

GROW Your List,
WOW Your Subscribers,
and **SELL** More Stuff
with Email Marketing



Presented by

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Welcome!

You've no doubt heard many online authorities spouting how social media is the new way to stay in touch with customers and that email is dead.



But then why, if email is dead, does every major social network ask for an email address when you create an account?

Or why do people continue to check their email every day, often multiple times per day?

I was at a recent live business event where the speaker asked, by show of hands, how many people had checked their Facebook account already that morning? It was about 9:15 am and there were about a hundred folks in the audience.

A smattering of hands went up. She asked the same question about Twitter, then about LinkedIn and got the same result. A smattering of individuals raised their hands.

But when she asked how many had checked their email already that morning, every hand in the group went up.

And have you noticed, that when Facebook and other social media send you a notification that someone has sent you a message, that they use email to alert you? Funny that, isn't it?

The reason is clear. Email is still one of the most effective and powerful ways you can communicate with the people you want to reach online.

There are many reasons why people still prefer email over all other forms of communication, none the least of which is that email is almost immediate. A text message is about the only other communication that is probably faster and gets read more often.

People are comfortable with email and they know what to expect with it.

Email, then, isn't dead. It's still alive and growing more popular every day and it's here to stay at least for quite awhile.

According to a study by Radicati.com (Source: <http://www.radicati.com/wp/wp-content/uploads/2014/04/Email-Statistics-Report-2014-2018-Executive-Summary.pdf>), email accounts worldwide continue to grow. In 2014 there are over 4.1 billion accounts, and that figure is expected to grow to over 5.2 billion by the close of 2018. In addition:

- ▶ The number of both consumer and business users worldwide is increasing.
- ▶ Email is the most universal form of communication among businesses.
- ▶ Email is a big part of being on the Internet since an email account or address is needed to sign-up for any online activity including social media.

And a 2012 study by Harvard Business Review (Source: <http://hbr.org/2013/06/e-mail-not-dead-evolving/the-average>) concluded that email isn't dead, it is simply evolving like everything else is doing online.

Here are some interesting facts about email:

- ▶ The average person spends up to 50% of their time online reading their inbox mail.
- ▶ People consider 42% of their email essential or critical.
- ▶ The average worker receives 11,680 emails a year.
- ▶ Email is used for more than just sending messages. 76% of people use it to exchange documents.

My clients and I would be lost without email since that is how we generally exchange information when we are working on projects together.

So, no matter what many are saying, email marketing is not dead. Staying in touch with your customers with email is one of the best ways to build a relationship, build trust with them, and get a response from them.



Now, email marketing is not without its challenges. One thing we all must face as email marketers is the fact that people are what I call “inbox weary.” They are overwhelmed with the sheer volume of email they receive on a daily basis.

They are far more picky about which emails they will actually open and read. And even more picky when it comes to choosing with whom they’ll spend their money.

So, keeping all that in mind, let’s dive right into this special report, *Grow Your List, Wow Your Subscribers and Sell More Stuff*, and discover just how you can make your email marketing more effective.

My Best,

Marty Marsh

Marty “Email Doc” Marsh

Benefits of Growing Your Mailing List

Email is one of the best ways to build an audience that is engaged with your brand. It’s also one of the best ways to sell products or create a big buzz for your next event or launch. There are many other benefits to growing your mailing list as well. Not growing your mail list can mean missed opportunities to connect with those who want to hear from you.

When you send a message to your list you can get hundreds of replies, because people are more likely to click on a link or answer a question by email than through a blog post.

Building your email list is powerful, too, because it’s a friendly way to build trust with people. Your message is delivered directly to your audience and it’s private. You can be yourself, and your list members don’t have to be afraid of openly sharing their struggles or questions with you.



