

## What business owner would ignore the power and pay-off of email marketing?

Start by asking yourself:

What pressing problem, issue or challenge are you dealing with at the moment that would prompt you to open a relevant email about your pressing issue?

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**STOP** seeing marketing by email as single, one-off, isolated messages

**START** using a series of emails as a sequence of relevant messages, based on the interests of your subscribers

**1. The one most relevant question you must ask yourself if you are to see the importance of using an ‘email marketing machine’ for your business**

**What pressing problem, issue or challenge are you dealing with at the moment that would prompt you to open a relevant email about your pressing issue?**

Where is the value in this question?

The value lies here...

...we all like to complain about the never ending flow of spam into our email inbox. This then makes it easy for us to reject email marketing as a waste of time.

And yet, if we're struggling with a difficult employee problem and we see an email about solving challenging people problems we'll open the email because it is relevant to us. If we're wondering about buying or leasing a new car we'll open emails about car deals because it is relevant to us.

We all open emails that are relevant to us and our challenges. So...

...our job as a business owner is to use email marketing that appeals to the relevant issues our customers are experiencing.

These tools and resources plus the accompanying Business Bitesize report have been put together to show you how you achieve greater relevance to your emails and also build a series of emails rather than thinking a single email will do the trick

**IMPORTANT:** Only when your email is relevant will it be read. But it won't be read unless it gets opened.

This means more than anything else your email subject line must quickly, clearly and explicitly tell the reader what to expect from your email.

Vague, unclear or irrelevant subject lines will kill the response rate to your email marketing.

Check out the subject line checklist below to help you to be sure you have a strong, clear and explicit email subject line...

## 2. Your *'Email Subject Line Checklist'* to increase the open rates of your emails...

### **Cut-through-the-clutter, email subject line checklist:**

*(Tick 4 of 5 that must include first question in red)*

- Is the subject line blatantly relevant to the reader?**  
*Accountant/dentist/vet/lead-magnet subject*
- 3 or 4 words – but must be 7 or less
- Does the headline in the email make sense after reading the subject line of the email?
- Is the emotional content obvious? Using words like - love, family, mayhem, risk, personal...
- Does it open a loop – Does it create curiosity – Does it read 'irresistible'?

### **Notes:**

1. Relevance determines whether the email will be opened or not; if you *name* your target audience they will feel the email more relevant to them
2. Brief but clear so no more than 7 words, less if you can
3. Don't con the reader. Make sure the headline in your email makes sense after the subject line of your email. People like consistency and hate inconsistency
4. If you get emotional impact in your subject line (and headlines) more of your emails will be opened and read
5. The psychology of the brain means that humans hate open loops (curiosity did after all kill the cat!). "3 ways to cat health and happiness..." has an open loop (what 3 ways?) and ticks all the other boxes too

### 3. 7 lead magnet examples to inspire your website lead magnets and improve your list segmentation and email relevance...

Hubspot is one of the big players in the digital marketing arena.

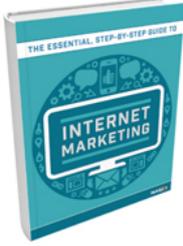
Here's one of their lead magnets.

If internet marketing is relevant to you then this lead magnet will appeal to you and you'll request this essential guide.

Respond to this lead magnet and you'll find Hubspot will send a series of emails inviting you to get more information and speak to them about internet marketing.



HubSpot is an inbound marketing and sales software platform that helps companies attract visitors, convert leads and close customers.



### THE ESSENTIAL GUIDE TO INTERNET MARKETING

Learn the building blocks for successful online marketing

FIRST NAME \*      LAST NAME \*

EMAIL \*

[CONTINUE](#)



## WATCH A 4 MINUTE DEMO

Complete the form on the right to watch all videos

### See Marketo In Action

Fill out the form below to watch short overviews of our Engagement Marketing Solutions and an in-depth product demo covering email, nurturing, automation, and more!

