

# Email Marketing Blueprint

**Swipe High Converting Million Dollars**

**Email Marketing Strategy**

# introduction.

These growth notes give you the inside 'secrets' of email marketing that are shared across multiple high ticket courses and masterminds. We also use these tactics to generate millions of dollars in revenue for our clients through email campaigns.

## **Step by step blueprint to build revenue through email**

If you've read through our other notes and resources that have covered email marketing you'll know by now that email isn't dead. It can (and should) make up 30% of your revenues. It has a huge ROI (average 3800%) if done correctly, and the bigger your email list (with quality contacts), the more profitable you can become.

As a result, a lot of time and investment should be spent on email marketing no matter what business you are in. Agencies and marketers provide services for thousands of dollars each month. And, course creators are teaching the secrets to high performing email marketing through expensive courses and masterminds.

Our challenge today is that, due to its effectiveness, we are all bombarded with emails. So getting your emails delivered, opened, and clicked on, is more difficult than ever.

So, here are the key tactics you need to get on top of your email marketing game in order to create campaigns that get delivered to the contacts inbox, before getting opened, clicked on, to then generating sales.

These are the tactics you need to be covering to grow your revenues and profits through this marketing channel.

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# End Goal.

To give you a step by step system, and the tools to create a high performing email strategy to increase revenues and grow your business through email marketing.

## **Tips for success:**

- » Scan through the document first to get the big picture before using it as an action plan and checklist to implement into your business.
- » As with all other strategies, test, test, test! Every business is different. Best practices are a guide. Results aren't guaranteed. You should optimise based on data and align with your product, brand and voice.
- » Use the [spreadsheet template](#) provided to make things much easier. It will save a lot of time and work.

## **Key areas of focus:**

1. Key principles of Email Marketing success	
2. Planning & creating your email calendar	Pages 3-9
3. Setting up your automated email campaigns	Pages 10-16
4. How to write emails for success	Pages 17-26
5. Optimising performance	Pages 27-35
6. Tracking performance	Pages 36-40
7. Beating spam filters	Pages 41-2
	Pages 43-46

Enjoy!

# Foundation

## The impact

It's important to realise the huge impact email marketing can have on the revenue, profit margins and overall growth of a business.

- » Highest channel for ROI at 3800%
- » (ahead of social, ads, seo, tv, and radio) [src: venturebeat]
- » 40x average ROI in the U.S [src: Direct Marketing Association]
- » Creates automation and scale in your business
- » Continuous promotional channel (pay once for the lead, promote for life)
- » Used to help take a contact through the customer journey
- » Builds trust, relationship and rapport at each stage
- » Leads to a sale, repeat sales, and advocate and promotion

## Email is used to

- » Generate traffic
- » Share Promotions
- » Build a brand
- » Generate Sales
- » Create engagement
- » Retain customers
- » Acquire leads
- » Get referrals

## The Customer Journey

Ultimately you use email to push the customer through each stage of your customer journey and value ladder. Taking them from strangers, and nurturing the relationship into sales, and eventually brand advocates.

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# Foundation

## **The Customer Journey Steps**

1. Awareness - First contact with customer
2. Engagement - Offer value to capture the email address
3. Subscribe & Sign Up - Give value through email sequences
4. Convert/Sell - Make the sale through email promotions
5. Excite - Show them value through email support and product
6. Ascend - Make more sales through more email promotion
7. Brand Advocate - Get testimonials & reviews
8. Promote - Generate affiliates, partners, promoters

Email marketing increases the speed and movement of each customer through this journey, to give you greater control and returns more than any other marketing channel.

Using the customer value journey framework will allow you to see where you need to implement email campaigns in your own customer journey so you can convert more customers.



# Foundation

## **Relationship Emails**

“Email sequences that nurture leads generate 50% more leads who are ‘ready to purchase’... at 30% less cost” [Hubspot]

Relationship emails focus on engagement and nurturing contacts through a more personable dialogue with contacts that is built around providing value and trust.

- » Newsletters & Content
- » Lead magnet delivery
- » Welcome email after signup or purchase
- » Appointment confirmations (calls, webinars etc)
- » Surveys & review requests
- » Company updates and announcements
- » Referral requests

## **Promotional Emails**

Promotional emails’ primary goal is to generate sales.

These emails include:

- » Special offers and sales
  - » Promotions
  - » New products
  - » New lead magnets
  - » Events
  - » Free giveaways
  - » Upgrade offers
  - » Event announcements
-

The US ecommerce market size in 2021 is forecast at \$843.15 billion.

The growth is a worldwide trend. You can sell to anybody! Anywhere. And it's only going to get easier to do so.

If you think you'd be late to the game in getting into e-commerce, it's barely started yet.

The growth curve is about to get exponentially steeper.

If you create an online store, you will grow as the market grows if you market it well.



# Foundation

## The Opportunity

It is important that you have a well rounded email campaign by covering each of the different types of emails.

And while each email has a specific focus such as: customer service, engagement, or sales, you'll also find that each type of email will overlap with each other.

