



# Email Marketing Strategies That Actually Work

by Rodney Washington

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There are some people out there who believe that email marketing is dead. I'll tell you from personal experience that is far from the case.

I do agree email open rates are on the decline. Let's look at your inbox for an example: How many emails do you receive in a typical day? Now think about how many of those emails you actually open. Of those emails you did open, who were they from? Typically, but not always, the first emails you open are from the people you already know, right?

So assuming that you've done a decent job communicating with your list the chances of crafting emails that are continually opened and read dramatically increase. Even if you haven't achieved this up to this point, with the information in today's lesson you will be armed with the resources to turn that around.

In today's lesson I want to share with you 3 tips that will practically guarantee that your emails are opened, read, received and responded to.

# 1. Craft an attention grabbing subject line

Think about it: the first thing your subscriber reads is the subject heading. It has to say more than "You who? It's me sending you another email!" When you sit down to write your next email think about what action you want your reader to take via a step-by-step sequence.

Let's say for example that you are emailing your list because you wish to announce a new gallery opening and you want to invite subscribers to RSVP their attendance. That's your desired outcome.

A headline that would arouse attention could be, "**I can't believe it finally happened!**" Or, "**I was surprised by what they selected**". Now think about these two headlines for a moment.

If I was on your list and I received an email from you using either one of those headlines the chances of my opening that email drastically increase. Why? Because you've piqued my curiosity, either one of those headlines would make me click because I want to know the answer to the question. In this case, "What finally happened?" "What did they select?" Can you see how this works?

These headlines are a lot more interesting than **New Gallery Show, Please RSVP.**





## 2. Guide your reader to the next step

Okay now that your email has been opened what you say next will determine how much further your reader will go. Knowing the next step you want the reader to take will make writing your copy much easier. In the case of our artist he/she desires

for readers to attend their show and secure a list of RSVP's.

So the first sentence of your email should complete the statement you started in your subject header. For example for our subject header, "**I can't believe it finally happened!** The opening sentence could read – **XYZ gallery just selected images from my new series \_\_\_\_\_**". Do you see how I did that?

I wrote my first sentence to complete the statement I posed in subject header of my email. I told the reader the what and the who. Easy right? Now in the body copy that follows I could speak more about the series, the images the gallery selected (image file displayed of course) etc. Finally I want to direct my reader to the final step.

### 3. Provide a compelling call to action

You always want your email to result in a direct action to be taken by the reader. So if you have a goal to secure more RSVPs for your gallery show then you would place a clickable and trackable link to a page where (in this case) the reader can submit their RSVP.

Notice that I said clickable and trackable. In order for your email marketing to work to your benefit you need to know the effects your messages have on the reader. Most email management services like Constant Contact or 1ShoppingCart for example will provide you with stats on your click through rate.

The best way to do this is to test your emails, evaluate the results and make adjustments based on the results you receive. What do I mean by test? First, construct the email at least two ways (adjusting them slightly). The easiest way is to test two different subject headlines.

Send the emails to different portions of your list. Finally evaluate your results i.e. check your stats. What are you looking for?

- How many times was the email opened?
- How many readers clicked through on the link embedded in the email?
- Did you receive the results you sought?

Once you have a winning formula for creating responsive emails you're golden. A winning formula consists of creativity, patience, testing, adjusting and re-launching.



## Email Marketing Strategies That Actually Work Checklist:

- ❑ Select an email management service. The ones I personally recommend are 1Shoppingcart.com, Constant Contact.com, GetResponse.com or Aweber.com. There many others but these are ones that I've personally used and recommend.
- ❑ Add a data collection form to your blog, website and social media platforms (like Facebook for example).
- ❑ Consider creating a compelling offer. For example it could be a complimentary DVD, a recorded audio interview on CD or MP3, a small e-book or special report etc. Think of it as your FREE introduction.
- ❑ Before you craft your email ask yourself: "What is my desired outcome?" "What do I want the reader to do?"
- ❑ Write an attention-grabbing headline (write a couple) that you'll use in the subject header of your email.
- ❑ Provide at least three links to the "next step" you want your reader to take in the body of your text.
- ❑ If the email is really short, or you're sending an html- based message, two is fine.
- ❑ Track your results. Most email management services will allow you to go into your database and check the click through rate.
- ❑ Split-test your email campaigns. Craft two or three different emails slightly, adjusting each, and then send to portions of your list.
- ❑ Track and document the results of your split test
- ❑ Keep what works, drop what doesn't

## Did you find this special report helpful?

Would you like more tips plus a personal walk through on the fastest ways to implement what you learned today into your business? If so I'd like to extend a personal invitation to connect with me virtually. Helping creative entrepreneurs employ real world strategies that get results and help grow their businesses is one of my greatest passions.

**For a limited time I am offering a “90 minutes for \$99” private tutoring with me. That’s 67 percent off! More than half my rate of \$300 for a private 90 minute session.**

Please keep in mind, this isn't me talking and giving you a bunch of ideas and leaving you to figure it out. You've probably already had that! We'll work together, getting crystal clear about where you are, what you need most right now to get results you want and then getting under the hood to implement any of the following:

- How to set up autoresponders: What they are and how to use them to attract more prospective clients and sell more of your products, programs and services.
- How to create beautiful and inviting opt-in pages that grow your list practically overnight!
- How to craft compelling subject headlines to get your emails opened and strong calls to action to move your reader forward. That's how you make money with email marketing.

**I'm only 25 spots for private tutoring.** SO I encourage you to act quickly because once these spots are gone, they're gone at this rate!

