

## Facebook Fortunes Webinar 4

### List Building (part 3 - Emailing Your List)

Daryl: Hi everyone and welcome to this week's Facebook Fortunes Webinar. It is Webinar 4 and the last in our 3-part series on list building.

So far we have looked at how to come up with some sort of wonderful free gift that people will absolutely love.

We then talked about how to put together your offer page, where people can give you their name and email in return for their free gift and this week, we are talking about how to build a relationship with everyone who opts in for that free gift, because there is not point in building a list if you don't then do anything with it.

Tell me, in the question box, why it is a great idea to have a list? What can we do once we have a list? What is a list to our business?

We know that a list is a great asset in our business and we absolutely create relationships with our list and the better the relationship, the more likely they are to take our advice and we become the trusted friend and advisor.

We had a few kind of analogies, one was that your list was like the pot that you fill with gold, so build your pot and fill it with gold and we also talked about the John Lennon - I'm going to write myself a swimming pool idea!

Kerry, I know that you have done that a heap of times where you have said: "What will I promote to my list this week!" particularly in your Marathon Girl stuff and there are just so many different opportunities, aren't there?

Kerry: Absolutely and quite often mine is motivated by when I want to take my next trip - what do I need to pay for the trip that I'm going to go on, tonight! I'm not actually doing one tonight, but that is how I usually roll.

Daryl: I love it!

Building a list creates a really strong foundation for your business, because remember too, building a following on social media is great, but who owns the list on social media? Who owns the list if your list is purely on Facebook; Twitter or LinkedIn?

The platform does! By having an email list that means that you then own the list and you can export that list out and have it in your hot little hands in Excel or a CSV file and nothing can take that away from you.

You have control of the list, so it really reduces your risk in your business and builds a valuable asset and really provides you with certainty of cash flow, because you have a way that you can generate money as you need to, but only if you have a great relationship with your list and that is what we are talking about today - emailing your list to build a relationship, but it is also important to not just build a relationship.

If all you are doing is sending out emails to build the relationship, everyone is going to have a wonderful warm feeling and you are going to be broke, so remember to make sure that around once a month you actually send marketing emails, also and then we will run through some tips for writing emails, because there are some really important do's and don'ts and I see some woeful things coming out, sometimes, from people who should know better.

Now, last week, you asked for a diagram, so here is the picture of what we are doing and it really is quite simple once you get your head around it.

The bit that Kerry does is all of this stuff, here and we will obviously be talking about that in more detail, in future webinars, but it is also all the stuff that we covered at the workshop.

One of the things that Facebook Ads do is they drive traffic to your opt in page and that is the page that we talked about in detail, on last week's webinar - Webinar 3 - go back and check it if you need to.

After people have opted in, two things happen - first of all they get to a thank you page, which explains how they get their free gift and also after they have opted in, their name and email goes into an auto responder, which is a fancy name for a bit of software that can send out bulk emails.

So, we use Aweber and whenever we are talking about Aweber, we mean an auto responder. There is a whole bunch around and you may use a different one, but all of the training that we provide is around Aweber. If you don't already have an auto responder, make sure that you do join up with Aweber.

Once you have those emails in Aweber, then what you need to be doing is sending them two different types of emails. First of all, the ones that build a relationship and typically, once or twice/week is the frequency that you need to email them.

Every now and then I have someone say that they think that is too often and I think I should only email them once a month. Well, here is the interesting thing and it is kind of counter intuitive, if you email people once a month, they are more likely to complain about you and unsubscribe than if you email them once or twice a week.

I think that the reason for that is that if you are only emailing them once a month, they kind of forget that they have even joined your list and suddenly this weird thing is appearing in their inbox and they get all offended, because someone is mailing them without permission.

Whereas, if you are mailing them once or twice per week, they don't have time in between to forget that they have subscribed to something, so you are less likely to get spam complaints if you are emailing them more regularly and providing you are following the tips that we are giving to you in this webinar, people will be grateful to receive your stuff.

You are not just doing a hard sell in every email. You are giving them great value and quality. You are the friend that turns up in their inbox.

Remember, that once a month you need to sell something. It is a bit kind of rubbery, but we find that once a month works pretty well - some sort of special offer and generally a series of 3-4 emails and we will explain that sequence in a second.

So that is the big picture overview. Are there any questions about that?

Let's have a look at emailing your list to build a relationship. So, as I said before, once or twice a week, you want to send a relationship building email. Now, here's the thing, often we see people doing all of the front end and getting their email list built and they say that they don't know what to send them and so, they sit there and do nothing.

The stats are that every 3-months that you don't contact your list, the value of that list halves. You might as well go and grab names out of a phonebook and start cold calling. If you are not going to follow them up, it really is a waste of time, money and effort, by putting the list together in the first place.

Don't think that once you have them on your list that your job is done and in six months time, when you are ready to email them. You need to start emailing straight away.

Make sure that you are giving good quality information and in the relationship building part of it, you are not selling, you are simply giving. You are not asking them for anything.

