



Focus On: eMail Marketing Workshop

How to Get More of Your Subscribers Clicking
More of the Links In Your eMails, More Often

...even if you've never written sales copy before!

Tim Dodd

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Workshop



3d Consulting Services

Contents

Preface	1
Introduction	2
Highly-Effective Email Calls to Action & When You Should Use Them	5
How to Get People Engaged In Your Campaigns & Opening Your Emails	8
Your Own Engagement Email Sequence Template	11
The 5 Types of Emails You Should Send Subscribers (But Probably Don't)	16
How to Get More Clicks From Your Email Campaigns	20
Top 20 Tips That Keep Subscribers Reading	24
Critical Mistakes That Kill Email Results & How to Avoid Making Them	29
How to Optimise Your Click Through Rate.....	32
Your Guide to Creating a 3-Part Email Series That Subscribers Enjoy & Engage With.....	35
How to Plug Any Leaky Calls to Action!	37
Appendix 1: Your 7-Step Checklist for Writing the Perfect Call to Action in Every Email You Send	40
Appendix 2: A 5 Part eMail Series That Promotes a Professional Business Coaching Service.....	44

Preface

Everything contained in this workshop is focused on one outcome: getting the reader to click. That means you'll be getting training and templates that will help you to:

***Get more of your subscribers clicking
more links in your emails more often.***

But...

Don't lose sight of what makes email marketing work: *investing in your list*.

On the other end of every email you send out is a real person. A person who has problems he or she wants to eliminate; a person who has objectives they want to achieve.

While you are in the business of making money from whatever it is that you do, your business is made up of real people just like you.

It's important that you remember that all effective marketing flows out of the relationship you build with your tribe.

People do business with those they know, like and trust. You have to earn that and keep nurturing that for the long haul. Invest in them and they will invest in you. Otherwise, they'll unsubscribe from your list and find someone else who will do what you are unwilling to do.

Yes, everything in this package of resources will help you get more clicks ... but only if you are actively providing your subscribers with useful content that helps them achieve the outcomes they desire.

Clicks are given when content is given.

Introduction

Maybe you already have a database of contacts and clients, but you'd like to improve your sales conversion rate with them. Or perhaps you're getting ready to build a list, and you're looking for ways to start off on the right foot. Either way, this workshop is going to show you how to design a multi-part email series to help you boost your conversion rates on just about everything you sell.

If you're just sending out a single email about what you do to new prospects when you meet them, then your conversion rate is going to be fairly abysmal. That's because most people don't buy the first time they encounter something new. They need to hear about it multiple times

When you send multiple emails all promoting the same product or service, then you're much more likely to get a higher conversion rate because you're building up familiarity and value for that product or service.

That's what this workshop is going to get you to do. First off, you'll learn a few tips and tricks for constructing your email series. Then you'll get an actual five-part template that you can use to promote a single product.

Are you ready to improve your conversion rates and really start profiting from your database?

Then let's jump in with some conversion-boosting basics...

Conversion-Boosting Basics

Think about some of the times you first heard about a new product, service or even a type of business.

For example: the very first time you heard about Facebook you may not have signed up for it. Or the very first time you heard about a new type of cereal, you may not have purchased it (especially if it didn't come from a brand you already knew and trusted). Or the first time you heard about a new video game, you may not have rushed out to buy it.

The same goes for a lot of products and services: movies, books, restaurants, software, gadgets, electronics and so on. We often need a few exposures in order to build our interest in the product.

Sure, in some cases you may feel like you did in fact buy as soon as you heard about the product, but chances are you heard about it multiple times first. Maybe you saw an ad for it. Then you overheard a friend talking about it. Perhaps you even saw something on the news about it.

You may not remember all these exposures to any particular product, but there's a good chance they occurred and contributed to you eventually purchasing the product. That's because familiarity alone can help sell a product. When something is familiar, we tend to trust it more than something that is unfamiliar to us.

The second thing multiple exposures does is keeps the product in front of people. You've heard the saying, "out of sight, out of mind" ... right? This applies to your products and your business too. In order to build "top of mind" awareness with your prospects, you need to keep your offers in front of them.

Finally, multiple exposures to a single product give you a chance to build up the value of the

product. It also helps you do things like overcome your prospects' objections.

So what's the bottom line here? Sending out multiple emails which all promote the same product will create a higher conversion rate for you. This works whether you're selling a newly released product, or one that's been on the market for some time.

So let's take a look at the sequence of emails as well as the typical structure of one of those emails...

Structure of a Response-Boosting Email Sequence

A good multi-part email sequence will do the following to help close sales for your own product or service or an affiliate offer you might want to promote for a partner:

- **Create interest & desire for the product.** Multiple messages all extolling the benefits of a single product will help build interest & desire for it.
- **Build value for the product.** Your email sequence should repeatedly point out the main benefits of the product, which builds value for your offer (and helps prospects to justify their purchase).
- **Overcome objections.** When people aren't really sure if they should buy something, they often find a solid reason to not purchase it. Then they can feel comfortable with their decision, since they figure the product (or offer) isn't a good fit for them. Your job is to overcome these natural objections and strip away any excuses your prospects may have for not purchasing the product.
- **Prove your claims.** Sometimes people just don't believe your claims. You need to show them that what you say is true by offering some form of proof. For example, a "before" and "after" photoset of you for a weight loss product is good. But a photoset from a satisfied customer who enjoyed great results is even better.

You'll see exactly how to integrate these components into your email sequence just a bit later in the course, as you'll get a template for a five-email sequence which hits every single one of these points and pushes prospects towards your buy button.

The other thing you need to keep in mind is timing. If you send out one email per week, your prospects are going to lose interest as time goes on. When you're building excitement around a product, you need to send out the emails in the sequence more frequently. That's why I suggest you send emails out one or two days apart, and preferably no more than three days apart tops.

Now let's quickly go over the structure of an individual email...

Structure of an Individual Email

The actual structure of the email depends on the type of email you're sending. In general, each individual email should have the following components:

- **An attention-getting subject line.** If your subject line doesn't catch your prospect's eye, then the rest of your email doesn't matter (because your prospect won't open it). That's why you need to spend time crafting an attention-getting, benefit-driven, and/or curiosity-arousing subject line.

For example, "diet tips" is a pretty boring subject line.

Now consider this: “The #1 secret for getting rid of belly fat”

I think you’d agree the latter’s much stronger because it provides a benefit (getting rid of belly fat) and arouses curiosity by using the word “secret.”

- ***Something to increase desire for your product.*** How you accomplish this depends on what type of email you’re sending. Generally every email you send should convey the main benefits of the product. Beyond that, however, your email might offer proof of your claims, overcome objections, or even emotionally engage the reader with a rapport-building story. You’ll see how this works just a bit later in this report as you start learning about the five different types of emails.
- ***A call to action.*** Finally, every email you send should specifically tell readers what you want them to do, such as “click here to claim your copy before this offer is gone!”

Highly-Effective Email Calls to Action & When You Should Use Them

A button or link doesn't do a whole lot on its own to compel someone to take action. That's why you need to specifically instruct people on what you want them to do next. This is referred to, of course, as your call to action or CTA.

Heads up...

There is no one-size-fits-all Call to Action. That's why you'll want to take a good look at all ten of these effective CTAs and start to understand when you should use them...

1. General Offer Call to Action

This is a call to action that you use when you want someone to purchase a product or service, but you're not offering any discounts or other special offers.

For example:

- Click here to purchase this meal-planning app today – and do it now, because this is your key to losing weight and getting healthy!
- Take out your credit card and click here to join the #1 copywriting club – this is a great way to start making more money with every sales letter!

This is probably one of the most common calls to action you'll use, as it's a great way to promote a product at the end of a piece of content.

2. Special Offer Call to Action

Whether you're launching a product or you just want to drum up some sales with a special offer, this is the call to action to use.

For example:

- Click here now to claim your 50% discount – but hurry, because this coupon expires tomorrow!
- Be one of the first 50 people to order this tub of whey protein, and you'll get a second tub absolutely free! So click here now before this special offer ends...

3. Upsell/Cross-Sell Call to Action

If you've already convinced your reader to purchase a product, then your next step is to persuade them to purchase something else. Ideally this call to action should go on the order page itself, although in some cases you may offer it as an additional option right inside an email, particularly in a follow-up (post-purchase) email.

For example:

- Click here to double your whey protein order for just £25 more...
- Click here to upgrade to the gold membership, where you'll get two free coaching sessions every month...

4. One-Time Offer Call to Action

The idea here is to present a one-time offer. If the prospect doesn't take advantage of the offer, they'll never see that particular offer again. This special offer might include a discount, bonus products, or both.

TIP: If you want to create even more urgency with a one-time offer, then present a countdown timer next to the offer. For example, you might give your prospect 60 minutes to order, before the offer disappears off the table forever.

For example:

- You'll only see this offer one-time, so order in the next 60 minutes before it's gone for good!
- This is a one-time offer that you can only take advantage of today, so order now to avoid disappointment!

Here's the next Call to Action you'll want to use...

5. Lead Generation Call to Action

Now you may be looking at this CTA and thinking, "Wait a minute... why on earth would I want to use a lead-generation call to action when my leads are already on my mailing list?"

There are two good reasons to direct your subscribers to join a mailing list:

1. You can segment your list by offering your subscribers freemiums for joining your other lists.
2. You may be doing a joint venture where you tell your leads to join your JV partner's mailing list (and they do the same for you).

For example:

- Enter your name and email address in the form below, and then click "submit" to download this free WordPress plugin!
- Click here to get your free golfing report – it's sure to shave strokes off your game, so claim yours today!

This gets your existing subscribers onto an additional list with additional targeted mailings to create additional streams of income!

6. Free event Call to Action

One of the most valuable ways to offer information is through a live event such as a webinar or even an offline workshop held in a hotel or other conference room. These sorts of events are also great ways to generate leads or even segment an existing list.

