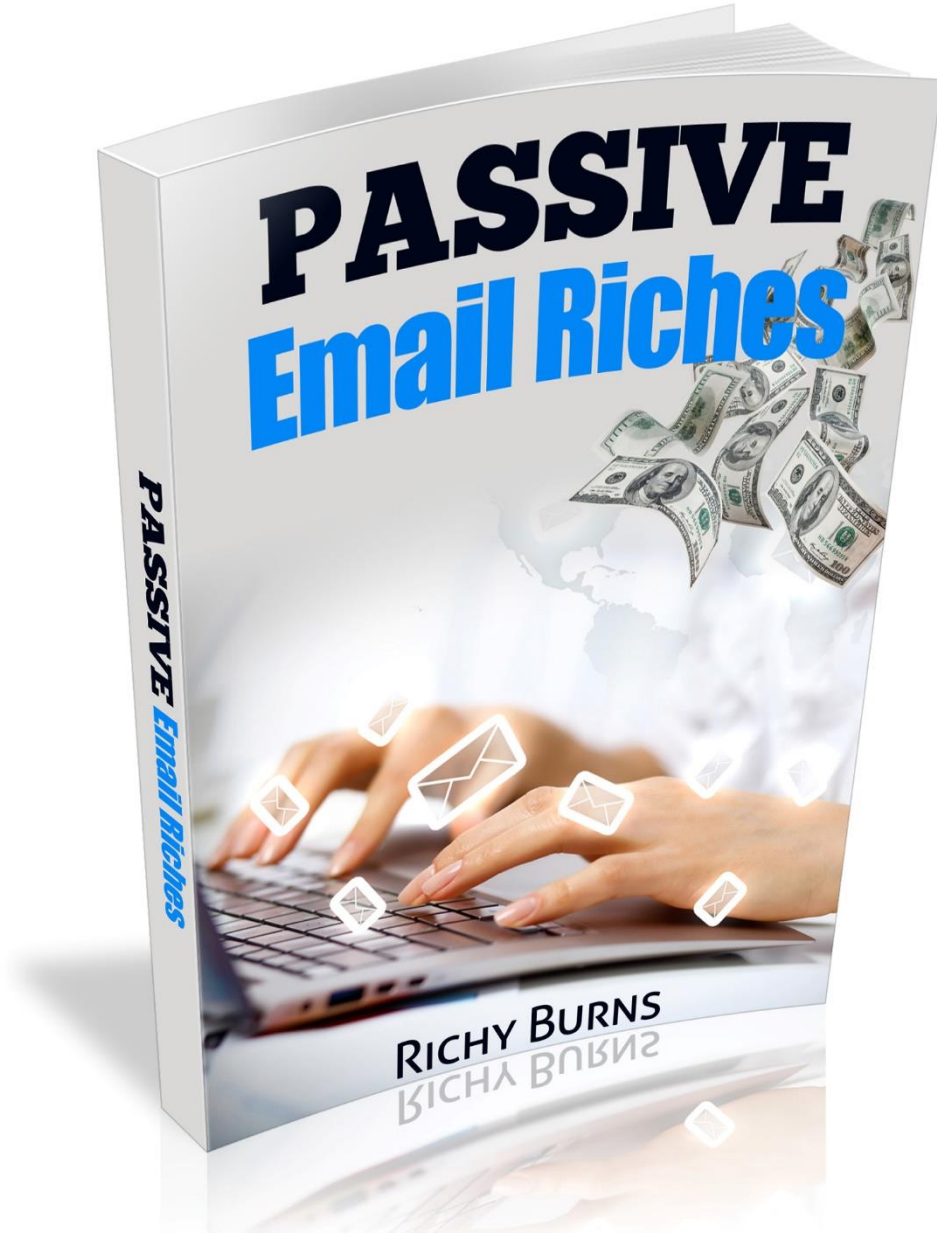


PASSIVE **Email Riches**

PASSIVE Email Riches

RICHY BURNS
РІСНУ ВУВІЗ



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Who Is Richy?

Now before I get into who I am, I want to mention up front that I have a juicy surprise module for you at the end of this Ebook called ***"The 2 Underused Techniques That Give Me 50% Open Rates & 30% Click Rates"*** However make sure you read the entire Ebook as every detail inside is part of a bigger picture!

My online marketing journey began way back in 2005. I remember sitting in the computer lab at my college and I noticed a bright yellow banner advert that promised hundreds of dollars per day without having to put in any work. Needless to say, that didn't work. But I was hooked for life!

Over the next few years I dabbled in everything from CPA / Affiliate marketing to Arbitrage. My real success came when I got into SEO and AdSense. From there I learnt to build a list and more importantly, the correct ways to build a relationship with your list. It was also at that point that I realized my true passion and calling. Teaching others to succeed and experience abundant success online. To bring hope and freedom to struggling marketers.

Aside from my online business, I am currently also a partner in a successful website design and web presence business based in my home town.

Introduction

Email marketing is a powerful way to communicate with people from all over the world. However, it's not enough to just send a random email, you need to know how to get people to open your emails and actually enjoy reading them.



Research has shown that people are more likely to skim through your email and find the interesting parts rather than read the whole entire email. This is called the F method of reading where readers look for the parts in the email relevant to them and discard the rest. Once the reader finds an interesting sentence phrase or sentence, he/she will continue to read the email until interest is lost. So as the marketer, you have approximately 50 seconds to impress your reader. The question is; what's the best way to structure an email for optimum results?

An over-looked aspect of structuring an email is to use images, graphics, and animations, which is a simple but effective way to attract your reader's eyes to your email. Common sense would tell you that people are more likely to read a graphic or an image than a bulk of text. There are also studies to help prove my point.

The responsive emails are the ones which provide an engaging hook in the introduction of the text. The 51 second average time is short and hence it is imperative to utilize it to the maximum. If you're going to tell a story make sure it is captivating. If you're not a great story-teller, just get to the point. When you start your email with a great hook your subscribers are more likely to read that important message and may find themselves reading your emails thoroughly.



Always make sure you're using a font that can be clearly read. Word spacing is a must and your most interesting points in your email can be bolded which will allow your subscribers to see what you want them to see, even when they may be in a hurry.

1. Structuring Effective Emails

Ideology of Structuring Effective Emails

It doesn't matter if you are a home user, a house wife or a struggling entrepreneur. Your email is the hero of your email marketing. The best it is structured, the higher the return on investment you are likely to receive. But certain points should always be kept in mind and taken care of.



You need to construct your email very carefully. Starting with a greeting and a pleasantry, you may start with the reason of the email. Body is the most important part of any email and great emphasis should be laid on email body.

The body of the email is where you have to explain your product or service. It should contain the benefits that can be derived from your product. It can end with one or more offers for the customers. This is something which might grab their attention.

The body is followed by a Call-To-Action. You need to tell you recipients what you want them to do. At the end you can add a closing line and your signature. If your product or service is already active on social networks too you can also add a link to your website and social media pages in your email.

The main aim here is to increase response rate and that can only be done if email designs are intended to engage and interest the audience rather than bombard them with useless information.