This is normal and encouraged. You should always use each email as an opportunity to build a relationship and promote your business in some form. So it's advised that email should tick the boxes of: customer service, engagement, sales, brand awareness, retention etc.

The important thing is to mix the primary focus of each email up so you aren't always selling.

Examples:

- » Transactional emails can encourage 'social follows' to increase brand awareness
- » Transactional emails can include 'referral' call to actions or even upsell links
- » Relational emails can increase brand awareness through free content Relational emails can increase retention and loyalty by building community
- » Promotional emails will still 'engage' customers if it's bringing value
- » Promotional emails will still generate leads if promoted to other peoples list

The type of emails are guides and don't limit you to one value or outcome.

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# Foundation

## 2 Ways to Send Emails

You can send emails in two ways:

- » Broadcast Campaigns
- » Automated/Triggered Campaigns

### **Broadcast Emails**

- » Can be sent to all of your email contacts or to a select segment of your list
- » Usually sent at a specific time you choose
- » Types of emails include: Promotional Emails & Newsletters

### **Automated/Triggered Email**

Set up to send to customers based on a specific actions such as

- » New subscribers
- » New purchases
- » Cart abandoners
- » Purchase receipts
- » Lead magnet or product delivery
- » Segmented promotions (to customers in specific stage of customer journey)
- » Re-engagement campaigns

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# Foundation

## Before You Build Your List

Email lists are only valuable if:

- » You have quality and qualified contacts
- » You have an offer or strategy to make money from those contacts
- » You have a plan to give value to people on your email list

So, don't fill your email list up with bad leads that aren't a fit for your business. Sending emails to unqualified contacts, or not sending emails at all to new contacts will hurt you in the long run:

- » Your open rates will be low
- » Your clicks will be low
- » Your engagement and trust will be low

All of which can result in low email deliverability and sales

And, common mistakes that ruin email marketing campaign results include:

- » Not emailing new subscribers. Resulting in them forgetting about you
- » Sending people the same emails regardless of how they found you

With this in mind, before you do anything, you should:

- » Find out how you are going to monetise any email list you build
- » Establish the value you are going to send your email list

This is what we will go onto cover...

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# Promotoin Calendar

## Before You Build Your List

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# Promotoin Calendar

## **When can you promote your offers?**

Now that you have a list of potential promotions, enter them into an annual calendar by month so you know 'when' you are going to run each one

Use the following process to create your calendar:

- » Enter your business revenue goals for the year?
- » Enter the holidays for the year (holidays are HUGE for promotions)
- » Enter your seasonal offers (if any, i.e. black friday, summer sales,)
- » Mark each month as 'slow' or 'busy' months (i.e. Black Friday)
- » Enter your sales promotions into each appropriate month
- » Enter your non revenue promotions into each appropriate month
- » Enter your projected number of sales for each month (consider seasonality)
- » Enter a projected revenue goal for the month
- » Enter the actual revenue for each month
- » Enter the 'remaining revenue' for each month (during each month)
- » List each email sent with details of each promotion (price, offer, savings etc)
- » Assess whether your promos are achievable (can you reach your revenue goals)
- » Adapt if necessary
- » Make notes on what is need to achieve goals (i.e. new product pages etc)

[DONE FOR YOU: USE THIS SPREADSHEET TEMPLATE](#)

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# Promotoin Calendar

The added benefit to this crucial exercise is that this calendar can fuel your entire business in terms of creating a roadmap and setting goals. Making it easier to prioritise and make the right decisions that are directly in line with growing revenue.

The calendars can show you when:

- » You need to create more products
- » You need to improve your products
- » You need to improve your landing pages
- » You need to use additional channels to reach your revenue goals You need to grow your email list to generate more sales
- » You need to launch a campaign
- » You need to write a book
- » You need to create landing pages, videos, sales copy etc.

## **Create your month by month 30 day schedules with timings, type, and frequency**

Now that you have all of your ideas and promos slotted into each month over the course of a year, you should now go a level further to slot your promotions into weekly schedules for each month of the year.

This will clarify:

- » What you are going to promote (which promotion)
  - » Who you are going to promote it to (which list and segment of list)
  - » The type of promotion goal (activation, upsell, segmentation, wildcard)
  - » How often you are going to promote it (how many emails)
  - » And when you are going to promote it (specific dates)
-

# Promotional Calendar

## **Timing, Type and Frequency:**

- » It's essential to keep the engagement with contacts fresh, new, and different each week
- » Don't send the same type of promotional email week after week
- » Repeatedly asking contacts for money will make them disengage and unsubscribe
- » So it's important to switch up the type of offer you send each week, month and quarter
- » This helps move contacts through the customer journey

There are 3 different goals for promotional emails to switch up your promotions:

1. Activation: Turning non-purchasers into purchasers (or repeat purchasers)
2. Upsells: Turn new & recent purchasers into additional revenue
3. Segmentation: Identify contacts based on their behaviours (i.e. product interest)

Fill in the calendars for each month of the year using the spreadsheet provided.