Here are two examples of how to put this call to action to work for you:

- Now you too can discover the secrets of getting washboard abs – click here to register for this free webinar!
- Are you on the path to retiring with at least one million pounds in the bank? Find out tonight at 9:00 by hopping on this free webinar. Click here now to register – and hurry, because seating is limited...

7. Contest Entry Call to Action

If you're looking for a way to drum up some excitement in your niche, you might offer your prospects and customers a chance to win prizes through a contest.

Here's what your calls to action might look like:

- Click here to enter the contest for free—and do it now, because you'll kick yourself if you miss out on winning these great prizes!
- Click here to enter the contest now—and be sure to tell your friends, because you'll get an extra chance to win if you share the contest on social media!

8. Get More Info Call to Action

Sometimes you may want your prospects to contact you for more information. Maybe you want them to call you for a free consultation, or perhaps email you about their needs. If you do any pre-sale consults, then you'll want to use this call to action.

For example:

- Click here to begin your free 15-minute consultation (hurry, this offer is limited to the next 25 people who act now...)
- Click here to get your free no-obligation estimate for web development and marketing – you might be surprised at just how affordable it is to put your best foot forward!

9. Read More/See More Call to Action

Sometimes when people get to the end of a piece of content, you simply want them to look at another article, read a social media post, or perhaps watch a video. That's where this call to action comes in. It's a great way to get people to your blog to see your ads, and it also works well to get your prospects to watch a pre-selling video.

For example:

- If you liked this article, then you're going to love Part 2, where you'll discover 10 more fat-busting secrets. Click here to read it now...
- The very best way to learn how to tune a carburettor is to watch someone else do it first. Click here to watch a video where you can literally look over my shoulder as I clean and tune a '66 Mustang carb...

10. Social Media Sharing Call to Action

If you're trying to kick start a viral effect, then you'll want to include this call to action alongside the content you want shared.

For example:

- Your friends will love finding out this secret too! Click here to share it with them on Facebook...
- Do you know anyone else who's struggling with insomnia? Click here to share this article with them so they can start getting some much-needed sleep...

How to Get People Engaged In Your Campaigns & Into the Habit of Opening Your Emails

Every business owner looks for ways to generate more income from their email campaigns. Well here's where it all starts: you need to get people in the habit of opening your emails.

If your subscribers are not opening your emails, then they're obviously not going to see your awesome content and strong calls to action.

So how do you get people in the habit of tapping open your emails the second those emails hit the recipients' inboxes? Take a look at these seven proven ways...

1. Send Emails When Your Audience Can Take Action

Since so many people have mobile phones, most folks are almost always connected and monitoring their inboxes. However, just because they're monitoring emails doesn't mean they have time to take action on them.

If they open your email and don't have time to take action, then it's unlikely they'll remember to take action later. By that time, their inbox will have filled up with your competitors' emails. Yikes!

So what you need to do is figure out when your readers are not only online, but they also have time to respond. Here are four steps you can take to figure out the best time to email your list:

- See when most of your subscribers originally joined. For example, if a lot of people seemed to join on Tuesday morning, then that's probably a good time to send emails.
- Think about your audience. Where do they live? Do they work? If so, what are their work hours? What kind of hobbies do they have and when do they do them? Answer these types of questions, and you'll get a better idea of when your prospects have time to read emails.
- Look at when your audience is otherwise active. For example, when are they commenting on your blog or social media pages?
- Test and track. Ultimately, this is the best way to figure out exactly what days and times are best for mailing your subscribers.

2. Broadcast Emails Regularly

The idea here is to get your subscribers used to receiving your emails on certain days at certain times. Indeed, you want your subscribers to look forward to your regular emails.

For example, you might create a regular feature, such as offering a new freemium every Friday. You can bet your readers will eagerly open every email they get from you on Fridays!

3. Offer Your Best Content and Deals

Sometimes email marketers figure that since they're offering their newsletter for free, then they can offer content that's worth zero pounds. That is just the opposite of what you want to be doing. Instead, you should be offering your BEST content to your readers.

Understand this...

You want your readers to be thoroughly impressed every time they open one of your emails.

That means you should be consistently sending out high-quality content.

Every. Single. Email.

You should also be offering your best deals to your subscribers. Reward them for staying on your list by offering bonuses and discounts that they can't get anywhere else.

4. Build Anticipation

The idea here is to use your current email to boost response for an upcoming email. You do this by building anticipation, as well as telling readers exactly when to expect the next email.

For example: "Stay tuned, because tomorrow you'll discover a surprising way to save thousands of pounds on your taxes this year. You won't want to miss this, so keep an eye on your inbox..."

5. Use Relevant Subject Lines

You can get away with using irrelevant subject lines... once. But once you do one "*bait and switch*" where the subject line doesn't match the content, your readers are going to lose faith in you. And that means they won't open your future emails.

Let me give you an example...

Subject line: Here's your £5487 affiliate check...

Email Body: If you join my affiliate program today, you could be receiving emails like this every month!

See how that works? You get people thinking they're getting money, and then you pull a fast one on them. They're going to be disappointed. They're going to trash your email. And they might even unsubscribe. In other words, use only relevant subject lines ... not "clickbait" type subject lines!

6. Format for Mobile

More and more people are checking their emails on their mobile phones, which means you need to be absolutely sure your emails look good. Of course if you're sending text, it's generally no problem. Just be sure to have plenty of white space, and put links on separate lines so they stand out and they're easy to tap/click.

And what if you're sending HTML emails? Then you need to be sure you're using a **responsive design template**. This means the design, images and columns should naturally grow or shrink to best fit the user's device and screen size.

7. Resend Unopened Emails

Most major email service providers (such as Aweber or GetResponse) provide tools for you to track how many people are opening your emails and clicking on your links. Better yet, these service providers also give you the tools to segment out the people on your list who didn't open your last email. And that means you can send a follow-up emails to those folks.

Heads up...

Don't send out same email with the exact same subject line and pre-header (preview) information. It's possible the recipient decided to simply not open your last email because it didn't grab their attention. So offer something new—a new benefit, and/or a pinch of curiosity to persuade them to open this “new” second email.

Your Own Engagement Email Sequence Template That Turns Content into Clicks

This sequence is all about giving your prospects some really good information (such as a set of tips, secrets or steps for completing some process) and then promoting a specific product that is related to the content at the conclusion of the email.

In essence, your emails will be “*useful yet incomplete*,” so that prospects will take a look at your paid offers to get the results they desire.

Check out these templates...

Email 1: Tip #1 for [getting a good result]

Subject line: **Secret #1 for [getting a benefit] Step #1, [your niche topic]**
 #1, How to [get a benefit]...
 Here’s the 1st step to [get a benefit]...

Hi [Name],

Once you learn the secret of [achieving some specific task or goal], then [achieving some overall desired result] becomes a lot easier. And that’s why over the next few days I’m going to share with you five [tips/steps/tricks/etc.] for [getting a good result].

So let’s start with the first one...

[Insert overview sentence of this first tip/secret/step.] [Insert description of how to take this step, complete this tip, etc.]

Sounds pretty easy, right?

But here’s a heads up...

A lot of people screw this up by [making some mistake]. And most of the time they don’t even realize they’ve done it wrong, because [reason why this mistake is so easy to make].

So let’s avoid all of that. If you want to [get a good result with this tip/step/etc.], then you need to [do some specific thing to avoid this mistake].

It’s easy, but very effective. But don’t take my word for it – try it out for yourself to see what kind of results you get!

Now before I go, there’s something else I encourage you to try out: [name of product].

A lot of people get stuck when they’re first [trying to get some good result], but [the mistake mentioned above] is just one of the possible mistakes that could set you back. There are twelve other common mistakes that can cost you a lot of time, money and frustration down the road.

Do you want to avoid it? Then check this out: [link to sales page]... you’ll be delighted you did.

[sign off]

P.S. We’re just getting started! Check your inbox [whenever the next email is set to arrive, e.g., “tomorrow”], because you’re going to discover a really surprising way to [get some benefit]. See you then!

Email 2: Tip #2 for [getting a good result]

Subject line: **Secret #2 for [getting a benefit] Step #2, [niche topic]**
 #2, How to [get a benefit]...
 Here's the 2nd step to [get a benefit]...

Hi [Name],

So, in my last email, you found out a nifty way to [get some benefit]. Today you'll find out [how to get some other benefit/complete a step/etc.].

Here's how it works...

[Describe this second step, secret, tip, etc.] [Give an overview of how to complete this step, secret tip, etc.]

Now here's something a lot of people don't know...

[Describe a little-known tip or variation on the information you just shared. For example, if you are sharing information about how to eat to lose weight, you might share some ingredient substitutions to make everyday meals healthier than ever.]

What's more, [describe something else related to this – an actionable tip that people can put to work immediately to get good results].

I think you'll find that this is a really easy way to start [getting some good results]. And here's another easy way: [join/buy/download] the [name of product].

Right now there are [number] people just like you who're snapping up their copies of [product] every day of the week. And they're getting great results, such as [examples of great results].

Just look at what [name of person giving a testimonial] from [city where they live] is saying about [name of product]:

[Insert one of your best testimonials.]

And here's another one:

[Insert another great testimonial.]

If these folks are [getting great results], just imagine what [product name] will do for you.

Check it out now at [link], because it's the best way to [start getting some great result].

[sign off]

P.S. Next time you'll find out [whet appetite/arouse curiosity about the upcoming email], so keep an eye on your inbox!

Email 3: Tip #3 for [getting a good result]

Subject line: **Secret #3 for [getting a benefit] Step #3, [niche topic]**
 #3, How to [get a benefit]...
 Here's the 3rd step to [get a benefit]...

Hi [Name],

Over the last few days you've been learning [how to get a good result] by [quick description of the steps or tips you've shared before].

Now this time you're going to find out [how to achieve some other good benefit].

But before we do that, let me remind you about [product name]. If you've been trying to [get some benefit] but not having much luck with it, then this is exactly what you need to turn things around.

