

**EMAIL**  
MARKETING EXCELLENCE

# EMAIL

## MARKETING EXCELLENCE



## Your Email Marketing Mastery Cheat Sheet!

If you've read the Email Marketing Master book, then you should by now have a full, comprehensive idea of how best to approach building a massive, highly targeted list and getting them to listen to your recommendations and buy your products.

We covered nearly everything there is to discuss in that email, but some people may have found it all a little bit *too* much to swallow in one go.

Never fear though, for here you have your email marketing mastery cheat sheet! Here you'll find the secrets to mastering email marketing distilled to its essence. You can check back here every time you need inspiration or a nudge in the right direction...

### The Set-Up

To set up your email marketing strategy, you'll first of all need an autoresponder and an opt-in form. The autoresponder is what you'll use to manage the contacts you get and is what you'll use to create your opt-in form. Common autoresponders are:

- Aweber
- GetResponse
- MailChimp

The opt-in form meanwhile, is the form itself that people will fill in when they want to join your mailing list. This can be embedded where you need it.

And where will you use it? Most likely in the following places:

- On your homepage – here the entire website should essentially point towards the mailing list. This is the 'objective' of your website.
- In the sidebar as a widget
- On a 'squeeze page' – an entire page dedicated *only* to getting emails. This will use persuasive writing and a narrow layout.
- Within your content
- Pop-overs

Use a free incentive to encourage more people to sign up. Just make sure that this doesn't inadvertently encourage people to sign up *only* for the freebie, or put them off buying from you. The best incentive is the email itself!

## Marketing

You're now going to use PPC, social media marketing and SEO to drive people toward your mailing list and your content. The content itself is going to act as a 'free taster'. This should show people the quality of content you're capable of delivering, motivating them to join your mailing list.

PPC can be used to target very specific people while CPA through Facebook Ads means you'll only pay when someone signs up.

You can also use:

- Solo ads
- Ad swaps
- Guest posts
- Your own contacts

## The Emails

The key for your emails themselves is to offer *great* value. This is how you build trust and it's how you get people to actually listen to you. Make sure that your emails use engaging subject headings that won't get filtered by the spam filter. Avoid using more than **50 characters** and avoid marketing talk.

Most important is once again to offer *unique* and meaty content.

From here, you can then move on to selling. You'll likely do this with an autoresponder series that will use a sequence of emails to get your buyers interested in your product and then ultimately sell to them.

Remember AIDA.

A: Awareness

I: Interest

D: Desire

A: Action