Here are 8 more benefits to growing your mailing list:

- 1. You own your list.** You have 100% access to it no matter what. Social media can change their privacy or user settings at any time. If you depend solely on them to build a customer list, you are at risk of losing your ability to communicate freely with them if the social media platform changes their rules or their way of doing things. Any work you've done to grow a following can be wiped out in an instant.
- 2. An email list allows you to communicate with a targeted audience, and those individuals are more likely to pay attention since they opted in to your list to begin with.** And you can be very specific about what you share with whom. I have more than one list, and the people are on each of those lists because they had a very specific interest in something.
- 3. Email can be used to drive your audience to Twitter, Facebook and other social media.** You can invite your subscribers to join you on your social media channels and pages if you are using social media in your business.
- 4. Your message goes directly to your subscriber's inbox.** They opted in to hear from you so you have their permission to share and communicate with them. And you can do that as often as they will let you.
- 5. Selling through email is expected and accepted, unlike on other platforms such as social media or blogs where we expect more content than advertising.** And the more subscribers you have the better your success rates will be. Just remember that the operative word in social media is "social". People engage in social media to be social not to be marketed to. So social media is great for networking and customer service, but it is not necessarily a good way to connect with a buying audience.
- 6. Email marketing is a quick way to communicate newsworthy content to your audience.** For example, if your industry has a new plugin coming out, you can let your subscribers know before it does. You can offer something for sale immediately.
- 7. Not everyone is on Facebook or Twitter, but almost everyone has an email.** There are still those die-hard people who don't want to be on, or don't trust, social media. Most of these people do, however, have access to an email account.



8. An email list allows you to build a friendly relationship and to build trust with your subscribers.

Building and growing your email list is necessary for your business to build and grow relationships with people who are interested in you and your product. They care about what's going on in your life and the products and services that you recommend or that you sell.

How to Grow Your Mailing List

You might have a list with many subscribers. Or maybe you're just getting started growing your list. Either way, subscribers come and go. They may opt-out for whatever reason or maybe their email address changes and they don't notify you of the change. It's your job as a marketer to make sure you are always adding fresh contacts to your list while taking care of those already on your list.

Check out these ideas for ways to grow your list:

1. Host a webinar to collect names and addresses at registration.
2. Create a compelling free offer that gets visitors to opt in to your list in order to receive it.
3. Hold an online contest for a free giveaway where entrants have to sign up to be entered. (Now, this is a good use of social media. Create buzz on social media about your contest.)
4. Include a clear permission and privacy policy on all your opt-in forms. You want to set good expectations for your new subscribers.
5. Add an email call-to-action as a custom tab on your Facebook page.
6. Collect email addresses from offline events like trade shows you participate in. Import them into your database. Make sure you send them a welcome email that confirms they signed up for your list. And so this as soon after the event as possible. People may forget that they asked to be on your list, and you don't want to get any spam complaints.

Free Offer
Compelling Content
Contest
Opt-In - Opt-Out
Privacy Policy

7. Encourage your current subscribers to share or forward your emails. Include social sharing buttons as well as a “forward this to a friend” button. Include a subscribe link at the bottom of all your emails to make it easier for those receiving forwarded emails to opt-in.
8. **This is a BIG ONE.** Create compelling email content to keep people subscribed and to make them want to share your content. If your content is dull and the same old rehashed content everyone else is sending out, your subscribers have no reason to want to share it.
9. Offer email-only exclusive deals and information to add value for your subscribers. I’m not a big proponent of discounting as a way of attracting business so this is something you would have to take into consideration as it relates to your audience.
10. Make it easy to find your email opt-in on your home page. It should be noticeable and quickly spotted when a visitor comes to your site. People have come to expect to find email sign-up forms at the top right-hand side of a site; on every page. Don’t bury your opt-in form on the page so that people have to hunt for it (most folks won’t, they’ll just give up or not even think about it if it’s not visible.)
11. Create a mobile-friendly landing page that includes the benefits of your email program with an opt-in and easy navigation to return them to the main website. These days, everything must be optimized for mobile, including the messages you send.
12. Add a QR code to all your print material. This lets people scan it to opt-in. Just keep in mind that they are scanning on a mobile device, most likely a cell phone. If they arrive at a web page that is not mobile friendly, you’ll have lost a possible good customer if the site is too difficult to navigate.
13. Join in free giveaway promotions to collect email addresses. These often take place on Telesummits. But the caution here is that freebie seekers do not necessarily make good subscribers. And it is these people that will tend to report you as a spammer if they don’t like what you send out. These are the folks that think everything should be free.
14. Create multiple targeted email subscription forms to segment your marketing identities. Some people may not want to join a general campaign, preferring to opt in to a list that targets their specific interests. So for instance, I have a list that caters to the folks who identify with me as a “soul proprietor” and other lists for my stay-in-touch marketing programs and my marketing to the inbox weary programs.



