



8 EMAIL MARKETING MISTAKES TO AVOID

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*"The Email Marketing Mistakes That Marketers Make, And What
to do About it"*

8 EMAIL MARKETING MISTAKES TO AVOID:

Mistake 1 – Being Afraid to Email Your List:

This is a mistake that many marketers, especially newcomers, seem to really struggle with. They are just not sure how often they should email the subscribers they've gone to enormous lengths to get onto their list.

It's actually quite simple, - be guided by common sense. There's nothing wrong with emailing your list as often as you like. The ONLY proviso I make is that you absolutely MUST have something of value to send them.

As a more general guideline, I'd suggest you send twice per day, although I know of heaps of top gurus who email their list multiple times per day. But I do sometimes wonder what that must do to the enthusiasm of their victims (I mean – subscribers, lol) for opening emails.

So the point is... if you haven't anything of value to send, then DON'T SEND!

Don't send crap just to fill a hole. Leave it until you do have something worthwhile to tell them.

Mistake 2 – Being Boring, and not Injecting Personality:

Writing in your own individual style is a huge part of email marketing and ultimately might be largely responsible for your success or failure online.

Because '*how you are*' is a big part of how you form relationships with other people – both offline and on.

And keep in mind, not everyone will like '*how you are*'. Don't worry about that, and don't expect everyone to like you cos it ain't gonna happen!

But to be effective, you need to talk how YOU talk. Don't try to copy someone else just because they do well with their style. Don't try to be something you're not. When I talk to people in my messages, I want it to sound like I was talking to them in the supermarket or whatever.

It's a big part of the whole relationship building routine. It's important that you inject your individual personality into every email you send out.

Your subscribers need to relate to **you**. Don't make the mistake of trying to sell, or relate to everyone. Like I said, it's just not possible to connect well with every person you meet.

In good old fashioned offline marketing there's a saying that applies here too...

"If you try to sell to everybody, you end up selling to no one"

Mistake 3 – Not Selling Enough:

Beginners, and those lacking confidence, do this a lot.

They're afraid to sell, and I personally find this amazing (in a baaad way!) but true nevertheless. This business is called....

Internet M-A-R-K-E-T-I-N-G

And marketing involves selling - to your list.

Do NOT be apprehensive and DON'T lack confidence when you sell to people. Your mood will show through and will affect the outcome.

To demonstrate this, back in my early days after leaving school, I was a sea-going ship's Radio Officer. And we used morse code to communicate over distance back then – groan, along with steam powered chariots, lol.

Well the thing is, I discovered that after a while I could tell the mood of the person on the other end just by listening to their style of sending. Imagine that! How they send dots and dashes gives their game away – who'd of thought?

And the point is that that would influence how I would communicate with them. I might want to just finish up and get away, or if it were more convivial then I'd stay and chat fpr a while and I might ask, and be granted, a favour.

You get it?

So what I'm saying is that it's possible your confidence level WILL show through to at least some of your subscribers.

Therefore, be confident and sell with pride.

That is what you're online for - yes?

You're here to make money! To sell and promote products!

And you should rarely have a problem selling something if the product is of a high quality and your target audience is right.

That's a great point too - ONLY sell or promote high quality stuff.

Mistake 4 – Selling Too Much:

For sure, nothing gets me fired up and scrolling to the bottom of a promotional email faster than when I'm being 'sold' to every day by the same marketer.

How is it even possible that they've found time to try out for themselves all the things they're promoting? Because you really should look into everything you sell. Or HOW will you know it's a great quality product.

I think it's safe to say that this is not a good long term plan, and it will kill off the responsiveness of your list quite quickly.

Personally I believe the correct ration is 3 content rich emails offering great value, to 1 promotional email.

I recommend you also put a "PS:" at the bottom of every email subtly promoting a quality product. This can be your own product for as long as you wish, or an affiliate product that can be rotated every four or five emails.