Make sure that you send at least 1 promotion per week (depending on your email size and product list). You can also send more than 1 promotion per week to different lists.

Eg:

**Week 1:** Activation campaign to non-purchasers

**Week 1:** Upsell to previous-purchasers

Leave specific days open for your 'Engagement Emails' like your Newsletter. It's essential that you build trust and give value at least once per week. Otherwise, as we keep saying, if you keep asking for a sale, people will avoid you and ignore you. This is how you keep your list engaged and active.

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# Promotoin Calendar

## **Create your quarterly schedules with timings, type, and frequency**

After you create your first month calendar, you should:

- » Zoom out further to create a 3 full month plan or a 90 day plan
- » 90 days allows you to space out your offers, campaigns and types of promos
- » This will give more variety in your campaigns to increase engagement

Appropriate time gaps can be:

1. Offers & Campaigns: Wait 60-90 days to send out again
  2. Goal Type (i.e. Activation, upsell): Wait 15-30 days to send out again
- 
- » If you are sending out the same upsell emails every week or month, contacts will abandon you and your offers will become devalued and repetitive
  - » You have to switch it up with various types of emails
  - » This trains your contacts to open your emails, engage, and purchase when ready

This can be difficult for businesses with only 1 or 2 products and services to offer. But there are ways to sell the same thing in a different format, which is covered below in the content section.

When you are creating projections and campaigns to reach your goals, it's normal to get them wrong. After your campaigns start being sent you may find that:

- » You are way under or over your revenue goals
- » You are sending too many emails and giving contacts a bad experience
- » Your list isn't big enough to reach your revenue goals
- » You are not sending enough emails to reach your revenue goals

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# Promotoin Calendar

You have to continuously monitor your results and assess if something isn't working you should use a backup offer. A back up offer might refer back to running a lead campaign if your list is too small etc. Or a product isn't converting in an Upsell campaign after 3 email sends, and you still have another 4 emails to send in that promotion. The calendars help combat the issue to make campaigns more structured and systematic, but you can always change direction based on performance and feedback.

In addition to the spreadsheet template provided, it's helpful to have a physical whiteboard calendar for each month, quarter and the whole year so you can visually see everything together and easily edit it with a marker etc.



# Email Automation

So far we've covered

## Email Categories

1. Transactional
2. Relational
3. Promotional

## Email Send Types

1. Broadcast
2. Automation/Triggered

## Email Goals

1. Activation
2. Upsell
3. Segment

Now... each of those emails are sent within email 'campaigns'. Which can be split up by:

## Email Campaigns

1. Welcome Campaign - welcome new subscribers into your world
2. Activation Campaign - give value to subscribers and get them to purchase
3. Upsell/Post Purchase Campaigns - give more offers to existing customers
4. Segmentation Campaigns - identify & target contacts with specific interest based offers
5. Re-Engagement Campaigns - bring unengaged contacts back into your funnel

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# Email Automation

## Create Your Welcome Campaign

Triggered when a new contact signs up to your list for the first time. Its purpose is to welcome and introduce contacts to your brand and build the relationship before you start asking them to marry you. It's your 'first impression' opportunity and chance to stand out

Remember... they still don't know who you are...

Build familiarity with the new stranger and get them excited. Welcome them to the club. Give value. Use a friendly conversational tone - inject your personality (Try not to be too cheesy or false... it's way over used these days and loses value). Tell them who you are and what to expect. Tell them the benefits of being on your email list. Usually 1-3 emails to set authority & connection (think of it as the first 3 dates).

Common features and call to actions/micro commitments:

- » 'Whitelist us so you receive our emails'
- » 'Follow us on social'
- » 'Here's how to get the best out of us'
- » 'Here's what I'll be sending you' 'Here's who I am and what I've done'
- » 'This is the vision' 'This is my goal'

Example:

Day 1: Welcome + lead magnet delivery

Day 2: Best Content (something of value)

Day 3: Benefits of your brand



# Email Automation

## Create Your Activation Sequence

The goal is to take your subscribers and nurture them into a conversion.

Conversions can be: purchase, event registration, appointment booking etc.

The campaign usually follows the welcome sequence of new contact or it would begin immediately following any segmentation event of existing contact.

In any case, the previous action should always be positively referenced  
(Remember that you are taking the customer to the next step in the journey).

You can take advantage of the customer being more familiar with you and you should be encouraging them to take the next step: i.e. order now or purchase.

You'll highlight the benefits of taking such actions.

You'll overcome objections etc.

But... don't ask for too much too soon. That can damage the relationship...

You need to decide:

Which action you want them to take next

If the contact is ready to take the next step?

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# Email Automation

## Longer Activation Sequences

Depending on your offer or call to action, you may need a longer activation sequence. High ticket offers or big life decisions require bigger commitments.

That means you can't ask for the sale right off the bat. You need more nurturing, give more value, build more trust etc. That additional nurturing helps you eventually make the sale and if your price is expensive, your conversion will likely be to 'schedule a call'.

