

Show Notes

EPISODE 10 – 14 TIPS TO GET YOUR EMAILS OPENED AND READ!



Hey there and welcome to episode 10 of the Small Business Made Simple Podcast. Thank you for joining me again for this episode.

Last week some might say I raved on and on about list building, but it's all passion not nagging I promise so this week I thought I'd follow it up with some tips and tricks for getting emails opened and read.

After all, just having a list is not worth a cent unless you use it wisely!

If you missed Episode 9 – head back, there and have a listen!

But below we get into our 14 tips for getting your emails opened and read (that last bit is number Uno of importance) – let's get into our discovery of the week!

THIS WEEK'S DISCOVERY!

Have you ever wanted to record something from your phone screen? Record a short video of something that's playing on your phone or even a little demo for a client or customer of how something works?

Well this week's discovery is for just that! I use it all the time when I want to teach someone something that can only be done on the phone – like for instance an Instagram story tutorial etc.

There are many many apps out there that will do this, but I like and use the TechSmith Capture. The link is in the bio.

<https://www.techsmith.com/tutorial-capture.html>

I am probably a little bias because I use TechSmith products for record my podcast, recording my computer screen and lots of other techy jobs with.

TechSmith Capture is free and available on iOS and Android app stores.

It can record your screen and has the option for voice over or mute (no noise).

This means you can give someone a tutorial or do a voice over your screen capture video.

It has loads of uses – you could record your screen and turn it into a video and/or story video for social media platforms or put in into a text message or email from your phone.

Basically, anywhere or any reason why you'd like to record your phone screen this is the perfect app!

If you have someone in your family or friendship group (or a client) that's no so tech savvy – this is absolute gold for them. People love learning by watching and let's face it some things are just hard to explain without showing!

So, download TechSmith Capture and have a play. Maybe you could record your screen whilst listening to this podcast and tag me on social with it! That would be super cool!

Oh, and just a little disclaimer – I don't have any affiliation with any of my little discoveries – I just like them and use them myself! I promise to let you know if I'm ever recommending an affiliated product!

14 TIPS TO GET YOUR EMAILS OPENED AND READ!

How to get your emails opened, read and clicked through

We've all been there ...

You've carefully crafted an email.

You've laboured over each paragraph.

You've spent hours on the subject line (because we know just HOW important that is).

You hit send with an exhilarated sigh of relief. TICK!

But when you look at your email stats, you notice that the opens aren't as good as you'd hoped, and the click-throughs are disappointing.

It's disheartening – after all, you SPENT SO MUCH TIME getting it PERFECT.

So, what went wrong?

And more importantly, what can you do to fix it?

Most small business owners are working hard to build their LIST and provide regular value filled content to their clients and prospects.

(If you're not, you should be).

When you've gone to all the effort to construct information rich emails, you want to know that your list is eagerly awaiting them to arrive.

To create emails that people look forward to, there are a number of essential steps you need to follow.

The first critical step is to look at the tone of your emails. If you want to get your emails read it starts with writing them like you are writing to a friend.

Everyone loves to hear from a friend. Why? Because we're interested in what our friends are up to, we trust them, and are far more likely to consume what they send us.

When drafting an email to go out to your list, it's crucial that you write like you are talking to ONE person. One person who you know intimately.

If you have a reasonable size list (or once your list grows) it's unlikely that you will personally know everyone on it. But you really do know them.

- You know what keeps them up at night
- You know their struggles
- You know how they tick
- You know how to help them reach their goal

That's why when you write to them, you do it like you're writing to just one person – not a whole list.

Remember, the person you are writing to is someone who connected to you for a reason; they are your friend and they want you to speak to them that way.

Here's a list of 14 KICK BUTT tips that will help you to produce emails people love to receive.

1. Only email when you can add value. Be helpful. Be generous. If you continuously send emails with no value, you will burn your list out. Remember, the line between welcome guest and annoying pest can be a fine one.
2. Have your actual name as your "from address". Not admin@ or info@. Make it personal – put your name to it. Your list is building a relationship with you, so it's important that the emails you send come from you, a source they can trust and recognise.
3. Personalisation of emails is a great idea because a person's name is one of the most powerful rapport builders you will ever have – but don't repeat a person's names too often – that just gets creepy!