First Name:

Last Name:

Work Email:

Company:

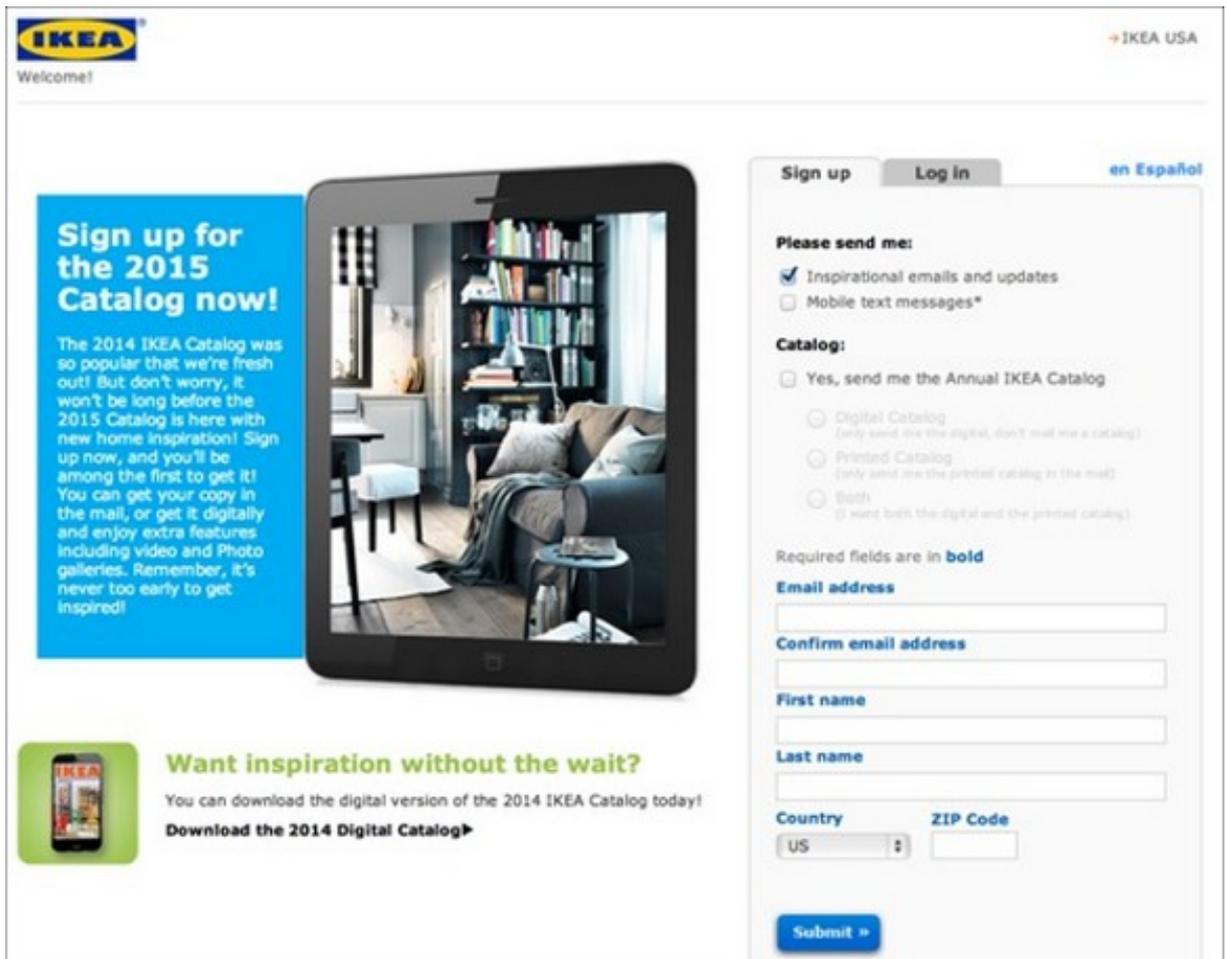
Job Title:

[WATCH NOW](#)

\* All fields are required.  
Your [privacy](#) is important to us.