A recipient of an email message, upon receiving, makes a decision to open the email or not. It depends upon a number of factors from the sender's perspective. With the right email structure you can ace marketing campaigns at large!

Characteristics of A Highly Effective Email Marketing Message

It is ideal to look at the email message by breaking it down into its components. This way you can ideally compose a message that is highly favorable for you.

Sender's Name and Address

These are essential in the case where you want your customer to show that the email has been sent by a friendly entity and these elements can easily be configured when composing an email.

The Subject Line of Email Address

This a particularly important element when using emails as the form of marketing. It is the second element that the recipient sees after the sender's name and address. It is essential that the subject line should be compelling enough for the user to open. It is an important feature of a marketing email and should never ever be overlooked.

The Pre-header text

This is not an important feature of the email and is usually there to serve as an extension to the subject line.

The Envelope

The sum of sender's name, subject line and the pre header text is called as envelope of an email marketing message. This is essential part and should be as persuasive as possible. This will increase the chance of your email getting opened by a recipient.

The Header

The top part of an email is generally its header. Header normally should include the logo and color scheme of the sender as the recipient pays particular attention to this part of the email. The header is also visible in the preview pane and that is why it should be designed with great care.

Navigation Bar

This email navigation bar helps the recipient of the message to easily navigate through the important parts of your website.

Index

Long newsletters can use this feature to aid in guiding through the important parts of newsletters. It aids in a quick overview of the items that are featured in the newsletter and the person can easily navigate to the item of his/her interest.

Email body

This is basically the most important part of the email and of a marketing message in particular. This part may comprise of newsletters or might also just contain just a single topic. This is where an entrepreneur should grasp recipients' attention.

Offer

Each email marketing message should contain an offer to lure the customers. For an even better return it is advisable that a discount should also be included.

Snapshots and Images

For increasing the content quality visual aid can also be used to get through to customer's mind effectively.

Call to Action

A call-to-action (CTA) is a catchy line of text or an image that prompts your visitors, leads, and customers to take action. It is, quite literally, a 'call' to take an 'action'.

The action you want people to take could be anything: download an ebook, sign up for a webinar, get a coupon, attend an event, etc. A CTA can be placed anywhere in your Email. Most common CTAs: "Order Now", "Instant Download", "Get Your FREE Trial" etc.

Footer

This is the bottom part of your email. A good footer can help you identify the company's goals.

Social Media Links

If your product or service (that you are running from home) happens to have a social media page it is good to link it to your email newsletters. A button or an icon could be used to provide the link to social media.



- ✓ “free”
- ✓ “percent off”
- ✓ “reminder”
- ✓ “help”

Keep your subject line relevant to your message too. It is better to understand your recipients and phrase a subject line with the language, style and offer that would attract them.

Using question marks or some new symbols except exclamation marks might also make you email subject interesting.

It is true that the subject lines can directly impact the open rate of your email marketing messages. With our experts' guide you can write good subject lines easily.

The Essentials Every Home based Business Owner Should Know

The Message itself

In case of email marketing where there is only one chance of making an impression it is necessary that the subject line should be compelling enough to compel you to open the email. Nearly 64% people open the email only after reading the subject. It is important that the subject lines should be relevant and intriguing as well. They should be able to escape the spam traps.

Basics

It is important that each and every character should be closely seen since you may unknowingly avert the recipient from opening by wrong words.

Length of Subject line

It should be short yet it should be appealing and short. The subject lines comprising of 10 characters have reportedly achieved the best results.

Usage of upper case letters

The usage of caps should be dependent upon the type of message, in some messages it may seem appropriate while in the others it might seem offensive.

Punctuation

Avoid Punctuation and make use words as minimum as possible. Highly punctuated subject lines may lead your message to spam.

Word Selection

The choice of words should be done after having a look at the most spammed emails list. Many words may seem good but attract spam. Choose power words instead.

Mobiles for emails

Many people now rely on their smartphones to read emails. It is important that the marketers should use important details in the beginning.

Get personal

This yields the best results. Go for personalization of product, cater locals and make custom offers.

Testing

It is important to optimize and test your designed subject line on the web tools available.

Stand Out

In this you should directly aim at producing an intriguing subject line so that the recipient gets compelled to open the email. Keep it simple as well.

3. Call To Actions

What is Call-To-Action?

Call-To-Actions can be defined as the words that urge the reader, listener, or viewer of a sales promotion message to take an immediate action. Best examples are: “Buy Now”, “Write Now”, “Call Now” and “Click Here”

Your entire email marketing strategy requires your recipient to do what you want. This makes your call to action the star of your marketing strategy. Call to action need to be trapped in an image, it is far better to put your call to action in prominent text for your readers.



It has to be short, clear and direct. It is better to use an urgency in the language in your email's Call-To-Action. You may use words such as:

- ✓ **“Order Today”**, or
- ✓ **“Buy Now”** to add urgency in the tone.

Call to action is a part of marketing email that should stand out clearly with a bold and underlined link. The chances of clicking increases if it appears like an actual link. Make it convincing, by adding a personalized tone.

The Three Knowns

Three major points you need to cover in your call to action are answers to ***“What”***, ***“Why”*** and ***“How”***. These simple rules will help you optimize your call to action.

It’s important to pay attention to the length of the copy that you use in your email. If your email becomes too heavy in content then the purpose of your email becomes confusing to the subscriber. For email to succeed as a form of communication it needs to be clear what you want your subscriber to do. Your subscriber needs to know why you are sending them an email. This reason should lead them to a clear call to action.

The call to action defines the action your subscriber is to take after they open up your email. Most email marketers do not pay enough attention to the call to action. They meticulously pay attention to every detail of their email template and creating engaging content only to leave the call to action as an afterthought. As a result ***“Click Here!”*** is the most frequently used call to action.

The 10 Killer Rules

For Favorable returns from call to action you should follow the following rules:

Rule 1: Do no Trap the Button in an Image

It is a common practice to give a call to action link by trapping it in an image on a website however it is often observed that these images might be removed in an email or may not be displayed at all. So the purpose of your email will not be achieved. Therefore, it is recommended to not to use the images for this purpose however if it is important to add such image you should make sure that an equally important text should also appear beside it.

Rule 2: Use Minimum Call-To-Actions in Your Email

This is important because increased Call-To-Action buttons may distract the recipient and he/she may not use this feature at all and you obviously don't want that.

Rule 3: Keep it Simple

This simply means to not to over complicate with so many words and don't use high concepts. It also not advisable to use difficult vocabulary and the desired effect should be explained in simple words. Your main aim is to make the users act so just use simple and easy comprehensible words to do that.

Rule 4: Make it Unique

It is essential that the call to action should appear differently in the email and the recipient should be able to see it easily. This can be done using various techniques keeping in view the limitations on an email. Use appropriate details that should allow you to get desired clicks and revenue generation.

Rule 5: Make it Obvious

This should be important for all the email links however this should be taken into notice particularly for the call to action links. It should be highlighted with a different colored text so that the recipient can easily identify. It will generate great results and you will be able to see drastic increase in the response. If it is not possible to use a different color use underlined text instead. However do not use mouse over effect as it may not work in all email clients.