That's because [product name] is different from all the other [similar types of products] that you've ever encountered. Instead of [trying to get some result using an outdated traditional feature or strategy], [product name] helps you [get some specific result] by [doing things in a different, better way].

And you know what?

It works like crazy. Those who've tried it say [list common praise of the product]. They're saying it's the best way to [get some benefit]. And they're even saying that this is the [type of product] that's going to [deliver some other great result].

I know those statements sound like some pretty big claims. But you don't have to take my word for it that [product name] works. That's why I encourage you to watch the video on this page: [link to some sort of "proof" video, such as a case study]. There you'll see [describe what they'll see – give them a reason to click through and watch the video].

So check it out -- you'll be glad you did. Here's the link:

[link]

And now for today's [tip/secret/step]...

[Insert description of this tip/step/secret/.] [Insert overview of how to complete this step, tip, etc.].

That's it for this time. I'll see you [whenever you've scheduled the next email] with a great tip for [getting some results]. See you then!

[sign off]

P.S Don't forget to check out [product name] so you can start [enjoying some benefit]. Here's that link again:

[link]

Email 4: Tip #4 for [getting a good result]

Subject line: **Secret #4 for [getting a benefit] Step #4, [niche topic]**
 #4, How to [get a benefit]...
 Here's the 4th step to [get a benefit]...

Hi [Name],

Welcome back!

Quick question for you: have you been taking the steps and implementing the tips and strategies you've been learning about over the last few emails?

If not, I strongly encourage you to put them to work for you today. That's because people who are using these tips are getting GREAT results. They're [getting some specific benefit], they're [getting some other benefit] and they're even [getting still some other really great benefit].

To learn more about the sorts of results others are getting (I bet you're curious), or to share your results, join the [Facebook group, forum discussion or other community platform] now at [link].

I look forward to hearing from you!

Until then, it's time for today's [secret/tip/step]. Here it is...

[Insert overview of the tip/step/secret.] [Describe the tip/secret/step in more detail.]

Now if all of that sounds like a lot of work, you'd be right. But there IS a way to shortcut the whole process without sacrificing [some desired feature/benefit, like quality].

How?

Simple: by [describe how to save time – basically, share an extra tip.]

And here's a second way to shortcut the process...

Get your hands on [name of product], which is the best way I know to [get some great result].

Even better, if you buy this product within the next 48 hours, you'll get a subscribers only discount where you'll save [£ amount of money].

There's only one way to grab this deal, and that's by clicking this link right now:

[link to special offer]

Hurry, this offer is going to be gone in the blink of an eye, so order now!

[sign off]

P.S. You won't find a better way to [get some great result] at a better price, so check it out now at [link]...

Email 5: Tip #5 for [getting a good result]

Subject line: **Secret #5 for [getting a benefit] Step #5, [niche topic]**
 #5, How to [get a benefit]...
 Here's the 5th step to [get a benefit]...

Hi [Name],

Welcome back!

So over the last several days you've been learning [how to get some good result]. If you've put this information to work for you, then you know it works. You know this is good stuff. And that's why I think you're going to really like this last email...

Here's why: I've saved the best for last...

You see, one big problem with trying to [get some type of result] is [describe what a common problem is].

You probably know what I'm talking about, right? [Explain in more detail why this problem is a problem.]

So imagine for a moment if that problem didn't exist anymore...

How much [faster/easier/etc.] would it be for you to [get some desired result]?

Here's the good news: you don't need to imagine it. And that's because [Name of Product] is [a type of product, such as an app, set of templates, etc.] that [gets rid of the common problem].

And that's not all...

[Name of Product] also [describe a benefit] and [delivers another benefit].

It's quick, it's easy, and you won't find a better way to [get some desired result]. That's why I highly recommend you check this [tool/solution/etc.] out right now at this link:

[link]

I use it and so do my colleagues. I think you'll really like what it does for you too.

[sign off]

P.S. Stop [trying to get some result] the hard way! Save yourself time and money by using the [product] that [makes it easy to get a result].

See why so many other [types of niche people] are excited by checking out this tool right now at:

[link]

The 5 Types of Emails You Should Send Subscribers (But Probably Don't)

Here's a common mistake many people make with email marketing: they send out the same types of emails to their list every week.

That's boring to readers. It dampens conversions. And sending the same type of email is going to get you the same results. (Which isn't a good thing if you're looking to improve your results.)

So here's an idea...

Mix things up a bit by sending different types of emails. Here are five ideas to get you started...

1. The Feedback email

The idea here is to send an email where you request feedback or opinions from your subscribers.

Depending on what you're asking them, you might invite them to contact you privately via email, or you might invite them to join a discussion on your blog or social media pages.

You see, here's the thing...

Your readers don't really get a chance to you know you if they don't get an opportunity to interact with you.

That's why the feedback email is so beneficial.

Not only does it give you a chance to engage your readership, you can use it to create a dialogue and build relationships.

End result?

Subscribers who read your emails, click on your links, and become loyal fans.

For example:

Subject line: What do you think of [some topic]?

Hi [First Name],

There's been a lot of talk in the industry lately about [topic]. But you know who we haven't heard from yet?

You.

What is your take [on this issue]?

I'd love to know! Join the discussion that's going on right now at [link]...

I hope to hear from you!

[sign off]

2. The Segmenting email

The idea behind this email is to invite your subscribers to visit another one of your lead pages in order to request a valuable freemium. They get a freebie. You get the opportunity to segment

your list according to a very specific interest. It's a win-win proposition!

For example...

Subject: Who else wants to [get a benefit]?

Hi [First Name],

Since you like [general topic or benefit], I think you're really going to love this offer. If you act now, you can get access to [product] absolutely free!

Here's what you get...

[Explain what they get. Is it an app? Ebook? Checklist? Gear list? Webinar? Etc. Explain the benefits.]

Sounds pretty awesome, right? And it's yours free today simply for asking. All you have to do is click here to get started.

Check it out! You'll be glad you did.

[sign off]

P.S. This offer won't last long, so claim your free [product] by clicking here...

3. The Anticipation Email

Before you even think about promoting a product launch, making a big announcement, or anything else important, it's a good idea to send out an anticipation email.

As the name suggests, this email is designed to build anticipation, as well as arouse curiosity and get people watching for your next email.

Here are other ways to use this email:

- Use it to build anticipation before you offer a discount or bonus package.
- Use it before you launch a new website.
- Use it before you give away a valuable freemium.
- Use it in front of major announcements, such as when you join forces with another big marketer in your niche.

For example: Here's what the email might look like if you're building anticipation for a freemium or product...

Subject line: It's coming in three days...

Hi [First Name],

If you've been searching for a way to finally [get some great result], then you're going to love what's coming on [day/date].

Simply put, it's the best way to [get some result] and [get some other result].

You don't need [some prior requisite, such as prior experience]. You don't need [some other prerequisite]. You don't even need [some other thing].

All you need is [this type of product].

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How is that even possible?

You'll find out the surprising details in just three days. Keep an eye right here on your inbox, because you'll kick yourself if you miss it...

[sign off]

P.S. If you're like me, you probably don't get surprised all that often. But you know what? This is gonna surprise you – I guarantee it!

4. The Second-Chance Email

It's no secret that offering a really good bonus can boost your conversions.

Once the discount expires, however, conversions tend to level off at pre-sale levels. And you're likely to have a few people who are totally kicking themselves for missing a great deal.

So here's an email that's a win-win proposition. It gives your prospects a second shot at a great deal, and it gives your conversions another lift.

Now, obviously, you can't offer the exact same deal since that one expired. But what you can do is offer something smaller, but something that is still a good deal.

For example, if your original sale included a 50% discount, then your second-chance offer might be a 25-35% discount. Like this...

Subject: You get one more chance for a great deal...

[Hi Name],

Here's the bad news...

The 50% off coupon for [product name] expired last night. We had over [number] of happy people take advantage of it. I'm sorry you missed it.

Now here's the good news...

This is your second-chance offer.

You probably had good intentions. You planned on taking advantage of the offer. But life gets in the way. Life gets in busy. Things get pushed to the back burner and forgotten.

It's not your fault. And that's why I'm offering you this second-chance deal.

Here it is...

If you act now, you can get 25% off the price of [product name].

This your second and final chance to [get some benefit] for a great price. So take a look—I think you'll like what you see.

[sign off]

P.S. I almost forgot! This special discount offer ends [date and time], so hurry and grab yours now before this one is gone too. Get it here: [link]

5. The Personal Email

This is an email where you tell a personal yet relevant story, which helps build relationships and boosts conversions.

For example:

- Tell an inspirational story about how you overcame the same problem that your prospects are facing now.
- Tell a story about an embarrassing, costly or time-consuming niche-relevant mistake you made.

The bonus of this particular type of email is that a good story can bring the reader into the conversation with you, and it may even be a good lead in to a product promo.

For example: Take a look at this embarrassing mistake, and how the story naturally leads to a product pitch...

Subject line: I've ever been so humiliated...

Hi [First Name],

I felt my face flush hot with embarrassment. I cast my eyes down at the floor. I was praying no one had seen what I'd done.

[Now go into the details of what was embarrassing. For example, maybe this email is aimed at bodybuilders, and it tells the story of how the person did squats completely wrong.]

You can see why I was so embarrassed.

Now the good news is that you can learn from my mistakes. You don't need to go through the trial and error that I went through. You don't need to waste time and money. And you don't have to risk being embarrassed.

How is this all possible?

Simple – just download [name of product]. This is your complete solution to:

- [Getting a benefit.]
- [Getting some other benefit.]
- [Getting yet another desirable benefit.]

But don't take my word for it. See for yourself at [link]

[sign off]

P.S. Don't humiliate yourself like I did! Shortcut your learning curve now by clicking here [sales page link]

How to Get More Clicks From Your Email Campaigns

Why do you send emails to your list?

Because you want them to take some specific action, such as clicking on a link.