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Mistake 5 – Not Reminding Your List Who The Heck You Are:

Every marketer is on multiple lists. Crikey, some are on dozens. But we're all on at least a few. I think that would be fair to say – yes?

Well, speaking personally, I forget who the heck everyone is after a very short while. Don't you agree? They all kind of merge into one big jumble with no clear distinctions.

And this is why personal branding is very important. You should start off your email by reminding them who you are.

For example: *"Hi guys, your marketing buddy Paul Henderson here with some more stuff you can't do without one more day!"*

Or whatever.

Does that make sense?

Make it memorable for them, and always communicate your story to your list (in your very own personal style – remember?).

Building a real relationship utilising your own style of personal branding is critical to your online success.

Mistake 6 – Not making “List Building” a Priority:

Of all the mistakes people make, this takes the cake. It's the 'biggie'.

Far too many aspiring marketers either leave it too late in the game to build a list, or they don't make it a priority. While others just shove an opt-in form on a page or on their website and hope for the best.

There's more to it than that. You have to treat this as an essential task that needs constant attention – like breathing. You have to be diligent, devoted, and enthusiastic.

Without a doubt, '**list building**' is THE single most important part of your Internet business. And if you don't have a list, then you haven't got a business.

Okay, I know there are those of you who make money who don't use lists, but generally speaking the way 90% of marketers work, I'm right.

You must always strive to add new leads to your lists and be sending them through your funnels. Because don't forget, time moves on and fads and interests change. What was cool yesterday may not be cool tomorrow. So it's important to have fresh leads with their fresh fads and interests coming into your business every single day.

Mistake 7 – Not Having Enough Follow-up Emails:

It used to be an established fact in offline marketing, that people (customers) buy if they're interested, after being asked 6 or maybe 7 times.

The average Salesperson gives up after asking just 3 times.

Can you see how those two are never going to make a great match?

So if we accept that the online world is filled with more or less the same type of buyers and sellers, then clearly we need to learn from this experience – yes?

Your Follow Up Sequence is what you should use to mould your new subscriber into your way of thinking. It's your chance to show them what to expect from you in the future.

It's also your chance to 'sell' them on whatever the OTO was that they didn't buy after they subscribed to your list.

Now, this doesn't mean you just have to send them 7 bland emails and your job is done. That's not what I'm suggesting.

The point I'm making in more general terms is that you have to have enough emails in your Follow Up Sequence to gently and tastefully sell yourself and your products. And to just keep reminding your subscribers that you have this amazing XYZ for sale.

For subscribers to a freebie, I recommend you send daily emails for one whole month. If they haven't bought after a month they probably aren't going to. There are other things you can do with these subs but we can't go into that here.

Follow-up messages are crucial to your business. Your offer must be seen by your prospects much more than just a couple of times. Be sure to schedule follow-up emails in the way I've outlined.

Mistake 8 – Not Asking Your “List” What They Want:

This is not something that’s obvious to most people – until you tell them. When you tell them, they kind of go ... “Oh doh! That’s obvious!” But it wasn’t until you told them!

One of the biggest mistakes I see these days is when so called marketers try to tell their prospects what they want, - and then try and sell it to them.

That is just plain stupid, arrogant and egotistical.

What you absolutely MUST do if this is you, is to take your blinking flip ego right out of the equation and get inside the mind of your prospects to find out what they really want, - not what you think or assume they want.

It’s not as tricky as it sounds, and no you don’t have to guess.

You do it by just asking them.

Ask them...

1) What are your biggest concerns – challenges – hurdles-issues?

2) And what is it that’s holding you back from achieving your goals in your online business?”

And so on...

There are heaps of free tools available to get you started with surveying your subscribers.

Its ultra important that you do this, because once you know what they want, you can create it and sell it to them. Even if you don’t create your own products (although I recommend

you do) you can still find an affiliate product from ClickBank and promote that.

Take away point: (Are you ready for this?)

