

7

email marketing mistakes TO AVOID

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Dedicated to all those that DARE

the mavericks that challenge, question and dare to change the world around them.

You were set up to fail, and I'm on a mission to show you that you have more power and control than you believe.

You are the reason why I made this.
You are the reason why I'm a better educator.
You are the reason why I refuse to give up.

So thank you for allowing me to guide & empower you with the knowledge that will set you free.

gabby

Welcome MAVERICKS

I have to confess... I have a love/hate relationship with email marketing.

I love it because I know and understand its value. Not just in terms of, return on investment but also INSIGHT.

Gone are the faceless "leads" that have no name. With email, you can have an entire audience profile, complete with what drives them, their pains and desires.

No other marketing channel can give you that.

But, to be honest. After over 15 years in this industry, I've grown bored and burnt out.

Yes, I admit it ... I'm bored!

I'm bored because after over 15 years working in email marketing, I've made every possible mistake and I've encountered hundreds of problems.

Now I'm a firm believer that there is a "solution to every problem," its all in the approach. This is why I can safely say that in over 15 years I have not found a problem I could NOT solve.

Sounds like bragging BUT it's NOT. It's more like a terrible obsession.

I can tell you stories on how I once "stalked" the yahoo offices for four weeks, just to find an email postmaster who was willing to "share information." That's how obsessed I become with "problem-solving"

Much like a dog on the hunt for food, I'm tenacious, relentless and hungry to solve problems and I do what I have to, for myself and clients and now students.

I'm also burnt out because for over 15 year the Email Service Providers (ESP's) of the world keep giving you "best practice" WITHOUT telling you everything you need to know.

Its like you were given a 100 piece puzzle with dozens of missing pieces making it impossible to succeed.

Information that is COSTING YOU A LOT of money, time and freedom and I HATE seeing this.

So to save my sanity and give back to the community, I am going to reveal to you the TOP 7 email mistakes made by over 80% of businesses now and how you can AVOID them.

You'll thank me when you get to #7.

Now relax and enjoy - be happy - g

1 ESP ARE NOT EXPERTS

the BIGGEST mistake anyone can ever make is giving away your power. it can leave you feeling helpless, confused, and powerless. so let me help you reclaim your power and it starts here.

Email service providers (ESP) like Mailchimp, Keap, Klaviyo etc.. are **SERVICE PROVIDERS** and that **service** is: sending emails NOT Inboxing emails.

Hence the name: Email **SERVICE** Provider (ESP)

Just **imagine** an ESP like a **digital mailman** and what's the job of a mailman?

It's to deliver MAIL, that's it.

Making sure your email **GET Seen, Opened & Clicked** are 90% within your total control, giving you total power and control.

This is why some ESP's use deceptive language like: **99% "delivery"** and most people **believe that means "hitting the Inbox"** but it doesn't . **Deliverability** is the word used to **define inbox placement rate** and **NO ESP** can ever guarantee Deliverability,

Avoid

Avoid the "herd trap" that's choosing an ESP based on what others are saying like: "omg I'm crushing it using X ESP" or "yeah X ESP inboxes more" . ESP are just tools and a tool alone will NOT help you build your dream home.



Do

Do chose an ESP based on the Features you need to help grow and sustain your business. learn the difference between a "churn" esp vs "growth" ESP



2 YOUR LIST MAKEUP

Let me ask you..

What domains make up your email list?

Not sure eh'... now some of you might guess but lets face it 9/10 people have no clue what their email list make up is.

That's because you were set up to fail by the people you trusted most.

Because what you were never told was that "Gmail" filters email marketing messages very differently from AOL, Yahoo, hotmail ..etc,

Example: let's just say if you have an email list make up of 100k users is: .

- 30% - Gmail
- 20% -Yahoo
- 20% -Hotmail
- 15% - AOL

Now let's say your email open rate went from 20% to 16%, most people will blame a BAD subject line BUT is that really the case?

There's a greater chance that some of your GMAIL email addresses hit the SPAM folder and might be an indication of a BIGGER problem on the way.

This is why you NEED to know your Email List Make Up .

So you can be more proactive and you can quickly pinpoint where you lack deliverability (Inboxing) .

Knowing this will also help you identify opportunities to scale easier and faster.