But if you've already started up your email list, then you know that subscribers don't tend to do a lot of clicking. Sometimes they don't click on the links in your emails. And let's be honest: sometimes they don't even bother clicking on your email itself to open it.

The good news is that you can turn that all around starting today by taking a look at these 15 ways to get more clicks in your email campaigns.

1. Use Images

Big walls of text are boring. You can break up the content by using images. Not only does this make your email more aesthetically pleasing, a well-placed image can also draw your reader's eyes into the content.

Check out these tips for using images effectively:

- **Use simple images.** Busy images are a turn off, as the viewer doesn't know what to focus on. Use simple images, such as an image with one or two people or objects
- **Show happy people.** If you're using images of people, show happy people who are looking at the camera. Alternatively, the people in the photo should be looking in the direction of the text. That's because your reader's eyes tend to naturally follow where the subject of a photo is looking.
- **Place images near important text.** This draws the reader's eyes back into the content.

2. Write Enticing Subject Lines

If your subject line doesn't capture your subscribers' attention, then they're not even going to bother opening your email. Check out these tips for writing enticing subject lines:

- **Present a benefit.** Let readers know what's in it for them if they open your email.
For example: "Eat this yummy food to lose weight..."
- **Ask an intriguing question.**
For example, "Are you making these deadly copywriting mistakes?"
- **Keep it short.** Some mobile phones cut subject lines to as few as 25 characters, while other email clients cut them off at around 50-60 characters. So be sure to get the gist of your headline in the first few words to get the click.

3. Arouse Curiosity

You can use this tactic in three ways:

1. Arouse curiosity in your subject line to boost your open rate.
Example: "Do you know this copywriting secret?"

2. Arouse curiosity in the beginning of your email to keep people reading.
Example: "In just moments you'll discover the #1 way to increase your golf drive by 25 yards!"
3. Arouse curiosity near your call to action to get the click.
Example: "Find out what million pound marketers know about creating six-figure product launches. Click here to discover these secrets now for yourself!"

4. Offer More Information

The idea here is to simply offer something very valuable to your readers, and then offer them more (as a paid product). This valuable thing might be a free report, an app, a checklist, a gear list or even just a really good article.

For example: "Now that you've seen the exact checklist I use to get my membership sites up and running, you'll want to get your hands on my complete profitable site system. Click here to check it out..."

5. Segment Your List

The idea here is to create targeted segments of your list so that you can send out targeted content and ads to these specific segments. The more targeted your emails, the more clicks you'll get.

For example, let's suppose you have a dog training list. If you segment this list into obedience training, trick training and agility training, you'll get a much higher conversion rate.

Here are three ways to segment your list:

1. Send your existing subscribers to another lead page. Each lead page you link to should correspond to a specific segment of your list.
2. Segment your lists according to what they buy.
For example: if someone purchases a book on a particular topic, then you can add them to a customer list that's targeted to that topic.
3. Get subscribers to tell you what interests them. You can ask them to simply place a checkmark next to topics that interest them at the time they're first joining your list, and then segment your list according to interests.

6. Format for Easy Readability

Here's the long and short of it: if your email looks hard to read, people will bail on you. So format for easy readability using these tips:

- Use short words, sentences and paragraphs. This creates a lot of white space, and makes it easy for readers to jump in.
- Don't write at a college level. Instead, make it easily consumable for the average reader. What you're reading right now is an example of making your writing accessible. 😊😊
- Use a conversational tone. A friendly tone and entertaining comments keep people reading.

7. Send a Series of Emails

People rarely buy something the first time they come in contact with it. That's why you can boost your clicks and conversions by sending a series of emails that all promote the same offer.

For example, create a three-part series called, "The Three Secrets of Selling Your Home Fast." Each email would explain one secret, as well as provide a link to a related product.

8. Focus on a Single Call to Action

The point is, each email should focus on **ONE** primary purpose. If you ask people to click on multiple links for multiple offers, your conversion rate will drop. That's why each email you send should focus on one link and call to action.

9. Include Your Link and Call to Action More Than Once

Even though each email focuses on one call to action, you need to repeat the link and call to action multiple times throughout your email.

For example:

- Include a clickable headline.
- Embed your call to action and link in the middle of the content.
- Create a call to action button and place it at the end of the email.

TIP: The idea is to tell people to take action and give them the link to do so. Next, give them even more reasons to take action, and then repeat the call to action and link.

10. Reward People for Taking Quick Action

If you give people a chance to procrastinate, they will. If they leave your email without clicking, it's unlikely they'll come back. That's why you need to create a sense of urgency. And one way to do that is by rewarding people for taking quick action.

For example... Be one of the first 100 people to act now, and you'll get a copy of "Online Business Made Easy" absolutely free! Click here to get yours now...

11. Write One-to-One

So many email marketers make the mistake of referring to their "subscribers" or their "list" in their emails. Don't do this. You want each of your subscribers to feel like you're writing to them one-on-one. Here's how:

- Don't make any references that suggest you're writing to multiple people. For example, avoid words such as subscribers, list, readers, prospects, etc.
- Know your audience. The more you know about them, the easier it is for you to create targeted content that makes them feel like you're talking directly to them.
- Use a conversational tone. Make your subscribers feel like they're reading a personal email from a friend.

12. Be Emotional & Personal

Here's a simple truth: once someone "connects" with you and your email message, the more likely they are to take action. People do business with those that they know, like and trust. That's why it's important to evoke emotion and personality in your emails. Here's how:

- Tell stories. Not only does a good story evoke emotion, it also engages readers and keeps them reading.
- Empathize with readers. Let people know that you understand how they feel about the problem (if you really do understand!).
- Get them to imagine the joy of the solution. If people can imagine how good they'll feel if they solve their problem, they're more likely to click your link. Tell how it changed your life.

13. Promise & Then Deliver Tremendous Value

Sad but true: your prospects are used to people over-promising and under-delivering. You can pleasantly surprise them (and bond them to you like glue, creating loyal customers) by delivering tremendous value. This includes:

- Sending them valuable freemiums that others in your niche are charging for.
- Being sure each email you send is in-demand, valuable and high quality.
- Sharing some of your best content with your subscribers.
- Giving your subscribers things they can't get anywhere else (such as exclusive deals, tools and content).

14. Use a Bullet List

A bulleted list of benefits gives you two awesome advantages:

- ***It sets important content apart.*** In fact, many people are conditioned to looking at bulleted lists, as usually they contain important information and benefits.
- ***Skimmers will take notice.*** This is a great way to draw a skimmer/scanner back into your content, lead them down to your call to action, and get more clicks.

Need an example? Just notice what I did above!

15. Test, Track and Tweak

Don't guess at what produces great results for you. Instead, test, track and tweak every major part of your email.

Now most people know to test subject lines, email openers, calls to action and offers. However, don't forget to test the design of your email. This includes:

- The overall design or template you're using, including the layout.
- The design colours.
- The graphics and their placement.
- The call to action buttons (both the design and the text).

Most major email service providers have built tracking tools right into their platforms so you can easily split-test your emails.

Top 20 Tips That Keep Subscribers Reading

It's one thing to get your subscribers to open your email. That you can do with a great subject line. It's another thing entirely to get them to keep reading every single word of your email, right down the part where they see your call to action.

Simply put: if you can increase the number of people who see your call to action, then you'll increase your conversion rate.

So with that in mind, here are 20 proven ways to keep your subscribers reading...

1. Make It About Them

Your readers aren't cracking open your email to read about you. Truth is, they're a little self-centred. As we all are! They want to read about their problems, they want to read about solutions that could help them and they want to read stories, tips and articles that are relevant to their lives.

Here's a quick and easy way to check if your emails are about your reader: check how many times you use words like "you" and "your," versus using words like "I," "me" and "mine." If you use self-referential words (like "me") more than reader-oriented words, it's time to rewrite your email to make it about your reader.

2. Tell Stories

A good story engages readers, pulls them into the email, and keeps them reading until the end. Especially if you interrupt the story before its climax to share other information, and then return to finish up the story at the conclusion of your email. And as an added bonus, a good story makes your content more memorable, too. That means your readers will be thinking about your content long after they've closed your email.

3. Build Anticipation

Get this: as soon as readers open your email, they're going to be **looking for signs** that reading it is worth their time. One way you can persuade them to keep reading is by building anticipation right up front for what's coming. In other words, let them know the benefits they'll get if they keep reading.

For example: "You're about to discover a simple three-step process for houstraining your new puppy in 10 days or less..."

4. Make Them Curious

Another good way to keep people glued to your email is by making them curious. Don't just build anticipation – make them curious about what's coming up.

For example: "In just a few moments you'll discover a surprising tweak that can double your conversion rates!"

5. Format for Easy Readability

Have you ever taken one look at a hiking trail, realized it looks way too hard for the hike you had in mind, and turned around to head back?

That's kind of like what your readers are doing when they open your email.

If your content merely LOOKS like it's going to be difficult to read, your subscribers are going to bail out early.

Here are three quick tips to avoid this problem:

- Break up long paragraphs of lists into a bulleted list. This bulleted list is an example.
- Use short words, short sentences and short paragraphs. This is particularly true at the beginning of the email. Hint: Try to open with a one-sentence paragraph, which makes the content look really easy to read.
- Break up the content. For example, insert sub-headlines into the middle of your content, which breaks up long blocks of text. Added bonus: it draws a skimmers' eyes back into the content.

6. Use a Friendly Tone

When you craft an email, imagine that you're writing to a friend. That way your email will take on a warm, conversational and friendly tone.

Bonus Tip: Add variety to the way you open and close your emails. For example, instead of always opening with, "Dear [name]," try something like "warm greetings" or "Hello!"

End result? You seem more like a human rather than a robot, which helps you build a relationship with your subscribers.

7. Break Big Topics Down into Multiple Emails

When people open an email, they don't expect to find an article the length of "War and Peace" inside. That's why you should break up big topics into multiple emails.