So, what sort of things do you give? Well, here are some examples of the sorts of things that you can give and this is not an exhaustive list.

The first thing to give is relevant tips, with a big emphasis on the word relevant because it does need to be something that is interesting to them and if you are having trouble coming up with things, one thing to think of is FAQs and SAQs.

So, we all know what FAQs are, they are Frequently Asked Questions, but what we probably don't know is SAQs. They are Should've Asked Questions, because often, our clients don't know what they don't know and so, they don't always know what questions to ask. So, you want to prompt it a little bit with the sorts of questions that you think clients should be asking about your program, if they knew a little more about it.

Have a look at the questions that people who have been in your program or been clients in your program a little longer, actually ask and those sorts of things make really good prompts. They often give people "ah-ah's", because they are things that they have never thought of before.

The other sorts of things to add are media mentions. If you are ever in the media and get articles in magazines (later on we will talk about getting free publicity as a marketing strategy) or if you are on TV or radio or appearing on a well known blog, or anything like that.

Tell your list about it, because there is something about being in the media, which immediately elevates you and gives you credibility, but if people don't know about it - what's the old story: Today's newspaper is tomorrow's fish and chip wrapper - if your clients don't see it, then you don't get the value out of it.

So, you could send a little email that says: "Hey guys, did you see me on A Current Affair last night?" or "Did you see this article in the paper on the weekend? How cool is this? It was so cool to be profiled in the paper, alongside whoever" and telling the story and being excited and proud of it. Demonstrate what you are doing. It will make people feel great and that they are in the right place.

If you are speaking at an event you can tell them that, but it kind of depends on how you are doing it. If you are selling tickets to the event, then that comes in under the next category - the marketing emails.

Kerry, when you spoke at Glen Twiddle's event, was there some bragging right?

Kerry: Yes! Sharing the stage with Richard Branson is always a bragging right, so I shared that story and I also put it out over social media, but just adding to coming up with those topics and I am not sure whether you are going to mention it here, but definitely set up Google Alerts for the alerts that are coming up in your key niche and you can do it for key words.

I have a Google Alert set up for Marathon training and running and once a day, I get emailed news that it is happening in there. So, that is certainly something to talk about, but the other thing that you want to do is follow Facebook Pages that are within your niche and see what they are posting and you there might be some relevant stuff that you can discuss that they are asking and also, ask people on your Facebook Page some things that they want to know.

Those are other ways of coming up with those relevant tips.

Daryl: Excellent suggestions. Google Alerts is really easy and intuitive to use. If you haven't used it before, I think it is Google.com-alerts. You pop in the keywords that you are wanting to be notified about and email address and it sends you all of those. Don't use your main email address. It will end up flooded. Generally, we set up a separate email for those alerts to come through, but it is a fantastic tip.

Kerry: You can say that you only want them once per day, or once per week, if you want to, but I have once a day, so it is not coming through every single time that there is an alert, so you can set it up that you get one email per day with relevant information on that keyword and new stories and articles and things like that.

Daryl: The next one is case studies of successful clients and testimonials and what these do is provide social proof. People want to know that they are in the right place and that the other people that they are here with are getting good results, enjoying it and having a good experience and so, by sharing case studies and testimonials from existing clients, reassures people that haven't yet bought from you, that they are in the right place and that other people are making decisions to buy from you and they're getting results from it.

It can make those people that haven't yet bought from you feel a little left out and so, when an opportunity comes up to buy, they are ready and primed to go and buy from you. So, sharing case studies and testimonials is a great way to go too e.g. "Hey guys! I had some great wins this week! It is really inspiring and motivating and I just thought that I'd let you know!". You are giving them that as a solution.

Then we go on to links to register for freebies. People love free gifts, so if you are running free webinars; podcasts; events or anything else that you have happening, then let people know that you are doing those and make sure that on those things, you are giving more great quality content. People want to get close to the Rock Star and this is what you are becoming.

By becoming higher profile in your niche, you are becoming someone that people want to follow and learn from and the more credibility and authority that you get in your niche, the more that people want to gravitate towards you.

They want to touch the Rock Star and so, by giving them access to you where they can see you on stage or they can listen to you on a webinar or podcast, it makes them feel great. People love to have someone in authority to follow, providing that you are treating them well and giving them good information etc.

The last thing that we have is gifts from other people in your niche and this is really fun - going out and hunting out things that you can glean to give to people on your list. We are pretty much shameless.

We will go and ask pretty much anyone - if we see that they have something cool happening e.g. they are selling tickets to an event for \$1,500, we will approach them and ask if they have a few "freebies", because we have clients that we want to give them to or "I've just noticed that you have a new product come out. Is there a part of that product that we can give away?"

Now, why would someone do that? If they are selling a product, why would they give us a few samples for free that we can give to our clients? Why would someone do that, do you think?"

