

Guide To Getting Email Marketing Results



SPECIAL REPORT

Have you ever wanted to build a more meaningful relationship with your audience?

Would you like to be a top blogger perhaps? A full-time internet marketer who can sell thousands of eBooks.

Or perhaps you already have a business, and you just want to generate more interest and more business for it?

No matter what the case, an email list can be an incredibly powerful tool that will help you to do all those things and more. Email has the ability to influence and impact your audience in ways that no other form of marketing can – and it's also incredibly simple to get started with thanks to the complete lack of up-front investment needed and the great tools out there to help you get started.

The statistics make it clear too: email marketing is *top dog* when it comes to making profit and building trust.

Just consider a few of these metrics:

- Email marketing has a ROI of over 4,300%!
- 91% of US consumers check their email once a day *at least*
- 66% of consumers in the US over 15 have purchased at least one thing as a direct result of an email campaign
- When surveyed, internet marketing companies say that email marketing is more profitable than:
 - PPC
 - Content marketing
 - Display advertising
 - Mobile ads

- Direct marketing
- Social media

If you take a look at any of the blogs on making money online or running a blog, you'll find that they *all* recommend email marketing as one of the single most important things you can invest your time and money in.

And yet there are still a lot of people out there who aren't putting their faith or their time into this form of marketing.

Why?

One big reason is that people simply don't understand what email marketing is capable of or how to make the most of it.

Many of us are not that engaged with the email marketing we receive, and this makes it hard for us to imagine how it can work for us as marketers. And it might be something that you've dabbled with in the past but had no success from.

The fact of the matter is that a lot of people are misguided when it comes to email marketing and don't really understand how to make the most of it.

In this free guide, I'm going to teach you some of the most important aspects of email marketing you need to know in order to make a difference. I'm not talking about the technical aspect of *how* to set up an autoresponder or *what* email marketing is for. I'm talking about the way you approach email marketing and how you can change that for the better so that you start to really make a splash.

This is *powerful* advice, and it is going to put you ahead of the majority of other internet marketers in your niche. So, hang onto your hat and let's get stuck in...

The True Power of Email Marketing

The true power of email marketing is not that it allows you to message your audience directly, or that it allows you to bypass Facebook or Twitter. These are big positives of course but they are not the thing that gives email marketing the edge over other similar forms of marketing.

Rather, what really makes email marketing impactful, is the fact that it is so much more personal and that it involves so much more trust.

Getting someone to follow you on Twitter is easy. All they need to do is click a button and if they want to unfollow you, that's easy too.

But getting someone to give you their email address is *considerably* more difficult. The reason for this is that an email address is much more personal. This is where we talk to friends and relatives, and it is something we *always* have access to. If you receive a new email, it will normally result in a notification that alerts you to something new in your inbox.

Many of us already feel that we're inundated with spam and can even feel stressed if we get an email because of it.

So, if your followers have agreed to give you their email address, then that is a massive sign of trust. And when they receive that message, it completely changes the dynamic. They now feel as though you are talking *to* them, and they feel that they have got much more privileged access to whatever you are doing.

Really, it is only true fans that will hand over their email and that means that you now have the most engaged kind of audience possible that you can speak to *directly*.

This gives you the ability to sell to people who you know trust in what you're doing and that alone is going to result in a high number of conversions. Seeing as it's so cheap and easy to write an email and the conversion rate is likely to be so high, it's not really any surprise to see that the ROI of email marketing is that crazy 4,300% figure!

This now means you are speaking directly to big fans, and they are going to immediately feel like they are more a part of the movement that is your brand than they did before. They are now part of the 'inner sanctum' and there is a sense of excitement and belonging that comes from that.

This is very similar to an interesting psychological quirk that all humans demonstrate. Do you know what one of the best ways to get someone to like you more is? It's to ask them to do you a favour! Now, you would think that this would be the other way around, but actually, when someone does you a favour, it creates a certain 'cognitive dissonance'. They will want to explain to themselves why they just went out of their way to help you and thus they will reason that it *must* be because they really like you!

The same thing happens when someone gives you their email address. This will feel like a strange thing to do because they just invited you to start selling to them – and that's not something they like!

Why would they have done that *unless they were massive fans of your brand?*

Thus, your subscribers become instantly more engaged. This is also why any sales funnel – a series of steps designed to get someone to pay for a big-ticket item – will *always* involve a mailing list at some point.

