL PIZZAZZ

**10 (or 12) Tips to
Improve Your Email Marketing
and
Connect with Your List**

Calen Meza

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Calen Meza – IM Pizzazz

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Welcome!

My name is Calen Meza and for the past 10 years I have built and maintained 3 businesses using one of the simplest marketing techniques you can get in to.

That is EMAIL MARKETING!

It has been the backbone of my marketing efforts for the past decade. It has been what has helped me grow and sustain my businesses through thick and thin.

In this short report I want to share a bit about my mindset and a few tips and ideas about email marketing that have helped me over the years. I hope will translate into better marketing for you too.

Developing a list of clients or potential clients is an essential part of building any business... whether your business is online or of line. I built 2 MLM businesses and 1 Brick and Mortar business and in all 3 email marketing was 85% of my marketing.

I am always amazed how of line businesses, especially mom and pop shops, never compile their customers into a list that they can market to.

If you want to grow or maintain your business you must do marketing, period! You have to market to someone right? What is the difference between a marketer and the market?

A List!

If you can develop the skill of effective communication via email it can become a tremendous asset in any business. Developing the list is one part of the equation. Communicating and connecting with your audience, no matter what business you're in, is just as important, maybe even more important.

In each of the 3 of line businesses I built, the way I kept them going was via email marketing. Every business needs to prospect for potential customers.

I did that for my businesses face to face but I kept people interested and engaged by email. It allowed me to maintain 100s of distributors and customers all over the country with very little effort.

Email marketing afforded me certain freedoms. It allowed me to work or not work when I wanted to. It gave me the flexibility to work at the times I wanted from the locations I wanted.

The other thing I like about email marketing is that it gave me a chance to pick and choose my words to be the most effective in delivering the marketing message.

While I love working with people, I've done retail, I have done presentations and have lectured to large groups across the U.S., I do not consider myself a tremendous conversationalist.

Emailing allowed me to put my thoughts down on writing and tailor, change and modify them to make the most impact per message. Much like I wrote a rough draft for this report and later finalized what you are reading now, I would do the same thing with my email.

How many people do you know that have stuck their foot in their mouth because they did not think about what they said before it came out. With email I do my best to eliminate that problem.

6 Reasons I like email marketing?

1. It is easy!
2. You can do it in your pajamas.
3. You can do it from anywhere.
4. You can reach 1 or 1000s with the same effort.
5. You can personalize it to seem like you are talking to one person when 10,000 receive the same message.

The #1 reason I like email marketing?

It works!

Is your inbox as full as mine? It is that way for a reason! **It works!**

It works for the BIG marketers! It has worked for me and I believe it will work for anyone that puts in the effort.

This short report is to give you some tips that have helped me to connect with my market and clients. It is my hope that they inspire some ideas to help you take your email marketing to another level.

First, let's talk mindset.....

I believe what set me apart from others in my businesses and my success is mindset. I treated my business as a business even when I was just starting out.

Most people treated their business like a hobby. Rarely does a hobby turn into world class skill. You do not hear Olympic athletes say this is my hobby. They say this is my life!

That is the way I treated my business and my primary mode of communication with prospects and customers, email. I took it seriously and it seriously paid off.

My suggestion is not to give it a try. Really get into it as though your income depended on it.

Here are my 3 F's, the 3 things I clung on to in each of my businesses. If you adopt this mindset in your Internet Marketing business (or any business for that matter) I believe you will have a much better chance of success.

1. Focus

Unlike most people I focused on one business at a time. I also focused my efforts on getting as good as I could at email marketing. You do get better with practice.

Realize that it is that practice that people hate. That time is needed to hone learn and develop your skills. People want to be the ultimate marketer with no training, with no experience, never sending out a single email. It is not going to happen.

Start now and mess it up a few times. It happens to everyone. Start now and continue until you reach the level you desire. Be willing to make changes and realize there is always something to learn. Do not give up 2 weeks from now because you did not make a million dollars. But also realize you do not have to be the best to get results.

2. Fun

I like having fun. If I do not like what I am doing I lose interest very, very fast. I assume others are very similar to me. I try to live a laid back, casual lifestyle and remain committed to my business and customers.

I try to make my communication upbeat, fun and compact like I am talking to friends. Fun, friendly no fluff email. (Hey that is another 3F's)

I never made money my focus. It always had to be more than just about money. Never focused on how much money you can make. I focused on having fun and providing service. Money just happened to be a side effect of that. To this day this simple attitude has served me well.

3. Faith

By faith I am not talking about something religious. If you are religious that's cool, but what I mean is, I always believe that my project will work! I always believe that something higher than me is watching out for me.

