



**Supercharge Your  
Marketing for Less Stress,  
More Clients, and More Cash  
in Just 4 Weeks**

**With Jennifer Henczel**



*Jennifer*

## Supercharge Your Marketing for Less Stress, More Clients, and More Cash in Just 4 Weeks

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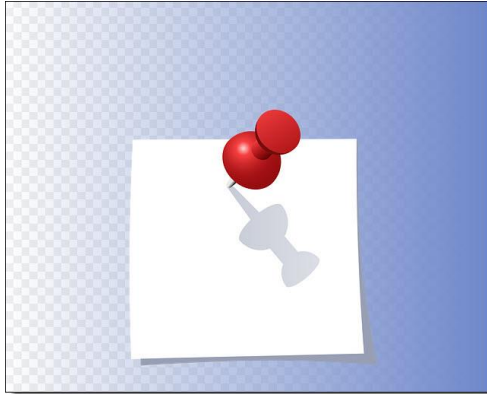
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## Module 2 - Leverage the Power of Email to Reach and Serve More People While Creating Cash on Demand



You can create all the products in the world. You can even promote them night and day... but unless you are building a subscriber list, you are throwing eighty per cent or more of your hard work out the window. Don't let anyone else tell you otherwise – email marketing is not only alive and well, it is essential to any successful business.

Yet many marketers neglect list-building, or pay it only token attention; sometimes focusing instead on social platforms like Facebook.

And while a well-run Facebook page can attract many fans (particularly if you advertise by promoting your page), all that interest and buzz is virtually useless if you don't include a way or a call-to-action leading your fans to sign up to your list.

Persuading or inspiring people to sign up to your subscriber list is not the be-all and end-all of email, however: It is only their introduction to you.

Signing up for your list is just the beginning, and you should view it as so.

### The Benefits of Growing Your Subscriber List via Email

Getting permission from your subscribers to email them allows you to:

- Continue and build your relationship with them
- Become a familiar presence in their lives
- Create trust – the first step to loyalty
- Find out what they need and what they think
- Become aware of—and solve—customer service issues
- Create products specifically for them
- Get valuable feedback on your products
- Allow your subscribers to feel as if they have exclusive privileges (they can communicate with you privately, on a one-on-one basis)
- Refine your present and future products to be even more closely aligned with your customer or client base
- Sell to an audience that already trust you (and in many cases have already purchased from you—always easier than drumming up new “prospects”)
- Present products for which you, yourself, are an affiliate—products you know they will really thank you for introducing

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- Present them with the chance to become your affiliates
- Each one of these affiliates will introduce you and your products to the people they know, expanding your reach—and your customer base.

## Step One: The Importance of your First Contact



Your new lead has signed up for your email list and confirmed that she agrees to receive mail from you. At this point, however, she is not concerned about that: *She simply wants to receive the gift your landing page or contact-form-call-to-action promised.*

Here's what you need to make sure happens with your very first email contact:

- 1. Your new subscriber is able to easily download your gift.** There is absolutely no confusion over what to do next—and no distractions.
- 2. The gift delivers what was promised** and delights your new subscriber so much, she resolves to bookmark your site or remember your name.
- 3. The gift makes your new subscriber want more** of your products, teaching—and contact. The next time an issue comes up concerning her niche passion, she should automatically think of you—of checking out what you have to “say about it”.
- 4. Your subscriber should open your next email** because she:
  - a. Experiences warm, happy feelings when she sees your name
  - b. Trusts that what you are going to say will be interesting
  - c. Is curious about what your subject line
  - d. Remembers your name
- 5. Your new subscriber should anticipate more emails with pleasure**—particularly if you finish your welcome-download-thank you sequence with a promise of something truly interesting in your next email (or soon)
- 6. Your new subscriber should eagerly check out your next offer—paid or free.** And this offer should be in your very first email series

Put yourself in your new subscriber's shoes. When was the last time you downloaded something that pleased you so much, you looked to see what else the donor had to offer?

That is what you want to create. And you don't do it with a single email: You do it with an **email series** (six to twelve emails born of the same initial event—in this case

What you are doing is sending your initial welcome-download-thank you emails... then keeping the momentum (and contact) going with **follow-up emails**.

## Step Two: Avoiding Common Email Marketing Mistakes

You can go a long way towards mastering email marketing in minutes—by become aware of common email marketing mistakes, and resolving not to make them!

