



EMAIL MARKETING

Essentials & Blueprint

What is “marketing,” anyway? My basic definition is that it is getting the right message to the right people via the right media and methods.

- Dan Kennedy

What are the Essential PARTS of your email?

1. Sender Name & Email
 - ✓ Don't use info@
 - ✓ Use a real person
2. Subject line
 - ✓ Use short subject lines
 - ✓ I suggest lower case formatting

What are the Essential PARTS of your email?

3. Greeting
4. Opening - HOOK
5. Body - LOOK
6. Closing - TOOK
7. Sign off
8. P.S. and possible P.P.S
9. Signature block

What is the Essential PURPOSE of your email?

1. Promote the “click”
2. Build curiosity
3. Establish authority
4. Get people to know you
5. Provide “just enough” value
6. Give “just enough” details
7. Again, promote the “click”

Your Email Blueprint

1. Choose a theme

- Personality
- Q&A
- Quote
- Current events
- Giveaway
- Content
- Webinar
- Prospecting
- Launch

Your Email Blueprint

1. Choose a theme
2. Create your subject line
3. Select a “type” of email
4. Answer the question “WIIFM”
– “What’s In It For Me”
5. Give a CLEAR Call to Action
6. Sign Off
7. Give a second call to action

Tips and Tools to Help You Get More Success

1. Email subject tester ->

<https://sendcheckit.com/email-subject-line-tester>

2. Use pictures sparingly

3. Use a gif to engage the reader <https://giphy.com/>

4. Use short paragraphs, no more than three lines

5. Don't focus on "opt-outs"

6. Focus on "clicks"

Tips and Tools to Help You Get More Success

7. Open rates are inaccurate

8. Use **bold** to help make important lines stand out

9. Avoid using “Click here” instead use “Go Here”

10. Plain text emails work best

BONUS: Take your emails and turn them into social media posts

The money is in the list!

- Dan Kennedy

POWER MULTIPLIER



- *Get a Copy of These Slides*
- *Sample Emails that You can Swipe and Deploy*
- *Marketing Golden Rules Checklist*



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