I always believed that if I took the right steps, did the right things, something more powerful than me was watching out for me and would provide results. I just believed it, period! And it has always been true.

It does not mean that every single business venture I took on turned out incredible, but I went into them believing that they would be and thus gave it every bit of the doubt.

When I first started writing I had my doubts that people wanted to hear what I had to offer, that maybe there was not enough value, I wrestled with whether I could compete in the same space as others more skilled and more experienced.

The fact is there is no real competition! Actually the only competition there is will be the mental battles (doubts, insecurities etc) within yourself. Your biggest competition will be the 6 inches between your ears and the stories you will tell yourself about your potential and possibilities in the IM marketplace. T. Harv Eker would say "Whatever you believe right now is only a story, there is no basis for it. If it is not working for you you are free to change it to something that does work!" Believe that there is a space for you! We are all students and we are teachers. The correct students for you will appear. Have faith that each venture you take on will work and give it your all!

One other thing about mindset.....**Never let unsubscribes get to you!**

People come and people go, especially in the IM space. Some people will like your style, some will love your style and some will not.

A few months ago I unsubscribed from a person I know and the next day I got a 3 page letter from that person lecturing me about my action. I sent back a 3 word reply...Get Over It!

Heck I write email all the time. While I would like to be everything to everyone...I am not and you will not be either. People will unsubscribe, love them and move on.

Here is my message to the Universe for unsubscribes.

Thank You for being part of my list!

I am Sorry for thinking that you belonged to me!

Forgive me for being a warehouse for people who do not want to be part of my mission. I am looking for people who resonate with my message.

Thank You for making room for someone new to come into my space.

Enough said about the mind stuff!

Here are some tips that have brought me success with Email Marketing!

Tip #1

If You Want People to Pay Attention.....Provide Value!

There are only 24 hours in a day and there is a lot competing for those hours. So make every communication count. I am on a lot of people's mail list, If they are not providing value, things that can really make a difference in my personal or business life, it will not be long before I opt-out.

Just telling me about another product for sale, putting me in front of yet another sales pitch, is not necessarily what I consider valued information. I like to tailor my communication to my list based on what I like for me. I like short to the point communications.

There is always a balance to be had. I am on one marketers list that always provides seriously valuable info but they always come in the form of 50-100 page PDF's. Yes it is valuable but I never have the time to read everything they send.

That is a lot of work they are putting out and I personally cannot keep up with them. They have lost me. I like writing short communications with links to more in depth web articles. I try to grab a person's attention then send them to my website.

Tip #2

Variety is the Spice of Life

I am on someone's list that every 2-3 days sends me a sales pitch for a new product. There is never a shortage for new products, right?

I do not have a problem with that part of it. What is really funny to me is he says in every other email "My wife is looking for something to make a little extra money so I am going to give this to her to work on."

Based on the amount of emails he has set to me that poor woman must have 150 products on her desktop. She is probably like every other person out there who experiences info overload and then does nothing.

I have purchased some of this marketers personal products, and really like them but when he is pitching another product it all sounds so cookie cutter and it really turns me off.

I may be 1 of 10,000 on his list but I still want to feel as if I am special. Using the same exact email over and over again just changing the product name just does not do it for me.

Change it up! Try new things! Try new voices. Try new attitudes. Try new perspectives.

Your challenge is getting someone's attention and interest in a few seconds #1 and #2 being real and interesting enough to develop a relationship long-term. Times change, news changes, products change, reasons change, processes change, attitudes change...you must change and evolve too!

Tip #3

Curious Headlines

When you have a full inbox every day, you better be able to get someone's attention fast. A lot of times that means you have only the subject line to sway person's intentions.

If it is a message I am directing to a single person I will always try and put their name in the subject as if i am their best friend.

Calen Meza: Hi Mary!

Our names get our attention.

I really like questions as subject lines especially if the communication is directed toward a particular market and specific concerns.

Do you want to.....?

Do you need.....?

Do you have.....?

Anything that will get someone's attention and curiosity going is what you want.

Nowhere on Planet Earth.....

Do you like tacos?

Do you Camu-Camu?

Put your marketing helmet on and come up with different headlines that may set you apart and get your audiences curiosity juices flowing?

Don't know how to write powerful headlines?

Check out the magazines while standing in line at the market. I was the marketing director for a large aviation company about 10 years ago. I never studied marketing in school. I did not have a business degree. But I was in charge of a \$100,000 a month advertising budget (That is some pressure!) and I designed the majority of all advertisements and catalogs.

Where did I get the inspiration and ideas?

