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Foreword

Marketing is a profession that if done correctly, can make you some serious amounts of money. But as said, it must be done correctly. There are many different forms of marketing. For example, advertisement is a form of marketing and so is door to door sales as well as cold calling. However this is another form of marketing and this is email marketing.

Email marketing is beginning to become more and more popular as the years go by and this is probably due to the fact that it is quite effective. Little amounts of money are needed to start email marketing which makes it an even more valuable approach. As well, you do not even need that large of a team in order to operate your email marketing business, you just need a few people who you can depend on to meet their deadlines.

In reality, all you need to start up an email marketing business is a product and the know how. There are many tips and tricks to this business and these tips and tricks are likely the difference between success and failure. It is important to remember while email marketing that it will take some time before you begin making large amounts of revenue. However, if you have the patience to build your list, in the long run you will definitely be glad that you did so.

Email Marketing Made Easy

Tips for Emails That Really Work

Chapter 1:

Email Marketing Basics

Synopsis

There are certain guidelines that you will need to go by if you wish to start an email marketing business, both for productivity reasons and for legal reasons. The following chapters of this book will shed some light on the basics of email marketing and will also provide you with some helpful hints that will surely guide you on the path to success.

There is a lot to know about email marketing if you plan on making a lot of money while doing so. As mentioned before, it is important that you do not expect your marketing business to take off overnight because this almost surely will not happen. It will take a lot of time, determination, and patience but as stated before, it will pay off in the end.

One very important thing to know is the fact that there are certain laws that you have to abide by when email marketing, just as with any other form of marketing. Failure to follow these laws can lead to you being fined for your actions and possibly loss of your business license.

Perhaps the most important place to start with when it comes to email marketing would be the basics. It is important that you understand how email marketing works and exactly what it is so that you will know what you are getting yourself into.

The Basics

The basics will be the foundation for your email marketing business and the more of the basics you know, the stronger your foundation will be. The stronger your foundation is, the larger you will be able to grow your business and the more profits you will bring in. This makes sense, right?

The following chapter will go over the basics of what exactly email marketing is and how it works. You will also be provided with a few basic tips that will surely help you get off to a good start with your email marketing business.

Email marketing can offer a great deal of benefits and profits if it is done correctly. In order for you to be able to email market correctly it is important that you first understand exactly what email marketing is. This chapter will be going over what email marketing is and will also give you some basic tips to help you get started.

Email marketing is marketing a product or a message through a series of emails to current or potential future customers. This process is done directly and there is no need for a middle man which offers you an opportunity to not have a large amount of overhang. This in the long run leads to even more profit from your earnings due to the fact that there will not be that many other people to pay. Cutting out the middle man also offers marketers the opportunity to sell their products at lower prices which makes them more appealing to their target audiences.

Email marketing is really no different from other forms of marketing except for the fact that it does not require cold calling or going door to door. One benefit that you can get from choosing to do email marketing is the fact that

your opportunities are heightened to a global level. Email offers you the opportunity to speak to potential customers and clients all over the world, without having to pay pricey long distance charges on your phone.

One important that to remember is that it is extremely important to build a good rapport with your clients and customers. You want to be thought of as a trustable person and you do not want to seem as if you have low integrity. It is highly important to always keep your emails looking professional and make them eye catching. Never offer promotions that you cannot fulfill just to try and get new clients and customers because this will surely backfire in your face. As long as you have a good product and maintain a good image, your list will continue to grow and grow.

The following are some basic tips that will serve as your basic guidelines for email marketing and will help you get off to a good start.

- **Have a Goal**

When you are beginning an email marketing business it is very important that you know exactly what it is that you would like to accomplish and set a goal in order to keep you on track. There are different uses for email marketing. It can be used for getting a message out, affiliate marketing, selling products, and many other things. You need to determine exactly what it is that you want to do and stick with it.

- **Mail Often**

You need to send your emails out on a regular basis. It is important that you are sending these emails at the right times however. You do not want to send emails too far apart but at the same time you surely do not want send them too close together. Sending them too far apart can cause you to not be fresh on people's minds while sending too many can cause clients and customers to feel burdened by you.

- **Use Images**

Sending a plain email with no images or links will look quite dull and will not spark the interest of those that you are trying to market to. Make sure you include images with eye catching colors and that you include links to your websites or your affiliates. This will make your email more eye catching and professional looking as well.

- **Keep it Neat**

It is very important that use you choose fonts that are easy to read and that nothing looks blended together on your emails. Taking the time to make your emails neat looks very professional and will surely lead to more email marketing leads.