Rule 6: Organize your Call-To-Action

Be sure to design your call to action as per the text and content in your email. Better segmentation of the call to action texts can yield better results.

Rule 7: Personalized Call-To-Action

This refers to the personalization of the call to action text so that the customer feels important and gains the trust of your entity. It is however advisable to not to overdo it since it might make it weird and make it seem like spying. It returns better results almost always

Rule 8: The Three W's

Its important to tell your recipient that what, why and how is he supposed to act. This particularly includes messages inviting to avail the offers or subscription.

Rule 9: Make it Persuasive

Try to use persuasive words so that recipients may gain interest and respond in the way as desired by your entity.

Rule 10: Keep Testing!

It is important to continue using different words and locations and analyze the results to use the perfect combination for the next time that you send an email.

4. Format Size, Length & Breaks

First Things First

Marketing is a very essential skill for all those self-employed people, freelancers or people who wish to work from the comfort of their homes. If your product or service isn't marketed like it should be, then there is a probable chance that your sales will suffer and your efforts might go down the drain.

Email marketing is considered to be one very essential aspect of marketing a product or service effectively.



However, some people don't realize the importance of email marketing and send emails without a proper email design and then wonder why their marketing isn't reaping results as it should do so.

The email you have been using for marketing can be in the form of text as well as html format. Recently html format with many colors and images has been used frequently but the marketers have realized that html emails might be accessed properly while using tablets and mobiles. Hence it is better if you use text more in your email. The size of the font should not be too large or too small.

A clear and concise email delivering your message in smart words is all you need for optimized email marketing. A fixed space font and correct line and length of the paragraph are also very essential. This will make your email message easy to read. A line length of 20 -30 characters is best to prevent line breaks in the email message. The correct format of the email is very important to make it effective for marketing.

When you email subscribers it is because you are looking for a response from them. Call to action plays an important role in doing that and is a key component.

How To Write An Extremley Effective Call-To-Actions?

Usage of words is important since it is going to guide your recipients and this where you should look to gain interest. To influence it is recommended that you should make use of power words. The call to action should also reflect your brand voice so that the subscribers grow familiar to it.

What Should Be The Format?

After designing a suitable combination of words particular attention should be paid towards the design. For this you should preferably use the style that complements your emails style, depending upon the style of your email this may vary. After the format has been decided the size and color should be taken into consideration. It shouldn't be very large and it shouldn't be very small too. For color it is important to take note of the psychological effects of colors and should be used accordingly. Choose colors that go well with your email style as well.

Where to Put them In the Email?

Usually a Call-To-Action follows the text describing the details of your offer but this technique has a risk of escaping the recipient's eye in case he decides to skim through the text. Therefore, it is advisable to insert it between the text or at the beginning. Putting it before or after the scroll is also subject to a debate but either way you should use it to accommodate considering the limitations of a mobile pane as many subscribers check their emails on mobile.

The Layout

It should be considered after positioning your call to action links and try to put these call to actions in the reader's visual path. Surround it with white space to make it standout. If there's a requirement to use multiple call to actions it is preferable to scatter them throughout the text.

5. Signing Off

A signature is said to communicate your personality to your recipient. You definitely want your customer to get the best snapshot of your personality. Using abbreviations or quotes while signing off is not at all a good idea. Signing off is as important to home based business owners or entrepreneurs as it is to big shot businessmen.



By signing off with your name (yes your own name by which your family or friends call you) is the best way. It communicates to the recipient that you care about each of them. If you are including your self-created logo in your email, make sure it is reduced to a minimal but visible size. You also need to ensure that the signature has a good font size and is legible.

Signature of real persons is very assuring for the recipient as they will feel good to see that the email comes from a real person. The closing theme you are using with your signature should be in line with your email theme.

Here are my four general rules for signing off on emails:

1. Don't include quotes.
2. Avoid oversized corporate logos.
3. Include your title and contact info.
4. Do include some kind of sign-off in the first email in a chain.

30 Types of Sign-Offs You Should Know

1. **Best** – This is recommended and should be used consistently.
2. **My Best** – etiquette consultant likes it.
3. **My best to you** – Its old fashioned.
4. **All Best** – Harmless.
5. **All the best** – effective.
6. **Best Wishes** – not bad, appropriate for greeting cards
7. **Bests** –people may like this but's' seems a little to extra.
8. **Best Regards** – More formal.
9. **Regards** – brief. Occasional use.
10. **Rgds** – Ok For phones.
11. **Warm Regards** – suited for an informal or a business email
12. **Warmest Regards** – nothing different from warm regards
13. **Warmest** – could be used for someone close
14. **Warmly** – could be used for an email to a well acquainted business person
15. **Take care** – Majorly in personal emails
16. **Thanks** – difference of opinion on this one, some may like it some may only see it as a thanks and irrelevant.
17. **Thanks so much** – can be used for someone who has put in a lot effort.
18. **Thanks!** – should be used in the right context.
19. **Thank you** – has a more formal feel than “thanks”
20. **Thank you!** – the addition of you makes it more gratifying.
21. **Many thanks** – use this to appreciate the efforts of recipient.
22. **Thanks for your consideration** – can work in a business relation. Avoid in case of

seeking employment portrays wrong idea of rejection.

23. Thx – becoming part of emails due to texting fashion. Not appropriate though.

24. Hope this helps – when something useful is being told.

25. Looking forward – its good. Shows eagerness.

26. Rushing – shows regard for recipient

27. In haste – good when there's no proofread.

28. Be well – not appropriate for a business email as long as person is not familiar

29. Peace – seems political. Some might approve some might repel.

30. Yours Truly – seems a little too childish.

6. Increasing Click-Through Rates

What is CTR?

Click Through Rate can be defined as the percentage of people visiting a web page who access a hypertext link to a particular advertisement

The main motive of your marketing email is to encourage customers to click on your link, which leads to the final step of purchasing. Psychologists believe that people have triggering points, which trigger them emotionally and force them to click.

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}}$$

Scarcity being one of them, if you convince your reader that this is the only time left for them to take action and they should do it **“Now”**, they will click the link. Another is fear, if they are afraid and want to secure their life, the right kind of email will force them to click through.

This works out great in life saving products such as insurance policies. You can also use gain or logic in your email. If you successfully convince your customer that your product would be very beneficial for them they will definitely click. When you can convince the customer, you need to put some fact so that they find a logical answer for the purchase too.

How to Improve CTR?

Below is a list of strategies for improving your email click through rates:

1. Numbered Lists
2. Ask Questions
3. Focus on Buyer Interests
4. Use Symbols to convey your Message
5. Be Clever and Smart
6. Timing is Everything
7. Provide an Effective Call To Action
8. Use Trigger Words
9. Be Specific and To The Point
10. Take Massive Advantage of Preview Text

Gain

How can I benefit from this link? This is the thought in your reader's mind for which should be answered by your email. Your email should guarantee either expressly or implied that they will gain from clicking the link given in it.

Logic

People do buy based on the emotional instincts but such purchase is justified with logic by them. Therefore when you target people emotionally, you need to couple it with justification grounds too, which may include statistics, numbers, and proven practical facts so that they are motivated to click.