### Example Longer Activation Campaign

Day 1: Content & Value  
Day 2: Content & Value  
Day 3: Proof & Results + CTA Day  
5: How can I help?  
Day 6: Proof & Results + CTA  
Day 7: CTA

### Shorter Activation Sequences:

If your price is much lower, you can run a shorter activation campaign after the welcome sequence. You can ask for the sale much faster because the commitment is low. If this was after the first 3 dates, you don't need to impress with 3 more calls. You can be more confident in asking for the 4th date much sooner...

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# Email Automation

## **Example Shorter Activation Campaign**

Day 1: Content & Value  
Day 2: Proof & Results + CTA  
Day 3: Content & Value  
Day 4: Proof & Results + CTA  
Day 5: CTA

OR if you want to add more urgency, scarcity, fear, logic to the campaign and sell more aggressively you can use something like:

Day 1: Benefit and Result + CTA  
Day 3: Sale/Discount Offer  
Day 5: Offering Ending Soon  
Day 6: Offer Ending 24 hours  
Day 7: Final Warning: Offer Ends at Midnight!

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# Email Automation

## Create Your Cart Abandonment Campaign

The goal is to give a final push to any contact who didn't complete the purchase. These are red hot leads that are on the edge of purchasing. They often get to this stage due to second thoughts or doubts, or distractions. They sometimes need to do more research. Their connection may get disconnected or their payment details may not have been handy. They simply need reminding of their purchase.

While reassuring them with more benefits and directing them back to their abandoned cart to make it convenient. ESP providers have integrations and sequences for abandoned carts campaigns and you can also manually set them up if somebody doesn't fully convert after visiting a checkout page.

This can save 20% of your abandoned checkouts and is usually made up of 3-5 emails. Continue the excitement...Continue the relationship...Remind them of the offer and benefits.

### Example Sequence

Day 1: RE: Complete Your Purchase

Day 2: You Left Something in Your Cart

Day 3: Secure your discount

Day 4: We are still holding this for you

Day 5: Your discount is ending: Complete Your Purchase

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## **Create Your Upsell Campaign**

The goal is to turn purchasers into repeat purchasers and fans. You need to ascend them further up the value ladder & customer journey. This is triggered immediately after a sale. It increases average order value, lifetime revenue, and profits! It capitalizes on ‘hot buyers’ who already trust your brand. This is similar to the engagement campaigns by promoting a conversion.

So share the logical next step Share benefits, Overcome objections And decide on which action you want them to take next? If the contact is ready to take the next step? (more nurturing or less?) Do you have anything else to sell them?

What’s the next step in the relationship? Is it an upsell, a cross sell, a referral, a testimonial, a promoter?

In any case give them full value for what they have purchased. Give them support. Don’t take them for granted. Make the sale stick so you can advance them to get more revenue from them Do this with another nurture sequence:

### **Example Upsell Sequence**

Day 1: Value: “Thank you and welcome!”

Day 2: Value: “A look inside your new product”

Day 3: Value: “Our top tips for success”

Day 4: Value: “Use this for huge results”

Day 5: Value: “Do you want to set things up together?”

Day 7: Upsell/Cross Sell: Additional Product - offer

Day 9: Upsell/Cross Sell: Additional Product - offer

Day 11: Upsell/Cross Sell: Additional Product - offer

Day 13: Upsell/Cross Sell: Additional Product - offer

Day 15: Upsell/Cross Sell: Additional Product - offer

Day 19: Content asset generator: Customer Survey

Day 21: Content asset generator: Video Review/Testimonial Request

Day 23: Content asset generator: Selfie Request with product

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Again, depending on your offer, you may need your sequence to be longer or shorter before asking for a commitment. When you begin to upsell additional products, you should be following the activation sequence tactics and set up. Remember you can always sell customers other businesses offers if you don't have any of your own. Look for affiliate deals and partnerships

## **Create Your Segmentation Campaigns**

Segmentation campaigns are usually sent as broadcast campaigns to your whole list. The goal is to get users into an activation campaign for a specific interest/action. Segmentation campaigns identify and target contacts so you can send specific offers.

These contacts may have become lost or stuck in the customer journey. So, you need to capture their interest again with something they value 'right now'. If they take action on your campaign it will 'segment' or 'tag' them with a status. E.g. 'Content Marketing Offer Interest'

Essentially, you are updating their interest status so you can serve them better.

This leads to them triggering and entering an activation campaign, which will lead to them purchasing. In any case give them full value for what they have purchased.

### **How to segment?**

- » Send content: blogs, videos, emails, lead magnets etc.
- » Send special offers: sales and discount codes
- » Send events invites: facebook groups, webinars, free training etc.

Based on what emails they open and what they click on, you can tag them with info. Once they visit a page, you can trigger the activation campaign.

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## **Example Campaigns:**

Tag them after: pageviews, registrations, cart views, downloads etc

### » **Content**

Day 1: Still looking to build out your email marketing campaigns?