The checkout stand at the market, or sometimes, the magazine section at the local bookstore. I would finger through magazines and look for advertising styles, layouts and wording that I liked personally.

I would take that concept, model it and tailor it to my market, in this case aviation. I built a career and a 6 figure income out of using somebody else's template. It works and you can do the same.

It is no different than finding a new food recipe. You copy the recipe down but when you actually make it you add a little more of this and take out a little of that and the result is a unique recipe you can call your own.

In the IM marketplace you do not even have to go to the store, the BIG guys are sending you their advertisements and marketing materials. Pay attention to what they are doing. They are successful for a reason.

Take what you like, add in a little of your personality and tonality and you now have a recipe for success you can call your own.

I really crack up when there is a major product launch and I get 5 or 6 emails from completely different people with exactly the same headline and message text.

I mean exactly the same.

I mean everyone wants a cookie cutter solution but copying the exact swipe file everyone else is using? This happens all the time and I usually unsubscribe because I feel they have nothing special, nothing new and interesting to share. I certainly do not want my customers to feel that way about me.

Tip #4

Consistency

Be consistent in value, content and delivery.

Consistency will win 90% of the battles. We have all started things and kept it up for a couple of weeks and then lost interest, dedication and determination.

We did not keep up our activity level long enough to let the project mature and develop. In email marketing my experience is that if you wait to long between communications people tend to forget about you.

It happens to me all the time. I get a email from someone and I have no idea when or how I connected with them.

In my last business, which was a retail brick and mortar business I emailed my customer base and prospect list 341 times in 29 months. That equates to 11.75 email communications a month.

I took 99% of my competition out just by being consistent. Most people give up way to easy! In that business I was one of only 100 people in the United States to be awarded a franchise solely based on production.

What kept me ahead of everyone else is email marketing, focus and diligence. Once I set my teeth in something I do not let go. Some people are smarter, some have better sales and verbal skills but focus and consistency are the great equalizers.

Alex Jeffries is, by all standards, an incredible marketer in the IM space. There is probably not one day that I do not get some communication from him.

Concentrated action over a sustained time period providing quality info will get you results.

Tip #5

New Markets

A new market is not always a new niche. At my last business I started seeing a large influx of bilingual customers so I started making my communications bilingual to accommodate my market.

I not only created a Bilingual newsletter, every email I sent was bilingual. I also built a bilingual website to match. I already had the information I just needed to translate it and I instantly entered another market.

Keep your eyes open for new opportunities.

Look for things others are not doing.

Tip #6

Do the Research

One of the things that made my communications popular was I did the research for people who either did not have the time or who were just too lazy to do it themselves. I have done this very successfully in different niches.

I did it in the health niche and also with physical products. People love this type of info. It educates them and highlights the benefits they will derive from the product. Even though the information is a sales piece it transforms it to read much more like an educational piece.

In the IM space I really like email that I get from people who have broken down a product in their pitch, letting you know what they personally think about it. It becomes more than just a pitch to me.

They have taken the time to show me why it is a good product. They are not copying the canned pitch given by the product producer.

They have gone above and beyond to purchase the product, inspect the product, give their opinion of the product and in my eyes they now have the right to give me a recommendation.

Otherwise they are just blowing smoke...marketing smoke in my eyes.

Tip #7

When Someone Communicates, Communicate Back

Interaction develops relationships. I get email from people where I may have purchased something from them. They may be people that I have opted in to their list etc.

Nothing makes me more upset than communicating with someone for more info and never getting an answer back. I may have purchased a product and want or need more info and never get a response back from the person.

I do not care if i paid \$1 of \$100 for the product, in my mind I have purchased the right to communicate with that person. Some of you may not agree with that but I believe that business is built around service to the customer.

If the author of a product I just purchased does not respond I refuse to purchase from that person any more... no matter how good the product is.

For me business and loyalty is built around service. Service builds strong relationships.

Strong relationships build a strong business.

I like to treat my list like my friends. You would never ignore the communication of your best friend would you?

You would never ignore the concerns of that friend would you?

How are you going to convince your list of your commitment to them if you do not respond to them?

It is the interchange of energy and respect that develops relationships.

Tip #8

When you say you are going to do something.....

You better follow through.....and **Do it!**

Follow through is what builds trust.

Trust builds friendships and a friendship translates into a long stable business.

I never try to build cash flow; I try and build a community of likeminded people, a group of friends. The side effect of building that community is cash flow.

In my eyes you only have one thing...your word. If you show me that you do not value your word, you have lost all credibility in my eyes.

Tip #9

Value - Sell - Sell

Would you try to sell something to your best friend every time you email them? I wouldn't and I don't try to do that with my list either.