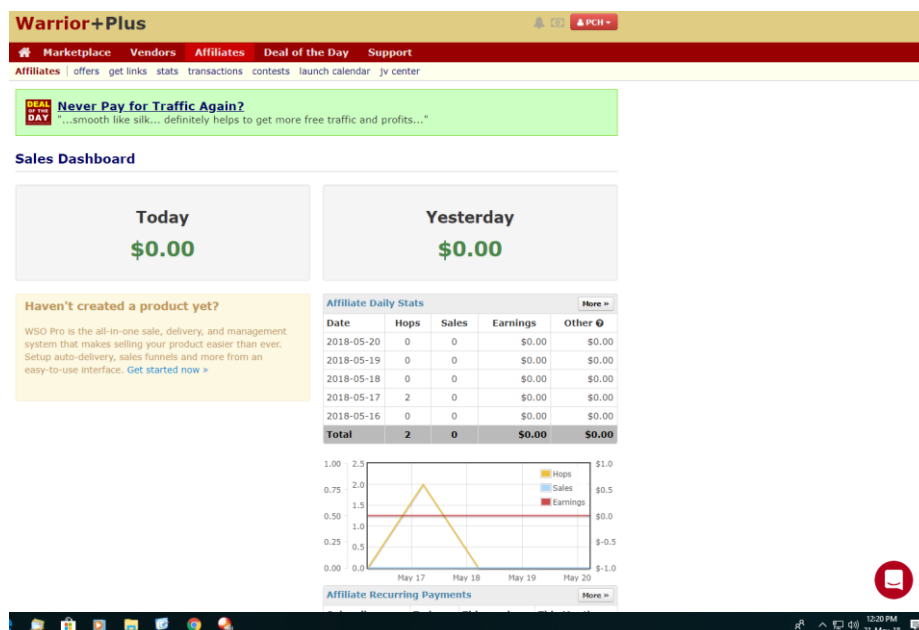
"When you find out what they want, go get that product and sell it to them, even better yet, create the product yourself".

You can use this free survey tool...

<https://www.surveymonkey.com/>

We're nearly done but before I say 'Adios!', let me just ask you...

Are you making the money online that you wanted to when you started on your online journey?



Or, truthfully, are you feeling a bit left out when you read about the bucket loads of cash the other dudes are bringing in?

Most people don't make hardly anything because they don't follow a proven path. Instead they jump on the Warrior + and

JVZoo merry-go-round in a futile search for the latest fast cash method.

These are NOT the answer folks. Sorry.

You want success? You just have to follow a proven system that **works**.

And no-one provides better value than my friend Kevin Fahey with his...

"IM VIP TRAINING"

This is the most amazing training which I have myself and absolutely love it because it's simply the very best training available for ALL levels of marketers.

Whether you're a complete newbie, you're already started or you just need more guidance and training in some specific areas, IM VIP has it all !

I can say without fear of contradiction that Kevin is responsible for creating more successful online marketers than any other single guru out there.

And he does this by providing amazing value through his **IM VIP Training** platform.

With this training, you get access to 15 of his past courses covering EVERY topic imaginable (see attached image).

AND more importantly, you'll get access to all his future products too – they're just added to the site for you to learn, and profit, from.

The best thing, you can check out this training for less than the price of a cheap coffee by clicking the picture or link below...



YES! Let Me In!

And at the end of your trial, if you didn't like it, just email Kevin and he'll send you your buck back. No questions asked.

Click the button above – I promise you won't regret it.



Conclusion:

Well guys, this is Paul Henderson and I hope you've enjoyed reading these guidelines as much as I've enjoyed sharing them with you.

What I've covered are the 8 most common Email Marketing mistakes as I understand them that can seriously impact your results.

And often the things you need to change to put things right are just small easy changes – nothing huge!

If you're doing some of these things yourself right now, well at least now you have the opportunity and the information you need to get better results.

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Thanks,



Paul Henderson

[Zero to Hero Marketing](#)