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**Question**

**What's the #1 most important thing with email marketing?**

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**HARD TRUTH**

*"Doesn't matter how great your email copy is, if the recipient doesn't know you, they probably won't open your email"*

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**Lead Magnet Delivery**



**Luckily, they're expecting you!**

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### 6 Part Email Sequence

Includes these emails:

1. Delivery: Here is your Lead Magnet
2. Authority (who you are and why it matters to them)
3. Testimonials / Case Studies
4. FAQ's and answers
5. Final Reminder
6. Last Chance

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### Plain Text Vs. Html Emails

just because i only carry plain text it doesn't mean i can't look good

Maybe your blandness is why you manage to get through to more places than me.

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### Plain Text Emails

- More likely to pass through spam filters
- More personal, like an email from a friend
- Don't look as good as HTML design

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### HTML Emails

- HTML emails are more likely to trigger SPAM filters
- Design must be optimised for all the different email clients, phones, devices.
- With so many more design components, its easier for something to break and the design to look terrible

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### Join us on Facebook



We're delighted to announce the launch of the official Sydney Entertainment™ Book Facebook Page!

Become part of our community to join other Entertainment™ Book enthusiasts and receive exciting updates, enjoy additional offers and exclusives to Facebook, and share your passion for food, travel, sports, leisure and all the great things in the Entertainment™ Book!

Like us on Facebook 

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**Mistake #1: From: 'Abc Company'**

- Emails from a person not a company.
- Send out your emails with your full name instead of your business' name in the FROM field.
- Doing this will help you connect with your readers on a more personal level.

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## Mistakes #2: Poor Subject Lines

- Boring
- Spammy
- Not relevant
- Unspecified

Worst Open Rates (1%-14%)	
1. Last Minute Gift - We Have The Answer	
2. Valentines - Shop Early & Save 10%	
3. Give a Gift Certificate this Holiday	
4. Valentine's Day Salon and Spa Specials!	

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## Mistakes #3: Not 'Scan Friendly'

Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,186), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446). 27%

In 1996, six of the most-visited places in Nebraska were: 124%

- Fort Robinson State Park
- Scotts Bluff National Monument
- Arbor Lodge State Historical Park & Museum
- Carhenge
- Stuhr Museum of the Prairie Pioneer
- Buffalo Bill Ranch State Historical Park

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## Mistake #4: Don't get to the point!

Avoid long-winded introductions or openings paragraphs, get to the point fast and tell readers what your email's about.

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### Mistake #5: Multiple messages

- Avoid covering too many topics because doing so confuses your readers (send multiple emails if necessary).
- Stick to one message and one outcome.

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### Mistake #6: No Obvious CTA

- Hide or leave their CTA until the end
- Insert CTA in the beginning, middle and end.

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### Spam Words

Email providers are aware of certain words commonly associated with spam emails.

If you use any of these words in your email copy, your emails may be blocked or delivered to your recipients spam folder.

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\$\$\$	Affordable	Bargain
Beneficiary	Best price	Big bucks
Cash	Cash bonus	Cashcashcash
Cents on the dollar	Cheap	Check
Claims	Collect	Compare rates
Cost	Credit	Credit bureaus
Discount	Earn	Easy terms
F r e e	Fast cash	For just \$XXX
Hidden assets	hidden charges	Income
incredible deal	Insurance	investment
Loans	Lowest price	Million dollars
Money	Money back	Mortgage
Mortgage rates	No cost	No fees
One hundred percent free	Only \$	Pennies a day
Price	Profits	Pure profit
Quote	Refinance	Save \$
Save big money	Save up to	Serious cash
Subject to credit	They keep your money - no refund!	Unsecured credit
Unsecured debt	US dollars	Why pay more?

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**Complete List Here**

Get the whole list here  
<http://tinyurl.com/spam-word-list>

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**Email Subject Lines**

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**What Are The Most (And Least) Effective Words To Use In Email Subject Lines?**

Adestra Subject Line Analysis Report  
Subject line trends in 2013  
[2.2 billion emails analysed](#)

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**Open Rate**

You'll be judging which words were most effective at getting recipients to OPEN the email (aka open rate).