Fear

Fear factor needs to be pursued with great care as although as it promises more click through rates than gain or logic when used correctly. A market surrounded in natural disasters or surrounded by life threatening scenarios will respond immediately to such offers. Such offers offer peace of mind to people who are frightened of the unknown just like the one offered to them by life insurance or retirement plans.

Scarcity

Readers need to understand the resulting benefit from their click and if they feel you are offering them something that is scarce and they have a limited time to respond they will do so immediately increasing your click through rate.

7. Awesome Ways To Land In Customers' Inbox & Avoid The Spam Box

What is A Spam Box?

Spam Box can be defined as an email box folder filled with spam messages. Email spam, also known as junk email is a part of electronic spam involving nearly identical messages sent to numerous recipients by email.



Whether you are sending or receiving an email, shopping, or conducting your day-to-day banking, the internet has become a convenient and necessary tool of modern life. Many of us love shopping on the Web and keeping in touch via email, however an effective email marketing campaign is not that simple. In fact it comes with a downside.

You need to be very careful and make every possible effort to make your marketing email get caught by a spam filter. This, obviously you do not want. To avoid ending up in spam

filter, do not use words or symbols that trigger spam filter, such as RE, 100% free, exclamation marks, dollar sign, cheap, cash, success and the list goes on and on.

Also, your subject line shouldn't be in all CAPs, this also triggers spam filter. ISPs monitor the deliverability of your email too, if your email bounces a lot, they will share this information with the spam filter, which in turn will block your email.

Try keeping your list original, because if your email is deleted by people or marked as spam, the spam filter will register the fact. Instead of using too many images it is better to use an image and some text in email. A little care will hence make your email spam free.

The War Against Spam

Everyone including ISPs and mailbox providers are strictly against spam, ISPs because they want to save their bandwidth and data storage space and mailbox providers because they want to give protection to their users from unwanted and junk emails. There are several defense mechanisms used by them to avoid spam.

Gatekeepers

These are firewalls which identify obvious spam and prevent it from reaching mailbox.

Spam filters

Spam filters are set up by mail box providers to scan emails with a given criteria and divert mails fulfilling such criteria to the spam box instead of inbox. The criteria include scanning of subject line for certain words or symbols such as \$ sign and so on. The points that match that criteria form a spam score which on exceeding a defined score classifies the email as

spam. If your emails reaches the spam score it will be automatically directed to the spam box and never reach your inbox.

Blacklists

Blacklist is a listing of ip addresses of known spammers and is used to identify spammers and blocking their networks. Your server could be blacklisted if a huge number of your emails are classified or reported as spam. ISPs and mailbox providers refer to these blacklists to identify spam mails.

In order to make your email marketing campaign successful, your email needs to avoid spam folder.

How To Avoid The Spam Folder

This is not meant to provide ways to have your spam mail sneak into your inbox; rather these are a few tips to ensure the success of your email marketing by complying with the rules of ISPs and mail box providers and making your emails perfect. Your emails are judged by spam filters on the basis of content, engagement and deliverability.

Content

Your email content needs to be simple and honest and you need to avoid the following to get past spam filter:

- Avoid misleading subject lines such as using “RE”
- Avoid exclamation marks.
- Do not quote large sums of money
- Avoid words like “ACT NOW” or “100% Guaranteed.”
- Don’t write in ALL CAPS.
- Avoid large or colored fonts

- Make sure no Microsoft Word coding was pasted into an HTML email.
- Use a combination of text and images
- Do not put in many images
- Check for misspellings.
- Include your organization's physical address.
- Use a valid "sender" email address and a real name and address while signing the email
- Avoid using "dear" in greeting

Engagement

Recipient response to an email is also monitored to classify sender's domain as spam. Users can also report emails and addresses as spam. Spam filters also keep a score of your email being deleted without opening, which in turn validate your identity as spam. A real and positive recipient list will help you to build a good reputation and integrity with the spam filters.

Deliverability

ISPs keep a score of your emails that are bounced and share with spam filters to define your spam score. You need a healthy email list to avoid being classified as spam.

8. Awesome Facts To Astonish Your Readers To Open Or Click On Your Email

Email is a very useful tool for marketing. It is used more than the social media. According to the statistics almost 91 percent of nearly 2.4 billion emails users check their email accounts every day.



With an annual growth rate of 6%, email accounts are increasing day by day, thereby increasing their users and your potential customers. It is also said that almost 182 billion emails are sent in day and in 2013, around 838 billion marketing emails were exchanged. 23.6 % emails are said to be opened within an hour of being sent.

Email marketing wins over social media and content marketing in terms of maintaining and developing strong and long lasting relationship with customers. A multi-dimensional approach to marketing is nonetheless important and beneficial but marketers believe email data bases are more useful to them as compared to the social media followers and visitors.

With 2.4 billion users of email users, 91% of whom check their inbox daily, it is the most cost effective medium to reach out to customers and nourish a healthy relationship with them.

Numerous studies, reports and surveys put the successes brought by email marketing in clear view and make it self-evident.

10 pm to 9 am are the worst whereas 2- 5 pm are considered to be the best timings to send marketing emails. The online purchase rate by customers who receive marketing emails is 66%, which indicates the chances of your venture growth if you hit the right email list at the right time with the right content in place.

8 Top Facts Every Entrepreneur or Home based Freelancer Should Know

- Hotmail, Yahoo Mail and Gmail together account for well over 1 billion users.
- More than 294 billion emails are sent and received daily.
- Well over 100 trillion emails are sent per year.
- 3.5 million Emails are sent per second.
- 90% of the trillions of email messages are spam or viruses.
- Spam costs over \$20 billion in decreased productivity and technology expenses.
- Average email campaign volumes increased 20% in 2012 over 2011 levels.

9. Best Headlines

The headline of your marketing email needs to be captivating enough to catch the recipient's attention and get him involved in your email. Your headline will create your first impression. The headlines comprising of tips and tricks are intriguing.



HEADLINES TODAY

Also, the ones which tell the best and worst about something are also enjoyed by the readers. Readers like it when your headlines create a mystery for them and they will go on further to discover what else you have for them in it.

Make your headline inquisitive and charming. Engaging language in the headlines attracts more customers and involves them in the email. The use of numbers such as 5 ways, 7 tips is also very useful as it gets the attention of readers too. Headlines comprising of techniques to avoid danger are also admired by the readers a lot and can be helpful in hitting huge number of click-through.

Your headline is the first, and most significant impression you make on a prospective reader. Without a compelling intro that converts a browser into a committed reader, the rest of your words might as well be nonexistent. So, from a copywriting point of view, writing great headlines for your emails is really a critical skill to your email marketing success.

Keep this in mind, every element of compelling copy has just one purpose: to get your viewer to read the next sentence. So it's fairly obvious that if people stop at the headline, your email is already down the drains.

As per David Ogilvy, headlines are on average read five times more than the body of email. This creates immense emphasis on the headlines, which need to grab attention to increase open rates.