15. Promote a lead-gen offer like an eBook or free resource on Twitter. Link to a landing page that requires them to opt-in to get the free resource or eBook you're offering.
16. Place your opt-in form on every page. It should be "above the fold" on every content page. As I mentioned before, folks have come to expect sign-up forms to be in the upper right-hand corner of all pages of a site.
17. Create a full page Squeeze Page or opt-in page dedicated specifically to your opt-in offer. You have to work just as hard to "sell" people on the idea of signing up for a free resource as you do to "sell" them on buying something from you.
18. Network with and become friends with your competitors. Most of them love to share and are willing to share.
19. Add a call-to-action at the end of all of your blog posts or articles asking people to subscribe to your list.
20. If you speak at an event, find creative ways to get people to give you their email addresses. Share a simple handout that has a special form for them to put their name and address on and give to you after the event is over. Have attendees give you their email addresses in order to be placed in a drawing for one of your products or some other giveaway item which is something I do. I also ask for postal mailing addresses because I like using direct mail to promote my business.

These are just 20 examples of easy ways to grow and build your opt-in list that you can start doing today. You want to make it easy for people to find your opt-in form and to have a compelling reason to join you. After all, with millions of businesses already sending out emails, you have to find a way to stand out.

And remember, you are not only competing with your likely competitors for space in your prospect's inbox, but you're competing with *every other email* in there, too. That's a lot of email.

How to Get Started and What Comes Next

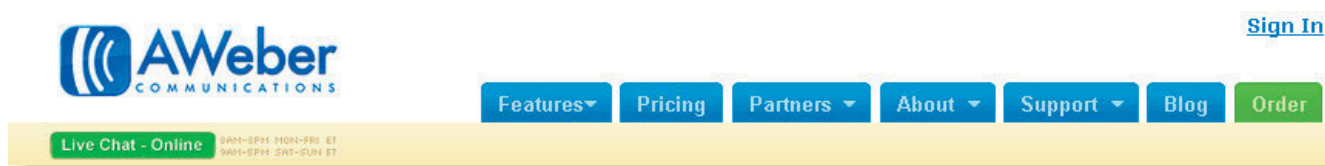
Now that you see the benefits of building and growing your email list, you might be wondering how to get started. What are the different parts to an email and why are they important? What type of content do subscribers want? The first thing you need before you go any further is a *good email service provider*.

This is an extremely critical decision to make. And you need to take into account a variety of things. Above all else, you must know how you intend to use email marketing as a tool before deciding on the service you use. This is something that I can help you with. I'm happy to talk with you about it. Schedule complimentary time with me at <http://timewithmarty.com>

There are many email service providers available. Let's take a look at three of the most popular.

- **Aweber Communications** is one of the most popular autoresponder systems available. With Aweber, you can access over 600 templates, making it easy to find one that matches or closely matches your branding. Aweber works in all the major email clients, including Gmail and Hotmail. Messages can be sent in plain text or HTML format.

Aweber offers a powerful reporting tool to keep track of your open rates, your click-through rates and how much revenue each message has generated. Aweber's pre-schedule tool lets you create messages that can be scheduled to go out at specific dates and times. Aweber now requires a double opt-in. There is a 30-day \$1 trial to test out the service.



- **Constant Contact** autoresponder service provider is focused towards businesses. It's free for 60 days, and you can have up to 100 contacts during that period. They offer excellent support if needed. The service itself is easy to use with over 400 newsletter templates or you can use your own.

HTML code can be inserted into the emails for special formatting. Constant Contact comes with 3 webforms so you can segment your list. But as of this writing, their autoresponder capability is severely limited.

- **GetResponse** offers high-quality email marketing solutions and capabilities. You have the option to set up time or action-based messages according to the criteria you choose. You can send out an unlimited number of autoresponder messages every day. The clean interface makes it easy to navigate, giving you quick information about your statistics. The simple drag and drop feature lets you rearrange the order of your autoresponder. With one click you can duplicate a message. GetResponse lets you do split testing as well. Plans start at \$15 per month for 1,000 subscribers, with a free no risk 30-day trial.

Your autoresponder service is very important to your email marketing plan. Don't pick a service based on price alone. Make sure the service you choose has the features you need or may want now or in the future.

