

Cheat Sheet



Email Marketing 2.0

Made Easy

Powered by RRW

**Skyrocket your sales and profits
with these proven Email marketing
strategies**



Limited Special Offer for You:

Email Marketing 2.0 Made Easy

(Video Training)



Click Here to Download Your Video Training!

(Insert your Upsell Offer URL)

Click here to access my exclusive Email Marketing 2.0 Video Training! **(Insert URL)**



Why is Email Marketing so awesome?

- ✓ It's direct
- ✓ It's economic
- ✓ Allows you to have a database
- ✓ Demands little time nor effort
- ✓ It's measurable
- ✓ Allows monitoring and analysis
- ✓ Allows testing

How can Email Marketing Automation improve your business?

- ✓ You can segment customers according to their actions
- ✓ You can optimize resources
- ✓ You can create different campaigns and activate them at the same time
- ✓ You can get more high quality customers
- ✓ The conversion can be analyzed
- ✓ Automated management helps improve the productivity of your business

Email Marketing Automation Tools

- ✓ AWeber.com
- ✓ GetResponse.com
- ✓ MailChimp.com
- ✓ ActiveCampaign.com
- ✓ VerticalResponse.com

Self-Hosted Email Marketing Advantages

- ✓ Its cost is low
- ✓ You can create unlimited lists
- ✓ Generates very good reports
- ✓ Emails can be imported in a very simple way
- ✓ Speed depends on your host
- ✓ You have total control of your data

Self-Hosted Email Marketing Software

- ✓ SendBlaster.com
- ✓ Interspire Email Marketer
- ✓ Sandy.co
- ✓ MailZingo.com

The Five Cornerstones of a Successful Email Marketing Campaign

- ✓ Researching a hot online topic
- ✓ Creating an attractive Lead Magnet
- ✓ Set up a high converting squeeze page
- ✓ Set up a persuasive autoresponder series
- ✓ Send the right type of traffic to your



What are the most common types of lead magnets?

- ✓ Guides and Reports
- ✓ Cheat Sheets
- ✓ Templates
- ✓ Video Training
- ✓ Discounts, Trial Periods and Software Downloads

Sending the right type of traffic to your squeeze page

- ✓ Traffic from Social Media Engagement
- ✓ Traffic from “Solo Ads”
- ✓ Traffic from email marketing optimization

How to start growing your subscribers list

- ✓ Create a high converting Website
- ✓ Use Optin-forms
- ✓ Use search engine optimization to grow your lists
- ✓ Use social media and forwarding buttons in your emails

Simple little tricks to Doubling your Email Open Rates

- ✓ Use intriguing Subject Lines
- ✓ Personalizing your subject lines
- ✓ Resending unopened emails

squeeze page

Setting up a persuasive Autoresponder series

- ✓ Choose the right email marketing software
- ✓ Choose a goal for your autoresponder series
- ✓ Segment your mailing lists
- ✓ Map out your email sequence

Inbox delivery secrets exposed

- ✓ Including Physical Mailing Address in Emails
- ✓ Avoiding Purchased Email Lists
- ✓ Requesting that Subscribers add your Email Address into their Safe List
- ✓ Keeping Subscribers Engaged
- ✓ Including Easily Accessible “Unsubscribe” Buttons
- ✓ Respecting “unsubscribe” Requests
- ✓ Using Recognizable “from” Names
- ✓ Using Double opt-in
- ✓ Leveraging Time of Delivery
- ✓ Optimize for Mobile
- ✓ Using Persuasive Subject Lines
- ✓ Avoid Buzzwords
- ✓ Adding personal touches
- ✓ Offering Incentives to Recipients
- ✓ Creating a Sense of Urgency for the Recipient



- ✓ Use Break-Up emails

Skyrocketing your Click Through Rates like a Pro

- ✓ Start by creating emails that are consistent with your brand and your website
- ✓ Don't forget to make your emails responsive
- ✓ Try to insert images in all of your emails
- ✓ Use Call to Action buttons

- ✓ Removing Negative Connotations
- ✓ Emailing Relevant Content
- ✓ Sending Appropriately Timed Emails
- ✓ Segmenting your Email Lists
- ✓ Avoiding Keywords Which Trigger Email as Spam

How to dramatically increase your ROI

- ✓ Grow your Email List
- ✓ Segment your list
- ✓ Keep your list clean
- ✓ Test email performance and track the results
- ✓ Make sure everything is mobile friendly
- ✓ Use Autoresponders
- ✓ Celebrate anniversaries
- ✓ Be as Nice as Possible
- ✓ Provide Value
- ✓ Offer useful content

Do's of Email Marketing

- ✓ Segment your contact list
- ✓ Plan and set specific goals
- ✓ Use highly effective tools
- ✓ Test as much as possible
- ✓ Set a comfortable frequency of sending emails
- ✓ Analyze your results

Don'ts of Email Marketing

- ✓ Don't buy contact lists
- ✓ Don't send emails just to sell
- ✓ Don't use a personal email account
- ✓ Don't write a misleading email subject
- ✓ Don't lose contact with subscribers
- ✓ Don't create complicated forms
- ✓ Don't break the rules of spam

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- ✓ Split test your opt-in pages
- ✓ Include an unsubscribe link
- ✓ Think about mobile phones
- ✓ Include the sender's data

- ✓ Don't send generic emails
- ✓ Don't send too much content in your emails
- ✓ Don't stop trying

Premium tools and Services to consider

- ✓ [Instapage.com](https://www.instapage.com)
- ✓ [Unbounce.com](https://www.unbounce.com)
- ✓ [Leadpages.net](https://www.leadpages.net)
- ✓ [Landingi.com](https://www.landingi.com)
- ✓ [Wishpond.com](https://www.wishpond.com)
- ✓ [Subjectline.com](https://www.subjectline.com)
- ✓ [Phrasee.co](https://www.phrasee.co)
- ✓ [Title-generator.com](https://www.title-generator.com)
- ✓ [Iterable.com](https://www.iterable.com)
- ✓ [Email Studio - Salesforce Marketing Cloud](https://www.emailstudio.com)

Shocking Case Studies

- ✓ [RicheMinds.com](https://www.richeminds.com)
- ✓ [Only Influencers \(OI\)](https://www.onlyinfluencers.com)
- ✓ [Click It Up A Notch](https://www.clickitupanotch.com)
- ✓ [Smart Business Revolution](https://www.smartbusinessrevolution.com)
- ✓ [Jared Polin](https://www.jaredpolin.com)
- ✓ [Shoe Zone](https://www.shozone.com)
- ✓ [Craghoppers](https://www.craghoppers.com)
- ✓ [Bags ETC](https://www.bagsetc.com)
- ✓ [Mango Bikes](https://www.mangobikes.com)
- ✓ [WeDo Technologies](https://www.wedo-technologies.com)

Frequently Asked Questions

- ✓ Is email marketing effective?
- ✓ How do I grow my email marketing list?
- ✓ How often should I send email to my subscribers?
- ✓ What is the best day and time to send my emails?
- ✓ Should I segment my email lists?
- ✓ Are there any rules to email marketing?
- ✓ What metrics should I track?
- ✓ How do I make sure my emails don't end up in the spam folder?
- ✓ How do I know if one subject line will perform better than another?
- ✓ How do I write a great call to action?

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