

Profit
ACADEMY

MODULE 6

SEGMENT 3



Tom: This is Tom Hitchens and Module Number 6, Writing Killer Emails. Now as a review, again I want to mention that this section is to review everything that you've been looking at in other sections, and up to this point, phase one is a detailed view of how to start your business. You need to step back now and not look so deeply at the details right now.

I want you to step back. This is reminder to look at the forest, not the trees. I want you to stand back and look at your business from a little higher level, little higher elevation so that you can begin to see exactly how this business is to be built and operated. If you focus on looking at your business as opposed to the individual details of your business, I think you'll get more out of this video.

We're going to start here by talking about writing killer emails, and in this class we're going to find good affiliate programs or talk about finding good affiliate programs. We're going to talk about types of emails that you can send and balancing the content with promotions in a balance that makes sense. We will talk about introducing your subscribers to a blog or your social media pages, and we're going to talk about an autoresponder series versus broadcast emails. We want to know what the difference of that is and how you use that to your advantage.

We're going to talk about email writing tips and tricks. Let's get started with that. Now the first thing we're looking at here is finding good affiliate programs. Affiliate programs are important, because before you can write killer emails you've got to have an interesting and/or a killer topic and a killer niche. People have to be interested in what you're talking about. ClickBank has a lot of great offers. It's a wonderful resource, and OfferVault is also very good too.

Not as many people [00:02:00] seem to use OfferVault that I hear talking about versus ClickBank and I don't believe that is absolutely true. I believe that there's just as many people using OfferVault as ClickBank. There is such a diverse choice between the two websites. Make sure that you look at them both and try to decide what is good for you to market to your list based on what your list is interested in.

The affiliate programs are nice and getting commissions are nice, but conversions are what I'm interested in. And maintaining

goodwill in my list, and I want to make sure that I give my subscribers the best chance of getting the best content and value by being on my list, so that they continue to remain with me and open my emails and click on my links.

You can also find good affiliate programs on Google and Networking, or by networking. I think networking is probably one of the best ways of getting good affiliate offers because you're going to actually meet the people that are creating the products that you're going to be selling. By networking and getting to know these people that have these products and you become an affiliate of theirs, you know how to contact them, you know how to talk with them and get the best value out of what they have to offer. They will assist you in any way they can. That's the best product that I've ever found is by networking and getting a list of friends together so that you can actually help each other out.

Now, types of emails that you want to send are the types that are balancing content with promotions. These are emails that you can send out on a certain strategy that will allow you make money, yet at the same time not turn off your list by just barraging them with constant offers day after day. Who wants to read an email like that? You want to have some content in there, and I believe that the best way you can write a killer email [00:04:00] is to give them killer content.

Content will always build value in a customer because they will always then trust you, like you and want to remain with you. When they trust you and like you, they will believe in your recommendation, so that when you ask them to do something or recommend that they do something like check out a page of yours that has an offer on it or whatever call of action you have for them to do, they're going to be more likely to respond in the positive nature for you because of your likeability and because you're trustworthy.

This takes time to build, by the way. Here's the most important email I believe you can send to someone. That is your welcome email. When someone opts into your list, they don't know who you are. They don't know what you're about, what your passions are. They don't know how likeable you may be or how trustworthy you are, and you only get one chance to make a first impression. If you send out just one email delivering something that you pressed

them in the landing page that they just opted in from, and then you sign off, well how do you know they're going to open your second email the next day? Why would they?

Give them a reason to like you right off the bat. They're never going to be more interested in you than they are right in the very beginning when you first get them to opt in.

Take advantage of that real estate. Take advantage of that opportunity. In that email, write something about yourself. Introduce yourself. Welcome emails are wonderful. Content emails are great because they give you the opportunity to build that customer value I was talking about, and they also give you the ability to blend in your promotional offers. You should use content all the time when you promote something. It gives you a reason to talk about that offer.

Don't just talk about the offer every day by saying, "Here's something I think you like. Go look at this. Here's another thing I think you like. Go look at this." Give [00:06:00] them some content. Give them some value. Talk about why those offers are wonderful. Why you think that they're the best thing for you. Tell a story and then through the course of that story, blend in or segue to an offer as a way of punctuating that story that you just told.

It's a great way to promote your offers through customer value. Welcome emails now, let's talk about these about a little bit more detail here. The purpose of a welcome email, as I said, is to build customer value and to make a friend. Get them to like you right off the bat. Also, you can do some administrative things here.

You want to make sure that they understand who you are because you've introduced yourself. But you're building trust, you're telling them how to open your emails and make sure that they whitelist your emails, because if they never get your emails, you're never going to get them to make sure of being on your list.