This makes your content easy to read, which keeps your readers' eyes glued to the page.

And as an added bonus, sending a series of related emails makes it more likely your readers are going to open and read the next email you send, too. That means they'll see your links and calls to action repeatedly, which gives your conversion rates a nice boost.

The more contacts you have with your readers about a particular offer, the more clicks you will receive.

8. Build Credibility and Believability

Sometimes people simply stop reading your emails because they don't believe what you're saying. That's why you need to build credibility and readability.

Here's how:

- Deliver on your promises. Avoid hype. Avoid false promises. Instead, under-promise and over-deliver.

- Be honest. For example, if you're reviewing someone else's product, be honest about the product flaws. People will trust you more if you're known for telling the truth (even if that truth means you won't make as many sales that day).

9. Insert Plenty of Tips and Examples

Slogging through a "how to" article isn't any fun if the reader doesn't understand what you're trying to teach them. And if the reader is confused, they'll bail out.

The solution?

Provide plenty of tips and examples to make the concepts more clear. If you need an example of how this works, just look at the additional tips and examples provided right in this very guide. [?][?]

10. Offer Something Unique

Did you know that peoples' brains actually light up when they encounter something unique?

That's right, the brain rewards learning new information. And that's why you should always seek to offer new information, or even just new twists on old methods. If you can get your readers' brains to light up, you can bet those readers will read every last word of your email.

11. Make Use of Graphics

One good way to break up the text, make the content more aesthetically pleasing, and illustrate complex concepts is through the use of graphics. This includes:

- Infographics
- Charts and tables
- Screenshots
- Illustrations
- Mind maps

And any other relevant graphic that will engage your readers' interest.

12. Provide Actionable Info

The idea here is simple: *teach your readers how to do something, and then provide an action step they can take.*

Try to give them an action step that will produce fast results.

For example, you might show readers simple ways to boost their conversion rates. The action step might be to change one of their email subject lines using a specific (proven) template that you provide.

It only takes a few minutes to take this step, and yet readers will get fast results This makes it more likely they'll open up the next email you send to them!

13. Create a Regular Column

The idea here is to give your readers something to look forward to every week.

For example:

- Top Tip Tuesdays, where you offer a high-value tip every Tuesday.
- Freemium Friday, where you give your readers a valuable and highly desirable product every Friday.

You get the idea – I’m sure you can come up with your own regular features and columns that your readers are sure to love and anticipate.

14. Get Personal

Basically, use a couple lines in every email to tell your readers a little bit about you.

For example:

- “I just got in from my 10-mile training run...”
- “I hope you don’t mind, but I just had to share this pic of my new born son...”

Obviously, you don’t want to drone on and on about yourself, because readers will lose interest fast. But dropping in a few titbits here and there will make you seem more human.

And if these titbits are **relevant to the niche**, that’s even better. People will start caring about you, which means they’ll be more interested in reading every email you send.

15. Surprise Your Readers

The idea here is to say something others in your niche aren’t saying, offer a controversial viewpoint, or even pleasantly surprise them with a freemium.

Bonus Tip: Don’t use the same formula for every email. For example, don’t always send “How To” emails. Instead, drop a video with a few tips.

16. Let Their Voices Count

Asking your readers for their opinions does two things:

1. First, it makes your readers feel special when they know their opinions are valued.
2. Secondly, it gives you insight into what your readers want, which is always a good thing.

So what should you ask readers about?

- Ask them what kind of content they would like to see next.
- Ask them for their most pressing questions (which you can answer within the newsletter).
- Let them choose between content idea options.
- Ask for their feedback.
- Let them beta test.

Basically, keep asking your readers how you can better serve them.

17. Tie Your Email into Current Events

Tying your emails into current events helps you enter the conversation that's already going on in your reader's head. That means they'll stop what they're doing and read your email. That's exactly what you want them to do!

For example, if the Olympics are going on, you might tell a story about the Olympics that ties into your niche.

18. Keep Focused On the Benefits

Earlier I mentioned that your readers should understand the benefits of reading your content as soon as they open your email. But don't stop there. Keep your readers focused on the benefits. Here's how:

- Keep letting readers know what's coming up. For example, halfway through your newsletter you can drop another set of curiosity-arousing benefits.
- Let readers know the benefits of taking action on what they just learned. (Hint: provide the actionable information we talked about earlier, where people will get good and fast results)
- Let readers know the benefits of following your call to action, such as clicking on a link. This increases your conversion rate.

19. Spice Up Your Content

Don't just educate your readers—edutain them. This means you entertain them while you educate them. You can entertain them with:

- Occasional humour.
- Stories.
- Expressive language that includes analogies, metaphors and similes.

In other words, don't write like you're creating a stuffy textbook. Make the content both entertaining and useful, and people will keep reading.

20. Ask Questions

Here's a really good way to engage readers: ask questions. You can ask a single question, or you can even provide a short quiz. Either way, it not only engages readers, but it's also a good way to get them to self-identify.

For example, "Do you ever have trouble falling back asleep when you wake up in the middle of the night?"

Conclusion

Your conversion rates and profits rest entirely on you holding your readers' interest and keeping them reading right to the end of each email. The good news is that you just discovered 20 proven ways to keep readers hooked and reading. Just be sure not to cherry-pick through these ideas. Instead, implement as many as possible, and I bet you'll see some great results!

Bottom line: **mix things up**, as the variety will keep people reading (and coming back for more).

Critical Mistakes That Kill Email Results & How to Avoid Making Them

It's a problem as old as email marketing itself: a poorly responding list. Sometimes marketers struggle to get clicks, they struggle to get people to open their emails, and they struggle to get readers to take definite action (such as purchasing a product).

Why does this happen?

There are actually quite few mistakes that can kill your results. Are you making one or more of these mistakes too? Read on to find out...

Mistake 1. Setting Incorrect Expectations

From the very moment someone lands on your landing page or even reads the very first email you send, you should be telling them what to expect.

Specifically, this includes:

- What kind of content they can expect to receive. Promos? Special discounts and other deals? "How to" instructional content? Freemiums? Curated content? Some combination of these? Whatever it is, let your readers know upfront what they get.
- How often they'll receive content. People don't mind getting frequent content, as long as they know to expect it. However, what is a problem is if you email infrequently, such as less than once per week. If you don't get in touch on a regular basis, your subscribers are going to forget about you. That means they'll do business with your competitor who reaches out to them more frequently.

Mistake 2. Repurposing Your List

Some email marketers don't see much of a response from their lists, so they repurpose it. In other words, they start sending content that violates their readers' expectations. This is a mistake that will kill your results.

For example, maybe you've told your list they'll receive "content and tips" once a week. But then you start hammering them with promos once a day.

Or maybe you have a bodybuilding list that started off focusing on specific lifts, but now focuses almost exclusively on nutrition. You're likely to see your conversions drop, because current subscribers primarily signed up to get lifting info, not nutrition info.

So how do you fix this?

Obviously, the first step is to plan your list strategy carefully so that you don't end up repurposing it midstream.

Secondly, if you DO make a major change, then warn your readers. Let them know what's coming for a few weeks before you make the change. Be sure to also change your lead page and welcome emails to reflect these changes.

Mistake 3. Sending Untargeted Emails

There are actually two parts to this mistake:

1. The first part is making the mistake of simply not understanding what your market wants. There are three ways to fix this mistake:
 - Do your market research. Find out what your market is already buying, and then put similar offers in front of them.
 - Survey your list. Find out what their problems are and find out what kinds of solutions they're seeking.
 - Test your offers. If they don't perform, find an offer that does produce high conversions with your list.
2. The second part is making the mistake of not segmenting your list. You can fix this problem with these steps:
 - Separate your prospect lists from your customer lists.
 - Separate customer lists according to what they purchase.
 - Offer freemiums to your prospects to help you segment by their interests.

Once you have these micro-targeted lists, you'll be better able to send out targeted content and offers that produce high conversion rates.

Mistake 4. Crafting Poor Subject Lines

Your subject lines can make or break the success of each email you send. If they're boring, overhyped or irrelevant, people won't even bother to open your email.

You can fix this mistake by applying these tips:

- Offer a big benefit. Let readers know what's in it for them if they open the email. (E.G., "Here's the #1 way to get more traffic...")
- Don't overhype. It's okay to make a bold promise if you can deliver big-time within the email, but don't exaggerate and hype things up. (Here's an example of what NOT to do: "How to Make £1 million in 48 hours!")
- Use social proof. People are more likely to do something if others are doing it too. (E.G., "*Find out why so many smart executives love this app...*")

Mistake 5. Ignoring the Pre-Head

The pre-head is that little bit of text that is shown in the message preview, which is accessible before the recipient actually opens the email.

If the subject line gets their attention, then they'll often look at the preview.

If the preview doesn't hold their attention, they're not going to bother opening the email to read the rest.

Point is, you need to make the first 100 characters of your email absolutely gripping.

Tell a story. Present a big benefit. Build anticipation for what's coming. Make people curious.

In short, give people a compelling reason to open your email.

Mistake 6. Making the Email about You

One of the best ways to lose your readers' attention is to make the email about you. It's one thing to tell a relevant story about yourself, but it's another thing entirely to make the entire email about you. When that happens, readers bail out. You can bet they won't see your calls to action.

So how do you avoid or fix this mistake?

There's actually a simple "quick and easy" way to ensure you're making your email about your readers and not yourself. Simply take a look at how many times you use words like "you" versus how many times you use words like "I" or "me."

HINT: You should use the word "you" MUCH more frequently than words like "I" or "me." You should be using the word "you" about three times more often than self-referential words.

Mistake 7. Offering a Weak Call to Action

Your subscribers can be hooked & engaged throughout your entire email, but you can still blow it at the end by having a poor, or even worse NO, call to action.

You see, people don't click on a button or link just because it's right in front of their face. You need to do two things:

1. Tell them specifically to click on that link.
2. Give them a good reason to click now.

For example: "Click here now to take advantage of this special 50% off pricing – but hurry, this offer ends tomorrow!"