How To Write Effective Headlines

Following are few tips to write effective headlines:

- Headline with six words is the most effective. You can even get along with a seven word headline.
- Headlines= with “How to” are effective such as “How Defer Income and Increase Deductions”
- Headline with numbers are attention grabbing, such as “5 methods of removing hair falls” . A tip is to use odd numbers and limit them to below 15.
- Headlines with negation such as “Don’t Overpay on Your Taxes Again” also attracts readers
- Headline raising questions are interesting such as “Do You Know How to lose weight?”

The Magic Formula

There is a valuable formula for your email, blog posts, social media posts, video, and more. It is:

Numbers + Adjective + Target Keyword + Rationale + Promise = Headline

Your headline should encompass the keyword which is the focus of your message. You need to keep it in mind when creating a headline and make it a compulsory part of it because readers may end up reading only your headline.

10. 8 Bad Words Which Cause Emails Suicide

Obviously there are many dos and don'ts of email marketing. While drafting the email for marketing you need to be careful with certain words that may have a negative impact on your campaign, you can always twist around and use them.



The striking part of your email is the subject line, which plays the basic role in deleting or opening an email or getting it caught in the spam filter. It needs to be engaging, not boring, short and simple.

There are many reasons that can cause an email to get caught by spam filter and end in spam box, but the rule of thumb is to add words in subject line that will help your email get past the spam filter. Certain words trigger spam filter and by avoiding them you can easily avoid spam filter and increase your email open rates.

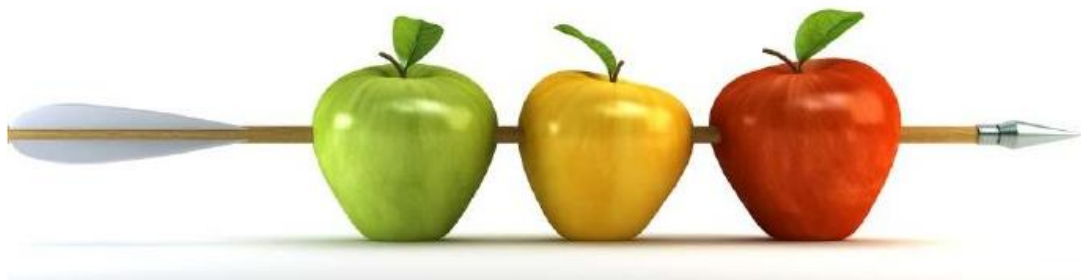
8 Deadly Words

1. **Learn** – when you use the word “learn”, your reader assume that they have to make effort to understand something.
2. **Tell** – No one likes if they are told something.
3. **But** - when this conjunction is introduced in a sentence, it contradicts the preceding sentence resulting in turning down you reader.
4. **Buy** - when you will them to buy, they think they will lose money without any benefit in return
5. **If** – it introduces a condition for the readers.
6. **Things** – it is a generalized term and reader will assume that you are not sure about it.
7. **Stuff** – This again implies that you are clueless
8. **That** – this is again a misused word and is often repeated.

11. Most Persuasive Verbs

The ability to write an effective marketing email will help you achieve your sales targets effectively and efficiently. There are several words that possess the persuasive power. Using these you can put up an effective marketing email. People like it when they are personally addressed.

How a strong message can influence
thinking, behavior and beliefs



A research carried out by Leo Burnett using both successful and unsuccessful copies of emails to analyze the reasons of its success. He discovered an amazing fact that the use of too many adjectives in an email resulted in its failure, whereas using lesser adjectives lead to its success. He therefore concluded that for an email to be successful, it should contain more verbs than adjectives.

An analysis of his findings reveal that emails having adjective to word ratio of 13 – 1% were successful and those having a 24 – 1% adjective to word ratio were not. He concluded that the use of persuasive words is the key to success of email.

Using the word **“You”** creates their involvement on personal level. The word **“free”** is another very useful word that can be used in your email. No one ever says no to free products or services. When you ask your customers to **“explore”** through, they get

inquisitive and follow the link. Mystery plays an important role in persuasion. People want to **“win”** always, when you offer them to win, they will be persuaded to do so.

“Instantly” is another persuasive word that triggers a sense of immediate action and people click through. When you introduced something **“new”** they always want to know that too, which makes it yet another powerful persuasive word.

Two Things Every Freelancer Should Do Right Now

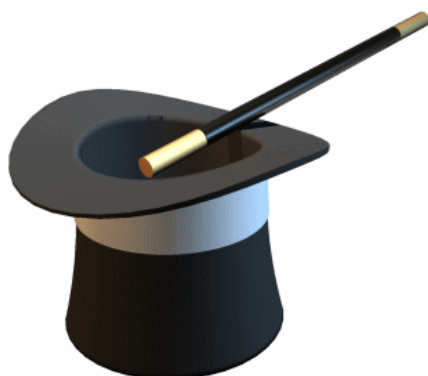
Conclusively, action verbs prompt readers to take action. In sales, you want to do two things:

1. Show the potential customer that there is need,
2. Show the potential client how your product or service will make their lives better

And the verbs are what move you along. They make your pitch come alive, your sentences active.

12. Magic Words That Get The Emails Opened

First thing noticed by your person in an email is the subject line. It needs to be captivating to get their attention. Using subject lines giving reasons why you offer should be accepted or those telling them the benefits that can be derived from your product or service are said to increase the open rate of the emails. Asking questions in subject lines can also get you excellent open rates.



Let's say, you're trying to provide services to someone and you send them an email. They ignore you. A week later you send a polite follow-up. And they ignore you again. If this is the case then your ego is definitely bruised, and you still don't have an answer to your email. Worse yet, you've wasted so much time trying to chase down answers.

Subject lines comprising of interesting and captivating words such as discover, secrets etc. add fuel to readers' curiosity and increase the open rates. News and latest information also appeals customers thereby leading to increased open rates.

Funny, controversial or shocking subject lines are also very interesting and encourage them to open emails. But the subject lines based on any of these themes need to be

simple and clear so that they understand them easily. Complicated subjects are not appreciated by the customers.

Smart freelancers, entrepreneurs, copywriters and designers, all understand the impact of language on the minds of people. Some sentences are time-tested which boost response and conversion rates. Finding the right set of words is the key!

It is pretty easy to determine the right set; and when you are not sure, customer feedback will come in handy.

The 30 Magic Marketing Words

The following 30 “magic marketing words” can be used in the next media post on a direct-mail postcard or website to see which yields the best response.

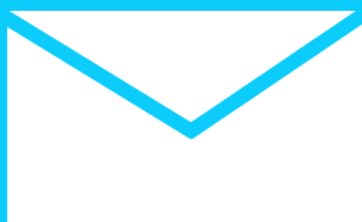
1. **Your** – Address the customer directly rather than talking in passive voice.
Because – Give customers a reason why they need to take action.
2. **Free** – Attract customers with offers.
3. **Money** – Direct customers towards what they are earning, rather than paying for.
4. **Security** – Minimize the perception of risk so that customers feel more secure and willing.
5. **Incredible** – Make customers feel amazing with offers.
6. **Benefit** – Ensure that every step in the purchasing process is easy and how the product that benefit them greatly.