Once you've chosen your autoresponder, create an awesome sign-up form that you can place on your website. Don't forget to offer a captivating incentive like an eBook or an ecourse or even a video or series.

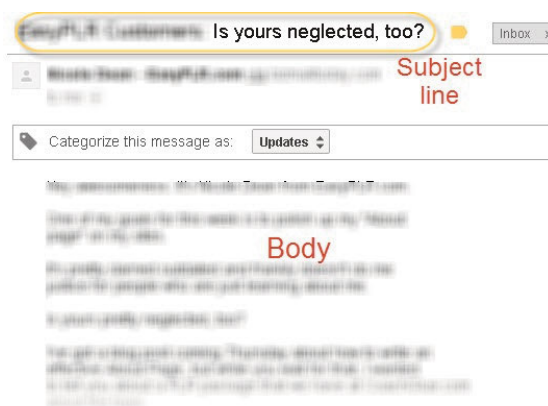
Another service you may want to check out is **MailChimp**. MailChimp offers a free account with up to 2000 subscribers and up to 12,000 messages every 30 days. There are some restrictions with the free account, but you can get by those to try the service out. I'm trying it out myself these days, although I am using their paid version, and so far, I'm loving what I can do there.

Different parts to an email

There are many parts to an email that can affect its look and how well it's received by the subscriber. The main parts are the subject line, the opener, the call-to-action and the P.S. Of course, your subject matter, or the body is important as well. If possible, you'll want your branding apparent as well. Let's take a look at some of the parts:

Subject line

The subject line is what your subscribers see in their inbox before they even click to open your emails. It's what most email marketers obsess about. If you don't have a good subject line your email will not get opened. The subject line is where your subscribers get their first impression. It's your hook. In fact, think of it as mini-billboard or newspaper headline.



I tell my clients they should spend more time crafting their subject lines than they do on the body content of the email itself.

Your subject line should be:

- ▶ **Descriptive and upfront.** It should tell subscribers immediately what the email is about.
- ▶ **Captivating.** It should arouse the curiosity of the reader so they want to open it. But honest. Don't try to trick people into opening your emails.
- ▶ **Personal.** You want it to be personalized with your company's personality as well as your individual personality. And sometimes, put your subscriber's name in the subject line using the merge feature. But only do this once in awhile.
- ▶ **Professionally crafted.** Make sure it's free of grammatical and punctuation errors.
- ▶ **Brief.** Keep it short and clear.

Opener

The opener is the beginning of the email. Once they've opened your email, your opener is what sets the tone for the main part of the it. In the very first words they read, your subscriber is making a judgment about you and what you want. It determines whether they will continue to read or click away.



You want to make it personal but still professional. Use the person's name if you know it. If not, then use "Hi" instead of some generic business greeting. This is your chance to build a relationship with that subscriber.

Call-to-action

The call-to-action is, most likely, the reason you emailed in the first place. It tells them what you want them to do right now in order to take advantage of your offer. (Even if the offer is not something you are selling.) It should include a clickable link that takes them to the payment page if you are selling something.

- ▶ Avoid using "Click Here," even though it does tell your subscriber what you want them to do, because it doesn't tell them why you want them to click

here. Be sure to follow those words with something more descriptive. i.e. [Click Here to Download Your Free Report Now](#). It also doesn't hurt to add an arrow directing their attention to whatever you want them to do. i.e. ==> [Click Here to Download Your Free Report Now](#) <==

- ▶ Don't bury your call-to-action. Keep your body copy concise and to the point. You can use snippets of text with links if you have a lot to say in your email. Keep the layout simple since many people scan through emails. A simple layout makes it easier for subscribers to see and act on your call-to-action.

People have gotten used to knowing that anything that shows up as blue or blue and underlined is a link to something else. But it never hurts to ask them to click when and where you want them to.

- ▶ Include your call-to-action in the body, preferably in two or three spots as well as repeat it in the P.S.
- ▶ A call-to-action can also be images, brand names, logos or large, bold text.

The P.S.

The postscript, which is abbreviated to P.S., is a sentence or two that's added after the main body and your signature. This is another area you can include your call-to-action. The P.S. contains your last thoughts and very often is a repeat of the offer you're making. People will often skip the body of your email and go straight for the P.S. so they can find out quickly what your email is really about.