Marketo, another digital marketing company, are using a short video to swap for your email address. We're all in a hurry so a 4-minute payoff has great appeal.

Here's IKEA using their catalogue as a way of tempting us into signing into their email marketing series. If you're into upgrading a room's furniture then this is relevant and the subsequent emails are relevant too.



**Sign up for the 2015 Catalog now!**

The 2014 IKEA Catalog was so popular that we're fresh out! But don't worry, it won't be long before the 2015 Catalog is here with new home inspiration! Sign up now, and you'll be among the first to get it! You can get your copy in the mail, or get it digitally and enjoy extra features including video and Photo galleries. Remember, it's never too early to get inspired!

**Want inspiration without the wait?**

You can download the digital version of the 2014 IKEA Catalog today!

[Download the 2014 Digital Catalog](#)

**Sign up** | **Log in** | [en Español](#)

**Please send me:**

- Inspirational emails and updates
- Mobile text messages\*

**Catalog:**

- Yes, send me the Annual IKEA Catalog
  - Digital Catalog (only send me the digital, don't mail me a catalog)
  - Printed Catalog (only send me the printed catalog in the mail)
  - Both (I want both the digital and the printed catalog)

Required fields are in **bold**

**Email address**

**Confirm email address**

**First name**

**Last name**

**Country** **ZIP Code**

US

**Submit**

Here's PC World offering a simple comparison report as a lead magnet incentive:

**Enter your details below to compare TV, Phone & Broadband deals**

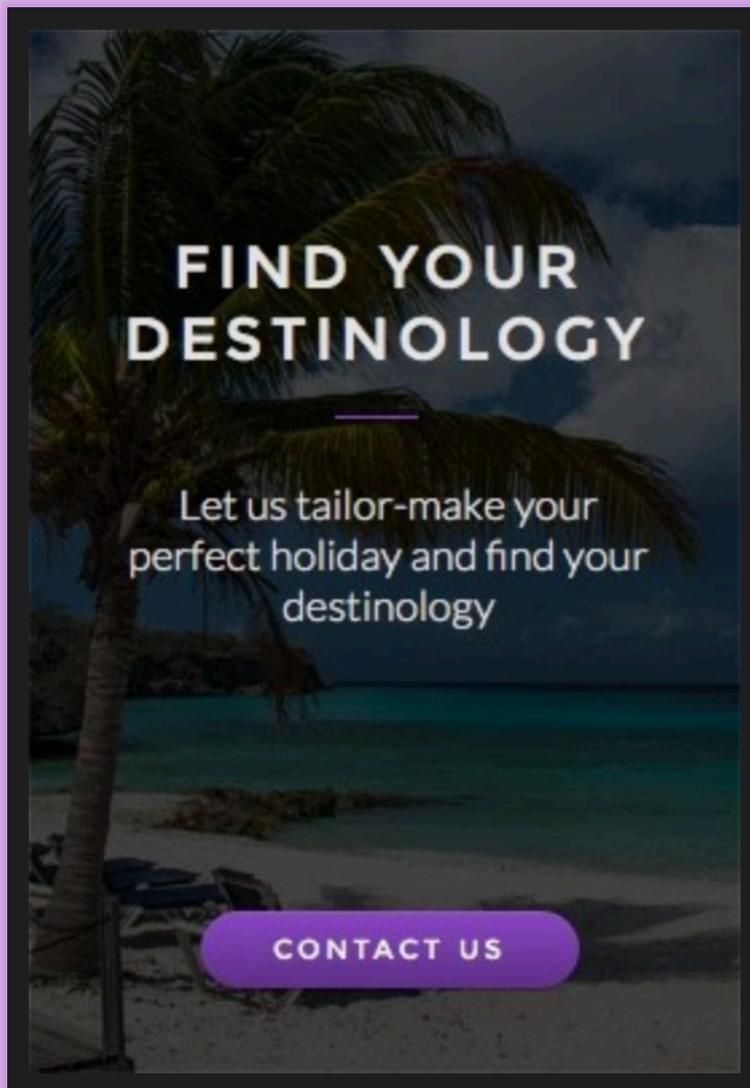
Search for

Postcode

Landline

Why do you ask for this information?