Day 2: The 10 email marketing growth hacks for 2021

Day 3: The \$10 million Email Marketing Strategy )

### » **Sale**

Day 1: 50% Flash Sale. Weekend Only

Day 2: 50% Sale Ends Today

Day 3: Hours left to access our sale. Last Chance.

### » **Events**

Day 1: Free Facebook Ads Training Webinar

Day 2: Live Facebook Ads Training: Register Now

Day 3: Increase Facebook Ad ROAS by 5x. Register Now

Don't send these to anybody who are currently in another automation. Add these campaigns to your promotional calendar. Remember you're waking up contacts and getting them through the customer journey. Get used to making different offers (multiple emails) to always attempt to segment

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## **Create Your Re-Engagement Sequence**

Email lists dye quickly because too many people get spammed. This results in 30% of email addresses being changed every year in America. That results in your email list losing value and engagement each day.

### **Disengagement also happens through:**

- » Too many emails too often or not emails enough
- » Boring content
- » Outdated content
- » Signed up for free content only
- » Changing email address
- » Engaging with a competitor

This results in you being marked as spam which affects email deliverability

### **Solution?**

Find inactive contacts on your email lists via your email service provider. Send re-engagement campaigns call out contacts on your list who are inactive. The goal is to engage them again, and get them excited about your brand... again.

This will be similar to the welcome sequence. You'll need to remind them of the benefits and what you do. Remind them of your offers that they missed

Be personal. Treat it like you would a friend and relationship.

Ask if they are ok... if there is anything they need... or anything you can do to help. Send them some free gifts... tell them what you are up to... and what your plans are. Then tell them you are unsubscribing them so you don't annoy them.

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## **Re-engagement example**

Day 1: Subject:

“Hey, just checking in, are you ok?” - “You haven’t engaged for sometime...”

Day 3: Subject:

“Apologies” - “We’ve not engaged you in some time, are you still interested?”

Day 5: Subject:

“Can I help you?” - “Here’s some free gifts”

Day 7: Subject:

“We’re taking you off our list” - “

Day 9: Subject:

“Sorry to see you go. Last chance to opt-in for XYZ offer’

If they don’t re-engage with you... stop emailing them and even clean your list and delete them.

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# Email Copywriting

Now that you have your email promotions and campaigns planned out, we need to actually create the emails. This is where the actual sales happen. It's all down to the copy we create. But rather than taking a whole copywriting course, here are the key principles for creating emails that convert.

## 1. Preparation

### **Competitive Research.**

Don't Reinvent the Wheel. Sign up to your competitors emails and other industry leaders to see how they write copy. See what they put in their emails to generate sales. Save their emails to your own swipe file, Drawing upon inspiration from competitors who are already making sales isn't 'copying'.

Analyse the different promotions and automations they have set up. This will give you a lot of ideas to get things going when writing your own copy.

Build your swipe file out by looking at your competitors:

- » Subject lines
- » Sales page headlines
- » Social proof
- » Back stories
- » Call to actions

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# Email Copywriting

## 2. Interrupt & Capture Attention in Every Email

We live in a busy, noisy world... standing out is essential. To do this you need to make your copy answer the customers questions:

### 1. 'Why Should I 'Buy' Right Now?'

(New/Sale/Limited/Exclusive/Opportunity)

"We're launching a new product line with 50% off"

### 2. 'Who Should Care?'

(Call out your customer who benefits from the offer)

"For business owners who want to increase their revenue from email list"

### 3. 'What is the Benefit?'

(Show them their life before and after they buy)

"You'll access the strategies to 10x your email sales within 30 days."

"Imagine if you could 10x your revenue without having to create emails every day, and without having to pay an agency for results. Use our templates, set them up in a matter of hours, and automate your sales for the next 12 months."

### 4. 'Where's the Proof?'

(Reviews, case studies... Show them the social proof)

"Here's how Client X generated \$100k, from 5 hours of work"

These emails and the copy will not only capture attention, but they'll give value to the customer and move them along the customer journey.

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# Email Copywriting

## 3. Use the psychological triggers that make people purchase

It's human nature to take action (i.e. purchase) based on:

### **A desire for personal gain/pleasure**

(Smarter, richer, healthier, happier, stronger, etc)

### **A desire to avoid personal pain**

('I don't want to work anymore' 'Fix my back pain')

### **Social proof & influence**

('If it works for others it will work for me. And... I trust you!')

### **FOMO**

('Fear of missing out and loss. I want it if they have.')

### **Logic**

('Does this offer and product make sense? Is this value worth it?')

These are powerful buying triggers and should be used in each email.

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# Email Copywriting

## 4. Influence Your Customers

As you will see in our sales page templates, video sales letter templates, and our video ad templates, there are common frameworks that turn a prospect into a customer in any selling environment.

Your email sequences and copy will require the same frameworks.