If they are using an internet service provider or an email client that has a lot of filters in it, it may just filter you out as spam. It's important that you tell them to read every one of your emails, because you're going to give them such good content they just don't want to miss any of the words that you write to them. Tell them that you're going to send them or introduce them to various

offers from time to time, things that you've invented yourself and you think are good for them and you want them to check out.

Let them know that you're about content, let them know that you're also about sending them offers from time to time. Now there's no confusion. It's always a good idea, maybe, to put a video in there. Give them a link to a personal video in one of these early emails you send them and let them see you talk to them. That is great in bonding and making friends and getting them to trust you. Once [00:08:00] they know who you are and feel good about your message, everything else is easy when you're trying to write a decent email series.

Content emails are wonderful for engagement because it gives you an opportunity to get your subscriber to do more than just read. You want them to respond. You want to send them to your social media pages. Provide value to them through these content emails. As I said earlier, the best way to write a killer email is to provide them with killer content. It provides good will. It sets up your offers. I have found, in my own email experiences with my list, that if I mix up my messages, my content with my promotions, sometimes I'll send them just a direct offer. It's talking about one particular thing that I want them to go check out.

I tell them why I want them to check it out, and if I build trust and if they like me and if they're engaged with me, they'll do what I ask them to do and it promotes good will.

Content is a wonderful way to promote good will, and if you give them great content, you're building great value. They'll stick with you longer and your open rates will remain strong. Your clickthrough rates will remain strong. These are things that are all generated through good content emails.

Now, offering promo emails are either you promoting affiliate offers, or it could be even your own offers. You also then can promote other people's products by selling solo ads. A solo ad is where you're actually ranking your list for the day. You actually take a person's ebook or audio file and you're going to give that to your list. You're going to give them an opportunity to opt in to this gentleman or a gentelady's email landing page. You send that out [00:10:00] and recommend it.

You tell them that you've checked this out, it's really awesome stuff. You want them to have an opportunity to check it out for themselves and you strongly recommend that they download that ebook or that audio file or check out a webinar or something that is on the Youtube channel. They will go do that if they trust you.

You get paid for that because you're actually selling that space to your list for that day. It's a wonderful way for you to generate revenue. Now guide your subs all over the place. Send them to your blog, send them to your Facebook page – all of your social media by getting them to do more than just open emails. It's a good idea, and I call this brand building, where you actually decide what your business is going to be about. Then, you blend in your emails to your list to get your subscribers to bounce to these various properties.

If you write a blog, send out an email about it and put a link in there. People will click on that link and go to your blog page. Same thing with any post you put on Facebook, or anything that you Tweet out, or if you have a Youtube channel and you put a new video out there. It's a great way to cross-pollinate from one property to another.

I strongly recommend that you do that and get your subscribers to bounce around and get engaged. Ask them for your comments. Ask them to look at various posts and check out offers that you have all over the place. It keeps it fresh, it keeps your message unpredictable. You don't want to send out the same drivel everyday in the same manner. I would get bored with that, wouldn't you? Don't ask me to see the same offer three times a week. Put things on Facebook and then send me over to Facebook and then the next day send out a Tweet and write about it in your next day's email.

Bounce it around, change the variety of what you're doing and guide your subs all [00:12:00] over the place. Your sales funnel is a great integration with this, because if you have a message that you've been talking about all week on your email campaign and then at the very end of the week, you send them to a sales funnel that is simply backing up or giving them added value or support to your message all week long, that's a great way to strategize how you're sending your subs around and getting them the best value to them.

Your autoresponder series versus your broadcast emails – they're very valuable tools for you in two different ways. First of all, if you're going to send a broadcast email, that is typically, you're doing a manual email that you're just sending out by clicking the 'send' button and it goes out immediately or out on schedule whatever time you want it to go. That's a onetime email.

The autoresponder series is a series of emails that you will write and you will load them into your autoresponder. If you wanted to take a 10 day vacation, it doesn't mean that your email campaign has to stop while you're on vacation. Your autoresponder will send out that series of emails anytime you want, whatever you schedule.

Now broadcast emails are great, because if something just pops up on the news and you want to talk about it in your email, that wouldn't have been loaded in your autoresponder 10 days ago because you didn't know about it yet! It gives you a great opportunity to keep your messages fresh and clean and talk about what you think is passionate that you're passionate about and you think is important.

That's the difference between the two. I encourage you to use them. When you use them, well, I've been talking about that. Basically it gives you an opportunity to strategize your messages. You can send out an autoresponder series when you want to talk about a promotion or set up a launch of any campaign that you're trying to do, then you would want to plan out your emails over [00:14:00] the course of a week or 10 days or even a whole month. Then your autoresponder series can help you with that.

As long as though you give yourself a few days' break in between, every once in a while, pause. Don't just send out 14 days of emails without any interaction or other off the cuff quick type emails that you would want to send to your list.