1,000 True Fans

You might have heard of the book '1,000 True Fans'. This famous marketing text claims that all a business needs are 1,000 true fans and from there, they can go about building a huge audience that will grow exponentially. That's because true fans are people who will shout about your brand, who will buy everything you create and who will share your links online. True fans become your promoters, your testimonials and more and this can result in more and more momentum for your brand over time.

Email marketing is the perfect way to create those true fans because it gets people to sign up and to agree to become a 'part of something'. It also creates a form of marketing where your audience feels that they are speaking with you directly and that they could respond if they wanted to. This isn't some account manned by a robot!

And in fact, I highly encourage that you invite your audience to write back, to share their thoughts and to get involved – this will only further strengthen that kind of brand engagement that can lead to huge sales and massive growth.

Likewise, you can also encourage this more by using the right choice of language. You want to emphasize that sense of belonging, of being a movement and of being something greater. You can do this by telling people to 'sign up and join the revolution' or to 'sign up and get involved!'.

You are almost giving your audience some ownership over your brand in this way. You are creating a real *relationship* and by doing this you are making something much more powerful than just a company trying to sell people things...

How to Write Perfect Emails

This is where the power of email marketing comes from, and it is the kind of spirit you're going to tap into in order to get people to sign up and to feel excited as they do.

But now you need to start sending messages and of course it's rather important that you don't drop the ball at this point.

To start with then, you should always try to maintain that feeling of speaking directly to your audience and of being part of something *together*. Email marketing is much more personal than advertising or other forms of marketing because it's right in the inbox. That means that you will need to use much more personal language – make sure that you use the names of your recipients (most autoresponders will allow you to do this) and structure your emails like letters. Ask how your readers are and then invite them to write back.

These tips also have the big benefit of helping you to get past the spam filters far more effectively. You'll find that by using names and the right structure, spam doesn't think you are trying to sell something. At the same time, you'll also be more likely to end up in the main inbox rather than the 'promotional' inbox.

And as well as beating the spam filter, this can also help you to beat that 'human spam filter'. When you send an email that has a subject line like 'Here are a few interesting updates', this grabs attention because it feels personal, genuine and interesting.

On the other hand, if your subject line says, 'The ULTIMATE way to grow your biceps revealed!' then you know instantly that this is someone who badly wants you to open the email and who is probably desperate to sell something as a result.

Writing from a first-person perspective also gives you access to one more *incredibly* powerful tool: the ability to tell stories.

It is often said that storytelling is ‘SEO for the human brain’. What this means, is that the human brain is evolved to love storytelling and to find it highly engaging. We like stories because we’re used to hearing them but also because we instinctively think they must be relevant to us. Someone else’s experiences will always be likely to hold tips and advice that we can take for ourselves.

That, and stories are always more emotional. When you come to try and sell, you’ll learn that you sell best through emotion and not through reason. If you tell a story of how changing to X training regime helped you to get into shape and finally feel great about yourself, that gets people invested in your transformation and makes them far more motivated to want to buy that same program from you.

So, whatever tip or advice you want to share in your message, make sure that you phrase it in a way that makes it into a story. This will instantly be much less dry, much more engaging and much more interesting!

Oh, and one last *crucially* important tip is to always provide some kind of value in each and every message. Whether that is an actionable idea or tip, useful advice or money off. In order to get your audience to want to read your *next* messages, you need to ensure that the information in your *last* one made them feel that it was worthwhile clicking on it. Think of this in terms of a ratio too – the quicker they get that value, the better the ROI has been for them. Keep your letters short and sweet then and pack them with as much good stuff as you possibly can.

Using Newsletters

A great way to use the email marketing strategy covered in this article is by publishing a newsletter.

This is more than just an article and when applied correctly will build your brand, establish you as an authority in your field, and generate leads, and sales.

LinkedIn has an advanced feature that provides you with the capability to publish your newsletter on their platform. There are 3 advantages to using LinkedIn newsletters:

1. You can invite your connections and followers to subscribe.
2. Your newsletter is available for anyone on LinkedIn to subscribe to and read.
3. When you publish your newsletter, LinkedIn will email the newsletter to all your subscribers as well as notify them on LinkedIn of the new issue.

This is just one of 3 advanced features available on LinkedIn. If you would like to find out how to activate and use these features for business growth, then visit the [LinkedIn Advanced Features page here](#) to find out more.

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