It is for Free Promotion. If they are a smart marketer, they know that if we've got a great relationship with our list and we recommend their product, they are going to make a bunch of sales and a great way to recommend a product is to let people try it out.

Give them a little sample for free and then it really does put them in front of our list. So, have a bit of fun with it. It is surprising the sorts of things that you can get for free and give to people.

Kerry: Can I add to that, Daryl? I ended up with being able to track around 10-sales, directly from giving away a Marathon Girl top away to a lady that has a massive running list.

I gave her one for herself and then a couple to give away and we could track about 10-direct sales, just from that, but I'd say that there were a lot more, they were just what we could track. It was great promotion. It only cost me the price of the tops and whatever else. It is a good idea both ways, obviously to get free stuff in and promote it out, but also the other way around.

Daryl: That is a great example and you can see that Kerry, as the product owner was more than willing to give those to a list owner, because she knew the value of giving those things away. Don't think that you can't ask. People will be really keen to give things away, provided that you have a good list and a good relationship with them. You'd be amazed at the sort of stuff that you can get.

One of the issues that people often have is that they don't know where to start; where to come up with a subject line or what to write about in their email.

Let me know if that is you!

We have "yes" and "no" and "sometimes".

I want to show you a seriously cool tool that you can use for coming up with subject lines and I find that as soon as you have the subject line, the rest of the email is really easy to write, but it is coming up with that subject line that can be a challenge, to start with.

I'm going to show you a seriously cool piece of software and I'm putting the link for that in the chat box, now.

If you want to get this bit of software - it is a paid bit of software, but we are using it just about every day, at the moment. It is absolutely incredible! It is a series of scripts; wizards or templates that enable to create any piece of marketing that you ever wanted to know about. Everything from your opt in page to your free gift to your webinar registration page and even your webinar PowerPoints; your webinar thank you page; all of your ads, for everything; your email content - it does everything. I will show you the list of some of the stuff that it does and we have only just scratched the surface and we are using it all the time.

It has been put together so well and the man that did put it together is Jim Edwards, who has been around for yonks and he has done it in conjunction with Richard Branson, who is one of our mentors and they have done an incredible job of it and it is only \$297US, so for what you get, I think that it is one of the best things around the moment.

Jim Edwards is the guy who wrote it and he has been in Internet marketing for a long time. We were learning from him when we first started in the mid-200's. He has been around for a long time and is a very clever marketer and he started like we did, with eBooks.

Anyway, there are a heap of little scripts and wizards in this and I will show you a list of them. I have the Email Subject Line Script up here. Now, for each of the scripts and if you have a look down the side, you can see that there are literally 30-40 different scripts of things that you can create, but for the email subject line scripts, there is a little video at the top -each of them has a little video at the top that you can go and watch. Let me show you how it works.

For each of them you get a form to fill out or a series of questions to answer and what I have done is gone through and answered some of the questions already, so not to waste time.

You will see your name; your target; the big result that they want; big thing they want; the big pain they want to avoid; the number of solutions you offer; the main keyword phrase or area of interest for your target audience; are you going to brand your email so they instantly know who it's from? And a current new story or topic that everyone is talking about.

You answer those questions and you can adjust them later on and then you hit submit and it generates a whole bunch of subject lines. Some of them are horrible, but a lot of them are really good and you can write a really good email about them.

It shows you, first of all, all the variables that you have entered and then it starts on all the subject lines and you can see just how many of them they are - if I scroll top to bottom, you see that there are at least one hundred subject lines here.

Some are great and some are not e.g. Why your membership site won't work; [name] your membership site may not be working; how to get past your online marketing not working; 5 solutions to overcome online marketing not working; this membership site tip is almost too easy. It is a bit of a tongue twister, but I think it is a good one.

More examples are: Details on my #1 automated income tool; avoid the #1 membership site mistake; the biggest membership site mistake that online marketers make - that one is pretty cool; the election tactics for online marketers - if you are marketing in the US, that would be a hot one at the moment; 5 secrets of automated income; the real secret to automated income.

It comes up with so many things! What do think about it, guys? Let me know what you think?

Kerry: I love them!

Daryl: it is seriously cool! You have the link there - copy it out or click on it now - go and grab it. We will be recommending that you use this at different stages in the process. We will also give you a manual process for it if you don't want to buy this tool, but it will save you days of work if you do get the tool, so I strongly recommend it.

You can see from this how good it is. It is USD297 and the cool thing is that it came out about three months ago and they just keep adding to it.

You will see down the side all of the different things that it does e.g. one time offer scripts; magic bullets; webinar opt in scripts; lead capture scripts - that is for your opt in page; opt in video script, if you want to put a video in on your opt in page; order bumps are for up-sells; testimonial scripts; all the different types of ad scripts, including Facebook newsfeed ad scripts;

friend reports, so you can use it create your free report; you can use it to create your emails - I have gone through that one, as well.

It is a bit long, so I didn't want to demo it here, but you can use it to create your first 5-6 emails.