Give yourself some windows of opportunity to do that by placing blanks or spaces in your autoresponder series. If you're setting up a launch, that would take weeks for you to launch a new product, or you're setting up for a new campaign launch for an affiliate offer, set off maybe three or four days of emails through your autoresponder series and then take a break for two or three days through that AR and let yourself have a chance to react by writing broadcast emails that are set once at a time.

It also gives you an opportunity to send out newsletters. You may want to send a newsletter out once a week. You don't know what that newsletter is going to be about until about maybe the day before you prepare it to send it. If you had an autoresponder setup, it wouldn't give you the opportunity to do that. Email tips and tricks here. I want you to build your own brand.

I want you to find your own voice because your voice is your brand. Now what do I mean by voice? You have a voice in how you speak, how you communicate through emails, what you write in a blog, the type of business that you setup, the hobbies that you have and how you talk about it. That's your voice. Talking about that to your list could be done through webinars or Youtube videos or email letters that are long conversations, and then the next day you have a short promotional offer of some type or just a reminder or just "Have a nice day. Here's something I decided to send to [00:16:00] you, I hope you enjoy it."

Little gifts like that are fun. They keep things loose. They keep things real so that your list will enjoy getting the messages. That's your voice. You figuring that out is how you're going to generate your voice. We talked earlier about you having a blog and social media sites.

How you get your list to interact with those sites is also a part of you of finding your voice. Do engaging subject lines. Remember, you could have the greatest content in your email but if it never gets opened it's worthless. The first thing you have to do is to write an engaging subject line. Or, another strategy would be to write that subject line as the last thing you do. Prepare your email, and I do this a lot myself. I write an email and then I go back and look at the subject line that I may have started out with, and that subject line is no longer relevant because I changed my mind as I wrote my email.

Write your emails and then go back and look at your subject line if you've already written it, or write your subject line last. Make sure that your subject line is engaging. Remember this, you are maybe one of 50 emails that someone's going to accumulate in their inbox from the last time they were there until now. What would you do if you opened up your email on a morning and you saw 50 emails pop in? Would you open each one of those emails and check

them just to deal with those emails or would you think, “Oh my gosh. I've got 50 emails.”

If you're like me, you'll probably scan over who the email is from and what the subject line is, and decide right then and there if that email is ever going to get opened. If it's not going to get opened, you delete it or you flag it so that you can do a mass delete.

Then you're left with maybe the five or six emails you really want to open. [00:18:00]

Do you want one of your emails to be flagged for mass deletion? It will be if you don't focus on a decent subject line. That subject line is the most important thing you're going to do in this email. It's the most important. I think you should spend more time on your subject line than you do writing your email. Go back after you've written that subject line and look at it and see if you can make it better and better again.

The fewer words you have that creates the most salacious emotion in the person is to going to get your open, it's going to get the click. That's what the subject line is doing, it's selling the click. Get your click. Then when you get into the email body, pick up where that subject line left off. If you don't have a couple of good lines to get them interested and want to slide down that funnel into the body of your email, they'll never slide to begin with.

Get those first few lines to get them engaged, just like your subject line did. The subject line I spend time on, because I think it's very important for you. Now what I'm talking about also is developing your hook. You've got to have a message that will draw them in. It starts with that subject line. Develop your hook and continue it through the earlier part of your email and then they will continue to read.

Be personal but don't get creepy. The more personal you are, the more they'll like you. If you sound bland and robotish, who wants to read emails from someone like that? The people that I deal with when I'm teaching this business or if I'm just interacting with my friends that are doing this business, or I talk to affiliates or people that I network with, I hear people tell me all the time about how they're building a relationship with [00:20:00] with their list by

being personal, by being themselves and being interesting –and being fun.

Those the kinds of emails that get opened and responded to but you don't want to get creepy. You don't want to get so personal that you're telling these faceless people on your list things that you would tell your spouse or your girlfriend or boyfriend or your best friend. You just don't get that creepy. Keep it real. Be personal, but don't overdo it.

Always use the word 'you' in your emails and in your subject lines. I like to always, as much as possible, put a 'you' in the subject line because I want them to know that I'm talking to them. I don't want it to seem like a generic subject line, a generic email. It's like getting a piece of mail in the mailbox and it's addressed to 'Current Resident'. Well that's fine, I'm going to look at that for sure!

Now if it said, "Dear Tom," or "To Tom," or "This is just for you Tom," I may be more inclined to get that opened and look at it. Always use the word 'you' and that will help keep you focused on talking with your audience. Use open loops. An open loop is the end of every TV segment. If you're watching a comedy or a drama on television, the last thing they do – or even a newscast – the last thing they do is to create an open loop. They want to tease you with what's coming up. They want to tempt you with hanging around through the commercial break so that you will remain a viewer on that channel.