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Here they are:

- 1. Getting too busy to email your list:** This is one of the most common (and the most fatal). You never want your subscriber to forget who you are!  
Following a system and automating your email marketing (the mechanics of it, rather than the writing) will go a long way towards ensuring you don't fall into this particular pit with the thousands of other failed, self-sabotaging marketers
- 2. Spending hours Autoresponder-wrangling:** Ever get yourself confused, trying to segment your one list into three more targeted ones? Simply trying to upload an email series and place them in the right sequence?  
(It's enough to make you give up on email marketing – right?)  
Keep your attention on writing fantastic emails – not on the mechanics. Outsource Autoresponder management to your VA!
- 3. Inconsistency:** Otherwise known as the “feast or famine” syndrome. Either you are bombarding your subscribers with email after email... or the gap between emails grows so long, they really do forget who you are—and you've lost them.  
Planning your email series to complement your upcoming marketing campaigns and scheduling in advance are the keys to avoiding this list-killer.
- 4. “Selling”:** Yes, of course we want to sell products: But if your subscriber starts to feel that the only time you write to her is when you want to dip your hand into her pocket, she'll quickly become disillusioned and unsubscribe.  
Focus first on helping your subscriber. Mix your sales messages in with tips, free mini-courses, breaking industry news that will affect her, a funny story from your own life, an experience you had that she will relate to (and that might help her).  
If she feels that helping her with life's challenges and particularly that you care about helping her master whatever niche passion you two share, she will trust you and look forward to your messages.
- 5. Not writing to one particular person**  
Another overlooked error. Don't imagine a list when you write your emails (“my subscribers”): Think of one particular person. Perhaps it's the nice new subscriber who left the comment on your blog about how helpful your podcast was in helping her re-upholster her grandmother's chair; or a Facebook fan who always asks questions and leaves chatty comments; or even the subscriber you met at the last NAMS event... but do imagine one particular person—and write as if you were corresponding with her alone.
- 6. Writing about yourself instead of for/to your subscriber**  
Remember: You're writing to *help* your subscriber. Talking about yourself is fine if you're sharing a story your subscriber can relate to... but not if you're just venting without a relevant point,

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boasting about achievements (unless you're pointing out how easy it would be for your subscriber to achieve this particular goal too)—or pontificating.

(One of the easiest ways to help your reader feel that you care about her: Use “you” messages rather than saying “I... I... I...” all the time.)

## 7. **Being Impersonal (be yourself!)**

Read your own messages. Are you boring even yourself? Do your emails sound as if they were written by a faceless corporation?

Don't be afraid to inject your personality and your conversational style into your emails. Sure, you'll put some people off (but not as many as you might think—and, trust me, these will be the people you WANT to put off!) But others will feel like they're getting a “real letter”, and will relate to you much more warmly.

## 8. **Swearing**

The only time you should ever swear in a subscriber email is if you know you your subscribers swear heavily too. And even then, you might be surprised at how offended some of them get if you use the swear-words they do.

That being said, don't pussy-foot around your subscribers. If you naturally say things like “hell” and “damn it” in your blog posts, don't suddenly stop sounding like yourself. The truth is, there are people who will object to the oddest words that you don't consider offensive at all: (For example, the subscriber who objected to the word “Train” in a training program!)

Write your emails naturally: Then, when you re-read them, just ask yourself: “Do I really need to swear to get my point across?”

## 9. **Not tracking and weeding out your list**

Lists are alive. They swell and recede, like the tide. They are fluid and ever-changing. People subscribe... and unsubscribe.



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If you are not tracking your emails and seeing what causes Unsubscribes, how many click on a certain link rather than another, and (simplest of all) who has bought from you and who is still fence-sitting, you are operating out of insufficient data. Your campaigns won't be as focused as they should be, and that will result in mediocre (or no) sales, compared to high sales.

### 10. Boring subject lines

If your subject line doesn't create intrigue, interest, amusement, eagerness, excitement or anxiety to open, you have a boring subject line.

Read on, to find out how to remedy that!

**TIP:** Tracking can be confusing—and sometimes even draining. Outsource tracking to a VA who is excellent at interpreting data.

## Step Three: How to Write the Perfect Email Series

You need to hit a bull's-eye on every one of these elements in order to create perfect subscriber trust – and have your subscriber remember you and feel that rush of pleasure when she sees your name in her inbox.



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She should feel as if she's getting "real mail" from a friend, instead of that welter of "marketing messages" she regularly ignores, deletes – or unsubscribes from

## 1. What your Subscriber Sees in her Inbox

### Your "From" field:

Before your subscriber will open your email, she has to know you are not spam: She has to know who you are – and remember you.

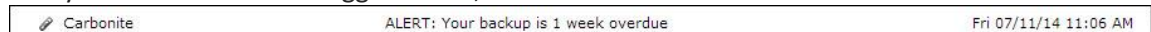
Help her by making sure your "From" field clearly displays your name (the one she first "met" you under) and a clue as to your topic or where your subscriber should know you from. (E.g. "Nancy Norff, the EZ Website Builder")

### Your Subject line:

Your subject line has to do one simple job: Grab your subscriber's attention. We've already talked about what a strong subject line should create, but it should also stir either an emotion—even if the reader doesn't identify that as such.