The letters 'P.S.' are written in a large, elegant, black cursive script. The 'P' and 'S' are tall and flowing, with the 'S' having a prominent loop at the top. The dots are small and positioned directly below the letters.

- ▶ Use your P.S. as bait, with the clickable link as a hook, to stress the main selling point again from a different angle.
- ▶ The P.S. can be used to create a sense of urgency.
- ▶ The P.S. is a last effort to get personal.
- ▶ Use the P.S. to introduce a bonus.
- ▶ The P.S. is a great place to give testimonials.

That's the four different parts of an email that you should be paying close attention to. These are the areas that you want to grab your subscriber's attention and to get them into your marketing funnel.

Difference Between HTML and Text

Email Formats

There are basically two different formats for emails. The choice of which to use is often a personal preference or your subscriber's preference. They are HTML or text based emails. Plain text emails are sent without any special formatting code. They look similar to a simple text file. HTML emails use the language of the web code making them look more like a web page. They are both useful in delivering information but have distinct differences.

HTML Emails

HTML emails allow you to put in graphics, clickable URL links and other special features. These emails can be coded with tables to separate sections of your email. Most autoresponder systems have built-in editors and templates to help you create HTML emails.

Advantages of HTML:

- ▶ (Usually) Better open rates
- ▶ Stronger branding opportunity
- ▶ Nicer emphasis

The big drawback to using pretty HTML emails these days is how they look and act on mobile devices. If an email takes too long to load, or is not optimized for mobile and the reader has to scroll all over the place to read your message, you can pretty much count on them NOT being willing to do that.

Have that happen just once, and you likely will lose that subscriber forever. They may not unsubscribe but they won't be looking at your emails either.

Text Emails

Plain text emails can be created using a simple text editor like Notepad. With a text email your links cannot be made clickable; the entire URL has to be typed out or cut-and-pasted by your reader. For easier reading you can create bullet points and horizontal lines to separate sections.

Advantages of Text Emails:

- ▶ Looks more personal
- ▶ Gives a "me to you" feel
- ▶ Are more secure

One thing I suggest is that you create “fake text” emails so you can still take advantage of the clickable links that you get from HTML. Simply create an HTML email without any fancy formatting that looks exactly like a text message, but embed clickable links in it, so the reader doesn’t have to cut and paste.

Remember, these days, people are moving fast, and anything that slows them down will generally get passed over. Make it as easy as possible for people to click and engage with you. Overall, the choice of the type of email you send, really, depends on your message, your server and your clients’ preferences. Each option has advantages over the other.

Just remember the K.I.S.S. rule: Keep It Simple Sweetie.

Types of Content Subscribers Love

Are you curious about what types of content your subscribers love? Does it seem like only certain types of emails are getting opened? Here’s a list of some of the most popular types of email content your subscribers will love.

No matter what type of content you send your subscribers, make sure you’re providing them with value they can use.

- ▶ Customers love tip sheets that answer some of their most frequently asked questions.
- ▶ Subscribers love to see how-to videos in their email inbox. Short videos demonstrating how to use a product or software are well received by customers.
- ▶ Blog summaries or highlights get opened, especially by new subscribers. It gives them a chance to catch up with what’s going on with your business.
- ▶ Subscribers love to see your top product picks. It gives them insider information on what you recommend or are using in your own business.
- ▶ Case studies give your customers a real-world look at how your product or service has helped you or someone else.
- ▶ Lists are one of the quickest and easiest types of content to create, and subscribers love them. They are a type of content readers can quickly scan.
- ▶ Stories are one of the best ways to build a relationship with your customer. And most people are interested in what is happening in your life as well as your business.



- ▶ Contests are a favorite type of content to email subscribers. Many people enjoy competing in a contest. Having them share ideas, stories or complete something gets them involved.

Sending the type of content your customers love to read is the best way to get them to open your emails. This is just a short list of the many types you can create. One of the best ways to know what your subscribers like is to simply ask them. Also, if you are already sending out emails, look at your analytics. They will show you which emails are being read so you can create more like them.

Easy Ways to Generate Content Ideas

How many times have you stared at a blank screen trying to figure out what to send to your email list? You probably think you will never be able to connect with them. You don't have to worry any longer.

