

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

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That being said you can freely share this report with anyone you want. Simply do not change anything, thank you. On with why....

## **“Email Adds Value To Your Business”**

It is true, it does. Then why Mr Ian are my emails having a pitiful response? Many factors not limited to these....

1. Trying to sell incorrectly – blatant sales and no value
2. Oh yes, not adding value to the reader about your business
3. Not entertaining, boring read
4. Not often enough – people will and do forget you
5. Subject lines do not create curiosity

There are more yet these are very probably the most common. Take a quick peak at them, one at a time.

### **Trying to sell incorrectly**

This always causes a frown when first read and is so easy a mistake to make. I estimate that about 99% of businesses do this wrong, so you are not alone.

Just about every email does, and should, ask for a sale so why is it wrong? It is the way the asking is done.

It all boils down to the second point (added value) and how it works on the reader. They put their hand up to say they are interested then all they get is emails that only say “Buy from me” and they get them, in general, when a business is short of sales.

They should be receiving emails that ask for a sale after they have been given the value about your company that they originally asked for.

It doesn't matter so much how you ask for the sale, it matters more on how it is done. Meaning give them (them being the important word) value (that being another important word) then inform them of any offers or a product you have to sell. Make it feel natural and flow from one to the other. Never use a blatant sales pitch, they will see straight through them. Bringing us to the next point.

### **Adding Value**

I would bet that you have an influx of emails that you ignore. Am I right? Of course I am. I know this to be the case as I do have the same crisis. Crap emails even from people that I have requested them from. They add nothing to me regarding the benefits they join. At best they are very loosely referring to how I will benefit, at worst they are all feature loaded. You simply must tell the reader about how THEY will gain from your business. Sell them the BENEFITS of you and your business. The reader is ONLY and 100% interested in what is in it for them. Very few people shop on price, it is about value they receive. If price mattered there would be no luxury goods as people just wouldn't pay for them, if it was price alone. Yet there are thousands of luxury items and more people want them. Why? They want the value that luxury and high end prices bring. Add value.

### **Not Entertaining – Boring Read**

How many times have you either stopped reading or never read something as you know the author is boring? I have done it lots of times so I know you must've done it a few. People like to be entertained, why TV is so damn popular. Sit there switch off and be entertained. Do the same with your emails, not the switch off bit though.

Tell them a story and how your business's benefits relate to it. You could just tell them a story and then tag in the end with an offer. The choice is yours but use this and indeed all emails to build a relationship with the reader. Show them that you care enough to give them value and entertain them about you, your staff and your business.

## **Not Often Enough**

All too often we look at our email inbox to see and email we say “Who the f\*\*\* is that from?”. Oh come on we do. There is always at least one person that sends an email out of the blue, usually when they want to sell something, and we have forgotten who that person is.

Let’s reverse that, every day when you check your email there is an email there from Bob. He is a nice chap that says a lot how his customers have benefited from his business and he has proven it time after time. Also his emails are funny, and packed with value. I look forward to his emails and as he is always there I will give him my business as he has helped me. Be like Bob, email every day at least once a day. It is not SPAM as they have said they want to hear from you. If they complain, they can unsubscribe if they want to.

## **Subject Lines**

Oh lordy, I could right an entire encyclopedia on this subject. Why? Because there is always so much crap arrives in anyone’s inbox that it amazes me that any emails are opened at all.

First and before we go near the subject line, do you know what is to the left of it? No worries if you don’t and how many of you had a peek in your emails to see? It is the box that says who the email is from. Do you ever have any that do not give a person’s name? I do, and I am not talking banks or insurance companies. I am talking e-commerce sites, eBay sellers and others like them using a company name.

This practice has been proven to reduce the open rate of emails, so stop it. Send it with your name on it not the business name.

Covered that, now the next bit. Subject box, if you can always personalise the subject line. It would read something like...Ian, 10 reasons you’ll love email.

If you saw your name in the title penny to a pound you would read it and open it. Battle won. Now if you make the headline, as that is what it is, so it creates curiosity the better it will be. Here are a couple of examples (not mine, they are secret) ‘How to slam dunk the mother in law’, ‘How I got rinsed by a numpty’, ‘Psycho dog walker soiled me undies’. Honestly they are all email subject lines and they were so loaded with info that I still

have them and use them today. Usually for reference on how to write emails. At the time they each got me to buy from the same chap.

There you have it in brief, how to use email to add value to your business, regardless of the niche you are in. Here are the things not to do. Reverse them and do those instead. Send regular emails and you will add value, build relationships and repeat custom and increase profits too.

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Thank you for reading. Thousands of others before you have told us that they found these reports crammed full of information and so much value that they want more of them, and on a regular basis. Sure you can agree with that, yes? This is why Annie and I created our mission which is to help and inspire 1,000 people a month, every month to radically 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 4 reports a week as well](#).

All our kindest regards,  
Ian and Annie

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