More scripts are: tweets; ways to promote your webinars and follow-up your webinars; headlines, if you are writing good copy; even a long form and short form sales letter script - if you are selling ebooks or one-off info products or events, then you want to have a long form sales letter for that. It has the script in there and these are things that people were selling for upwards of \$1,000 just for a long form sales letter script, in the past.

There is also a bunch of training that goes with it so you can attend the training programs and watch people apply this and you can suggest script and I just noticed that they don't have a script for promoting an event, so if you suggest it to them and I am sure that they will put it in if they get enough suggestions.

There is a question: "I have Matt's email headers etc. Are they any good?"

I'm not sure. I haven't bought Matt's one. I know Matt and have been on a coaching program with him and spent a bit of time with him in Switzerland, but I don't know how that compares because I have not bought it so I don't know how it compares, but if you own it already, try it out and see. If you are happy with it, great.

This one comes back with a 30-day money back guarantee, so get it and try it out and if it is better, keep it, but if it is not then don't, but the thing about this is that it is not just about email headers. It really is about so many other things, so you can compare.

Kerry: We have had a couple of clients who have written their whole PowerPoint presentation with this and they are really, really good PowerPoint presentations. Didn't Julie do one, Daryl?

Daryl: Yes. We have actually had a few people in our Freedom Club Program. We have people marketing using webinars and before this came out, everyone was procrastinating and taking ages.

The stuff that was coming out was really average quality and this came out and we were running one of our 2-day training programs in Australia and in one 90-minute session we told everyone to grab their copy of Funnel Scripts and that we were going to write our webinar presentations now - in this session. Everyone grabbed it and they all put together in that 90-minutes and they all had them done and ready to go using this software.

If I go back up to the dashboard, one of the main things up there is the webinar script. Next week, we will be talking about webinars, so we will show you this then, but it actually creates your webinar. There is a 52-question questionnaire and it takes out about 30-45 minutes to do, we have found. You then hit build and it builds your webinar registration page; your PowerPoint presentation and a few other little bits and pieces to go with it, including some little closes that you put in, throughout your presentation to increase your sales. It is seriously cool, but we will get onto that when we actually start to talk about webinars, but grab it; have a play with it - there are so many things that it does.

Kerry: I know that Nick, who was part of this program from last year - did his in one day and we were advertising the webinar the next day for the next week and prior to that, he had been exactly like you had said, Daryl - procrastinating - like I just don't know where to start. It comes up with something that is really good, so why wouldn't you.

Daryl: We use it now for planning, so while we were sitting by the pool at The Ascot, a couple of days ago, I pulled this up. We answered the questions and the questions get you really differentiating what the "wow" factors are in your business etc.

When you plug it in and hit build and see it put together as a proper sales presentation, it immediately makes all the rest of your marketing easier - writing all of your offer pages etc. becomes so much easier when you have this. Yes, we are raving about it at the moment, but it has just cut down the amount of work that our clients need to do. It is taking them a tenth of the time to do stuff, in a lot of cases.

Grab it guys! We have given you the link in the chat box!

You can even come up with a draft of your email. I showed you that it doesn't just write subject lines, it will write the whole email for you. Depending on the niche that you are in, it tends to be more of a business type of niche the way it writes them, but have a look at it because it really does shortcut the process, so much.

That is our list building emails. Let's have a look at how we actually sell.

So, once we have that relationship with people, remember that it is not just about having a warm feeling - you need to be making money, also. Here is the process that we use for selling. Typically, we send a series of 3-4 marketing emails.

Now, why 3-4? The reason for 3-4 is that most people don't take action until the last email in the sequence. In fact, Kerry, if someone is sending out a promotion, do you grab it when it first comes out or do you buy on the "last call - offer closing"? Which one do you tend to do, Kerry?

Kerry: Totally, the last one! I will give you an example: I went to a marketing workshop a couple of weeks ago, to expand my learning, but I waited until the night beforehand, basically. It wasn't, I had to fly up the next, but I waited so long that they had actually closed it off - it was a really good marketing ploy, in fact.

The workshop was on the Saturday and Sunday and on the Thursday I thought that I had better finally do it and I went and clicked on it and it took me through and it just wouldn't let me book - it only had a "contact us" button. So, then I am busy trying to email them and panicking that I had missed out.

They called me back and said that they had one person cancel and they had one spot available and so I got there and there were lots of empty chairs. It was just their little ploy, but that is my "last-minute" story.

Daryl: Andrew and I had this discussion yesterday, in front of a few clients. I buy on the first go. If I see it and really like it, I buy it straight away, because I know that if I don't, I will forget about it. Andrew is the type of person who does exactly what you have done and is forever on the phone, begging and pleading to get in because he has missed it by 3-minutes or something and sometimes, they just won't let him in and they tell him he has missed out.

Who is on Team Daryl and buys first up and who is Team Kerry and waits to the last minute to buy? Let us know!

You guys are quite different to our other group; they were all Team Andrew and left it to the last minute to buy.