Use this section as a checklist of mistakes to avoid the next time you send out an email & checkout how your conversion rate improves!

How to Optimise Your Click Through Rate (CTR)

You're dangling your link in front of your email subscribers like a juicy carrot. But no one is biting. You're not getting the clicks.

Why not?

There are a lot of factors that come into play, such as not putting a targeted offer in front of the audience. But if that's not the problem, then chances are your call to action is breaking one of these three cardinal rules. Take a look...

Rule 1. Create Urgency

Your goal is to get people to click RIGHT NOW. Because if you don't create urgency, then people will simply put it off until later.

Later after work. After making dinner. After putting the kids to bed. After this TV show. After...

You know what happens? The "afters" keep piling on. Pretty soon your offer is really low on the priority list. And eventually your prospect totally forgets about you. That's why you need to get the click **before your prospect closes your email**.

Here are three ways to do it...

#1. Create a limited time offer.

One of the best ways to create urgency is to create an urgent offer, which is one with a quickly approaching deadline. This might be a time- or quantity-limited offer.

For example:

- Be one of the first 99 people to act now, and you'll get a free copywriting consultation. That's a £350 value that's yours free when you join this site!
- Hurry, this 50% off coupon expires in three days, so click here to activate your discount now!
- This class only has seating for 150 people, so click her to join now before all seats are gone!

#2. Offer a visual representation to create urgency.

Putting a countdown timer next to your call to action can really boost conversions. Here are two ways to use this countdown timer:

- Count the number of days, hours, minutes and seconds left to take advantage of a good deal. Be sure to have the seconds ticking down, as that animation is what provides a sense of urgency.
- Count the number of people who can still take advantage of an offer. For example, "The next 9 people who order now will get a great deal..."

You can also use a timer or ticker that counts UP. One example is a dime sale, where the price goes up by a dime, a quarter or even a dollar every time someone makes a purchase. This creates urgency because the prospect needs to buy right now to lock in the lowest price, as the ticker shows that the price is continuously rising.

#3. Use words that create urgency.

Even if you don't have a limited-time or limited-quantity offer, you can still create urgency by using time-sensitive words.

For example:

- Act now...
- Order today...
- Get yours right away...

Rule 2. Give People a Reason to Click

In addition to creating urgency, your call to action needs to tell people why they should click. Specifically, what will they get? What happens if they take action? Or, alternatively, what happens if they do NOT take action?

Example of what happens if they take action?

Click here now to get instant access to this video, which shows you the secrets of getting a lean, strong, healthy body.

Example of what happens if they don't take action?

If you choose to do nothing, tomorrow you'll wake up and still hate what you see when you look in the mirror. You'll see the love handles. The thunder thighs. The fat flapping underneath your arms. Or you can choose to finally create a healthier version of yourself by clicking here...

While a lot of people use the "negative" approach (i.e. "What happens if they don't take action") because it tends to get better results, I personally prefer to stay "positive" and share the benefits of taking action.

Either way ... do you see how that works?

Your call to action tells people what to do ("click here"), & then gives them a good reason to do it.

Rule 3. Bend the Rules

The world's best marketers didn't follow formulas. Instead, they pioneered their own strategies. They blazed their own trails. They tried things that other people claimed would never work.

And you know what?

If you want to be successful too, sometimes you have to throw the rule book away and try something new.

For example, one of the big rules of copywriting is to write in the second-person point of view (POV). This means using the word "you" a lot, which creates reader-oriented copy.

However, some marketers have discovered that switching to a first-person point of view (using the word "I" or "me") on the call to action button can boost conversions.

So in other words, the main copy retains the second person POV language, but the call to action (and ONLY the call to action) uses first-person POV language.

For example:

- Send Me This Exciting Report!
- I Want In!
- Show Me How to Get Rich! Now here's the key to all of us...

Test everything.

If you're going to bend the rules, then you need to track and test your results to see if your "rule bending" is having a positive impact. Most email service providers give you the opportunity to test and track your email results, such as counting the number of people who click on your links.

In Summary

For many decades, marketers have been studying consumer behaviour to find out what makes them take action.

Things like creating urgency and offering benefits are two proven methods that you can use to boost your conversion rates too. But don't be afraid to bend the rules from time to time too, because you might just be surprised by your own conversion rates!

Your Guide to Creating a 3-Part Email Series That Subscribers Enjoy & Engage With

One of the best ways to improve your conversion rates for a particular promo is by sending a series of emails. Here's why:

People usually don't buy something the first time they hear about it. So when you reach out multiple times, you increase their desire for the product... and your conversion rates increase.

Multiple emails give you multiple chances to reach prospects. Not every prospect reads every email you send. So when you send out several around the same promo, you get more people seeing that promo. That means higher conversions rates.

So how do you grab these benefits for yourself? Simple: by following this three-step guide to creating an effective three-part email series. Take a look...

Step 1: Choose a Trending Topic

The first step is to choose an in-demand topic that's already trending in your niche.

Choosing an in-demand topic means your readers are **already interested in it**, which is a good thing. Choosing one that's trending means that interest is **continuing to climb**. A trending topic also lets you jump into the conversation that your prospects are already having with others.

Now here's the key, of course: this trending topic needs to be relevant to whatever it is that you're selling. For example, if you're in the weight loss market, you might talk about a new diet that's getting a lot of buzz.

Here's how to find these hot topics:

- **Check the news.** Big media agencies spend a lot of time and money figuring out what topics will attract interest, so they're often the first source of trending topics.
- **See what's trending in niche communities.** Check out blogs, Facebook groups, LinkedIn groups and other communities in your niche. Then take note of which topics get a lot of discussion, likes and shares.
- **Find out what's selling.** Check marketplaces like Amazon and Clickbank.com to see what sorts of topics people are buying. If they're already buying information on a specific topic, that's a darn good sign that they're eager to know more about it.
- **Check Google Trends.** This will give you an idea of whether interest in a topic is increasing. (See www.google.com/trends.)
- **Check social media.** Sites like Twitter and Facebook let you check what's trending in your niche.

Step 2: Outline Your Emails

Once you select your topic, then you need to outline three emails around this topic.

One good way to do this is by offering three separate steps, tips, secrets, ways or ideas.

For example:

- Three Ways to Boost Your Metabolism

- The Easy Three-Step Process for Creating a Three-Part Email Series 😊😊
- The Three Secrets of Retiring With £1 Million In The Bank
- Three Awesome Kitchen Remodelling Ideas For Under £250
- The Three Warning Signs of a Heart Attack That You Should Never Ignore

Keep in mind that each email should range from about 400 to 600 words. So choose tips, steps, or secrets that you can cover somewhere within this word range.

Once you know what three steps, tips or secrets you'll cover in each email, then it's time to get writing. Which brings us to the final step...

Step 3: Solve Part of Your Prospect's Problems

Each email you send should do two things:

1. It should provide useful information to your readers. This first part is where you impress your readers by giving them good content that helps solve their problems.
2. It should promote a paid product. This is the part where you benefit.

So how do you strike a balance between content and pitch?

- Here's the first secret: Send an email that's at least 75%-90% content, with the rest of it being focused on your promotion.
- Here's the second secret: The content portion should be useful yet incomplete. That means that you should help solve PART of your readers' problem, but they need to order your product in order to solve the rest of their problem. In essence, your free content should naturally and seamlessly lead to the paid product.

For example:

- You send out a three-step process for setting up a blog. You then promote a set of blog themes and plugins at the end of each email.
- You create a series that shares three tips for losing weight. You then sell your full dieting course at the end of each email.
- You create an email series that shows people how to set up a successful Facebook ad campaign. You then offer your "done for you" campaign-management service at the end of each email.

You get the point. Your email solves part of the problem, which naturally leads to the product that solves the rest of the problem.

Summary

Are you ready to boost your conversion rates, make more sales and enjoy more profits from your database of contacts? Then use this strategy for sending three-part email series. It's as simple as:

Choosing a Trending Topic

Deciding What to Write About

Solving Part of a Problem

This is a tried and true formula that's worked for countless business owners, and I know it will work for you too. So put it to work for yourself as soon as possible & let me know what kind of results you get!

How to Plug Any Leaky Calls to Action!

Note: Much of what you will read in this section is a restatement of some of the core concepts from throughout the course... with a few additional ideas. This particular section is designed to serve as an “audit” for you to review your emails & to see if you have any of leaks that need plugging BEFORE you send them out to your list.

Your call to action can make or break the success of your email. A good call to action can boost conversion rates and profits. On the other hand, a “leaky” call to action dilutes conversions and creates disappointing sales numbers.

So how do you plug up these leaks and boost your conversion rates? Check out these seven ways...

1. Promote Just One Item Per Email

If you have multiple calls to action for multiple products, people are just going to throw their hands in the air in frustration. They probably won't click on anything at all. Your conversion rate will plummet.

Focus, grasshopper.

If you really want to ramp up your conversion rate, then focus on promoting just ONE product, service or other item per email. Then write your entire email around the goal of getting people to click on that singular offer.

However...

2. Do Repeat Your Call to Action Within the Email

Even though you're promoting just one offer within a single email, you can boost your conversion rates by inserting your call to action multiple times within each email.

For example, you might place your first call to action about one-half to three-quarters of the way through the email, and then place the second call to action right at the end. Another example: your first call to action might appear near the end, and then you might drop your second call to action in the postscript (P.S.) of your email.

Why do this?

Because when your reader first encounters your call to action, they might not yet be ready to click. Then you offer them some additional information – perhaps you provide another benefit or even overcome an objection – at which point you repeat the call to action and drop a link. This time your reader clicks, and he's ready to take action because you've reinforced your call to action.

3. Give People The What, Why and How

When people arrive at your link, they're not automatically going to click it. You need to tell them exactly what you want them to do, which is your call to action. In fact, you need to give the What, Why and How.