These are just a few examples of the most basic things you need to do in order to be a success when it comes to email marketing. The following chapters of this book will go into further detail about email marketing and will get more into the advanced side of it.

Chapter 2:

Keep Your Emails Short and Sweet

Synopsis

Keeping your emails short and sweet is very important when you are email marketing. People who look at an email that is flooded with text will more often than not just delete the email because they do not have, or do not want to take the time to read it. You want to make sure you get your point across as quick as you can without leaving out any important details about the product you are pushing or the message you are trying to get across.

The problem with keeping your emails short and sweet and to the point is that it is much easier said than done, especially when you are trying to spread the word about more than one product or about a large package deal. Luckily, there are some very helpful tips that you can use to make the process of shortening your emails much easier. These tips are very effective and are actually quite simple to do so you should seriously consider giving them a try.

The following chapter will go over the basics of shortening your emails and will give you a few ideas of how you can do so.

Get to the Point!

Most people in today's society are constantly busy and it can be hard for them to find time to get everything done that they need to get done in a day. The last thing that they want to do at the end of their work day, or during, is sit down to read a lengthy email that is trying to sell them a product or get a certain message to them. That is why it is important to keep your emails as short as possible without leaving out important details. You may be asking yourself, how am I supposed to shorten all of the details that I need to relay? The answer is actually quite simple.

The following are some examples of different ways that you can make your emails short and sweet. This will surely help you to expand your mailing list and strengthen your email marketing business.

- **Links**

If you have a lot of details that you need to inform people about when it comes to one of your products there is something you can do to keep your emails from looking cluttered. Why don't you try including the most important details that will catch the attention of your target audience in the main body of the email and provide links to additional information? This will offer current and potential future customers to get the main point you are trying to get across while still offering them to read more on the information they choose to.

- **Use Multimedia**

You can use multimedia to help you keep your emails short and sweet as well. You can do this by making videos that can be played in the email or by using images that display the information you are trying

to get across. Another thing you may want to try is voice recordings. It is much quicker than having to type, you do not have to worry about what fonts you select, and your customers will not have to read as much. It will be a winning situation for everyone and that is key to success in marketing.

- **Use Lists**

When creating the outline for your marketing emails you may want to try using a list to sort out your information before you actually create the email. List your information in the order of the priority of the information on the list and determine what really needs to be there and what doesn't. Remember, one of the keys to marketing is being short and to the point but still providing enough details about your product. It is a delicate process and it can be quite tricky, but it is possible!

- **Keep Information Relevant**

One thing that you can do that will surely help to keep your emails short and sweet would be to make sure that you always keep the information in your marketing emails relevant to your product or the message that you are trying to relay. Basically, if it does not directly relate to what you are marketing do not put it in your emails!

One thing that you should also keep in mind and another reason why it is so important to keep your emails short and sweet is the fact that today's society is using more and more devices to check their emails. Devices like

smartphones have much smaller screens than a PC or a laptop so trying to read a long email on a smartphone would be a very difficult task.

It is very important that you make sure that the marketing experience is as convenient as possible for the customer because this will surely lead to more sales. On the other hand, making the experience inconvenient by having lengthy emails that are constantly sent to them will likely just lead to a loss of a customer.



Chapter 3:

Write With Your Own Personality

Synopsis

Have you ever met someone or heard someone speak that was trying to act like someone other than their self? They looked and sounded pretty foolish, didn't they? Well the same thing goes for email marketing. If you try to relay your message or sell your product while trying to sound like someone other than yourself, people will not take you seriously.

Your first impression is very important in any relationship, whether it be a personal relationship or a business relationship. The first impression you make on someone is a lasting one so you want to make it a good one. The last thing you want someone to think of you after a first impression is that you are a fraud because you did not seem genuine.

The following chapter will go over the importance of writing with your own personality and will provide you with some basic guidelines to makes sure that you do so.

Always Be You

You were born as a unique person, there is no other person in this world who is exactly like you. This is also true when it comes to your personality. It is unique for a reason. If everyone had the same personality in the world, life would be very boring. It is the differences in all of us that make us who we are and make the world an interesting place. That is why it is so important to always be yourself, even when email marketing.

Personality traits can be picked up by the way you speak and the words that you use. The same thing is true when it comes to people reading your emails. They will easily be able to pick up on what type of person you are from the way that you write. They will also be able to pick up on whether you are a genuine person or not. Trying to be a person other than yourself when you write your emails is a very bad idea because it will make you seem less genuine and will lower your credibility.