Make sure that you send out a series of emails, because typically 60-70% of people tend to be like Kerry and will not buy until it becomes urgent. They look at the first email and think it gets interesting and they'll get around to doing it or they'll go and do some more research about it or have a think about it and then, the next email comes out and they remember that they have been meaning to do it and then the last email comes out with their last chance call and that is where the majority of people buy.

Don't get disillusioned if people don't respond on the first email and make sure that you send out a series. Don't be disappointed if the first two don't fire, because most people will actually buy at that last chance. That is the way it seems to work.

Here is the sort of thing to do:

We try to make some sort of special offer that is just for our list. They have seen our standard offer. If we are doing a promotion like this once/month, then we try to make something like this a bit extra special and it might be that if we are selling a membership site for \$49 or \$99/month and we want to get a heap of people in one hit, we will do a first month for \$1 offer and that generally, gets a great result.

Or we might do a special bonus if you buy before midnight on Friday etc. What we want is something that is high value to customer and low cost for you to deliver e.g. you don't want to offer that everyone who buys will get one hour of your time on Skype, because all that is going to do is burn your time and you will end up with a whole bunch of people buying for that and then unsubscribing if it is a membership site.

Always have urgency and scarcity in there because that is what makes people jump. If it is an offer that is available at any time, human nature being what it is, people won't take action unless you give them a really strong reason to.

Here is how we do the series of 3-4 emails.

The first email is where you describe what they get. It has the special offer; you explain the urgency and scarcity and you give them the link to buy.

The second one has a series of FAQs or SAQs and that is a bit more information about what it is.

In the third one, you can refer to the fact that you have been getting testimonials from people who have already bought and are giving you really positive feedback. If you don't have any, then this email is optional.

If you are not getting the feedback, maybe try to figure out why if it is a product that should be getting some reaction to it, but the third email provides the social proof and that what you are talking about is working and people are getting results and people who haven't bought will feel like they are missing out.

And then the one that people take action on is the fourth and last email and last chance to get the special offer and that is generally about 60% of your sales.

Are there any questions about that?

Tony is asking: "Do you send each email 1-2 days apart?"

Yes, if it is a 7-day promo, just spread it out over those days - every 2-3 days, depending on how many emails and how it fits.

Daren is asking: "My audio products are live seminar recordings. Can I use testimonials from the seminar to promote the recording?"

That is a great suggestion! Pop the video on the sales page that you have linked to from your email. Transcribe the testimonials and have little snippets of those throughout the email, also. It works really well.

"Things that are written on a evaluations forms?"

Absolutely! You will notice that at the bottom of our evaluation forms that we actually have: Do you give us permission to share. If they have said "yes", then yes you can, otherwise you need to go back to people and ask for permission. The laws require that you have it.

if you get regular emails from us, you will notice that where we have them, we always put feedback e.g. in the P.S. - if we are promoting a workshop, we will have feedback which often comes off those final feedback forms that we hand out on the last day, in the P.S. of the email.

Let's run through some tips for some good emails. Now, some of these are only relevant for the sales emails, but some of them are relevant for both.

First up, give people what they want. Make sure that whatever you are selling them is relevant and Kerry gave some great suggestions before about asking people on Facebook and setting up your Google Alerts etc. Look at blog comments. If you have a blog happening, what are people saying? If you don't have a blog yet or there is not much interaction on it yet, then go and look at other blogs in your niche.

Listen to relevant podcasts - what are people talking about in your niche, at the moment? Ask them via surveys - you can email out to your list with a survey. There is a cool little survey tool called Survey Monkey, but you can just ask them the question in the email, also.

Obviously, follow other people in your niche on Facebook on Twitter and see what they are talking about. Social Media is a great way to have a look for things.

Kerry, is there anything that you want to add in terms of making sure that your emails are relevant?

Kerry: I do want to add that I do get onto to podcasts. I would listen to a podcast almost every day and I get a lot of information from those podcasts. It is really good to sit and listen to them and then you can relay that information and there are a couple of different ways that you can do that.

You can relay it in your email, but you might want to put together a little video where you are talking about the podcast that you listened to today and give tell them that you thought that they might be interested in a couple of things that they mentioned and then I go through the points and you can put that on Facebook and then send it out - expand it out - and email it out to your list.

Daryl: I suspect that you are not sitting when you are listening to your podcasts, am I right?

Kerry: I'm running!

Daryl: A great way to pass the time while you are running is to listen to a few podcasts!

Kerry: If you are struggling to get fit - not saying that anyone on this call is - but if you say that you don't have time to get fit, I suggest that you kill two birds with one stone and get the podcasts on and get out and walk or run or exercise or whatever. Don't just do it in your car - get out there and get the fresh air at the same time.

Daryl: Who is with Team Kerry on that one? Let us know in the question box. Who thinks that is an awesome idea?

Kerry: Some of my best ideas have come from something mentioned on a podcast and then I don't actually hear the rest of the podcast, all I do is plan and when I finish running, I write it down and then I implement that and some of my best ideas have come from just doing that!