And next here's a holiday company using a lead magnet that could be improved don't you think? This is a great lead magnet for someone who's unsure about where to go on holiday.



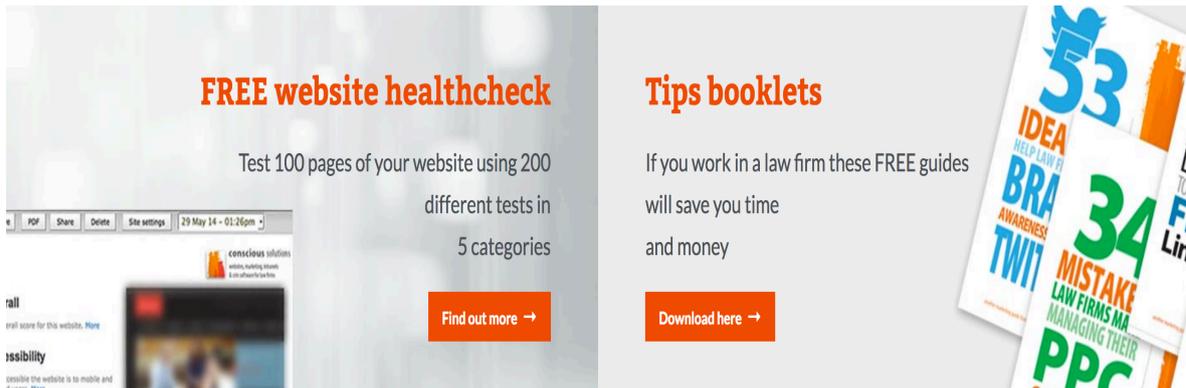
However what about their CONTACT US 'call to action' button?

Wouldn't it be better if they offered a 4-question quiz that narrowed your holiday options to 3 or 4 best ideas? They'd then have more takers because making a phone call - 'contact us' will put off many people.

And if you had to offer your email address to take part in the 4-question quiz they'd also have built their email address list for a future email series about choosing the best holiday.

And if the 4-question quiz answers also narrowed the budget, location and features of your perfect holiday they would segment their list even further for even greater relevance of future email marketing campaigns.

What about a lead magnet for solicitors next?



This website/digital marketing business (Conscious) focuses on providing services to solicitors.

They have two lead magnets:

- a free website healthcheck
- free tips booklets

The lead magnets are aimed at solicitors who want their website to work better for them or they want to improve their digital marketing.

The tip booklets 'download here' button takes the visitor here (see next page)...



## Email Marketing Machine Support tools and resources

### Tips booklets download

Please complete the following form to be taken to the download page for all our booklets, listed below. Each book is individually priced from £9.99 - £15.99 but from here you can download them for free.

Which booklets do you wish to download?

Select your booklets

- 23 Tactics to Ethically Building Your Law Firm's Twitter Followers
- 43 Mistakes for Law Firms to Avoid when using LinkedIn (5th Edition)
- 53 Ideas to Help Law Firms Raise Brand Awareness through Twitter
- 34 Mistakes Law Firms Make Managing their PPC Campaigns
- 39 Tactics for the Effective Implementation of CRM in a Law Firm (Fully Revised)
- 29 Mistakes Law Firm Unwittingly Make with their Brand
- 38 Common Mistakes Law Firms Still Make With Their Website
- 51 Killer Tactics for an Effective Social Media Strategy for Law Firms
- 24 Insider Tips to get Your Law Firm's Website No. 1 in Google
- 30 Secrets to Successfully Email Marketing for Law Firms
- 111 Smart Ideas to Successfully Market your Law Firm
- 47 Secrets to Developing a Successful Intranet
- 581 - bring it on, I want the lot

Your Details

Name \*

Company \*

Phone \*

Email \*

Where do you hear about our tips booklets?

