**Facebook Fortunes Webinar Agenda**

**Webinar 4**

**List Building (part 3) – Emailing your list**

1. Email your list to build a relationship
2. Once a month, send a series of 3-4 marketing emails
3. Tips for good emails

Once a month make a special offer with a series of 3-4 emails

Build relationship with 1-2 emails per week

Collect emails in aweber

Thank you page

Opt in page

Facebook ads

1. **Email your list to build a relationship**

* Once or twice a week, send a relationship-building email (Note: every 3 months you DON’T email them, the value of your list halves)
* Give good quality info. Don’t sell
* Types of things to give: relevant tips (eg FAQs & SAQs), media mentions, case studies of successful clients, testimonials, links to register for your free webinars / podcasts / events, gifts from others in your niche
* Come up with subject lines using Funnel Scripts Email Subject Line Scripts (<http://bit.ly/1sHWCfD>)
* Come up with a first draft of your follow up emails with Funnel Scripts Auto Email Follow-Up Scripts

1. **Once a month, send a series of 3-4 marketing emails**

* Make special offers, eg first month’s membership for a dollar, special bonus if you buy in the next 7 days
* Add urgency and scarcity
* Series of 3-4 emails:
* Email 1 – describe special offer, explain urgency / scarcity
* Email 2 – FAQs
* Email 3 – feedback from people who have bought
* Email 4 – last chance to get the special offer
* Remember, people usually take action on the last email

1. **Tips for good emails (both selling and relationship-building)**

* **Give people what they want**. Look at blog comments (yours or others in your niche). Listen to relevant podcasts to see what’s topical. Ask them via surveys. Follow others in your niche on Facebook and Twitter and see what they’re talking about.
* **Tailor your message to the recipient.** Set up different lists for each opt in page, and tailor the message to suit them.
* **Write a subject line that ensures your emails get opened.** One of the main reasons that any marketing material (on- or off-line) doesn't work is because people don't read it. You can increase the odds of your email being opened and read by writing a good subject line. The subject line of an email serves the same purpose as the headline of your sales letter - to get people to read your sales letter. So spend some time on it. Your subject line works best if it either creates curiosity, or gives a benefit (or both). For example "A new way to...".
* **Personalise your subject line and email content.** Most autoresponder systems have the ability to add your customer's name, and sometimes other details to your email subject line and message. This is not something you want to do all the time, but occasional use can work well. Mixing it up (sometimes using names, sometimes not) makes your emails look more personal.
* **Measure and fine-tune**. Aweber tells you what percentage of the emails you sent were actually opened. As you test different subject lines or personalisation, keep track of the stats.
* **Use a conversational tone.** Your customers are more likely to buy from you if they see you as a trusted friend and advisor. One way to do that is to use a conversational tone in your emails. Imagine you’re writing to a friend or client you know well, rather than to a group of people. You’ll know you’ve done this right when people email you back as if they are the only one you've written to!
* **Provide great value**. This is a great way to build trust and rapport, and continue to build yourself as the trusted friend and advisor. Giving people tips, answering questions they may have, or giving them links to useful resources is a great way to build the customer relationship.
* **Have one clear purpose for your email.** Decide up front one the purpose of your email, and ensure that the whole email points to this.
* **Don't send out canned affiliate emails - write your own.** If you are promoting someone else's stuff, they will often supply email copy for you to send out to your list. While this sounds like a great way to save time, it can really affect the great relationship you're building with your list. Because what is likely to happen is that some of your subscribers are likely to get the exact same email from other affiliates selling the same product. It becomes obvious that you are not writing a personal email at all. Your subscribers will start to distrust your recommendations as it seems that you are not genuine. Instead, write your own email with your own opinion. This reinforces your position as a trusted friend and advisor.
* **Forget the hype.** Statements like "trust me, you'll kick yourself in the morning if you miss this" are going to turn people off. You need to be enthusiastic, but make sure you include the reasons why you are so excited. How is the offer going to really help your reader? Give reasons, examples, and proof. They're not interested in "amazing", "fantastic", or "unbelievable". They are interested in the specifics of what the recommended product did for your or your other clients.
* **Make your emails look like they are written by a person, not a machine**. Your autoresponder program may have the ability to "wrap" lines so that they are shorter, and even justify the right hand edge (like a newspaper column). What this does is make the email look "too perfect", which people often interpret as "impersonal". Instead, use longer lines, and use "ragged right" formatting.
* **Test your emails before you send them out to your list.** Test your emails before you send them to your list by sending them to yourself first. This is particularly important if you are using personalisation. In most autoresponders, you insert a field (such as a first name) with a code like {firstname}. If you get this wrong - eg {firstname) - then the code won't work and your email will go out reading "Hi {firstname)". This completely blows the genuine, personal approach!
* **Make your email only as long as it needs to be**. There is no hard and fast rule about how long an email should be. The important thing is that your email should be interesting. So long as it's interesting, people will keep reading (within reason). You can increase the level of interest by using a "personal story". This also helps to build the relationship you have with your list.
* **Make your call to action clear.** Tell people clearly what you want them to do, in the first paragraph and again at the end of the email. Give them a "reason why" they need to take action now, to create urgency. Make your "reason why" realistic. Forget about "I don't know how long I can hold the price this low". Instead use "I only have 17 places left".
* **Use an effective PS.** This is particularly important in a long email. That's because people often scroll to the end of a long email, rather than reading every word. Put the offer or hook in the PS, so that it makes people want to go back up and read the whole email. You can also put your "reason why" they need to take immediate action in the PS, for example "we already have 174 people registered for this webinar, and we only have 250 spaces. I'd hate for you to miss out, so please save your place now."