Here's a list of ideas you can use to create stellar content:

- 1. Current Happenings.** Highlight what's currently going on in your company. Talk about awards and places you are speaking at or attending as long as your audience finds it interesting.
- 2. Current Events.** Comment on what is going on in the world and your industry. Show how it relates to your company and to your customers. Give your perspective or opinion on it.
- 3. Share your Favorites.** This could be your favorite books, websites, entrepreneurs or movies that are relevant and valuable to your readers.
- 4. Take a Poll.** Get people's opinions on a specific topic.
- 5. Ask Questions.** Get your readers to respond to questions and create a dialogue with them.
- 6. Showcase a Blog Guest Author.** Invite someone relevant and interesting to be a guest author on your blog and share the news with your email list.
- 7. Create Top 5, 7, or 10 Lists.** Write a top list of things that your customers should know about your niche or topic. Give your opinion about each one.



- 8. Create 3 Ways or 12 Ways Lists.** This is similar to number 7, but you use a twist to make it different. For example, “7 Myths About _____.”
- 9. Give Them How-To Content.** Show your customers how to use a product or software.
- 10. Educate Them.** Send out an educational series on an in-depth topic.
- 11. Share Worksheets and Checklists.** Worksheets let your customers work out problems, while a checklist can help guide them through a project.
- 12. Share links to Resources.** Give your readers links to resources you use regularly in your own business.
- 13. Share a Video.** Share videos of things you do, people who are talking about you or anything entertaining you may have created.
- 14. Interview Someone.** Interview someone interesting in your niche. Record it and share it with your customers.
- 15. Share Important Lessons.** Share things you’ve learned recently at a seminar, workshop or event you attended.

There you go. Fifteen ideas to help you get started on creating compelling content that your email subscribers will love to read.

How to Craft Emails that Sell

You have an email list. You know that the money is in the list. You’ve learned what different types of content your subscribers want. Now you need to know how to craft those emails so they will sell.

You have to hold the reader’s attention in order to get them to the call-to-action. Remember email is about building relationships and trust, and entertaining your audience.

Remember these 9 points when crafting your email:

- 1. Be authentic.** You are unique. No one else is like you or can even try to be you. Don’t try to be someone else for your business.
- 2. Speak directly to your subscribers as individuals.** Every email and all of your marketing materials should be directed to an audience of one. That’s to your perfect-fit, ideal client.

- 3. Over-deliver/under-promise.** Give more and ask for less in return. Make your customers feel like you've given them more than necessary and certainly more than they expected.
- 4. Engage and be available – be human.** Engage your audience by responding to their questions, thanking them for their testimonials and providing relevant and informative content that moves them.
- 5. Show them, don't tell them.** Give proof with videos, testimonials or real life stories showing how your product is being used.
- 6. Write in a natural way.** In other words, write the way you talk.
- 7. Don't use verbs like "to be."** Use power verbs instead.
- 8. Create a story or movie with your words instead of a long message with statistics or jargon, or a message that's dull.**
- 9. Show off your personality.** Let customers see your flamboyant side, dry humor, or offbeat personality in the way you write and speak to your subscribers.

The most important thing to remember when crafting an email that sells is that you are building a relationship and trust with your subscribers.

What Happens Next?

It's true the money is in your list. And it's true that email is not dead. So you need to grow and nurture your list by spending time creating content your subscribers want to read. You do that by creating a relationship with them. Show your personality and your human side. Learn the different types of content and find out what your readers love to see.

Now, go out there and send an email that will make your people love you and buy from you.



An Email Marketing Plan

A successful email marketing campaign isn't profitable based only on the strength of its messages. In order to really make it work, you need a well thought-out overall plan from beginning to end.

Email marketing is just one tactic of an overall marketing strategy. Most marketers use it as a sales funnel. When you have a list of email subscribers, you have a captive audience. It's a shame to send messages without a plan and lose the potential profits you could be earning.

Since an email list is too valuable to waste, let's make an email marketing plan together. We can accomplish a lot together in one 90-minute session over the phone or Skype. You'll come away with a workable email marketing plan that will work for you from now on. Send an email to marty@martymarsh.com, and ask for info about making an email marketing plan and I'll get back to you.

Be sure to visit Marty on the Web
and Sign-Up for His Email List:
www.martymarsh.com/nl