Daryl: Awesome!

Maria is saying: "I just need to learn how to podcast!"

Maria, what we are talking about is actually downloading podcasts that you like. I do it on my iPad, but you can do it on your phone.

Tony is asking: "Kerry, can you put together a list of podcasts that you listen to?"

Kerry and I probably listen to similar ones, so we can absolutely do that.

Let's continue on!

The next point is to tailor your message to your recipient. Remember that what we are talking about is not just one opt in page. We are talking about different opt in pages for different sub-niches and if you need to go back and review the last couple of webinars about how we do that - and we did cover that - but, basically what you are after when you get people to opt in is solving a single problem.

Now, not everyone in your niche is going to have that single problem. You are going to have multiple ones of these. Each one should go into a separate list and then when you follow them up with an email, make sure that the email is relevant to the problem that they actually opted in for.

The more that you can tailor it, the better, but if you are writing one email, you can generally tweak it a little bit, between lists, to make sure that it is relevant.

The next tip is to write a subject line that ensures your email gets opened. There are a couple of ways to get them opened. One is to be someone that people look forward to getting emails from and the other one is to write a subject line that people can't resist opening.

So, one of the main reasons that any marketing just doesn't work is because people don't read it. If people don't open your email, it doesn't matter how good your email is, they just won't see it, so write a good subject line. We have given you the link to the software so that you can write better subject lines.

It really serves the same purpose as the headline in your sales letter. If they like what they see at the start, they will read the rest, otherwise they will just leave, so do spend some time on it.

The next thing is to create curiosity or give a benefit and all the email subject lines in that Funnel Scripts are designed to do that.

You can personalize your subject line and your email content. In Aweber you can tell it to put the first name of the person in the subject line e.g. Kerry, here is a tip for you and it makes it look more personal, but you don't want to do it all the time because it can actually overdo things and look a bit canned, but mixing it up tends to work well.

Measure and fine tune what your open and click through rate. Aweber will tell you your open rate and click through rate, so when you are sending out emails, make sure that you go back and look at the stats and see what your open rate is.

The standard at the moment is 27%, so if you are getting 27%, you are doing well and if you are getting less than that, then there is probably room for improvement. The better your relationship, the higher that is going to be. Also, look at your click through rate and how many people are going from your email over to the sales page, if it is a sales email and generally you are after about 10% or better.

Use a conversational tone. For some reason, when people start writing, often they become more formal. Conversational means short sentences and short words, rather than long words. Really good ways to tell if you are writing conversationally is to once you have finished it, read

it out loud and listen to yourself and think about if that is something that you would normally say.

You want to write in the way that you speak, rather than in a more formal way. If you do that, it builds a much stronger relationship and people start to see you as a trusted friend and advisor and it drops the barriers between you and the reader. The more formal it is, the less close that relationship is.

I generally picture an individual client when I am writing an email and I write it as if I am just writing to them e.g. "Hey, I just found some info that I thought you would be really interested in." and I imagine that I am writing directly to them and it tends to come more conversationally.

We always get feedback about how different our emails are compared to other Internet marketers, who tend to be more hypey and we really like that type of feedback.

In fact, the thing that really makes my day is when someone emails back thinking that I have just sent it out to them and it didn't come from an auto-responder and they reply saying they are so grateful and it is exactly what they need and unbeknown to them, it has gone out to tens of thousands of people, but it has felt like it has been written directly for them, so thank you if you have done that - it really does make my day when that happens.

Kerry: I'd like to add to that, because one of the emails that people get when they sign up to my run marathon-training site - 7-easy steps to running a marathon and then someone said "oh! 7 easy steps - they'd have to be big steps", so we have now changed it to the Marathon Girl Guide To Running Marathons, and I get so many people coming back thanking me. It is the responding back that can take a bit of time.

Daryl: You know you have nailed it if people are doing that.

Next is to provide great value. Don't hold back in your emails. People often think that it will cannibalize their sales by giving everything away in the emails and seriously, it doesn't. The more value that you give, the better the relationship you build with your client.

People will love it and look forward to opening your emails and will pay you back many fold, by being really generous with what you are giving. Give them tips and answer questions; give them links to useful resources - all great ways to build that relationship.

The next tip is to have one clear purpose for your email. Decide up front what that purpose is and don't stray. If you have separate offers, put them in separate emails. If you confuse them, you will lose them and particularly in an email, where people are generally skimming them quite quickly. It can get confusing if you have 2-3 different things that you try to do with the one email. One purpose per email and stick to that.

Sometimes, with your marketing emails, you are not necessarily selling your own stuff. Sometimes, you will want to sell someone else's stuff and normally you would do that within an affiliate link.

Clever vendors/product owners write a series of emails to send to their affiliates to send out to their list and we teach this, we say to make it really easy for someone to market your stuff - write the emails for them and give them the emails to send out to their list, but here is the thing, we suggest that rather than just take those pre-written emails and send them out, you rewrite or write completely new ones, because there is nothing worse than having you and 2-3 other people send exactly the same email out to the same list.