7. **New** – The idea of something new is always intriguing and this is what customers would feel important.
8. **Limited Time** – Keeps offers for a limited time for extra motivation of customers.
9. **All inclusive product** – Make the product all inclusive so that the customer would not need anything else apart from it.
10. **Negative** – Pointing a negative benefit like no need to overpay for products again will be best for the business.
11. **Edge** – The product is unparalleled in the market.
12. **Save** – Emphasize on saving money which will always entice people.
13. **Genuine** – Remind customers that the product is guaranteed and 100% genuine.
14. **Effective** – Tell customers about the effectiveness of the product and authenticity.
15. **Durable** – Customers should believe that the product is durable and long lasting.
16. **Results** – Results is all that matters in the end.
17. **Success** – Fill customers in on your secrets for success which will get them very much interested.
18. **The** – This means that the product is perfect. Understand the difference: “3 Solutions for Marketing Success”/”The 3 Solutions for Marketing Success.”
19. **Instantly** –Don’t make customers wait on anything.
20. **Solution** – Provide a swift solution in the start to attract customer attention.

- 21. Club** – Give customers real importance so that they feel wanted and loved. Invite new customers to the club.
- 22. Premium** – The word is a synonym for best quality.
- 23. Caused** – Use phrases such as “caused by,” “therefore,” and “thus” to reinforce the logic of a purchase which will help build a better case.
- 24. Deal** – Let customers know that you offer much more than your competitors as everyone wants the best deal.
- 25. Cheap** – The lower the price, the better.
- 26. Obligation** – Do not oblige customers into anything at all.
- 27. Elite** –Your customers are among the best in the world. Invite newbies to join a highly desirable club.
- 28. Money-back** – Eliminate risk at all levels.
- 29. Huge** – A huge discount is always appealing.
- 30. Wealth** – Use the word wealth if the product is related to money to reinforce the subject.

13. How To Avoid The Spam Box Forever

Spam box is a place you never want your email to land in. Certain words in your email subjects trigger spam filter causing your email to be directed to the spam box. Now you need to avoid using them in your email subjects.



Keep emails out
of the spam box

Using words such as **“act now”**, **“free”** and exclamation marks and dollar signs are said to trigger spam filter immediately. Using words **“best price”** and **“bargain”** also trigger spam filter and all caps in your email subject line will also lead your email to spam.

Text with gaps in your subject is also taken as something to trigger spam filter. Spam filters are designed to mark emails as spam when they identify these words in the subject lines. Using **“attention”**, **“trial”** and **“visit our website”** will also have a negative impact on your email and may cause it to be identified as spam.

Spamy Words

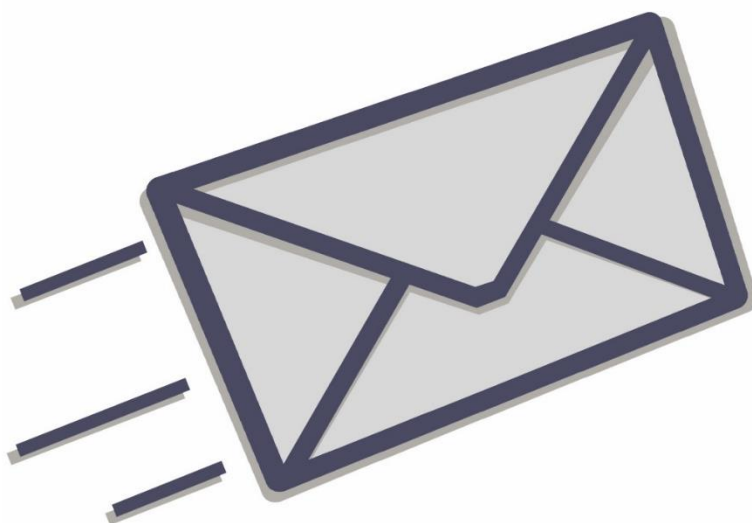
Most people will tell you that you shouldn't have words like '**sex**' or '**credit**' in your email copy or subject line. But there are many more words you should avoid or else your email might land in the spam graveyard.

- \$\$\$
- Affordable
- Bargain
- Best price
- Big bucks
- Cash
- Compare rates
- Cost
- Credit
- Credit bureaus
- Discount
- Earn
- Easy terms
- Free

If you want your emails to make it to your subscribers' inboxes, stay as far away from those words as possible.

14. Best Times For Sending Emails And Frequency

In order to optimize the result from your email marketing you need to direct your emails to the customers at the right time and frequency that would get more of your emails to be opened and clicked.



We often get asked what the best days and times are for sending emails. When it comes down to it, it's going to depend on your audience. But how do you decide where to begin your tests? Plenty of people have done studies and offer their opinions, but sifting through them takes time.

Many researches are carried out to find out the times when the emails are most responded to. 8 to 10 in the morning and 3 to 4 in evening are considered to be best time for readers when they read through their emails and respond to them. Sending emails during these times can give positive results. Your emails need to be too frequent to irritate the customers and cause your emails to be deleted before opening.

Find out a suitable frequency based on your previous click through results to get optimized results from the campaign. Choosing the right time, day and frequency of your emails will have a healthier effect on your email marketing strategy.

So it can be concluded that, Monday is not the best time to send email because people are beginning their work week and are inundated with emails and planning. You can scratch Friday too because, by noon, people start shifting their focus to their weekend plans. And just forget about Saturday; it's the only day of the week without a workday on the back end so most folks are not paying too much attention to their email.

Daytime vs. Nighttime

While this one may be obvious, it is normally advisable to send out your email campaigns during the daytime. You know, when people are awake. Not asleep. It sends out a more formal message.

Mad Mondays

The general opinion is that you should avoid sending out email blasts on Mondays. This is because people are already frustrated about the end of the weekend. They walk into the office and see a flurry of emails which have collected over the weekend. The first thing they would do is delete those emails.

Weekends

Generally, weekends are the days when people are out relaxing and enjoying with family and friends. Weekends tend to have low open rates, so most people avoid sending mails during this time.

Give Heads Up for An Event

While 23% of emails are opened within 60 minutes after being sent, some people do not bother to read a mail for at least a couple of days. To be safe, send out event-oriented emails 3-5 days before the event to be on the safe side.

Tuesday, Wednesday, and Thursday

Tuesday, Wednesday, and Thursday have been favorite days to send email campaigns, as email marketers get the best response in these days and people are far more active during this period. MailChimp reinstates that Tuesday and Thursday are the two most popular days to send email newsletters.

Mid-Week, Mid-day

The tried-and-true technique of sending out email campaigns in the middle of the week and in the middle of the day gets the job done in the best manner. General know-how depicts that sending emails between 1-3pm (9-11am is recommended as well). It is safe and reliable and grinds out desirable results for the email marketers. It is not a bad choice. Keep in mind, nothing ventured, nothing gained.