Specifically, each call to action should cover these three questions:

What do you want prospects to do? E.G., purchase a product.

Why should they do it? E.G., because they'll get a great benefit.

How should they do it? E.G., they need to click a link to get started.

For example:

- Click this link right now to save 50% off your membership!
- Pick up the phone and call now to find out how you to lose ten pounds!
- Get better rankings in Google by claiming your free SEO app below – just fill out the form and you'll get instant access to the app!

4. Use Time-Sensitive Words to Create Urgency

One really good way to give your conversion rate a lift is by creating a sense of urgency around your call to action. Obviously, this is easy to do when you're extended a limited-time offer.

But what if there is no limit on the offer?

Turns out you can still create a sense of urgency, simply by using time-sensitive words like "now," "hurry," and "today." These time-sensitive words serve as natural triggers that stir up a perceived sense of urgency. And that means a better conversion rate for you.

For example:

- Join today to discover these weight loss secrets for yourself!
- Click here now to download your copy, and you too will soon have a well-trained puppy!
- Hurry, click here to learn this amazing traffic-generation strategy!
- Don't delay—click here right now to find out what the world's top natural bodybuilders know about winning competitions!
- Don't even think about buying a camera until you read this report! Click here now to download your copy...

5. Change Up Your Wording

Take a look at the calls to action in your niche, and you'll quickly notice that many of them are downright boring.

Submit? Join? Sign Up? Register? All big yawns, and all very outdated.

Think about this for a moment...

Your lead page or sales page is probably full of passion and excitement, right?

So tacking a boring call to action at the end is like snuffing out a flame.

For example, perhaps you make bold claims like this:

Discover the secrets of starting a six-figure business!

But then your call to action says this:

Sign up now!

Sign up now? It's not exactly a game-changer, is it?

So here's the point...

Be sure your call to action matches the enthusiasm and flavour of your copy. Change up the words. You might even use the first-person point of view when writing the call to action.

Here are three examples of changing up the wording:

- Show Me the Money!
- Heck Yeah, I Want In!
- I'm Ready to Rock a New Body!

6. Set your Call to Action Apart

Here's the key to plugging up a call to action link: don't bury the link and call to action in a paragraph. Instead, set them apart from the rest of the content.

Here are two examples of ways to do it:

- Put the call to action and link on a separate line. That way, even skimmers will notice it.
- Put the call to action on an attention-getting button, and set this button apart from the content. Again, this is very eye catching.

7. Putting Your Call to Action in the Right Place

If you put your first call to action too early in your email, people won't click it. That's because you haven't built up value for the offer or explained enough of the benefits.

But, you still need to have two opportunities for your readers to click.

So here's a handy little rule of thumb for you...

Drop the first call to action and link after you've shared at least 75% of the benefits, and then repeat the link and call to action near the end of your email. That way, you've presented enough of the benefits for people to make their buying decision, so some will click that link. Others will read the last few lines before clicking the second call to action.

Conclusion

Before you started reading this, you probably knew the importance of having a strong call to action. And now you also know how to plug up the leaks that are diluting your click-through and conversion rates.

So set aside some time right away to review your existing emails and calls to action, and look for ways to improve them using the tips you just learned. I think you'll like your results!

Appendix 1: Your 7-Step Checklist for Writing the Perfect Call to Action in Every Email You Send

When writing effective calls to action in your emails, it's easy to skip over a step or a key point. That's why you'll want to use this handy seven-step checklist guide to ensure you're writing calls to action that get great results.

Step 1. Be Sure Your Instructions Are Specific

Don't make any assumptions about whether your prospects know how to do something.

For example :If you want them to place an order, then tell them HOW to order. Do they...

- Click a link?
- Fill out a form?
- Pick up the phone to call you?
- Send a check?

E.G., "Get started with your order by clicking here..."

In short, don't just tell people to take action. Instead, be very specific about *how* they should take action.

Step 2. Check That Your Call to Action is Clear

Your goal is to provide a clear, succinct call to action.

You see, here's the thing...

If taking action sounds like it's difficult, then people won't do it.

That's why your call to action generally only lists the step they need to take NEXT, such as clicking an order. You don't provide instructions for what comes after, because then your call to action will be all muddled up. Worse yet, taking action will appear difficult, and that will destroy your conversion rate.

For example: "Click here to get your copy of this bodybuilding video right now!"

That's clear and it's succinct.

Now check out this example of what NOT to do:

"Click here to go to the order form, and then fill out your name, address and credit card number. Click the buy button. Wait for the confirmation email. Click the link inside your confirmation email, and you'll get instant access to this bodybuilding video!"

See the difference?

The first example is clear about what the prospect needs to do next, but in order to remain clear it doesn't go into detail. The second example is unclear, convoluted, and it just plain sounds hard.

As you craft your call to action, ask yourself:

- Are the instructions clear?
- Are the instructions succinct?
- Do I focus on the immediate next step I want prospects to take?

Step 3. Ensure You Give People a Reason to Take Action

In the last step you told people what you want them to do. Now you need to give them a good reason to take that particular action...why they should do it.

Ask yourself these questions:

- What are the main benefits people will receive if they take action?
- What kind of results might they expect?
- What negative consequences might happen if they do NOT take action?
- What are other reasons they should take action?

Once you've thoughtfully answered those questions, then you can inject a "reason why" into your call to action.

For example: "Click here to order now, because a slimmer, healthier you is right around the corner!"

Step 4. Create a Sense of Urgency

People will procrastinate if you let them, and that means they won't click and they won't buy.

That's why you need to create a sense of urgency. Ask yourself these questions to help you decide how to create this sense of urgency:

- Is the main product or service limited in any way? (e.g. You can only take on four coaching clients at this time...)
- Are you offering a special offer in the form of a discount?
- Are you offering a special offer in the form of a bonus product or service?
- Are you making a time-limited offer, like a discount that will expire in a few days?
- Are you making a quantity-limited offer, such as a bonus that's only available to the first 200 customers?
- Will your prospects experience any sort of unpleasant consequence if they don't order now, such as a shipping delay?
- Is there any other way to inject urgency into the offer?

For Example: Click here to order right now in order to guarantee delivery by December 25th!

Even if you can't create real urgency, you can still create a sense of urgency by using time-sensitive words. For example:

- Act now
- Hurry
- Right now
- Today

- Right away
- Ends soon
- Offer could end at any time
- Hurry before it's gone for good

Example: Hurry and click here to order this amazing cookbook!

Step 5. Set the Call to Action and Link Apart

This step is very simple: separate your call to action and link or button on a separate line from the rest of your text. This makes the link or button stand out, which in turn gets your prospects' attention.

Step 6. Make Sure Your Link Works

We've all seen those "whoops, here's the correct link" emails. Don't make that mistake.

Save embarrassment by following these steps instead:

- Clear your cache. (Important!)
- Click on your links to be sure they work.
- Follow all the way through the process (such as the order form) to be sure all links, scripts and processes work.
- Check the links and pages on your other devices (e.g., see how they look on your phone).
- Ask a couple friends to check your links and pages as well.

Step 7. Test Multiple Versions

If you followed all the steps above, then you're going to have a pretty darn good call to action. However, there is always room for improvement. That's why you'll want to track and test your calls to action to see if you can boost your conversion rate.

Follow these steps:

- Check if your email service provider offers testing tools. Most major providers (such as Aweber) let you split your list into two groups and test the responses.
- Decide which ONE factor you're going to test. This might be:
 - The call to action text.
 - The colour of the button.
 - The design of the button.
 - Using a link instead of a button.
 - Using a different link (e.g., direct link versus TinyUrl-style link).
 - The font colour of the call to action.
 - The font style of the call to action.
 - The font size of the call to action.
- Create two versions of your email that are exactly identical except for the ONE factor you're testing.

- Randomly split your email list into two groups.
- Send your two different versions of your email to these two groups.
- Look at the data to see if one version gave you a significantly better click-through rate. The higher-converting version is called the control.
- Rinse and repeat with a different version to test against your control.
- Rinse and repeat with different factors to improve your conversion rate.

Summary

You can use this checklist to double check your current calls to action in your email campaigns, especially those that currently aren't performing very well.

Naturally, you'll want to consult this list before you create your next email.

You might even want to print this off so the information is at your fingertips.

Whatever you do, just be sure to use this info (over and over again), because it can really boost your conversions and profits!

Appendix 2: A 5 Part eMail Series That Promotes a Professional Business Coaching Service

Email 1: How business coaches work, and why hiring one is often the best thing you can do to grow your business

Hi {!firstname},

It's pretty easy to start an online business. You set up a website, offer your product or services, do some basic marketing, and unless you're way off the mark, you should be able to bring in some customers in a relatively short period of time.

Making your business pay the bills is quite another matter, though.

We've all met highly successful people who just seem to have it all together. They have a great business, manage to spend time with their families, and even get a vacation (or two) every year. What makes them different from you? Why is their business booming, while yours feels like a struggle? How do they manage to get so much done so efficiently?

The answer, nine times out of ten, is that they have help. I don't mean they outsource their work (although they may). What I mean is they have help staying focused, on target, and clearly envisioning their goals and the path to achieve them.

In short, they have a coach.

Just like your high-school track team had a coach to help them run better, faster, and more efficiently, a business coach helps entrepreneurs improve their workflow, market more effectively, and build a stronger business.

Some things you can work on with a coach include:

- **Focus.** If you struggle to stay on task and have dozens of projects almost finished, a coach can help you get to the finish line.
- **Market analysis.** Data is critical to your success. Who visits your website? Which pages get the most attention? What are your conversions rates? The answers to these questions (and more) are the key to improving your sales. A coach will help you figure out what's important and what's not.
- **Fresh eyes.** When you're immersed in your business (and we all are) it can be difficult to see where the problems - and solutions - lie. A coach serves as an impartial 3rd party who can oftentimes see trouble where you don't, and opportunities you've missed.