They want you to tune in to their evening news cast so they create an open loop. Human beings like order. We don't like to have things that are undone or things that are still left to do. We don't like any [00:22:00] loose ends. We like to tie things up and finish them. When you ask a question to somebody in your email and you say something like, for instance, "Let me ask you a question. What is the most tempting thing that you were asked to do this last week?" You have a question mark and then you might say something like, "Check my email tomorrow and I'll tell you what my answer is." That's an open loop. You've just asked a question and then teased the answer.

Now we've got to wait until tomorrow to see what this person is thinking about that answer. Or you can do that in content. You can

say, “Now tomorrow I'm going to continue this subject when I'm going to pick it up from here by saying this and this and this. This is the topic I'm going to talk about.” Create an open loop. Give them a reason to look forward to your next day's email.

If you can skillfully do that, you are writing a killer email. You're writing a killer email series and you'll get strong open rates from that. Open loops are very powerful tools. Another thing is to speak simply. Don't use complicated sentences; don't use a lot of words in sentences. Keep your sentences short and piffy. Make your point quickly.

It's almost the Reader's Digest version of someone else's email. Get to your point, put a period there. Mix it up. Keep it simple. That's the best thing I can tell you to do in trying to build a bond with your audience. Talk with them, at them. Show your personality. Be yourself.

I can't tell you how many people that I hang around with that are friends of mine and I just love them. They're great, they're funny, they always make me laugh. It's always fun to be with them and then I read their emails and they're horrible. They're just horrible. It's [00:24:00] like, “What happened to my friend? Who's writing this email?” It has nothing to do with their personality. It's almost like they put their personality on a shelf or in a jar and then went to their computer, and then when they were finished writing, they went back and got their personality out.

Blend your personality into your voice. Make that a part of your email. The reason I like you as a friend is because I like your personality. I like how you make me laugh. Share that same personality, those same traits with your list.

Watch out for spam filters. The best defense against writing a subject line is not to use the word ‘Free’ in the subject line. Don't put a lot of punctuation at the subject line. Don't talk about ‘wealth creation’ or put ‘money’ in the subject line. These are all things that these spam filters are looking for. Don't make an offer in the subject line. Learn to pick up on what emails get delivered and which ones don't, and you can tell by your open rates.

Watch subject lines very carefully because even in the body text sometimes, spam filters are getting very sophisticated now. They

will filter out what they believe to be a spam. Be careful about that. Set up a defense for yourself. Schedule your emails to go out intelligently. Don't send them out every day of the week. Don't bombard people with emails. Would you like to get hammered?

I don't. I like to see a variety of things. Send an email when you have something to say. There are days that I send emails out seven days in a week because I'm doing something. I have a purpose for sending those emails. Then there's days like this week for instance. I'm actually producing this video for you and it's a Tuesday and I haven't mailed to my list since Friday. I'm giving them a break. I've been hammering with two different promotions over the last three weeks. They've been getting six emails [00:26:00] from me a week. I like to send an average of about five a week.

I'd like to break up the middle of the week by missing one day, and I vary that day that I miss. Sometimes it's a Monday. Sometimes it's a Wednesday. Then I like to miss one of the days on a weekend. Usually it's Sunday. I'll give them a break, or maybe I'll send to them on Sunday but I'll skip Saturday. Schedule intelligently.

I'll send my emails out in the morning, not at nine or eight o'clock because that's maybe when someone's doing the bulk delete that I was talking about earlier. I'll send my emails at around 10:00 or 10:30 on a Monday, and I'll send them out 9:00 AM the next or the other days of the week. If I'm sending in the afternoon, I'll send around three o'clock. I don't send at lunch time because they're not there to receive my email, typically.

I certainly don't send emails out in the evening, because people are with their families. They're watching television; they're out. I want to send the email when it has the greatest chance of being opened the moment that it arrives. I want someone to hear that little 'ding' on their email client and look down and it's from me. That's what I'd like to have happen. Think clearly about when you schedule these emails.

Use PS's in your emails. Many times people will scroll down through the email and just get to the PS because they want to get to the bottom line. All right, what's happening? They don't want to read through the body of the email. They get to the PS and that's where it's all happening. Repeat your message, but summarize. Keep it spiffy and quick.

If you have a link in your body text, repeat that link in the PS, because people that are doing what I just described will then be able to see that link and still respond to it. It's also a good place for you to create your open loops in your PS.

Now let's review what we've talked about here. We spoke about finding good affiliate programs, and then we talked about the types of emails that you can send out and balancing that content [00:28:00] with promotions. We talked about introducing your subscribers to blogs and Facebook and all of your other social media, and bouncing that subscriber list all over the place and keeping a variety of messages and activities that you're asking them to do.

We talked about an AR Series versus your broadcast emails and how that's important, and we spoke about email writing tips and tricks, which I hope you found useful. Now go out there and write an awesome email campaign. Good luck with that.