I heard about these tips booklets via:

Please include me on the ConsciousLaw Newsletter Email List

Go on, leave 'Yes' selected...it's REALLY good...honest!

Yes  No



What do you like to subscribe to our newsletter

Please enter the verification code

It's hard to see (apologies) but this page has visitors choosing from 13 different tips booklets and so has the visitor telling this website company (Conscious) what is of most relevance to them.

This means the team at Conscious know what 'hot buttons' will get these people opening future emails.

Check out how this looks in real life by visiting <https://www.conscious.co.uk/>

But can a lead magnet work for builders, plumbers and electricians? Let's see...

Here's ScrewFix using a lead magnet to tempt ambitious tradespeople to enter a competition.

Especially those who are looking for a new vehicle!

Check out the entry page which tells ScrewFix the type of services and products that are most relevant to them.

### Are you Britain's Top Tradesperson 2017

Please complete all fields with \*

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#### About You

**Name \***

First
Last

**Mobile/Contact Number \***

**Email \***

**Address \***

Street Address

Address Line 2

City
State / Province / Region

United Kingdom

Postal / Zip Code
Country

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#### About your work

**What is Your Trade (Please tick appropriate box) \***

<input type="checkbox"/> Builder	<input type="checkbox"/> Decorator
<input type="checkbox"/> Joiner	<input type="checkbox"/> Plasterer
<input type="checkbox"/> Electrician	<input type="checkbox"/> Kitchen
<input type="checkbox"/> Plumber	<input type="checkbox"/> Heating Engineer
<input type="checkbox"/> Bathroom	<input type="checkbox"/> Landscaper
<input type="checkbox"/> Maintenance	<input type="checkbox"/> Other



ScrewFix are cleverly working out which email messages are relevant to all the people who've entered this competition.

It wouldn't surprise us if Toyota have sponsored this competition so that they can get a list of builders etc who want a new van or truck.

ScrewFix get a great lead magnet for their website and email marketing that enables them to segment their list on location and type of trade



### 4. Save time and look brilliant by using technology to make your email marketing work seamlessly...

Here's a link to a useful reference for the top 20 email marketing services. The top three are shown here...

...use this link to find the full list of top 20 or click the image below

<http://www.capterra.com/email-marketing-software/#infographic>



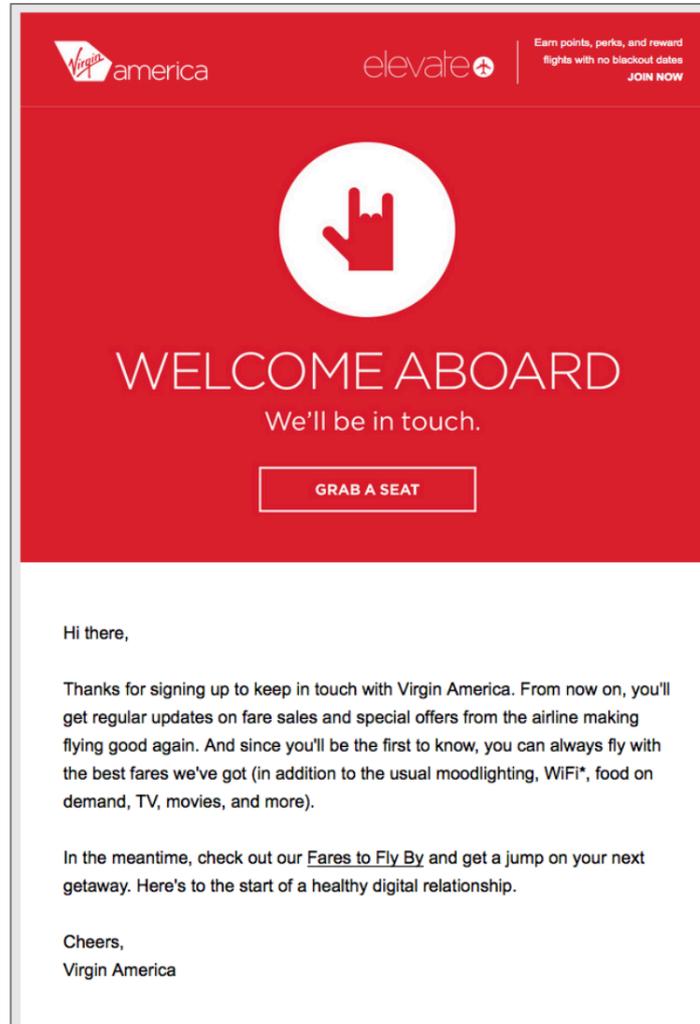
Rest assured there's no lead magnet from this link - it takes you straight to the report with links to a more detailed review of each of the top 20.

