

Cover

The Email Book

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Introduction

Welcome!

In the next few pages, I'm going to introduce you to a powerful system that can help you get more of your marketing messages delivered, get more emails opened, get more engagement...and ultimately more clients.

This book exists for 3 reasons:

Reason #1: So that you'll eventually hire me to help you implement the system I teach you here.

Reason #2: To get you RESULTS IN ADVANCE so that you'll actually want to do reason #1 above.

Reason #3: I Want to Help You.

As you'll soon find out, I'm going to be transparent, detailed, and candid as I share the system and how it works.

It's a system I use in my own business and one that I teach to clients that produces positive and almost immediate results.

Of all the methods at your disposal to reach out to your prospects, email can be perhaps the most effective and profitable.

In a moment, I'll go over some of the reasons WHY email should be in your arsenal.

But right now I want to look into a little "crystal ball" and say I believe you've tried using email to build your business, your client base...but you're not getting the results you think you should.

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And from experience in my own business, as well as coaching my clients and seeing their challenges, refining their processes, and bringing about positive results, I can say you CAN improve your results.

And it doesn't have to be difficult or take forever. In fact, there are some changes you can implement that can bring almost immediate results.

Why is email a good choice?

In short...

It works!

And it has for years.

And most people actually like getting emails.

In fact, according to MarketingSherpa 91% of Americans want to get promotional emails from companies they do business with. Over 60% want to receive emails at least once a week.

Insert graphic.....

68% of millennials report they have made purchasing decisions resulting from promotional emails.

Insert graphic.....

You can expect that roughly one half of your subscribers read email from their mobile devices. Look around. You just can't go many places and NOT see people actively on their mobile devices.

And if you're a dollars and sense kind of person, consider this.

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For every \$1 spent on email marketing, you can expect to see a \$42 ROI according to a Direct Marketing Association survey in 2019.

Insert graphic.....

Most companies rely on email as their primary marketing channel. Why shouldn't you?

Businesses of all types have transitioned to an online format in order to get or keep customers.

Enterprising or displaced workers have started businesses they operate from their homes or laptops.

Consultants

Coaches

Mentors

Ecm

Product Creators

Affiliates

Some of the problems with email

As in many areas of life, you don't know what you don't know.

And if no one ever tells you...you just won't know.

Just because you send out email messages doesn't mean your subscribers ever see them, let alone open them or click the links.

Many of your emails are going to spam folders or the promotions tab in Gmail. Did you know that? Do you ever check? Do you know how to check?

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Many of your subscribers may have been unsubscribed through no actions of their own - but by your autoresponder company - and without your knowledge. Did you know that? Do you ever check? Do you know how to check?

Certain formatting can improve your deliverability, but no one ever tells you these things.

Many business owners and marketers either over-mail or under-mail.

Both can harm your email deliverability and open rates.

[Check the Canva presentation.....](#)

What can you do?

Fortunately, there are some strategies you can implement pretty easily - strategies that can yield almost immediate results.

Other strategies can take a little more time to yield full results, but again even these effective strategies can be implemented pretty easily.

3 things you can do RIGHT NOW to start seeing almost immediate results!:

Your “from” name - The name? Really? Yep! The name you use on your autoresponder as the FROM name for your list is the name most people will see when they look at the view of their inbox. While the name is how they can recognize people they want to hear from, the actual name can also result in the message going to Spam or Promotions.

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Your “from” email address - The email address that you send from (via your autoresponder) ideally would be an email address on your own private registered domain. Like mine.... howard@howardfromgeorgia.com. The domain is howardfromgeorgia.com. I paid to register that domain for a certain period of time and will continue to renew it as that period of time comes to a close. I happen to have a website using that domain and I also send mail from that domain, but you do not need a website just to be able to designate your domain as the sender of your emails.

Best practice calls for you to use a private domain and not one of the free email services such as hotmail, yahoo, gmail, etc. That’s for several reasons, two of which are: 1. You can verify that the domain you are using is your own, and 2. By having your own domain, you are able to create the DKIM and SPF to authenticate your domain and the autoresponder sending your messages. All that helps deliverability.

DKIM and SPF - If this looks more like alphabet soup than anything you’ve ever heard, then you need to check into this. These two things can mean a world of difference in your emails getting into the inbox. In a very basic explanation, they help to prove that you are who you are and that the autoresponder has your authorization to send emails on your behalf.

Segmentation - This is a very effective way to send emails to people who are very interested in what you’re mailing about. The segments represent groups of people on your list who have a common interest or who have taken certain specific actions so you can tailor your emails to them.

Perhaps more importantly, this allows you to NOT send emails to people who may not be interested in what you’re mailing on a particular broadcast/newsletter.

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