Hypno The Full Works Module 3

'Email Marketing'

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Email marketing is one of the methods we use to make our income and over the years it has proven to be very successful.

But many people who start email marketing think all they have to do is build their customer list, email their customer list and the money will come pouring in!

It doesn't quite work like that.

You need to have enticing subject lines.

You have to provide engaging content that your customer list wants to read about.

You have to be consistent in your delivery – i.e. email every week or 2 emails every week or 3 emails every week. Decide and stick with the consistency.

So let's start getting into the detail so your email marketing will be successful…

Making Your Emails Spam Free

One of the biggest issues with email marketing is that very often your emails just don't arrive in your customers inbox. It could end up in their 'spam' folder or just not arrive at all.

The 'receiving' email services like Gmail, Hotmail, Yahoo, etc. all have their own way of checking incoming emails for spam. And very often the genuine email you have sent gets discarded as spam and never arrives.

When it comes to email marketing, anything over a 30% open rate is deemed excellent.

So if you have a customer list of 1000 subscribers, if 333 open the email you are doing really well. Average numbers are much lower, like 20 – 25%.

The first hurdle to overcome is to ensure your email arrives in your customers email inbox.

You can increase the chances by:

1. Use your name and website address for the 'from' email address. For example: andrew@webuildyourblog.com

2. Use your name as the person sending the email.

3. Ask your subscribers to add your email to their address / contact list. Ask them to 'whitelist' your email address. Each email service has a different method to whitelist an email address but you can easily find the most common methods online and include a link within your email to help the subscriber complete the 'whitelisting'.

4. Don't use 'spam' type words in the subject line like 'cash', 'win'…even 'free' can ensure your email goes straight into the spam bin.

5. Sometimes you will include a text link to a website within the email content. Don't use 'click here' at the text link. Many spam emails use 'click here' to hide the website you will land on. Your subscribers want to know what they are clicking on. Use the website address as the text link.

6. Stick with the standard fonts and colours. Verdana and black. Spamming emails often use lots of fancy type fonts and colours.

7. Don't just send an image in an email. If you do want to send an image, ensure you also add in some text as well. If it's just an image, it can be classed as spam.

8. Don't include any attachments like a Word doc or PDF. They can be blocked by the spam filters. Upload the document to your website and add a link to it in the email.

How To Make Your List Love You

Your subscribers have signed up with you for a reason. They believe you can help them with their issue / problem / concern. By the way, they also know you are going to try and sell them something! And of course, we all know that's why you have built a customer list…to sell, sell, sell!

But no-one…well very few…are going to buy from you before they see how good you are. They want to see how much of an expert you are. They want to see you getting results with others. They want to see why you are different to all the rest. And, they want to see that you 'click with them'. They want to like you, your ideas, your methods, your personality, etc.

Phew!

And you have to do all that in emails!

That's your job.

Your very first email should introduce you, give them their freebie (what they signed up for) and tell them what's coming up. Always tell them what's coming next…sell the next email.

Example: In 3-days, I'm going to share the best way to tone up your upper arms in 2 easy steps. Look out for it!

And also include links to your social media sites. Ask them to join you on social media.

Now…your list aren't going to love you if they don't open your emails. For them to love you, you must get them to open and read your wonderful emails.

Now let's assume you have got through the spam filters and your email is sitting in your subscribers email inbox. Now you have got to get them to open.

That's where the subject line comes in.

Give the subscriber a reason to click on the email. You can do this in one of two ways (or a combination). Specifically, you can present a benefit and/or arouse curiosity.

Let's start with presenting a benefit…

A benefit tells your reader what's in it for them if they open your email. Think about what your subscribers want the most. What are their problems? What sort of solutions are they seeking? Then you take what they want and present it in your subject line.

Let's give you examples of benefits:

- Get whiter teeth
- Lose weight the easy way
- Housetrain your puppy
- Find your soul mate
- Get closer to God
- Get rid of garden pests
- Improve your heart health

Get the point? If your prospects have any of the problems addressed above (such as yellow teeth, excess pounds, an un-housebroken puppy, etc.), then you can bet a subject line which promises them a solution (especially an easy solution) is going to get their attention.

Now let's look at curiosity…

Arouse Curiosity

When you arouse curiosity, it's like creating an "itch" in your subscribers. And the only way they can scratch that itch is by opening your email. That's why a subject line that arouses curiosity the right way can be extremely powerful.

Here's how to arouse curiosity:

- **Hint at a secret.** People are naturally curious about secrets, so they'll click on the email just to find out what the secret is. You can use words like "discover," "secret," "revealed" and similar to trigger the curiosity aroused by secrets.