### 5. Example emails you can use to help construct your email series...

Firstly your *welcome emails*...

You're a short google search away from all the welcome emails you could ever want to see but to help you get started...

...here's an example from Virgin America...



...see more examples of proven welcome emails...

1. [https://blog.hubspot.com/marketing/welcome-email-examples - sm.0001xtiqbzmnudhxs551rnlbj4vvx](https://blog.hubspot.com/marketing/welcome-email-examples-sm.0001xtiqbzmnudhxs551rnlbj4vvx)

And to see more examples go here:

2. <http://www.verticalresponse.com/blog/10-examples-of-highly-effective-welcome-emails/>

And we particularly like the Air BnB and Amazon welcome emails shown here:

3. <https://www.getvero.com/resources/welcome-emails/>

If you want Ryan Deiss' perfect welcome email template go here and fill in his lead magnet to get it:

4. <http://www.digitalmarketer.com/welcome-email-template/>

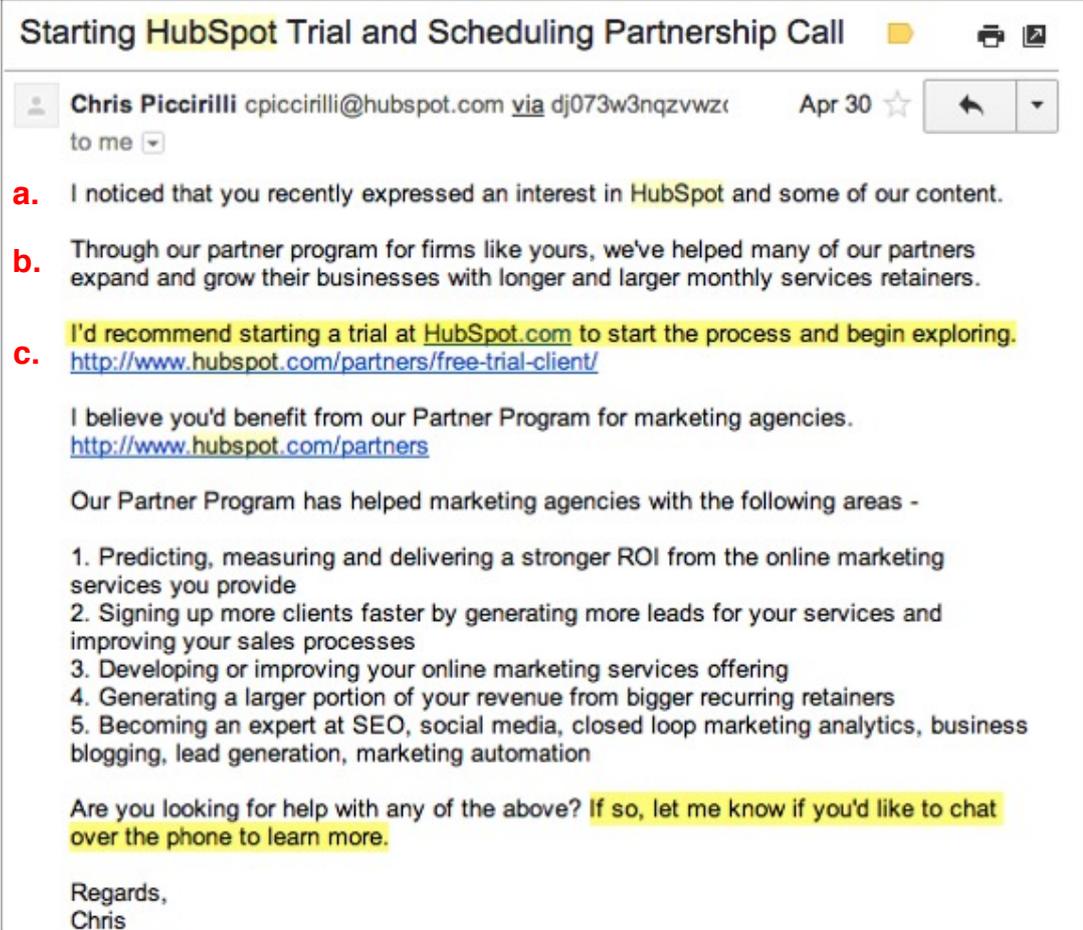
What about the next stage of your email series, your **'engagement emails'**?

