

[PDF] Email Marketing That Sells: Your Guide To Building A Fired Up Email List!

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Description:

Email Marketing That Sells quickly became a Best Seller on Amazon.com (#1 for Business Writing and E-commerce) after being published. Here are some of the reviews:

"Unlike many of the other online marketing books I've read on kindle, it's obvious this wasn't just thrown together by someone in an afternoon. I was impressed with the level of detail in practical areas like building and defibrillating your list and how to market to different segments."

"I've been using basic email blasts every month. But after reading this book, I learned that I wasn't even coming close to maximizing my email potential. I have already implemented much of the advice

in this book and plan on going through it a second time."

About the book:

Have you been doing email marketing for a while but not getting any results?
Is your email list as dead as a doorknob, and needs to be brought back to life?
Wondering why nobody opens your emails anymore?

Email marketing that sells is your no-nonsense, straight-to-the-point guide that shows you how to be a great email marketer. After reading the book, you'll know exactly what you need to do to write an email that sells.

Why is it so important to be a great email marketer?

Most people are addicted to checking their email, and through email marketing you can connect directly with your target audience and have an instant personalised conversation.

Email marketing also scales at little to no cost. It means it costs you almost the same whether you email your list once a month, once a week or once a day.

It costs you the same whether you make no sales from email marketing or you make bucketloads of sales.

It costs you the same whether you get no leads each month or you get thousands of leads each month for your sales team.

So you owe it to yourself, and you owe it to your company to get email marketing right!

Here's what you'll learn in this book:

- How do you get your emails opened (this is the most important part)
- When is the best time of the day to send an email (it's not what you think)
- How often can you send emails? (without annoying your list)
- How do you 'defibrillate' a stale list and get your list to take action?
- How to use online marketing to grow your email list (so you can sell more stuff to more people)
- Getting other people (affiliates) to promote you through email marketing (fastest way to grow your business)
- Running a product launch campaign
- Running a daily deal email campaign
- How to sell excess stock through email
- How do you get your emails clicked?
- What's the best email marketing platform to use?
- Should you use plain text or HTML emails?
- Does integrating email with social help or harm you? (the answer may surprise you)
- Are your emails getting junked?
- Are your emails even being delivered? (you cant sell anything through email if nobody even receives them)
- How long should your email be?

- How to segment your list (so that you send the right emails to the right people)
- Write “gut-wrenching” subject lines that compel people to open your emails
- Does including video in your email help or harm conversion rates?
- How to “sell without selling” through email (nobody likes it when you are too pushy)
- Get your personality to come out in your emails and get your click through rate through the roof
- Get your sales team flooded with appointments through email marketing

Email marketing is one of the most important skills to learn as an online marketer. Download “Email Marketing that sells” and start winning with email marketing!

About the author

Robert Coorey is the Director of Global Business at E-Web Marketing. Robert is one of the world’s leading email marketers. He teaches people all over the world through webinars and live workshops.

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