- **Share a benefit while countering assumptions.** For example, most people assume they'll have to endure hunger pangs and exercise in order to lose weight. You can arouse curiosity by countering these assumptions like this: "Lose weight fast without hunger pangs or exercise!"

As you can see, it's fairly easy to arouse curiosity while presenting a benefit. The last example does this. It shows a benefit (lose weight fast) and arouses curiosity (without hunger pangs or exercise).

Use These 25 "Plug and Play" Templates

1. Who else wants [a benefit]?

Examples:

- Who else wants to lose weight?

- Who else wants a better golf game?

2. The #1 way to [get a benefit]…

Examples:

- The #1 way to get rid of garden pests…

- The #1 way to get ripped abs…

3. The world's best-kept [topic] secret…

Examples:

- The world's best-kept dieting secret…

- The world's best-kept copywriting secret…

4. What your [type of expert or other person] doesn't want you to know…

Examples:

- What your doctor doesn't want you to know…

- What your dog trainer doesn't want you to know…

5. What do [experts] know [about topic]? (see inside)

Examples:

- What do beauticians know about picking the right shampoo? (see inside)

- What do dermatologists know about getting rid of acne? (see inside)

6. This [topic] secret surprised me…

Examples:

- This rose-growing secret surprised me…

- This golf-putting secret surprised me…

7. [Getting bad result]? Try this…

Examples:

- Hitting a weight-loss plateau? Try this…

- Getting poor response rates? Try this…

8. This [topic] tip will blow your mind…

Examples:

- This copywriting tip will blow your mind…

- This fishing tip will blow your mind…

9. [number] [topic] tips and tricks for surefire [benefit]…

Examples:

- 10 dieting tips and tricks for surefire weight loss…

- 7 marketing tips and tricks for a surefire revenue boost…

10. Think you know [how to get a benefit]? Think again…

Examples:

- Think you know how to grow your list? Think again…

- Think you know how to get huge pecs? Think again…

11. Secrets of [specific expert group]…

Examples:

- Secrets of highly paid copywriters…

- Secrets of thin people…

12. The surefire way to [get a benefit]…

Examples:

- The surefire way to lower your heating costs…

- The surefire way to retire to Costa Rica on a budget…

13. {name}, do you ever [wish for something or do something]?

Examples:

- {First Name}, do you ever wish you could write a novel?

- {First Name}, do you ever wish you could wear a bikini again?

14. Finally, [getting a benefit] made easy…

Examples:

- Finally, book publishing made easy…

- Finally, piano playing made easy…

15. Heads up: there are/is just [time frame] left to get [benefit]…

Examples:

- Heads up: there is just one day left to get a 50% discount…

- Heads up: there are just 12 hours left to claim your webinar seat…

16. [number] habits of [successful type of person]…

Examples:

- The 7 habits of naturally slender people…

- The 10 habits of million-dollar business owners…

17. How to [get benefit] without [bad side effect]…

Examples:

- How to lose weight without hunger pangs…

- How to get a great job without a college degree…

18. No more [bad results or side effects] – see inside…

Examples:

- No more aphids eating your plants – see inside…

- No more coffee-stained, yellow teeth – see inside…

19. Here's the best way to [get a benefit]…

Examples:

- Here's the best way to buy a home when you have bad credit…

- Here's the best way to housetrain a poodle…

20. How [a type of person] [got a good result]…

Examples:

- How a former lorry driver made a million pounds last year…

- How a busy mum dropped 25 pounds the quick and easy way…

21. What every [type of person] ought to know…

Examples:

- What every bodybuilder ought to know…

- What every gardener ought to know…

22. Everyone is raving about [product] – here's why…

Examples:

- Everyone is raving about MonetiseYourTalent.com – here's why…

- Everyone is raving about Steve Miller's Weight Loss Methods – here's why…

23. Don't buy [type of product] until you read this…

Examples:

- Don't buy a dog kennel until you read this…

- Don't buy a baby's car seat until you read this…

24. Have you heard about [product] yet?

Examples:

- Have you heard about our Membership Monetisation yet?

- Have you heard about Steve Miller's newest book yet?

25. [Getting a benefit] is easy when you know this…

Examples:

- Getting bigger biceps is easy when you know this…

- Cleaning a Porsche carburettor is easy when you know this …

Now the content must deliver on what you promised in the subject line.

Here are some content ideas that will get your subscribers to know you better and those that stay (i.e., don't unsubscribe), will begin to love you.