Some people are not really sure of how to project their personalities into their emails or other forms of writing. This is actually quite common and it is probably due to the writing exercises that we all had to do in school. These writing exercises taught us to be extremely formal when writing and at the same time stripped our writing of its personality. You can put your personality back in to your writing, it is just going to take some practice.

One common mistake that people make is trying to use words that they would not normally use. They may be doing this because they are less educated or they may not be confident with their writing. Whatever the reason for doing this is it should not be done. When you use words that you

would not normally use they are oftentimes not used correctly and this does not look professional.

Try writing out some practice emails before you send out your actual marketing emails. Review the practice email and determine if it sounds like you when you read it. If you are satisfied with the personality that is projected it is time to then send out the email.



Chapter 4:

How to Use Teasers

Synopsis

You can never have too many tools to back you up when it comes to email marketing. One tool that you may want to consider adding to your marketing tool bag would be teasers.

Teasers are extremely effective if they are used properly. They are designed to keep customers and potential future clients interested in what you are marketing and it leaves them wanting more. Teasers can be thought of kind of like the season finale of one of your favorite episodes. A cliff hanger is used so the audience is left wanting more. There will usually be a short scene that shows what can be expected from the next season and this keep the audience interested in between seasons. Using teasers for email marketing is in many ways the same.

The following chapter will go over using teasers for email marketing and will provide you with some helpful tips to ensure that you know how to use them properly.

Effective Teasers

As stated before, teasers can be extremely effective when it comes to marketing tools. The trick is knowing how to use them in the right way. A lot of using teasers will involve having to send out numerous emails to potential clients and customers. If this is not done correctly, the people who you are sending the teasers to will likely unsubscribe from your mailing list. This will be very damaging to your email marketing campaign since the entire heart of the operation is within the marketing mailing list.

You need to create teaser emails that will keep people interested in your product until it is complete or ready for release without giving away too much about the product. It is as the old saying goes, why buy the milk if you can have the cow for free. One thing that you need to make sure that you do is separate your teaser emails so that there is some time in between them and that there is plenty of teaser emails to send out until your product is ready.

Make sure that you send out teasers on a regular basis so you keep people on your mailing list interested but do not bother them with too many emails. There is a delicate balance that goes with using teasers and it is important that you learn how to be fresh on people's minds without being bothersome.

Pre-orders can be very beneficial for a product launch because you will have money that is being generated before you even release your product to your mailing list. This can help you to generate the funds that you need to make any last minute tweaks that are needed on your product. One of the best ways that you can get your product on people's minds and generate pre-order income is through the use of effective teasers.

Chapter 5:

Make Great Headlines

Synopsis

If you want to have a successful email marketing business it will be crucial that you learn how to create eye catching headlines. Headlines are every important because they are the first thing that someone will see on your email and may possible be the last if it is not made well.

Headlines can be thought of as your first impression for those who you are trying to get to subscribe to your email marketing list. Poorly put together headlines that lack in effort will not produce the results that you desire. If people think that you will not put forth enough effort to produce a good headline they will surely not think that your product will be of any worth.

Making an effective headline is really not as complicated as it may seem. That is probably a good thing since it is so important when it comes to email marketing. All you need to make an effective headline is the know how as well as the willingness to be creative and put effort in to what you are doing.

The following chapter will go over the basics of creating effective headlines and will provide you with some tips that should help you to create headlines that will surely grow your mailing list and get people interested in what you are marketing.

Effective Headlines

Email marketing can be a very effective form of marketing. The thing is, in order for you to generate income from email marketing you will have to get people to open your emails. There is no way people will ever know about the product you are marketing if they do not ever open your emails. This is where an effective eye catching email headline or subject line comes into play.

Creating effective headlines and subject lines is really not all that difficult. Studies show that emails with catchy headlines are far more likely to get opened than those that do not. As stated before, it is extremely important that you get your emails opened if you plan on being a success as an email marketer.

The following are some tips that you should consider when you put together your next email headline or subject line.

- **Why Should the Customer Care?**

One thing that is very important for you to ask yourself when making headlines is, why should the customer care? When you ask yourself this question you are much more likely to devise an email headline that will make the email seem appealing to the customer and make them much more likely to open the email.

- **Use the Right Action Words**

Using the right action words can dramatically increase the amount of emails that you get opened during your marketing campaign. For

example, when you are creating your headlines you should try and include words such as win or free. This will bring in many more potential customers.

- **Short and Sweet**

Just as with the email content itself, you want to keep the headline short and sweet. Get straight to the point with it. Email headlines that are too long in length will get looked over in most cases and will go straight to the trash box.