### **You need to make customers aware of:**

- » Their current pain points and challenges
- » Their end goals and dream state
- » The required steps that will take them from their current state to their end goal
- » How you can be their vehicle that takes them from point A to point B

The 'required steps' for change will affect the length of your campaigns. If the steps are a well known common solution, this could be a short sequence. But, if you are introducing new concepts, ideas and beliefs that the customer needs to learn and understand, then this needs to be a longer sequence

As an action point, and as you should have done in our 'customer intelligence' frameworks, and our Coaching Course Growth Notes, ensure you list answers to the 4 points above if you haven't already done so.

You should also list out any new concepts and beliefs they need to accept and understand in order to purchase your offer. Create an estimated amount of emails required in your campaign to influence your customer to purchase. Doing this now will allow you identify and plan how many emails to write.

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# Subjectlines

This section is solely about getting your emails opened! It doesn't matter what offer you have or what's in the body of your email, if you can't get people to open your emails in the first place. It all starts with subject lines.

There are usually 4 types of subject lines to send to increase and optimise open rates.

The 4 type of emails evoke:

1. Curiosity
2. Urgency & Scarcity
3. Direct Benefits
4. Proof of Results

Remember the goal is to simply get the 'open' These types help create interesting subject lines.

It helps dress up the same offer in multiple ways. This avoids you repeating yourself or sending the same message in each email. The different types of subjects will serve as different sales hooks to customers. The types will appeal to a different side of your customer.

So each email can be a new opportunity to make the offer and capture a sale.

It also keeps the contact engaged when you mix up the different types. If they see the same type it will become tedious. They'll disengage and decline offers.

A mix of these types of subject lines will give a wholeness to your campaigns.

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# Subjectlines

## Curiosity Based Subject Lines

- » People 'need to know' things.
- » Create curiosity and intrigue to lure them in.
- » Tee up the contact to expect certain content in the body of the email.
- » Qualify the user by calling them out i.e. People interested in increasing profits.
- » Use specific and odd numbers as they are more 'attention grabbing' and believable.  
(That's why people always use them!).
- » Use ellipses to leave them hanging.
- » Make things sound out of the ordinary and mysterious

### Examples:

"How we made \$346,568 with this one hack..."

"The 3 underground tactics to triple business profits"

"A 237% revenue increase from this 5 minute trick" "We captured 3341 new customers from..."

## Urgency & Scarcity

Fake scarcity should be avoided and is overused BUT genuine scarcity triggers a response in people. So you should use this in the right way. Sales are completely normal and common in e-commerce and retail. Humans naturally delay things, forget things, or are too tired to take action. Urgency & scarcity increases motivation and drives action from people. It forces people to make a decision that would otherwise be ignored or delayed. And... people don't want to miss out on products and savings! The urgency and scarcity can be delivered via: Sales ending, Limited time offers, Closing down offers, Stock running out etc.

### Examples:

50% Sales Ends Today. LAST CHANCE" "\$350 Discount... FINAL CALL"

"Stocks Running Low. Don't Miss Out." "Final Notice... You're About to Miss This"

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# Subjectlines

## Direct Benefits

Tell people exactly how they will benefit by opening the email. Being direct qualifies people more by being explicit and transparent. It increases excitement and attracts those who are likely to ‘click’ once the email is open. It targets people who don’t want to waste time with ‘curiosity’ subject lines.

While also still evoking some curiosity. These types of emails can be used in a sequence where the customer already knows what you are going to talk about after seeing a previous ‘curiosity’ type subject line.

### Examples:

“The Facebook Ad hacks to get more customers.”

“The 3 Social Media tactics to triple business profits” “

5 A/B tests to explode your sales”

“Swipe our email templates”

## Proof of Results

Leading with proof in the subject line shows people the results they can achieve. It builds intrigue and curiosity. It makes it believable and real. It builds excitement and credibility. It gives them reassurance from real people. It demonstrates authority and gives them confidence

### Examples:

“\$345k in 3 months. Watch how.”

“[Case Study] 7.3x ROAS from Facebook Ads

How this founder reached \$5.9 million in sales in 3 years

This coach makes \$23k part time [case study]

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# Writing Email Content

You now have the techniques to increase and optimise open rates... Your next step is to 'get the click'. This is the sole purpose of each email. Don't make the mistake of trying to get the purchase in the email. Your sales page and website is where you'll get the purchase

You first need contacts to get to that step by getting them to click on your email. Getting the click is dependent on the body of your email content. Each email needs to evoke: 'curiosity', 'direct benefits' social proof & results, urgency & scarcity.