Share your strong opinions

If you feel {weight loss clubs are a waste of time} {nicotine patches are so expensive and make things worse}, tell your subscribers why. And what method you prefer to use.

The One Thing…

Share the one thing…the top thing that your subscribers should do to {stop smoking} {overcome their fear of spiders}

Myths

Your job here is to smash the myths to pieces and tell them the right action they should be taking.

Share a Checklist

To {stop smoking} here are the 3 things you should do from today:

The Big Mistake…

I have helped hundreds of private clients to {stop smoking} {lose weight}, and I have noticed that the SAME mistake crops up again and again!

Don't make the same mistake yourself!

[Add mistake]

Tell them what to do instead.

Share Some Stats

Did you know that 2 in 5 people who smoke die before they reach 70 years of age?

(We just made that up…don't quote us!)

Shocking right?

Elaborate on the stat a bit more.

I'm here to help you {stop smoking}. Just reply to this email and tell me why you cannot stop.

There are some ideas you can use to share your knowledge, help your subscribers and get them to love you.

We also want to share some ways in which you can interact with your subscribers via email. Starting to interact with your subscribers will build a connection between you and eventually that connection will lead to sales.

Some examples:

Ask them for their opinion about something

Survey your audience & share the results

Ask them a question

Ask for a favour

Challenge them to do something this week

Selling Client Sessions

As we said earlier the whole point behind building a list is to sell to them.

But you cannot just say…buy my stuff!

You still have to share your knowledge, expertise, etc.

Here are some email ideas to help convert your subscribers into buyers:

Case Studies

Feature someone who has had a positive outcome while working with you.

How {Sandy} {Stopped Smoking} In Under 3 Weeks

Tell them how {Sandy} used your product / services to get the result they desired.

If before/after pictures are relevant, include them.

Then talk about your course / services.

Example:

Some of you may even think that the process to stop smoking is complex and scary.

Today, I want to tell you that it doesn't have to be so. I'm here to share the good news about Sandy.

Sandy followed my proven plan as outlined in my course, {course name}.

In just 3 weeks, Sandy followed the steps that she learned.

Elaborate on the steps and what Sandy did.

Sandy made it happen. She took the action and because she did, she now no longer smokes, You can achieve the same.

If you are struggling to stop smoking, then [course name] is for you.

If you are an action taker, join me now. You won't regret it.

Help them

I want to help 3 of you today

Last month was my best month ever. I gained 55 new clients all wanting to lose weight. 55 and the vast majority from word of mouth. i.e. recommended by previous clients.

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Now…I'd like to help 3 of you.

How would you like to have a 30-minute complimentary phone call where we will discuss how you can lose weight?

This is how it will work:

1. Reply to this email (first 3 only, sorry) and we will set up a time to talk on the phone
2. During the call, I'll help you discover the best ways for you to lose weight
3. If we are a good fit, at the end of the 30 minutes, we'll talk about how I can work with you further to help you lose weight for good.

No catch. No obligation. But I only have room for 3.

Reply now!

What should we add into my new course

A great way to get your subscribers involved is to tell them about your new course and what they would like to see in such a course.

I'm launching a new product / service called [xxx] and it is all about helping you to {stop smoking}.

I want to make sure that I include what YOU want in the course... so could you spare a minute to help me…help you?

Just reply to this email and let me know.

Thanks for helping me understand what you need!

Follow Up Email

X days ago, I asked you what you would like to see inside my new course [Course Name].

As a result of your feedback, we have added a couple of things into the program to make it even better than it already is.

Here's a list of things you said you wanted included in [course name}
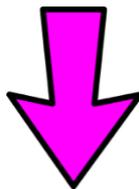
List of things

[Course name] has been designed to help you [stop smoking] and I am so grateful for your input, to make it even better,

Next week, we go live with [product name]

Sign up for the waiting list [link to the waiting list] to be the FIRST to hear about it when it's open for enrollment!

Plus, there will be juicy early bird private bonuses for people who are on the waiting list too!

Recommended Resources

eGuide Monetisation…

Discover How Writing 7-15 Page eGuides Allows You To Build Your Own Information Product Empire And Make Massive Passive Income…For £9, £47, £97 And Even £997
Per Order In 5 Hours Or Less!

Click Here:

http://monetiseyourtalent.com/eguide-monetisation/

http://monetiseyourtalent.com

Email Monetisation…

A Fortune Lays Hidden In Your Email List And Here's How You Can Earn Extra Passive Income Starting Today…

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