If someone is on more than one list and they get an email that looks like a really cool personal email and then they get it from a couple of other people - word for word - it really can diminish the trust.

A couple of days ago, Andrew was sharing with some of other clients, that this happened to him where he received an email from someone that we know e.g. "Hey Andrew, I thought you'd really like this.

I saw it and thought of you!" and he looked at it and thought it was seriously cool. He then looked further down his email and there was exactly the same subject line there from another Internet marketer that we know and he opened the email and it was exactly the same and it just blew it and these are guys that should know better than to send out emails that everyone is sending out.

Kerry: It is funny that you say that Daryl, because there are a group of them and in fact, I was speaking to one of the guys when I went to Movie World this year, when I went to the conference and I was speaking to one of the guys there and we know that there are a close circle of Internet marketers in the US and he was saying that they all just push each other's stuff etc., but I am on that same circle's list, which I am really, really surprised at.

They don't change the emails and these guys are seriously big Internet marketers in The States and they are doing exactly what you are saying, Daryl, handing out the same canned email.

Daryl: The next thing is to forget the hype. Statements like: "Trust me! You will kick yourself in the morning if you miss this!" are really going to turn people off, particularly in Australia. We do find that culturally there is an audience, so if you are marketing in Australia then that sort of empty hype really does turn a lot of people off and you will get lots of unsubscribes, but here is the thing, you cannot go the complete opposite, because plain vanilla doesn't sell. You need to be enthusiastic, but with substance.

Why is it that you are so excited? Be specific about what it is that you absolutely love about it. So, rather than saying things like: it's amazing; fantastic; unbelievable. Give them some concrete reasons as to why it is amazing; fantastic or unbelievable. What they want to know is the specifics of what this product did for you or your other clients or case study examples etc. and not just empty hype like it was awesome. Excitement sells, but it has to have substance behind it.

The next one is to make your emails look like they are written by a person and not a machine. In your auto-responder, it has the ability to do wrap-lines i.e. they are quite short and it almost looks like an newspaper column. If you do that then when people open your email, they immediately subconsciously think that it is a marketing email.

The same thing when it comes out with a pretty border around it and a link at the top saying: "If you are having trouble reading this then click here" or "right click to download images". People immediately think "marketing". You want to write person-to-person and friend-to-friend.

You want it to be like an email from their best friend. I know that all of the auto-responders have these wonderful newspaper templates etc., but if you want to build a relationship then you won't do it with something that looks like marketing.

Think of your own behavior and think about which ones that you read. Are they the ones from your friends or the ones that are over-formatted with lots of images through them or the ones that are canned? Be really careful about that!

The next thing is to test your emails before you send them out to your list. Make sure that when you do send the test that you also put in the personalization, if you are using it, because if you get it wrong it looks really, really tacky.

You will see that in Aweber, if you want to put someone's name in then you put in {first name} with curly brackets around it and that will substitute whatever first name they have given you and put it in. If you get that wrong and let's say that you put a curly bracket at the front and a parenthesis at the back, then the code won't work and so, what you will get is an email that goes out looking like this: Hi {first name}, which kind of blows that personal approach and so, always, always, always test it.

The other thing that I have seen before and I shan't name the Internet marketer, because you will all know who they are - they sent out an email from Aweber with {insert subject line here} and in Aweber, that is actually easy to do because the subject line is not in the main body where you write the main part of your email.

It kind of sits above it and if you don't think to do it or you don't test, then it will come out with the {insert subject line here}. I actually called them up and asked him what he was thinking not testing his email and he told me that it was the best open rate that he had that month - you wouldn't believe it, but don't make it a habit. It is not a good look if you want to look professional.

Kerry:           Actually, Daryl, I do have a confession and some of the people on this call may have seen it. It was one of the one's that I sent out for the workshop and I used the Aweber and Infusionsoft and it came out {infusionsoft first name} and it was the only time that I didn't test it! I'm getting one in my inbox at the moment, but the subject line is email blast - every time it is email blast!

Daryl:           And the thing with Aweber is that unless you actually choose: send test and personalize, it will only send test it, so you won't pick up the first name error unless you actually ask it to personalize, as well.

Kerry:           That is what I did! I tested and that is what did!

Daryl:           Your email should only be as long as it needs to be. There really isn't a hard and fast rule about it, so an email can't be too long. It is like a sales letter. It can't be too long, but it can be too boring. If it is interesting people will keep reading and using personal

stories works really well and also builds a relationship, but typically with emails, the shorter the better.

With your call-to-action, make it really clear. Tell people what it is that you want them to do. It is absolutely critical that you have your link for your call-to-action and again, this is for a sales email, above-the-fold.

What we mean by that is where people don't have to scroll down to see it. The statistics are - and we have tested this once or twice, but not too often because it really does put your results through the floor - if you don't have your link above-the-fold, where people can see it without scrolling down, it reduces response rate by as much as 95%.