4. Reward people for taking the time to read your email. Maybe with an offer or an offer of awesome value or simply inspire them. If you want to test how much of your emails are being read, try slipping a special bonus in the copy towards the bottom – this can be a great indicator of just how closely your content is being read.

5. THIS IS MY FAVOURITE and I think the most critical to email success. Make Your Headline AWESOME!

If people know specifically what they'll learn or how exactly you'll make them happier, more informed, or better at business, they'll be itching to read what you've sent them. Take your time to generate a great headline.

6. Break it up! If you want to maintain someone's attention, don't just use words – use a NUMBER! Because digits, like 4 or 37, will help stop wandering eyes and maintain attention.

7. Don't try and be TOO CUTE. Quit cleverness. Simple, specific subject lines beat clever alternatives every time.

8. Marketing is a test and measure activity and your emails are no different. Experiment with using emojis in your headline – like numbers, they are a fantastic way to capture scrolling eyes!

9. Learn from the masters. Subscribe to excellent email lists and watch carefully what their subject lines are. You're guaranteed to learn something.

PRO TIP: Keep track of emails you receive where the headline really grabs you.

10. When it comes to email marketing, less is more. Keep it short. Long and unwieldy emails kill interest. Challenge yourself to keep it as concise and impactful as possible.

11. Don't be afraid to mix up your greetings. Try Hi, Hey, Happy Monday, Hey (name), Dear Awesome (target market), or Greetings from Sunny Melbourne! Mixing up your greetings makes you less robotic and more personal.
12. Develop a brand and a brand voice. Consider your emails to be a way of talking to your customers or readers and your new FRIENDS. Be consistent in the tone and topics you cover so you avoid wandering off brand.
13. Add personality. Use (proprietary language) words or expressions only you can use – this makes up a big part of your brand voice. BUT be human and don't drown people in confusing acronyms.
14. Write short, strong sentences. Be to the point. And remember the rules you were taught in English at school!

Now to help you with all this I have it all in the show notes of course just go to www.socialmediaandmarketing.com.au PLUS I have made a very practical, very awesome Pre-Email Campaign Checklist – A Practical Guide to Making Sure all is A-OK before sending! – downloadable for you.

This comprehensive downloadable checklist gives you all the points above plus many more tips and tricks and things to look out for all wrapped up in a bow or at least all in one downable sheet.

There's literally over 50 tips and tricks to help you get your email campaign not only ready, set and out but opened and read (and responded to!)

To get this priceless little download go to www.socialmediaandmarketing.com.au/email

The harsh truth about your emails

Everyone's inbox is overflowing. Nobody is desperate to receive more emails.

You should be honoured that people have opted into your list and are happy to receive your messages. Each subscriber has given you a hard-earned vote of confidence.

But be careful. Never take anyone's attention for granted. Because everyone's time is precious.

Week in week out, you have to prove your value to your email subscribers. Know your readers so well that you can empathise with their struggles. Ask questions – and offer help.

Write as if you're emailing one good friend because that's how people will get to know you, like you, and trust you.

When you've earned those three things, you've earned the ability to push send and grow your business.

So that's a wrap for episode 10 of the Small Business Made Simple podcast. I hope these 14 tips to get your emails opened and read have inspired you to talk to your list more and even better!

Don't forget about the kick arse checklist. Go to www.socialmediaandmarketing.com.au/email

I'll be back next Thursday with some more marketing know-how and another discovery but in the meantime let's get social on social. All the links are in the show notes or website. Or drop me a DM on Instagram – Small Business Made Simple is my handle.

Massive shout out to everyone who's left a rating and review – you people are serious givers in life, and I hope it comes back to you 10-fold.

Rating and reviews are like gold for podcasters like me – so if you've got 30 seconds, I would love you to leave one. They help others find this podcast too and enjoy the free training, tips and tricks too. It could be the best gift you give them!

I am very grateful to have you as part of my world, listening in, I'll catch you next week, tag me in your Capture videos of you listening in! – can't wait to see them

..... and remember small business peeps, as my opening song says, there's no point in dreaming small!

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