Why does this method work? Well, it's twofold, really. First, we place a much higher value on that which we pay for. If you're paying a coach, you'll be more inclined to listen to - and carry out - his or her instructions. Not only that, but because your coach is generally someone you admire, but not necessarily your friend, you're less likely to want to disappoint them with your lack of action. Finally, your coach has more knowledge than you do, and is able to see clearly where you need to take action. Left on your own, you might spend months or years with the trial and error method,

just to arrive at the same place a well-trained coach can help you achieve in a much short timeframe.

Think you might like to hire a business coach? Stick around for my next email, and I'll let you know what you absolutely must do before you even consider hiring one.

See you next time!

[YOUR NAME AND URL]

Email 2: What you need to do before you hire a business coach to ensure you get the best possible results - skip this step and you're just throwing money away

Hi {!firstname},

Hiring a business coach is often the turning point for new entrepreneurs. It's at this point that many of them finally begin to develop the business they've always envisioned, but could never quite reach. Their income goes up, their efficiency improves, and their stress levels decrease.

But if you want to make the most out of your coaching relationship, there are a few things you need to take care of first, because proper planning is the key to your future success.

First, decide which type of coach is best for you, based on where your business is right now. You may have heard fantastic things about one particular celebrity coach, but if their market consists mostly of higher income entrepreneurs whose businesses far exceed yours, they're probably not a good fit. Instead, look for a coach whose clients more closely match you and your business.

In addition, choose a coach whose style you like. Just because a particular coach comes highly recommended doesn't mean she's a good fit for everyone. If your personalities clash, your relationship will be strained, and you'll only wind up feeling more stressed and resentful of your time together.

Next, make sure you enter into any coaching relationship with a clear goal. It would be nice to be able to hand a messy box of ideas and half-formed thoughts to your coach and let them sort it out, but that's not a very good use of their time (or your money). Better for you to have an end point in sight. You might not know how to get there, but if you can see the goal, your coach will be much better able to help you achieve it.

Working with a business coach may very well be the best thing that ever happened to your business. Just make sure you take the time and lay a good foundation before you move ahead. You'll be much better prepared if you do.

Next up, I'm going to share my top tips for choosing the right coach for you and your business, so stay tuned!

[YOUR NAME AND URL]

Email 3: How to choose the coach that's right for you. There's more to it than just calling up the coach you met at that conference last year

Hi {!firstname},

In the last email, I briefly mentioned choosing a coach that fits your business and personality. Today, I want to dig a little deeper into that subject and give you some pointers for finding the perfect coach to take your business to the next level.

There are as many styles of coaching as there are coaches, so it's important to find one that clicks. And as with any service professional, perhaps the best way to do that is to try them out. Much as you might schedule an initial consultation with a doctor or a lawyer to get a feel for how he or she works, you can do the same with a coach. Most offer free consultations where you can get to know one another, ask a few questions about goals and how they help their clients to achieve them, and maybe what their experience is in your niche. Take advantage of this time, because it's the best way to really get to know your coach before spending any money.

Questions you might ask include:

- Who do you most enjoy working with and why?
- How can you help me grow my business?
- Do you have any case studies you can share from past clients?
- Can you tell me about a past client what goals you specifically helped them achieve and how you did that?

Of course, before you can schedule a consultation, you need to put together a list of possibilities. Simply Googling business coach might give you a list of thousands to choose from, but how do you pick the right ones? One way is to ask your colleagues, much as you'd ask for referrals when looking for a real estate agent or a babysitter for your kids. Be sure to ask entrepreneurs with similar size businesses and in similar markets to get the best response.

Once you've narrowed your list, consider purchasing a single session just to test the waters, before you jump into a long-term commitment.

Finally, don't be afraid to admit when someone just isn't right for you.

Not everyone will see your vision, and not all personalities match, so if after your initial consultation or even after your first session you don't feel comfortable, say so. Simply let them know that while you think she's probably a great coach, you don't think she's right for you.

Be aware, too, that they might be thinking the same thing. A good coach will speak up if they feel that working together is not in your best interest. They might even refer you to someone else. If this happens, it's important to remember that it's likely not personal. Your coach is simply using their good business sense to do what's right for you, the client.

Next up, we're going to talk about just what you can expect from your very first coaching session.

Here's to getting things done with a business coach!

[YOUR NAME AND URL]

Email 4: What to expect from your first coaching session - and what almost certainly won't happen!

Hi {!firstname},

Welcome back to my short ecourse about finding, hiring, and getting great results with a business coach. So far we've talked about what business coaches do and how we can help you focus on a goal and achieve greater success in your business, how to find the right coach for you, and how to prepare for your first coaching session. Today we'll take a look at that very first session from both points of view, so you can go into it knowing exactly what to expect.

While you'd probably like to jump right in and start making lists and bouncing ideas around, your first coaching session will likely be a little more subdued than that. First, your new coach will need to learn about your business model, who your market is, and how you serve them. She'll probably want to look at your website, ask you questions about how your business has grown, and where you see it going in the future.

You can prepare for this (and save some time) by creating a list ahead of time, including:

- Short and long-term goals
- What you struggle with
- What triumphs you've had in your business
- Any personal details that will affect your business or how you work together
- What motivates you - why you started your business in the first place, and why you keep it going

With all that said, you will have a slightly different agenda for your first meeting. You should be listening carefully to what your coach says so you can get a feel for how knowledgeable they are about your business model and target market, what their experience is both in business and as a coach, and if their ethics and morals are in line with your own. It simply makes no sense to partner with a coach who advocates a particular system or technique if you find it to be distasteful or it goes against your core beliefs.

Finally, you and your coach should work out a plan for how the coaching will progress. There should be a schedule that works for both of you, and you should be left with an assignment of sorts to complete before you meet again.

You'll want to take careful notes, and record your session if possible. Your coach will likely have a list of tasks for you to work on before your next session, so make sure you note those as well.

Now that you've made it through your first coaching session, it's time for the real work to begin. In the next lesson, I'll tell you how you can ensure your coaching does its job and helps your business grow!

[YOUR NAME AND URL]

Email 5: Moving forward - Making the most of your coaching relationship by staying focused and on target - and how to continue to learn from your coach long after your active sessions have stopped.

Hi {!firstname} and welcome back to my short ecourse on finding, hiring, and working with a business coach.

I hope you've made some significant strides in your own coach-hiring project, because today I want to talk about the most important aspect of any coaching relationship: the effort you put into it.

So many people make the mistake of thinking that simply hiring a coach will solve all their problems. It's rather like those people who wish for a magic pill to help them lose weight. As much as we want an easy way out, it just doesn't exist. You truly get out of it exactly what you put in.

For example, your coach will likely help you identify areas that need work, or projects you need to tackle to move your business forward. They might advise you to blog more frequently, modernize your website, or remove an unflattering picture. It should go without saying that whatever tasks they recommend should become a priority on your to-do list. It makes no sense to pay a coach if you're not going to follow through, and will only end up frustrating both of you.

Remember, too, that no one - including your coach - is infallible. Do not just follow blindly along with each and every suggestion. If you don't agree with an idea or a direction they recommend, then you should discuss it. After all, you still know your business and yourself better than anyone, so if you have sound reasons for rejecting a plan, you should listen to your own advice.

Finally, make sure you take notes during your sessions. If possible, consider recording each call so you can refer back to it later or even have it transcribed. You never know when something that was mentioned only in passing will spark an idea worthy of pursuing. Plus, going back to reread your notes or listen to a recording again just before your next meeting will help refresh your memory without wasting time once you're on the line with your coach.

I hope this short ecourse has answered some of the questions you might have about hiring a business coach, and helped you start developing a workable plan for your next coaching experience.

Here's to building a better business!

[YOUR NAME AND URL]

P.S. If you're ready to get started with a coach, I'd love to invite you to schedule a complimentary 15-minute discovery session with me. We'll take a look at your business and together we'll decide if working together can help you grow. [CLICK HERE to schedule a call today.](#)

About Your Tutor:



Do you ever wish you could find an easier way to attract new clients?

If you're thinking "Yes, I do!" you're not alone. Many professional service providers feel like that because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

But just imagine for a second how great you'd feel, how much happier you'd be and how much more you'd be earning if suddenly clients were seeking you out, rather than you continually having to chase after them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and a specialist business workflow consultant. And I help my clients attract new business automatically.

If you're a business owner or professional service provider, who would like to automate their lead generation, prospect follow-up, and business relationship building processes in order to spend more chargeable time working with your ideal clients then I can help you to achieve that goal.

If you like the sound of that but you're not sure whether I'd be able to help your business or not, make an appointment to speak with me today.

Just head over to www.3dconsultingservices.com/call and select a time that's convenient for you.

There's no charge, and I promise you'll be delighted that you did when you hear about a strategy that'll transform how you win clients in future!

I look forward to speaking with you and to helping you discover which key business processes you can easily automate in order to free up more time to make more money doing what you do best.

Wishing you the very best of good fortune

Tim

You've probably seen those long, scrolling sales pages online that seem to go on and on forever.

No doubt, you've received letters through the post from direct mail marketers, screaming at you to buy some new, miracle product or other.

And I'm certain you will have been approached in a shop by some eager young sales assistant who thought they knew exactly what you'd want... despite never having met you before.

If you're anything like me, you absolutely hate the thought of being categorised alongside any of the above. And yet you have to sell something in order to make a living. So, I've some really good news for you...

I used to feel exactly the same way as you do now which is why, when I accidentally came across this information and found that it worked really well, I decided to create this short course to help professional service providers like myself.

It's designed to teach students a series of simple steps that if they follow, will enable them to demonstrate to their prospects that they are really good at what they do and ultimately be recognised as an expert in their field.

So, if you'd love to have a regular flow of profitable new clients seeking you out as the expert in your field, then this course is for you.

And, by using the information you learn on this course to follow-up with all YOUR best prospects, you too will soon be attracting a flood of new clients who realise that your product or service is really what they want.

Enjoy!