To download the full report for free go to:  
[www.adestra.com](http://www.adestra.com)

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**Choose**

When using a date range:

Words	Open Rate
"Daily"	
"Monthly"	
"Weekly"	

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**Choose**

When using a date range:

Words	Open Rate
"Daily"	27%
"Monthly"	-26.6%
"Weekly"	27.1%

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**Choose**

When mentioning benefits:

Words	Open Rate
"Exclusive"	
"Free"	
"Free delivery"	

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**Choose**

When mentioning benefits:

Words	Open Rate
"Exclusive"	12.3%
"Free"	-3%
"Free delivery"	50.7%

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**Choose**

When mentioning savings:

Words	Open Rate
"Sale"	
"Save"	
"Voucher"	

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**Choose**

When mentioning savings:

Words	Open Rate
"Sale"	23.3%
"Save"	3.4%
"Voucher"	20%

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**Choose**

When delivering content emails:

Words	Open Rate
“Alert”	
“Bulletin”	
“Issue”	

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**Choose**

When delivering content emails:

Words	Open Rate
“Alert”	38%
“Bulletin”	15.8%
“Issue”	10.8%

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**Choose**

When delivering content emails:

Words	Open Rate
“News”	
“Newsletter”	
“Report”	

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**Choose**

When delivering content emails:

Words	Open Rate
"News"	34%
"Newsletter"	0.7%
"Report"	-23.7%

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**Choose**

When mentioning media content:

Words	Open Rate
"Video"	
"Webinar"	

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**Choose**

When delivering content emails:

Words	Open Rate
"Video"	18.5%
"Webinar"	-16.6%

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**Choose**

When using a CTA in the subject line:

Words	Open Rate
“Download”	1.4%
“Get”	-8.6%
“Register”	-9.6%

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**Obama 2012 Presidential Campaign**

- Most of the **\$690 million Obama raised** online came from [fundraising e-mails](#).
- One email raised \$2,673,278 in funds
- Notice it follows many of the same principals from *'The Anatomy of Effective Email Copy'* template.

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**Email Subject Lines**

- 1. Fly in for my birthday get-together
- 2. Barack's birthday party
- 3. This is potentially devastating
- 4. Romney's Bain secret exposed
- 5. Re: I will be outspent ---- (most successful raising \$2,673,278)

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**Email Subject Lines**

- 6. Urgent:
- 7. Take this quick survey
- 8. Your seat on Barack's bus
- 9. To be frank
- 10. An emotional moment in the Oval Office

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**Email Subject Lines**

- 11. Say you're with me
- 12. Today's decision
- 13. If we're drastically outspent
- 14. You deserve a thank you

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### Buddy Share

- Now turn to the person next to you and share with them your favorite Obama subject line for 30 seconds.

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### Email Follow Up Sequence

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### Important Elements

5 Important Elements In Email Follow Up Sequences

- Establish Authority (who you are and why it matters to them)
- Proof
- Benefits
- Overcome objections
- Reminders

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**Typical Sequence**

Typical email follow up sequence:

- Delivery: Here is your Lead Magnet
- Authority (who you are and why it matters to them)
- Testimonials / Case Studies
- FAQ's and answers
- Final Reminder
- Last Chance

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**Email Follow Up Worksheet**

Step 1: Answer the questions in the worksheet for the next 5 minutes

Step 2: Find and replace your answers with the parameters in the document [we will provide a digital copy of the template]

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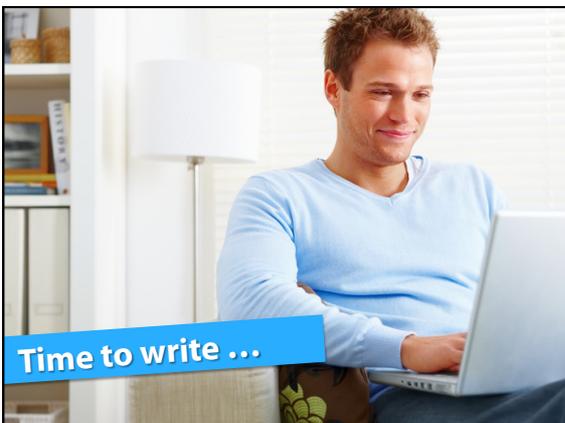
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