Conclusion

Growing the value of your customer relationships while also converting new prospects can be a tough challenge. Benefits of email marketing include:



Maximizing Your Marketing ROI

- ✓ Email marketing is 20 times more cost-effective than traditional media
- ✓ For only a few pennies, email can drive traffic to your storefront or Website
- ✓ It's six to 12 times less expensive to sell to an existing customer than to a new one

Increasing Customer Loyalty & Profitability

- ✓ Deeper relationships drive profitability
- ✓ Email is an easy and inexpensive way of establishing early and long-lasting relationships
- ✓ Send newsletters, promotions, new service announcements or event invitations

Driving More Sales Conversions

- ✓ Gently lead a prospect through the sales process, provide important data and drive the prospect to your Website
- ✓ Email marketing allows you to communicate at Internet speed
- ✓ Campaign response generally occurs within 48 hours

Improving Tracking & Feedback

- ✓ Most types of marketing and advertising are difficult to measure
- ✓ With email, everything can be tracked
- ✓ See who clicked on certain links and much more
- ✓ Get valuable feedback as you strive to grow your startup or any business from home

Surprise Module: The 2 Underused Techniques That Give Me 50% Open Rates & 30% Click Rates

Well, you've made it through the guide and I know that some of it seems common sense but you'd be surprised how many marketers forget to incorporate these fundamental principals into their marketing efforts! Having said that, there are some "slightly sneaky and wildly smart ways that you can help drastically increase your open rates and click rates...So, without further ado, let's jump in shall we?

SURVEYS!

What are they? Well, in simple terms they are specific forms that you send your list to that ask very specific questions of them...



So, as an example, you send your list a link to your survey with the following question: "What do you need to improve most in your business to succeed?" and the options for them to tick (keeping it short and quick) are:

- 1) Traffic Generation (Free)**
- 2) Traffic Generation (Paid)**
- 3) Product Creation**
- 4) Sales Funnel Creation & Optimization**
- 5) Website/Blog Creation**

Now all your subscribers need to do is to tick which option they believe is right for them, and ultimately you receive priceless data which you can use to laser target your list with offers that specifically suit THEM as individuals! Now, that is what I call powerful! After all, these are people we are talking about here. People with problems in their lives, and people that are turning to you to solve them. Why on earth would you want to go for the "one glove fits all" approach with your offers when you can send out an offer that is pre-selected (by them through the survey) to solve their issue or problem.

Now, I know that surveys are not new to the marketplace. Nor are they some amazing silver bullet that solves everything. What they are however, is a tool that can be used to increase your open rates and click rates in a massive way, when used correctly. Based on my last sentence, I am going to show you how I utilize surveys CORRECTLY to achieve the great results that you would have seen on my sales page video.

I feel I can best explain by pointing out the 5 mistakes marketers are making to commit survey suicide, which leads to average or little to no positive results at all in terms of open rates and click rates. Whilst I am going to list 5 mistakes, please note that the first 3 are the most influential and most important!

5 Survey Suicide Mistakes

- 1) Not Segmenting Your List After Survey Results**
- 2) No Pre Invitation For the Survey**
- 3) Incorrect Survey Invitation Email Structure**
- 4) No Definitive Purpose For The Survey**
- 5) Creating Too Many Choices For Subscribers**

Now that you know the 5 main mistakes that are made, lets dive in a little deeper into each one and analyze them in greater detail!

Not Segmenting Your List After Survey Results:

This, my friends, is a KILLER!! Even though this mistake only plays out after the survey has been conducted, it literally makes everything you just did in the survey essentially useless. I will tell you why...I feel that most marketers go through all the steps of setting up the survey, inviting their subscribers to take part, gathering all the feedback and then CONTRADICT the very reason for conducting the survey by sending their list an offer that is suited to the highest percentage answer from their survey!!

So if we take the options for a survey from my above example and say 60% chose "Product Creation" as their most important next step in their business and you then send your list a product creation course, you are essentially slapping the other 40% of your list in the face. Would you like to be treated like that? To take the time to voice your opinion as a subscriber, only to have a non related product offer be sent to you? I think not...Can you say UNSUBSCRIBE!

So, as email marketers, how do we fix this mistake? Simple. Once you gather the data from your survey, USE it to SEGMENT your list so that all your offers are highly targeted and your subscribers feel like you are speaking directly to them! To use another example...

If you had the following results from a survey (using my example survey options again):

- 1) Traffic Generation (Free) (5% chose this option)
- 2) Traffic Generation (Paid) (10% chose this option)
- 3) Product Creation (30% chose this option)
- 4) Sales Funnel Creation & Optimization (40% chose this option)
- 5) Website/Blog Creation (15% chose this option)

I would take the above data and create 5 separate lists in my autoresponder to allow me to laser target my audience when sending them future offers, articles, coaching courses etc etc.

Now of course you have to use your initiative and logic when making certain decisions as well all know that marketing is not black or white all the time. So, if from your survey results you had one option sitting at 98% then I would simply accept that the other 2% will receive slightly less related offers. this decision would also be influenced by how many subscribers that 2% consisted of. When starting out, 2% may mean 2 subscribers (at which point I would take the above mentioned approach). However, if 2% meant 100 subscribers then it's fully worth creating a separate list for the 2%. After all, once you know what your segmented lists want specifically, it's extremely quick to go find a related affiliate offer for them.

To finish off on this point I want to note that this will take more work than a "one glove fits all" approach but in the long run you will make more money, have more consistency and you will get these results for doing less work. Why? Well because once you have a working survey in place, you can add it as a follow up message in your autoresponder and let it do its thing for you on auto pilot!

No Pre Invitation For the Survey

When you have a barbeque at your house, (or a braai as it is traditionally known in South Africa where I live) do you invite your guests 10 minutes before it starts? I'm guessing not..So why would you invite your most valuable business asset (your list) to take part in your survey without inviting them in advance?? This is a hugely important step that must be taken to ensure you get as much feedback as possible. Like most things in online marketing, it is essential to warm up your list / audience before sending them the offer in question (in our case a survey). Your subscribers will also respect you for officially inviting them in advanced. This step is skipped all too often and one can see this in the results! Lastly, remember that even if you automate this step, it can still feel personal to the recipient, and this is what we want (and what they want!)

Incorrect Survey Invitation Email Structure

Now that you know that you MUST pre invite your subscribers to offer their time and take part in their survey, you need to make sure you know how to effectively structure your invitation email. This is also vitally important!

To best explain, I will list the most important elements below:

- A good subject line to attract the most attention! Subject lines have been discussed earlier on in my guide BUT I will give away one of my most effective subject lines (this has worked killer for me!)...When I send my survey invitation link I like to use the following subject line to evoke a great response: "Why Did you Buy My Product?" or variations of it such as "Why On Earth Did You Buy My Product??" or "You Purchased My Product. But Why?"..These subject lines really seem to evoke a great response and I get a very good percentage of subscribers that open that email
- Following that subject line I always start my email with: "Well, it's obvious, because you needed it!" I then go on to say something like "My number one goal is to give you what YOU need most in order to succeed in the shortest time possible. You see, this is about you, and your journey to success. My job is to help you get there. To guide you! Now, in order for me to guide you with absolute precision, I need you to do me a favor...Simply tick ONE box! That's all!" So, I'm going to send you an email tomorrow with 5 choices that are related to various areas of your online business, for you to select from. I will do all the work. You just select your best option. You are one tick box away from getting exactly what you need! PS - Thank you for helping me help you!" Feel welcome to use that or change it up slightly but you get the idea I am sure! Its explains what they can expect, the fact that it is short and easy for them, it explains that this will help their business AND I thank them for it!
- Include a deadline for the survey for added scarcity! This helps to push them closer to taking part in the survey

No Definitive Purpose For The Survey

Okay this one might sound obvious right? I mean it's obvious that we are conducting the survey so that we can send our list more targeted offers to make more money...But, if this comes through in your writing then your customers will pick up on this and they will feel like you are trying to "sell" to them. Your ultimate goal is ALWAYS your customers well being. Their success.