- **Keywords**

Keywords are very important and should always be included in your email headlines. Make sure that your keywords are relevant to what you are marketing. Also, make sure that your keywords offer the reader important upfront information about what you are marketing. This will catch their interest which will lead to more people opening your emails.

- **Know How to Express Urgency**

Knowing how to lay out your text to emphasize urgency is very important for an effective email marketing campaign. You need to learn how and when to use caps locks to emphasize when something is urgent and to catch the reader of the eye. You must be careful when doing this though because too much of it can appear sloppy and not well put together.

- **Remain Professional**

One common mistake that a lot of email marketers make is trying to come across more as a friend than a business person. This is not a good idea. While it is important to learn how to speak to people in a way that will make them feel comfortable, it is important that you always maintain a professional image. Therefore, you always want to make sure that you are a professional seeking business opportunities and not someone looking for a new best friend.

Creating effective headlines for your emails will surely be no problem for you if you make sure that you try and incorporate some of these strategies when you make them. Just think about what would catch your eye and make you interested in opening an email. Think of times in the past when you were persuaded into opening marketing emails. What made you open those emails? Now that you have thought about it, try and incorporate some of their ideas into your own headlines.

Chapter 6:

Be Tuned in to Your Subscribers

Synopsis

It is important that you are tuned in to your subscribers when you are an email marketer. This reason for this is the fact that without your subscribers, your email marketing business will surely fail. I do not think that there is a single person in this world who sets out to do something with the intention of failing, and I am sure you do not either.

There are many different ways that you can stay in touch with your subscribers and make sure that you are meeting their expectations and that all of their desires are being fulfilled. It is important that you use every way possible to stay tuned in to your subscribers and keep them happy at all times.

The following chapter will go over the importance of staying tuned in to your email subscribers and will provide you with some tips and tricks that should give you some good ideas of how to do so.

Stay Connected

As mentioned before earlier in this book, it is extremely important to develop a good rapport with people who are on your email marketing list. These people can choose to ask to be removed from your list at any time they please and if they are removed it can be very damaging to your business.

Some people do not understand how much of a difference one person can make, but they can actually have quite a large impact. For this reason it is extremely important that you ensure that your email customers are always satisfied and happy with their services. One way to do this is to make sure that you communicate and stay connected with your marketing list.

You may want to consider taking the time on an occasional basis to write your list an email asking them if they are happy with their services and if there is anything you could do to make them more pleased with their services. Even if the people on your list are satisfied they will surely appreciate this gesture. It is little actions like this that help you stay connected with people on your marketing lists and keeps them happy with your services.

You may also want to consider offering freebies or special promotions to loyal subscribers. This will show those who have been on your list for a long period of time that you appreciate their business and would like to offer a way to say thank you. This will be greatly appreciated by your customers and will almost surely lead to them purchasing more products from you and remaining on your mailing list for a long time.

One of the most important things when it comes to staying tuned in to your mail subscribers when you are an email marketer is customer service. Think of a place that you frequently visit for business reasons. What keeps bringing you back to the same place? I am almost certain that it is good customer service. The sad truth is that good customer service is hard to come across these days. It really is not a hard thing to do, just treat those who are on your list the way you would like to be treated.



Wrapping Up

Email marketing is very effective and has become a quite popular form of marketing. As mentioned earlier in this book, there are many advantages that come from choosing to market by email. It is important that you are aware of the fact that there are also certain downfalls from choosing to market by email and you should become aware of what they are.

Email marketing is no different than other forms of marketing and this is especially true when it comes to the fact that there is no guarantee of success or profit. Much of your success will depend on the amount of effort that you are willing to put forth and the amount of determination you have. A lot of it will also come down to how you are able to speak with clients and customers and the amount of professionalism you carry.

Remember to never make the horrible mistake of promising a deadline that you cannot meet. Failure to meet a deadline for a mailing list will seriously damage your credibility and will likely lead to a dramatic loss of subscribers. You have to also remember that word of mouth travels quite far so the opinions of those on your mailing list can have a big impact on how successful you are as an email marketer.

It will be a lot of hard work and you will spend many hours creating the perfect email marketing campaign but in the long run all of your efforts will surely pay off. Remember the information that has been provided to you in this book and make sure that you start trying to use the tips and tricks as soon as you can. As mentioned before, the difference between a successful marketer and a failure is the approach you take to it and the manner in

which you handle your marketing. Make sure that you are set up for success and that you master the strategies that were provided to you. I know that you can be a success and I know deep down inside you know it too. All it is going to take is for you to never give up and always do your best. Remember, your business may not take off over night, it may take some time. I thank you for your time and I wish you the best of luck.