These categories will be used to again take the user to the next stage... the click. Use the following framework for your emails to encourage clicks. Split the body of your emails into 4 main sections:

## **1. Intro: 2. Body: 3. Close: 4. P.S.**

Here's those sections broken down a little more:

### **Intro: Curiosity Hook**

- » This is another 'hook' to get them to read on
- » Lead with curiosity, build proof, or build credibility
- » Get straight to the point
- » It can be a one liner, the shorter and more concise the better
- » Ideally offer the click in the second sentence for those already eager to proceed

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# Writing Email Content

## **Body: Benefits & Results**

- » Best to be used for the benefits and results you are providing
- » You can stir and address pain points to connect with contacts
- » You can outline their goals and desires
- » You're explicitly showing the benefits and can again drop a link in this section

## **Close: Scarcity**

- » Scarcity works well after the benefits are outlined to encourage a click
- » The scarcity will vary depending on your offer and the deadline
- » Scarcity could be 'Closing today' or 'Act fast before the sale ends'
- » And remember that scarcity removes decision fatigue and delay
- » You are letting your contacts know when they need to make a decision
- » And... It drives ACTION!

## **P.S: Social Proof & Results**

- » Social proof and results wraps up the statements and claims made in the body
- » It gives the contact more confidence
- » It gives you more credibility and authority
- » And it sells the results even more
- » Include a link again for those who read this far

This framework is a guide. You can always switch the order up accordingly by placing social proof and results, and even scarcity in the intro section or vice versa. But, try to have the main body of the email as the benefits of your offer.

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# Optimize Opens & Clicks

## 1) Optimize Open Rates: Best Practices & Hacks

In addition to a great subject line, there are other factors, best practices and tricks that affect open rates. These include:

### 1. Timing

- » You should test different times of day to find out the best performing time slot
- » Ask yourself when your customers might be checking their email
- » A/B test time of day and days of the week - The data tells all!
- » Measure open rates, clicks and of course... conversions
- » Adjust your send times as a result of analysis
- » Some ESP's can send emails at optimised times your users are likely to open
- » Klayvio recently released data to state best open rates occurred during:
  - 7am-1pm - Waking up, before work, lunch break
  - 5pm-7pm- The while I'm finishing work and ready to chill time
- » Test Test Test

### 2. Get Personal

- » Use the name in subject lines
- » It can increase open rates by 29% (via Get Response)
- » Epsilon research found that 80% of customers are more likely to make a purchase when their experience is personalized.
- » Don't overdo it. Don't get creepy. Build the relationship first!

### 3. “Avoid Being Boring” - But How?

- » Try to be relevant - talk about current, trending, and hot topics
  - » Controversial - Go against the grain to stand out (Newspaper style)
  - » Provocative - Emotion drives action. Build desire and interest.
-

# Optimize Opens & Clicks

## 4. Keep Subject Lines Short

- » You get to 6-10 words to capture attention
- » Be punchy and to the point
- » If you can fit the whole hook in the subject line this is great
- » If not... ensure you fit enough intrigue to get the open
- » You get 0.4 seconds to capture the customers attention

## 5. Take Advantage of Second Subject Line

- » People ignore this opportunity to hook people in with sales copy
- » It's a second chance to get the open
- » It supplements main subject line

Don't let this be automated otherwise it pull in content you don't want to share which can affect the whole message:

### **Bad Examples:**

“View this message in your browser”

“Share this on social media

### **Good Examples:**

Have you seen this yet?

This completely turned our business around. I'm excited to share it!

## 6. Test Emoji's In Your Subject Lines

Get visual by testing the use of emojis to stand out b. Make them relevant to your message and audience or make them purely to stand out. Always test the success of them versus not using them.

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# Optimize Opens & Clicks

## 7. Use Images of Your Face or Logo

- » Connect your Google profile pic to your email address.
- » This will show your face in Gmail and other Google apps
- » It creates connection and familiarity
- » Which is an opportunity to increase open rates

## 2) Optimize Click Through Rates

As you're writing your email content, you know your main goal is to get the click. The different sections of your body are all in place to get the click, but there are techniques to enter your links and call to actions to drive the clicks. The way you add these links with these tips will help you transition from each section of the email to the next without repeating the same 'buy now' cta over and over again. Call to action link tips:

### Ask a question

- » "Do you want my email templates? Click here"
- » "Want to see how we increased sales by 10x? Watch here"

### Use proof & results to lure them in

- » "This will double your email open rates. See how by clicking here."
- » "This increased sales by \$135,857. See how here"

### Tease the end results and benefit

"With these resources [LINK] you'll be able to make more money in your business by doing less work, and getting better results for clients. You can click here to start [LINK]."

### Now or Never Scarcity

- » This is your final opportunity to access the offer [LINK]
- » Offer Ending Tonight. Buy Now.

### Put the 'yes' word in their mouth

- » "Want to increase your revenue? Click here"

# Optimize Opens & Clicks

## Additional Click Optimization Hacks

### 1) Add images of videos in your content.

- » The play button hovering over the image increases click through rates
- » Interactive and dynamic content
- » Engaging thumbnails

### 2) Use Gifs for previews

- » Gifs act in a similar way to images with play buttons
- » Already have moving, engaging content that can evoke intrigue and action
- » They can present and preview the offer to tease customers and lure them in

### 3) Add a survey within the email

- » Show the questions and answers available to the contact
- » Link each answer to your website
- » Make sure the questions are engaging for them to want to click
- » The questions don't have to be business feedback...
- » Make them thought provoking

### 4) Countdown Timer

- » When a sale is ending, have a countdown timer within the email
- » This strengthens the urgency and scarcity levels of the emails

These tactics capture attention. It can be the movement that a contact sees in a millisecond, that ultimately drives them to your website where you can convert them into sales!

