

Discover The Secret To Making Money Every Time You Send An Email!

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“Basics Of Doing It Right And Why It Beats Social Media”

When it comes to emails there are some things that we just need to get our heads around. Namely these:

- SPAM, won't my emails be seen as this?
- It's a waste of time.
- Will it really help?

Let us take these in order and put them to the test. SPAM, the simple answer is no. Those on your list asked to receive info from you and that is not spam. It is if they receive your email and they did not ask for it.

Some try and argue that if I send them an email often then they will see it as spam. I know of no one that has ever left a list because they get too many emails from anyone. They leave because the emails are, well, shit. They give no value to the reader. Most of those that email me send as many as three(3) a day and I read them all. Why? They are full of value to me and my interests. No intention of leaving those lists. Yet I have left hundreds of lists that email me once a week, or worse a month and give me nothing but bull shi* sales pitches of how I can increase the size of their bank accounts.

Is it a waste of time. Erm, what do you really think? Let me answer it like this. There are businesses out there that declare that email marketing is dead. They are usually promoting something like a messenger chat bot. Yet these very same companies email you every day for 2 weeks then at least twice a week thereafter. How do I know? I joined the list of three of them

to find out. If email marketing, as they proclaim, is dead then why would they use it to market their product? They do it because email is marketing is not dead, it works. If it didn't then they wouldn't use it would they? No they wouldn't Ian. If companies like these are using it then it is not a waste of time.

The issue lies with how you use it and is it a proper part of your marketing strategy. I reckon it isn't or you wouldn't be here. You would be off enjoying the fruits of your email marketing. Stick with me grasshopper and you will build a proper email and marketing strategy.

Lastly, will it help? Yes it will. You will be in regular contact with your leads turning them into life time loyal customers with your value crammed, daily emails. They will love you and buy from you, often. If you have nothing business to say then tell them a brief story. Yes a story. I know of one business coach that used to tell a tale or two about the antics at the end of his garden. People complained when he didn't include them.

If it is so damn good then how do we do it? You have to offer the interested person something in return for their email address and then OVER DELIVER on that promise. One of my promises is free down loads about email marketing. I host them on a blog page and you can down load as many as you want. If you want them sent to your inbox then there is a small fee, but I will deliver. Many ask why the fee Uncle Ian? Because I look to coach people to get better and I don't need or want those that will waste my time looking for free handouts. The fee is so small that only an idiot would complain at it.

Enough, on with the report. How do we get their email address? Need something for them to enter it into and somewhere to store the data. Even with GDPR this is best done with specialist software. I use Aweber but there is lots out there to choose from. They are all generally the same and provide the 'opt in forms' as they are referred to. They look like this:

First Name

Email

That is an opt in box. Place to put their name, so you can personalise all messages. You should. Place for their all important email. They should need to confirm this as some er, very nice people, put a fictional address there. Can you believe the gall of those freebie hunters. Now see why I hate them? Good, you should to.

Some marketers have claimed that only using an email box works best. I have never found any real truth behind that but the best thing to do is try it yourself. Personally I know that all message should be personalised and you can't do that without their name. Guess what? I collect their name.

I am wanting to move on for now, and come back to this later in another report as I want to mention Social media here. There are a lot that think this is better. It isn't, and I shall say why soon.

What I will say before we go is this:

1. Do not ever for any reason lie or mislead in any part of your message. It makes you look like a dick and could open up law suits. No subject lines like this "You have won \$10,000". Worse case, you lose the right to have a website, and all because you didn't learn any copy writing skills. Which is easy to do by the way.
2. Always say who the message is from. Preferably your name and not the company name. No it is no less professional, it is more personable and people want to be treated like a person. Hence why I write as if I was speak to you. Swear words included for free.
3. Make sure that there is a clear option for them to opt out of your emails sent with every email. You do not need to point it out, just make sure it is there. Also a physical address as well, even if you work from home as I do.
4. Lastly, here: If you are sending out a blatant advert then you have to declare that it is. If it is a value laden piece that has a link to a sales page, then you shouldn't need to declare it as it is not an advert in the sense of 20% offer runs until 29 Sept 2020. Reads more like: Wanna find out more about how being able to sell by writing could boost your readers interest and profits. Have a look at this, it helped me and hundreds of others. The last sentence there would be a link to a sales page.

It was said to you earlier that email marketing is not dead, and it isn't. There is however a new kid on the block, that be social media. Since its arrival there has been so much said about it and for all its incarnations it remains fundamentally the same. To connect people. Yes we all know of the negative that comes with that, but there is also so much positive if you look.

Anyway, surely this new tech is better than email? Get lost is it. All it does is aid it and nothing more.

Thing is about all this social media is that you do get people hearing you but it seems like shouting. Especially when you compare it to how personal you can make emails. Seems like you are almost whispering to the reader. This is powerful. A personalised message to someone that only they can read. That is as good as snail mail.

The easiest way to understand emails and email marketing is that if you can write a letter then you can write an email. If you can write a letter that gets a response then you can write emails that will make sales. If you can't get a response learn a bit of copy writing and practice, it is that simple.

How does one get social media people on email? Give them a reason to ask you to send them emails. Video, how to guide, give answers to issues they face. All manner of things. Just make sure it adds value and is valuable. Unique to you is even better.

Here and now it wouldn't actually be productive to go over much more but I will. It shall be done in list form and covered in later reports. Aware am I that we have gone on for a while now.

- Look after your subscribers as if they were royalty. Doesn't matter too much if you swear and are rude to those not on your list. My opinion is that you write as you, just don't insult your list. Be helpful, add value (can't say or stress that enough). Yes do send a sales link in every email, just don't blatantly sell, do it softly and gently AFTER you have given them value. These people will go on to become lifetime customers. Treat them as such. Some could spend \$10,000 US or more with you.
- Use a newsletter. These can be used to send all manner of updates, business news, offers, stories. In fact just about anything you want to include.
- Use email to build a strong bond. Gain their trust and not only will they buy from you but they could also tell others about you. Once you have this, or before, you can and probably will get repeat business from them.
- Email is also cheap. Near as damn it no cost at all. Beat that letter and stamps.
- Ask them for feedback. Has the effect of engaging with them. People love this. They vent their fury or their love. Either way you learn and gain.

- You can also separate your list into those that may be interested in one thing that you do. It is called segregation. These are then HOT leads and the right people to target with that particular offer.
- Make it mobile friendly. Not an issue these days as most email delivery platforms are mobile friendly. I ain't found one that differs from that.

Bloody hell there is a lot in there today. I want to thank you for bearing with me and reading through it all. Trust it was good? Excellent. Everything in there will be expanded on or at least re-explained in another report that will come out at some time. Every day I get emails asking how people can get these reports every time one is published. Now you can. I have set up a subscription service. Yes it costs but nothing like what you expect. **\$47 a month**, nah forget it. All it is a small amount that covers our cost of advertising. **\$17 a month** would keep me in chocolate heaven but I have my waistline to think of. Which is why all that be all it is at **\$7 a month**. Keeps the mission alive. Mission is to inspire 1,000 a month, every month to improve their email marketing.

That means we will remove the pain of bad email writing and response rates and replace it with exactly the opposite.

It is time that you left behind bad email campaigns and moved forward with power and purpose behind all your emails. Do you agree?

Then brilliant, Annie and I are really happy to help you share in our mission and get more of these reports, about 4 a week every week for as long as you want to get them. Join the thousands strong (and growing) community that share our mission of improving email marketing.

You can get to share in and find out more about our (you're now included) mission right [here, and get your 3-4 reports a week as well.](#)

All our kindest regards,
Ian and

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