(It is worth pointing out that "Curiosity" is not an emotion—but if it is strong enough, it doubles as one!) Above all, your subject line has to immediately say what is in it for your subscriber if she opens it.

And yes—do be aware of trigger words, such as "ALERT:" or "REMINDER".

 Carbonite ALERT: Your backup is 1 week overdue Fri 07/11/14 11:06 AM

Your subject line doesn't have to be original (though that can help, sometimes) or win an award for literature: It just has to get your subscriber to *open your email*.

(It should also **not trigger your subscriber's spam filter!**)

## 2. What Your Subscriber Sees When She Opens your Email

Congratulations! She has opened your email – but oops, she still has to decide whether or not it's worth reading.

Number one is to make sure your subject line didn't mislead! It should be about what she's expecting to read.

And now your first paragraph has to "hook" her so the rest of your email can "reel her in".

This is where a question and/or personal anecdote can do the trick admirably. It should be something you are sure she can relate to:

Hi [redacted],

Have you ever woken up and realized you missed your sister's birthday completely? Well, I did that yesterday and since my sister is still recovering from a series of tragedies starting with her marriage break-up and ending with the death of her fridge on Tuesday, I felt especially bad.

## 3. Name the problem and promise a solution

Of course the email excerpt above went on to provide a way to ensure forgetting someone's birthday never happened again, while making the person feel extra-special. But you can also identify a problem and give a "tip" as the solution, rather than sell the reader something.

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## 4. Be up front

Don't be afraid to tell your reader you've got that solution – and give it. Then...

## 5. Tell them what to do

Don't just stick a link in: Actually tell your reader what to do next. ("Sign up for my free 7-part mini-course" or "Click on the link to get your EZbucks credit".)

Think of ways to inspire your reader to click immediately. While the old "time-limited" device is still valid and does get results, use it as a last resort or **test your time limits** to see if they increase or decrease sales.

Make your time limits realistic. Better to give your client three days, then send a "LAST MINUTE REMINDER" than to make the time frame incredibly short. "Only 50% off for the next three hours" is too short a time frame: It is also arrogant, because it assumes that your subscriber can drop everything and has nothing better to do than sit watching her inbox.

Subscribers who check their inbox four hours later are going to be very annoyed and if your offer was a great one, they will make more work for you by sending you irritated emails demanding another chance to buy.

(This puts you in the awkward spot of saying "no" or expanding your time limit, which means they will ignore the next ultimatum.)

## 6. Add a "P.S."

Some people consider the P.S. an overused device. Others insist they still get the majority of their click-throughs from the link in the P.S. itself.

(And that's the traditional marketing function of a P.S.—to give your subscriber a "last chance" and a last prod into clicking.)

One way you can make the P.S. device original include making the P.S. contain a "surprise" offer, coupon or freebie—one that, even if it points to a paid product—feels like a nice gift.

## 7. Follow up!

Read the feedback you get on each email you send out, if there is any. (Ask questions your reader will just burn to answer, to generate that feedback.)

Ask your subscriber if:

- She downloaded your product successfully
- She's had a chance to try it out yet. (Send this AFTER at least three days! Don't bug her with this question an hour after she's bought it!)
- Invite her to ask questions or contact your VA (if you have one) if she has any problems
- Send her another email before the week is out, so she remembers who you are.

**Plan your promotions and corresponding email marketing campaigns** ahead so that you can take advantage of key events in each business year. (Seasonal needs, holiday needs, anniversaries, etc.)

Email marketing should always go hand in glove with your marketing campaigns... even though your subscriber should always feel the emails are **spontaneous**.

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## Step Four: Making Maintaining an Active Email List Easy on Yourself—While Saving Time!

The best way to create powerful emails: You write them then pay someone to Autoresponder-wrangle. (I.E. upload them in sequence; split your list into segments when necessary for even more targeted delivery; check and report on your Autoresponder click-through stats, etc.)

If writing is not your forte, hire a VA who loves email-writing or outsource to a copywriter who mentions email marketing as one of her specialties: Then read over what your contractor has written, and customize it as much as possible in your own words.

Email marketing is essential to building a strong, active and highly responsive list. Don't leave it to chance—or for when you've got "a few moments". Outsource the day-to-day mechanics and concentrate on truly keeping in touch.

## Tools:

The tools I most highly recommend for lead capture, email marketing, and relationship building is:

**Constant Contact** - Sign up for a free trial [HERE](#)

For scheduling your social media, I recommend:

**Hootsuite**: Schedule your social media content - [Get the Pro version](#)

For eye catching landing pages and to connect with Constant Contact for lead capture, I recommend:

**Instapage**: Get more conversions - [Sign up](#)

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*Jennifer*

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