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# Tracking & Reporting

You now have the tactics to plan, create, and then optimise your email campaigns. The next step is to measure if your emails are working. You need to track your results. The data will tell you what works and doesn't so you can grow accordingly.

## 1) Benchmark Performance

As a first step, you should benchmark your older results. These benchmarks will allow you to create goals. They will allow you to measure the success of your changes.

Record email performance from last 12 months

(Open rates, click-through rates, unsubscribe rates, forwards, etc)

Log the average performance for each metric over 12 months

Identify stand out performances, results and patterns (good or bad)

Identify the causes of the stand out performances

(High open rates? Time of the year? Specific Sale? Send times? etc).

Set goals/benchmarks based on your average performance results

(20% High - 5% Low etc.)

You can [use the spreadsheet here](#) to record and analyse your performance. Visit the 'Previous 12 Months Tabs' in the spreadsheet. You may choose to use a low cost data admin or virtual assistant to complete this task. If you are new to email marketing, you can skip this step.

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# Tracking & Reporting

Based on this analysis, you can edit/adjust your future campaigns for better performance.

Example changes:

- Send less sales emails
- Send more value based content
- Send less scarcity emails

The goal is to maximise all aspects of your campaigns

This analysis can be the difference in thousands of dollars in lost or gained revenue

You can [use the spreadsheet here](#) to record and analyse your performance each month.

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# Email Deliverability

If your emails aren't getting into your customers inbox then all of the above tactics won't work no matter how well they are executed. It doesn't matter how good you are at building a relationship. If you are marked as spam, nobody will ever know you. And 20% of business emails don't get delivered!

Internet Service Providers (ISP's) and Email Service Providers (ESP's) block emails to protect us all from spam. Unfortunately, they treat everyone as a spammer with their filters... So... you have to ensure you don't look like you could be a spammer

How do you ensure they see you as a non-spammer so you can get into your customers inbox?

## **3 spam indicators you need to keep in mind:**

1. Mailing Reputation - Your mailbox and domain has a reputation
2. Sender Infrastructure - Where is your mail coming from? What server? Is it authenticated?
3. Subscriber Engagement - Are people opening your emails and clicking on them?

## **1) Mailing Reputation**

Mailing reputation is based on following factors.

### **The amount of email you send**

Sending emails sporadically at high volumes will raise flags. If you send 100 emails per week and then send 1 million emails in a single day out of the blue then it looks suspicious. Be consistent and regular

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## **Delivery Rates**

Your delivery rates should be above 90%. This shows you have active emails on your list

## **Black Lists**

Ensure your IP and domain addresses are clean. You can be black listed based on spam complaints and having a low mailing reputation,

[Here are 5 ways to check your mailing reputation score](#)

## **2) Sender Infrastructure**

This usually requires a technical person to understand and set up. Most email service providers will cover this for you, but you should still double check that you are covered with the correct infrastructure so outsource technical help if you need.

The main sender infrastructure methods that verify & authorise your email sending to show you are not a spammer are:

### **1) Sender Policy Framework (SPF)**

Authorizes the IP address and domain from where your emails are sent from

### **2) Sender ID**

Validates the IP address of the sender against the owner of the domain

### **3) DKIM**

The main Authentication method where email domains are digitally signed

You can usually use just one method to authenticate, but having all 3 puts you in good standing should you ever run into trouble. And you should certainly set these up if you are running email from your own server and dedicated IP addresses, and not through a 3rd party.

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# Email Deliverability

## 3) Subscriber Engagement

This is the main element that you can control, and it's the most important. Subscriber engagement is based on:

Open rates percentages (low open rates look like spam)

Unsubscribe rates and complaints - (high unsubscribed look like spam)

Scroll rates - (high scroll rates don't look like spam)

Hard & Soft Bounce Rates - (high bounce rates look like spam)

If you implement the tactics within this whole email strategy your subscriber engagement will be strong. This is why engagement campaigns and automations are so important. It engages your subscriber which tells ISPs and ESPs that you are not a spammer. All of which increases delivery rates. Which increases open rates and ultimately increases your sales.

### **The solutions to avoid negative engagement?**

List Hygiene: Clean your email list of bad email addresses. Hard and soft bounce rates are when you send emails that are rejected due to wrong emails, full inboxes, or those that have marked you as spam.

This affects deliverability rates to the point where even your contacts who want to see your emails, might not indeed see them. So, clean your email list every 3 months

Delete inactive (unengaged) and bounced emails. You'll lose contacts, but they are bad contacts, and your engagement will improve. That means better performance across your email campaigns

Use tools such as [Never Bounce](#) to verify and clean your lists. You can also clean your lists in your ESP.

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