

Email Marketing

Email marketing is not dead; it's as valuable as ever. But it is harder to get people to subscribe, which means you have to make it worth their while.

Tips for Email Marketing Success

- ✓ Add a sign-up box in the header or sidebar across all pages of your site.
- ✓ Give away a great incentive: Free book chapters, special report, coupon, or other enticing bonus for signing up.
- ✓ Limit delivery or you will risk burning out your subscribers. Once or twice per month is usually plenty.
- ✓ Make it valuable. Provide content that your target audience looks forward to receiving.
- ✓ Personalize it by writing a greeting in each edition.
- ✓ Use a professional email tool such as <http://constantcontact.com>, <http://mailchimp.com> or <http://aweber.com>.

Essential Newsletter Content

- ✓ Personal welcome/greeting from you.
- ✓ One or more helpful articles. (Note that you can summarize content from your recent blog posts by including the first paragraph and a link to continue reading on your blog.)
- ✓ Featured product or service. Include a special offer or simply highlight one of your products or services, if you have them.
- ✓ Contact information, including email, phone, website link, and mailing address.
- ✓ Company logo and tagline.
- ✓ Your photo for personal brand-building.
- ✓ Social media links.
- ✓ A link to unsubscribe (provided automatically by the professional email services and required by FTC guidelines).

Optional Newsletter Content

- ✓ Quick tips
- ✓ Helpful resources
- ✓ Recipes
- ✓ Games or puzzles
- ✓ Trivia
- ✓ Coupon for products or services
- ✓ Articles by guest contributors
- ✓ Upcoming events, speaking engagements or appearances
- ✓ Advertisements from sponsors
- ✓ Cartoons or images
- ✓ Frequently asked questions with answers
- ✓ Industry news with links to source articles
- ✓ Graphs, charts, or info-graphics
- ✓ Excerpt from your book
- ✓ Recommended reading
- ✓ Book review
- ✓ Recommended resource, website, or product
- ✓ Favorite social media post/comment
- ✓ Question for your audience to answer, with a link to comment on a blog post
- ✓ Contest or give-away
- ✓ Inspirational quote

Note that you don't have to produce a newsletter at all! You can also simply compile quick, but compelling, email messages to your audience without the formality of a newsletter.

E-Newsletter Action Plan

How often will you send your newsletter? Bi-Monthly Monthly Six Weeks

List the content your newsletter will include.

Newsletter Content	
Greeting from you	
Article or summary of recent blog posts	
Featured product, book or service	

Who will be responsible for compiling the newsletter? _____

When will the next issue go out? _____

What bonus will you offer to new subscribers? _____

Action Items:

- ✓ Invite social media contacts to sign up for your newsletter by sending out a link to your sign-up form.
- ✓ If you are a Constant Contact user, you can add a sign-up form to your Facebook business page. Visit the Promote section of your Constant Contact account for details.
- ✓ Add a sign-up box to your website if you don't already have one.
- ✓ Always look for ways to add newsletter subscribers. Hold a drawing to collect cards when you speak at an event. Conduct free teleseminars in exchange for email registration. Promote, promote, promote!