Why? Because their success is 100% directly responsible for your success. They must feel that you care. Your reward for caring is money! And if your purpose is entirely different then make sure that your invite email effectively explains what that purpose is and what is expected of your subscribers if they participate.

Creating Too Many Choices For Subscribers

KISS - Keep It Simple Stupid! If you want to give yourself the best chance of success when it comes to getting the most amount of subscribers to take part in your survey, then you need to make things short, sweet and simple. I always give my subscribers 1 single action to take. Nothing more and nothing less.

Survey Tips:

Here are 3 awesome but simple tips you can apply to further improve you results:

- 1) Use your History To Determine The Best Send Day - So take a look at your email sends and look at which day gave you the best response. This will allow you to give yourself the best chance of a high response rate.
- 2) Include A Prize As An Incentive - You can make use of a prize or reward for taking part! Grab a quality PLR product and send it to those that take part and contribute in the survey.
- 3) Send a reminder email - Always make sure to follow up with your list and urge the non participants to take part in the survey. Take this opportunity to thank those that did take part and remind them of their gift for participating! This will automatically make those that didn't take part feel left out. It's a great tactic that works wonders!

But Doesn't Survey Software Cost Money?

Yes and no..Most Survey softwares offer a completely free but limited version of their software.

If you need more functionality (mainly the ability to collect more responses from the survey) then you will need to pay a small monthly fee. However at this point you will most likely be able to justify the small cost based on your improved open and click rates! LimeSurvey is a 100% free open source survey software, however you will need your own hosting space to host it.

Most of the various Survey software options are self explanatory to setup and all you need to do is simply take the link that is generated for the survey, load it up into a broadcast message in your autoresponder and send off to your list! (After you have sent your pre-invitation email of course).

BIG TIP - Starting out, if you want to take the absolute easiest direction which is 100% free then I suggest simply writing out the options of the survey in a broadcast email and then hyper linking each option to its own landing page. See a basic example below:

What Do You Need Most In Your Online Business To Take It To The Next Level?

- 1) [Learn Free Traffic Generation](#) (linked to own thank you page)
- 2) [Learn Paid Traffic Generation](#) (linked to own thank you page)
- 3) [Learn Product Creation](#) (linked to own thank you page)

Now, here's the trick - When you receive all your responses, go to your subscriber list and search your subscribers by Web Page Visited (this option wording will be different depending on your Autoresponder, but essentially you want to search your subscribers by web pages that were visited. In our case we used a thank you web page and there will be 3 separate links that correspond with the survey link options). Here you will be able to see all the clicks that correspond with the different options for the survey and you can send a broadcast JUST to that segment! Now you can target subscribers based on what

option they clicked which is very powerful, and free! To further automate this method you can setup the original broadcast as a follow up message you each new subscriber will answer the question and will then fall under one of the options in the email.

Obviously in the long run you want to use a professional survey program so at that stage you can simply add the subscribers that fall under each survey option from above, into an actual separate list.

Final Notes On Surveys

I highly recommend making use of surveys in your email marketing business. I can't see any negative to using them (provided they are conducted properly) and absolutely no advantage to not using them. If you are looking for a paid survey program I would go with SurveyMonkey or SurveyGizmo. But as mentioned, you can always start out using the free approach then when you can justify the cost, go ahead and grab a paid version

ANIMATED GIFS!

Making use of animated gif images is my second and final technique that I use which I feel is hugely underused by many email marketers! Have you noticed how massive memes are and how much attention they get? Well why not use that concept from a marketing sense to boost your email click rates!



So what's so impressive about them? Well, nothing much to be honest. But purely based on the fact that they are different and unique to what most readers are used to seeing, along with the fact that the image moves, flickers or slides, is what makes these little beasts so impressive when used correctly.

Now I want to tell you exactly how you should be using Animated Gifs by highlighting:

The 3 Vital Techniques You Must Use For Success With Animated GIFS.

1) Make Sure To Keep All Your Animated Gifs Under 100kb In Size(preferably around 40kb). Why? Because around 50% of subscribers could be using their mobile phones to view the email, and if the Gif is larger than 100kb there is a very high chance their email provider will add it as a download link instead of showing the Gif in full within the email. Furthermore, the larger the Gif, the longer it takes to load. This is never a good thing however you look at it!

2) Only Use An Animated Gif To Draw Attention To The Most Important Thing (Normally your call to action) Why? Well I think the answer is fairly obvious here. Each email you send will have a purpose, and your Gif should only be used to draw attention to that purpose. Otherwise your Gif is nothing more than a costly distraction. There are exceptions to the rule but I am speaking about most cases here.

3) Say What You Need To Say In The GIF In The First Frame. Why? Well, some email programs do not support animated Gifs so make sure you get the message across in the first frame and the rest of the Gif can be used for uniqueness and attention to attract the most attention.

Now that I have covered the 3 most important factors to use GIFS for positive results, let's look at an example of how and when to use it:

- I really enjoy using it at times when I am offering a discount on a product offer. So, I would use it to represent the call to action button and I would have a simple Gif image with the starting frame being a picture of the product (ebook cover for example). The second frame being a short statement of the discount amount, and the last frame urging the reader to act now by clicking.

There are many ways to use Animated Gifs but as I mentioned I like to stick to what works for me and I also use them sparingly as to keep them unique and attractive.

How To Create Animated Gifs

Firstly, the pixel size of your Gif should not exceed 400 x 400 pixels. Personally I go even smaller. You don't want it to look spammy.

So, to design my image frames I use photoshop. Gimp should work fine too if you don't have photoshop.

Now, once you have your frames you can upload them to any number of free online Animated Gif Creators and get it done quickly for free! I also use a program called Easy

Gif Animator. I have the paid version but you can use it for free for around 20 Gifs if I remember correctly.

To find my images to use in the frames, I will sometimes use Google images and filter by license to only show the "Free to use, share or modify even commercially" images. You can do this by clicking on the cog image in the top right corner of google images then click on advanced search, and finally change the license filter at the bottom of the page.

I also like to google "free icons" or "free images" and look for cool images that way. As I mentioned above, your method of finding images would depend on your purpose. If I was using the example above I would simply use the product ebook cover image, then just create the other frames using text in photoshop and perhaps find an "Act Now" button using the above methods to find images.

Lastly, you can always use trusty Fiverr.com to find gigs where you can get everything done for you. You would just need to explain exactly what it is you require and you will be good to go!

I hope you have enjoyed my guide as I put a ton of effort into covering many of the small but vital tips and techniques to use to collectively improve your list relationship, and subsequently your open and click rates!

Contact Me

support@cadeliver.com

