

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #9 - Email Marketing Q&A: Answers To Your 5 Biggest Questions

Everyone says the money is in the list, and you're pretty sure that's true. But so far, you're having a difficult time turning your list into money in the bank. Maybe your list isn't big enough, or maybe it's not responsive enough, or maybe you've got both of those types of problems. Whatever your issue is, this email marketing Q&A will help you sort it out so you can start getting better results.

Let's get to it...

Question #1: How do I get more people joining my mailing list?

There are three keys to getting more people to join your list. You need to determine if your overall process is weak in one of these areas, two of them, or all three. Specifically:

1. Your lead magnet. Do your market research to find out what your audience wants. Be sure your lead magnet has a professional ecover graphic and a compelling, benefit-driven title.
2. Your lead page. Be sure your lead page includes a benefit-driven headline along with a bulleted list of reasons why people will want your lead magnet (*e.g., benefits*). Then end with an opt-in form and call to action. If your copywriting skills aren't well developed, then you can hire a professional copywriter to help you boost your opt-in rate.
3. Your traffic. Here you need to make sure your traffic is highly targeted. For example, maybe you're placing paid ads that are targeting too broad of an audience (*such as an ad appealing to all dog owners when what you really want to attract are people who need training help with small-breed puppies*).

Next...

Question #2: How do I get more subscribers opening my emails?

There's nothing worse than building a big list, only to find that no one is opening your emails. If you have this issue, then here's how to resolve it:

- ⇒ Craft compelling subject lines. Your subject line needs to capture attention and compel people to open your email. To that end, craft a benefit-driven subject line that arouses curiosity, if possible. *E.G., "The #1 trick for preventing fine lines and wrinkles..."*
- ⇒ Be sure you're sending emails when your subscribers are active and online. Segment your list according to location and then test and track to find out the best times to send emails.
- ⇒ Send good information consistently. This helps train your subscribers to open every email you send. Your emails should be both engaging and useful with actionable information that your subscribers can put to use immediately.

Question #3: People are opening my emails but not clicking on the links. How do I get more subscribers reading the entire email and clicking on the links?

Use this mini-checklist to help you figure out why people aren't reading and clicking:

- 1.** Does the content match the subject line? In other words, don't use irrelevant clickbait in your titles.
- 2.** Is the content something this audience really wants? Do your market research to find out what sorts of emails they desire.
- 3.** Did you create an opener that gets attention right away, by telling a story, promising to share valuable information, or empathizing with the subscriber?
- 4.** Did you end with a strong call to action alongside one or more good reasons why the person should take action?

Next...

Question #4: What type of content should I send to my list?

This is actually an easy question to answer. You should send them whatever you promised on your lead page. The idea here is to meet or exceed your subscribers' expectations and don't repurpose your list. Sending content your audience doesn't want or expect is what generates unsubscribes and creates a cold list.

As to what type of content, exactly, that you should send, you'll need to do some research. Start with market research to find out what your audience wants. Then do some experimenting to see what type of content they respond to the best.

For example, you can send:

- ⇒ How to / tutorials.
- ⇒ Tips.
- ⇒ FAQs.
- ⇒ Lists.
- ⇒ Checklists.
- ⇒ Cheat sheets.
- ⇒ Planners.
- ⇒ Mind maps.
- ⇒ Infographics.
- ⇒ Templates.
- ⇒ Swipes.
- ⇒ Product reviews.

- ⇒ Product comparisons.
- ⇒ Case studies.
- ⇒ Direct-response promo emails.
- ⇒ Links to videos.
- ⇒ Links to blog posts.
- ⇒ Links to social media posts.

And so on...

Be sure to send not only a mix of content, but also different lengths.

For example, one day you might send a list of ten tips, and another day you may send an email with a single tip that's really impactful.

And finally...

Question #5: How do I make more money with my list?

- 1.** As you're beginning to see, one key to improving everything about your list is to do your market research so that you can send the exact offers and content your audience really wants.
- 2.** The second thing to do is to make sure every single email you send is the highest quality. It should be both useful and engaging, so that the subscriber reads every word of it. If you consistently send out good content, your subscribers will grow to trust you which will boost conversions.
- 3.** Third, don't be afraid to get personal with your audience. People like to do business with those they know, like and trust, and it's hard to get to know someone if all they do is send content. As such, go ahead and toss in a personal detail here and there. Share photos and videos of yourself so they can put a face to your name.

Tool #9 - Email Marketing Q&A: Answers To Your 5 Biggest Questions

And encourage your subscribers to follow you on social media so that you can interact with them one-on-one.

Now let's wrap this up...

Conclusion

And there you have it – your top five email questions answered. If you follow the advice you just learned, you'll be well on your way to creating a bigger and more profitable mailing list!