

5 ESSENTIAL ELEMENTS OF EMAILS THAT SELL

Introduction

Many small business owners are concerned about being too salesy or hypey in their email marketing and alienating their subscribers as a result. And what that can often lead to is a “paralysis” when it comes to sending email messages to your list.

However, there IS a way to create email marketing campaigns that sell without you having to use overly salesy language or high pressure tactics that are likely making you and your readers feel uncomfortable.

In fact, you can create emails that not only sell but also add so much value that your clients LOVE to receive them from you.

So, how do we do that?

There are many parts to a successful email marketing strategy, but here are 5 essential elements of emails that sell:

- Realising your email is part of a larger ecosystem
- Providing a clear call to action
- Harnessing the power of autoresponders
- Segmenting your list
- Maintaining trust

#1 - Realising your Email is Part of a Larger Ecosystem

Your emails will get much more traction if they are part of a well-thought out funnel and system that takes your prospect all the way through their buyer journey, from the initial contact right the way through to the sale and beyond. This can mean pre-producing some value-added content like ebooks, blog posts and videos, pre-writing various email sequences, and/or putting together special offers, surveys and competitions.

The important thing is to have this ecosystem built BEFORE you start putting people into your pipeline.

#2 - Providing a Clear Call To Action

Once you’ve mapped out the journey, you want to take your prospect on a journey. When you understand where your emails fit in that ecosystem, you can be much clearer and a lot more specific about your calls to action. Make it really clear on what the next step is.



Suzi Dafnis & Michelle Falzon

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#3 - Harnessing the Power of Autoresponders

An autoresponder is a series of emails that automatically get sent based on a particular action a person may take.

Creating autoresponder sequences is a great way to build that ecosystem.

So, for example, if you sent an email offering a free whitepaper or a free consultation, you could then trigger a pre-written email sequence that gets sent - and in those emails you would be offering further calls to action to move them further along the journey with you. You could, for example, ask them to come in for a test drive or buy an entry level product etc.

#4 - Segmenting Your List

It's so important to give people on your database only the information they want and have requested.

Segmentation is basically defining your database into identifiable segments based on what you know about them and then tailoring your communications based on sending information only to those segments for whom it will be relevant.

Segmentation is all about avoiding the "one size fits all" approach that many people have to their email marketing.

Sending irrelevant emails is the fastest way to become irrelevant to our audience.

#5 - Maintaining Trust

This one really underpins everything we do in marketing.

Our emails either move people closer to us or further away from us.

It's all about how much they trust us to understand them, have what they need, make recommendations in their best interest etc.

Two ways to maintain and encourage trust in our email marketing are to:

1. **Integrity of message** - make sure the subject line is indicative of the content and make sure the content is indicative of the landing page
2. **Deliver value** - be seen as a source of great information, advice, recommendations, links, tips etc

Just like developing any new habit, it may take a little time and a BIG dedication to consistent application of the actions it takes to really ingrain these habits into your email marketing practice.

Good luck.



Suzi Dafnis & Michelle Falzon

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