Don't need email marketing support at the present time? No worries! In addition to email marketing training and support I'm also offering support in the following areas:

**Wordpress: Page & Posts!** How to create them to increase your list, get found through proper SEO strategies and increase your sales

**Webinar and Teleseminar Training:** Everyones heard about them but very few know how to use them in ways that grow a business. I've personally delivered over 100 webinars and teleseminars. I can show you the proper ways to create them including what to name them, how to set them up and promote them.

**Ebook Publishing on Amazon Kindle!** Kindle is the hottest thing right now in e-book publishing, currently I have three titles that sell every single day somewhere in the world. Are you ready to publish your first or next book? I can help!

**Online Courses That Sell:** I love to teach, personally I think it's the best way to market your business and dramatically increase your income. With new online platforms like Udemy.com, Craftsy.com popping up everyday not to mention college and university programs adults are signing up for specialized courses online in droves. If sharing your expertise through teaching is in your future let me help you bring it to the present the right way.

**Partner Up & Increase Your Sales With Affiliate Marketing!** Have you heard the saying two heads are better than one? Well two or more people promoting your products, programs and

services to their audiences is better than you having to do all of the marketing by yourself! Many people hesitate to get started with affiliate marketing because they think it's complicated to set up but it's not, it's fun to see sales come through your shopping cart that you didn't have to do anything to create. In 90 minutes I can have your affiliate marketing program set up and working and give you tips for attracting partners to promote for you!

**Social Media Marketing Tuneup:** Are you using social media but not getting results you'd like for your business? Many people think that social media is a big waste of time and it can be if you're not using it the right way! Tools like Facebook, Twitter, LinkedIn and Pinterest are valuable resources for marketing and connection, not only to drive traffic to your website, but increase if your sales. I can show you how in a few simple tweaks.

## **Grab A 90 Minute Private Tutoring Session**

**and I'll show how step-by-step, all sessions includes the following:**

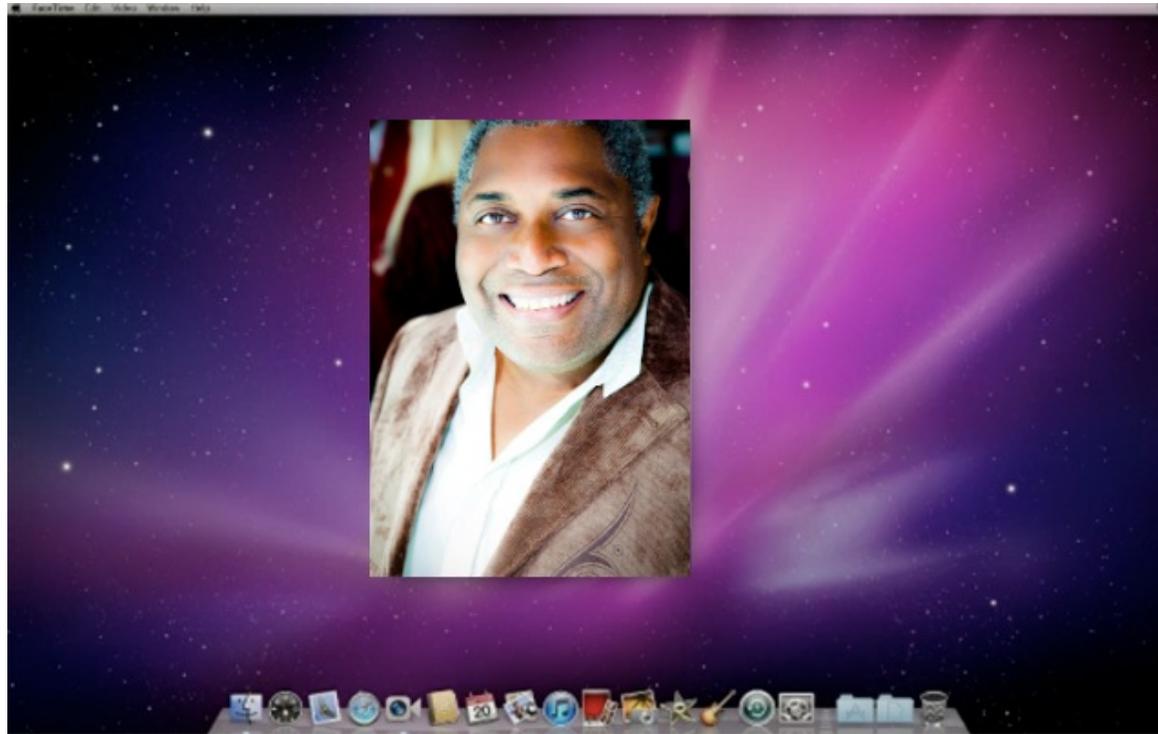
Desktop Screen Share (Watch me work in real time)

Get your questions answered On-The-Spot!

Plenty of time for some private coaching

Receive the replay of our session

Plus any additional support materials like handouts, scripts and templates



To learn more about all of the real time virtual tutoring sessions I'm currently offering and reserve your spot at an unbelievable price visit my website:

<http://getpaidforyourcreativity.com/90-for-99/>

## Let's stay in touch!

Would you like more tips, tools and strategies to grow your business and create additional sources of income from your core expertise?

Visit my website to pick up a complimentary free gift: **Monetize Your Gifts: 20 Ways To Turn Your Knowledge Into Multiple Income Streams.**

Includes access to my bonus guide: **Income Idea Generator Cheat Sheet**

<http://getpaidforyourcreativity.com>

Look forward to connecting with you!

Rodney

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Turn Your Knowledge Into  
Multiple Income Streams"**

Get the tools to create multiple streams of  
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I will not share your information under any circumstances