### **An example email you can use to help construct your engagement emails and more steps to advance and enhance your email marketing...**

Here's Hubspot again showing us how to construct a decent engagement email that moves people into their buying cycle.

Notice the elements of the email:

- a. Referencing the fact the reader had engaged with a previous email by clicking a link
- b. Credibility statement proves that what they do has worked for other readers just like you



**Starting HubSpot Trial and Scheduling Partnership Call**

Chris Piccirilli cpiccirilli@hubspot.com via dj073w3nqzvzwz Apr 30

a. I noticed that you recently expressed an interest in HubSpot and some of our content.

b. Through our partner program for firms like yours, we've helped many of our partners expand and grow their businesses with longer and larger monthly services retainers.

c. I'd recommend starting a trial at HubSpot.com to start the process and begin exploring.  
<http://www.hubspot.com/partners/free-trial-client/>

I believe you'd benefit from our Partner Program for marketing agencies.  
<http://www.hubspot.com/partners>

Our Partner Program has helped marketing agencies with the following areas -

1. Predicting, measuring and delivering a stronger ROI from the online marketing services you provide
2. Signing up more clients faster by generating more leads for your services and improving your sales processes
3. Developing or improving your online marketing services offering
4. Generating a larger portion of your revenue from bigger recurring retainers
5. Becoming an expert at SEO, social media, closed loop marketing analytics, business blogging, lead generation, marketing automation

Are you looking for help with any of the above? If so, let me know if you'd like to chat over the phone to learn more.

Regards,  
Chris

- c. Easy next step – start a trial with a link to click there and then. Then a 'more information' link just in case a trial is too soon for this reader

How can you use this example to influence your engagement email series?

Want more insight on this? See if Ryan Deiss helps here:  
<http://www.digitalmarketer.com/email-marketing-machine/>



## **6. The book and other powerful resources – ‘Invisible Selling Machine’ by Ryan Deiss**

Email marketing continues to be a serious, significant and successful way to build sales for your business.

These statistics prove it's power:

- Email marketing was the biggest driver of Black Friday transactions, **with 25.1% of sales originating from the marketing channel.** (Source: [Custora](#))
- **58% of adults check their email first thing in the morning.** (Source: [Customer Intelligence](#))
- **89% of marketers say that email is their primary channel for lead generation.** (Source: [Mailigen](#))

Ryan Deiss, in his book ‘Invisible Selling Machine’, shows you the easy steps to make email marketing work for your business. He’s invested £millions in email marketing to grow his business so he should know.

Yes there’s work to do. Time and energy to invest. But do you want your competition doing it better, smarter and more often than you or do you want to get the competitive edge at your fingertips with email marketing?

There’s lots to learn from Ryan Deiss and this book is a great place to start and a great place to assess whether you’re making the most of email marketing for your business.

His book is at Amazon here - <https://www.amazon.co.uk/Invisible-Selling-Machine-Ryan-Deiss-ebook/dp/B00VXC226E>