I try to send **at least** 1 out of every 3 of my communications as purely info based. I just emailed my list about a FREE lunch promo. This has absolutely nothing to do with my business and is completely out of the ordinary for my list butguess what? This is something that I would do for a friend.

I got a bunch of thank you's and a bunch of good will out of a simple email that took me 5-10 minutes to write. Suddenly I have put myself on a different level from other marketers.

Tip #10

Treat People with Respect and They Will Follow You

In the past 10 years I have built 2 successful Network Marketing Businesses and a Brick and Mortar Storefront. I have now moved to a fourth business and my list is still active and many of the same people are moving with me to new opportunities.

They have transitioned to my newer projects.

Why?

I treat them as I would a friend. Who are you more likely to take advice from, a friend or some Joe Blow on the internet?

There is one person in the IM space that produces great products. I will tell you that a lot of them are more expensive than your normal WSO, they are usually in the hundreds.

He provides quality materials and incredible value both in paid products and free info. But why I like him, and probably will follow him whichever way his business goes, is the way he treats me.

I have emailed him a few times with special requests. Not only have I gotten prompt response but he has accommodated me as best as he can.

That kind of individualized response and respect has made me a big fan for life. That is exactly what I strive to develop with my list.

Tip #11

Do not let \$\$ Keep You from Being Organized

It is possible to maintain a 1000 person email list using gmail or other email clients. I know because I did it...for 2 businesses.

Of course this was for an of line venture so people could opt in to my email list by writing their email on a form. It works but it is so much easier to maintain your list using an email marketing service provider and it does not have to cost you anything to start.

For one of my sites I use Mailchimp, which works perfectly well for my needs. I maintain a 1500 person list there for absolutely no cost.

Yes I do have an account with one of the major email service providers and they are great but prior to that I had signed up multiple times spent money and really never did anything with them or I would just let them go because of money.

The fact is that having an email and autoresponder service makes you look much more professional when you are just getting off the ground. Just the analytics from the email provider make them worthwhile.

The analytics has changed my focus and results from my email. You cannot get that from gmail. It shows me just how effective I am being in reaching my market.

As of right now I average about a 30% open rate on my emails. When I had a storefront I sent out email and I knew they worked because they would translate into business but I never had any idea just how good or bad they actually worked.

Now I do!

Tip #12

When Inspiration Hits - Jot it Down!

Have you ever had a great thought or a brilliant idea, a new way of looking at things or some fantastic wording to explain something and you say to yourself I have to do that, but you are driving or at work or.....

8 hours later you get home and you remember you had an idea but you just cannot put your finger on exactly what it was.

Or you know what it is but you do not have the time right then and there to move on it. Then tomorrow comes and you have another new idea or inspiration.....and the old idea disappears into the sea of lost ideas.

I learned a long time ago that inspiration can be found all over the place and when you start creating content you develop an eye for it. So long ago I started making lists of ideas I can use in the future.

You start developing a bank of ideas that you can use when you are stuck for content. I got into the habit of always carrying around a composition notebook with me just to jot things down when inspiration hit.

It is like my marketing Bible. With all the new digital devices now this is so easy. I still carry a notebook but I also have written and recorded lists in my iPhone. I also email myself pictures or ideas to an email I use specifically as an idea bank.

Now... my problem is not content.

My problem is I have so many ideas that I can't do them all.

This is a much better problem to have than scratching your head and delaying communications to your list waiting to figure out what your content will be.

One other thing that is semi-related to jotting things down. Like everything there are days where ideas and words just pour out of you and other days where you can't put 2 words together. This happens in a lot of areas of our life. There are days when you are at the top of your game and others not. I am bilingual. Some days I can speak my second language like a college professor and other days my tongue is tied in knots.

Writing is a lot like that for me. If I see that today is a peak performance day I try to exploit it as much as possible. I make the effort to keep going and get things on paper. I may finish my immediate project but I may start another one as a draft using up all of my creative energy now while it is

flowing. Again I end up having a bank of semi-developed ideas that I can expand on and later on down the line. The important thing is that I have laid down the foundation on the days where the embers were really hot.

OK so I went a bit over my 10 tips and ideas on email marketing.

I hope they provided some food for thought for your marketing efforts.

More than just provide you with a few ideas I hope this short report encourages you to take email marketing seriously.

Start writing.

Start developing your voice in the market.

Start putting yourself out there.

There are tons of people that will resonate with your particular message and experience.

Thanks so much for picking up this report!

If you have questions or comments, please feel free to email me.

Rest assured I will answer back :-)



Be Well!

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