It is absolutely massive and you will notice in any emails that you get from us e.g. if you are on our list and we are inviting you to a workshop, we have the link in the first paragraph and then again at the end. That works really, really well, but don't just have it at the end after you have explained everything, because it will massively drop your opt in rate.

Also have a reason why they need to take action right now, to create urgency, but make your reason why realistic. e.g. I don't know how long I can hold the price this low, is meaningless. I only have 17-places left is far more specific and if you have another reason why it needs to be done by a particular date, but have a really strong reason why.

Finally, use an effective P.S. and it is particularly important with a long email, because what happens with a long email is people read the first bit and then scroll to the bottom and look at the P.S., because they know that generally, that is where the summary is of everything that is in the email. So, put the offer or hook in the P.S.; put the link again; put your reason why in there etc.

That is our How to Write Great Emails once you have had people opt in on your opt in page.

Are there any questions?

Tony is asking: "Is it possible to get someone else to provide support on how to use Aweber?"

Let me show you where the Aweber training is. If you have any questions please make sure that you put them in the chat box!

Kerry: I know that we have training, but Aweber actually has some amazing training inside it.

Daryl: In Our Internet Secrets in the Technical Training - managing emails, there are a bunch of Camtasia videos in here about Aweber, but their training is absolutely great and it changes all the time, so some of these maybe a little bit out of date, so you would be better to go to Aweber.

You should have all been sent your logins for Our Internet Secrets in your first email, along with the logins and details of getting into your member's area and if you cannot find it then make sure that you get back to us at [emailsupport@ourinternetsecrets.com](mailto:emailsupport@ourinternetsecrets.com) and let them know that has happened.

Kerry: Daryl, I think that we have all the resources in Base Camp, anyway and the logins to the Our Internet Secrets area.

Daryl: Let me run through the rest of the questions here.

Darren is saying: "I'd like to change platforms, but with over 30,000 on my email list, I can't afford to do the opt in all over again."

What you can do with Aweber and I don't know about 30,000 - you would need to contact them directly - but if you are wanting to swap to Aweber then they have a facility that is relatively new, where provided your list is on another platform, but has been gathered legitimately, then they will let you upload it into Aweber.

There are a couple of exceptions and this may or may not affect you, because I know that you have said that you mainly have work emails - they won't upload info ad or support ad, so those won't be included, but you may be able to load those in manually.

If you go into Aweber and look under "manage lists" and you can go in and it will say "add subscribers" and then it will ask you a series of questions e.g. how did these people get on your list; where is the opt in page e.g. when people register for a webinar, before we had it hooked up automatically to our auto-responder, we used to download all the emails off Go To Webinar and then upload them manually and then told Aweber that we had got them from Go To Webinar and here is the page where we collected the names and emails and you hit

"go" and it will upload it, but with 30,000 I suspect it is a lot longer than that, but call them and ask them if Aweber is the one to use.

Maria is asking: "Where are the webinars saved for future viewing, I missed Number 3?"

If you go into your member's area and then click on the webinars button and you will see each of the webinars here and if you go into the past ones, you will have the Agenda and the transcript for those of you who prefer to read and the recording if you just want to play it and watch the recording from last week.

If anyone has not been into the member's area, it has a whole bunch of goodies in here, but if you have not been into the member's area yet or you are having trouble getting in, then just let us know at [emailsupport@ourinternetsecrets.com](mailto:emailsupport@ourinternetsecrets.com) and we will be able to give you your logins, again.

I think that is just about everything.

We did have a win this week that I do need to share and Kerry has helped out with her Facebook and she grabbed the attention of a big promoter in Australia and he has started to promote her on webinars and at events. She did her first event on the weekend and did \$25,000 worth of sales in 3-hours, so she was very, very happy for her first time on stage, so a huge congratulation to her.

Anna is asking: "My website designer signed me up to Mail Chimp, what is the difference?"

It is similar to Aweber, I think, but I haven't used it!

Kerry: Can I step in here? I find that Mail Chimp has a lot more glitches than Aweber and it is not as easy to use. Your opt in forms have to have double opt ins, I think. if you don't already have that many people on that particular list, my suggestion would be to move over to Aweber.

We have worked with a few people with Mail Chimp and we have nothing but headaches with trying to integrate it with forms etc. it is just clunky and especially when you are looking at around the same price, as well, to me it is a no-brainer.

The podcasts that I listen to regularly are TED talks. I also listen to a lot of Amy Porterfield stuff and John Lee Dumet - he does some amazing stuff. Every day he has a podcast where he interviews entrepreneurs. Those are the main ones in terms of Internet marketing.

Kerry: I listen to Digital Marketer and Social Media Examiner; The Tim Ferris Show and that is about it. You don't want the marathon running podcasts, do you?

Daryl: Thank you for another great webinar! Have an awesome week and we will see you next week.

Kerry: Thanks! Bye!#