Do

Check your email list make up now; you might be surprised what you find. Not sure how to do so .. Just ask your ESP "how do I check my email list breakdown"



3 NOT SEEDING

Imagine its a BIG WEEKEND sale and you've been preparing for the last 30 days. Your subscribers are excited, you're excited, you're expecting a flood of sales.

But when you press send, you're disappointed with the low opens and clicks and then you realize. Most of your email messages hit the SPAM folder... UGH

You can't believe this just happened to you, worse part. You could avoided this mistake with a 5 minute test.

Yet THOUSANDS of business do this every day and wonder why their email opens rates, clicks and sales are lower than expected.

The reason is simple.. YOU are NOT SEEDING.

Email seeding is a simple method of tracking and monitoring your inbox placement, which is critical to the success of your business.

Don't Use..

Don't Use the "test send" feature from your ESP. Create a new "list" and deploy it like a regular "broadcast."



Do Create..

Do create at least 3 email accounts per email domain & replicate the user type.

Ex: 3 gmail accounts, label them as below.

1. engagedseed@gmail.com
2. lukerseed@gmail.com
3. noengageseed@gmail.com



4 ASSUME YOU LOSE

When you assume you - you lose.

I was very lucky to learn this hard but valuable lesson, early in my email journey back in 2006.

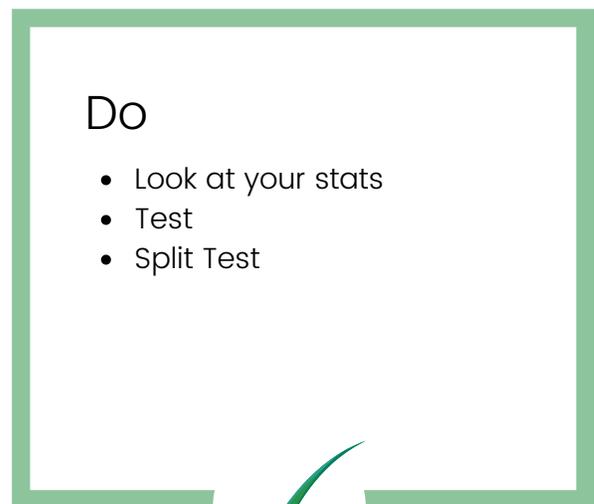
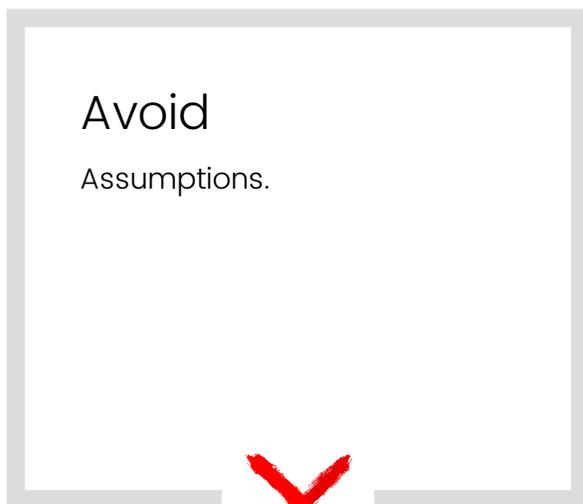
As humans we have this very **bad habit** of transferring our OWN beliefs and views onto others.

Like how often you should send emails, what your email "should" look like, what products you "should" promote that your subscribers will like...etc

So I'll tell you what I tell 7 & 8 figures companies and clients. **Why are you assuming** when you have the answers in front of you or worse. You can GET the answer, with NO assumptions.

Imagine having the **confidence to send** an email or set up a winning strategy without assumptions giving you total freedom and control.

So stop assuming and look at your stats,



5 NOT VERIFYING

One of the **biggest** mistakes people can make is NOT verifying if an email address exists before you press send.

Imagine that's like buying a your dream beachfront home but you fail to get flood insurance. You're just asking for trouble.

Yet millions of businesses and people keep building their email list, while MISSING THIS critical step, making reaching your goals and success much harder then it has to.

Luckily email verification has come a long way and let's face it. People make mistakes and autofill can have a mind of its own at times and verification is a quick and simple way to: check that the email address exist in real-time.

Why because sending to an email address that does not exist can KILL your email reputation before you ever send a single email.

Avoid

This is **NOT** The time to save your pennies, this is an investment into your future.

Imagine If you spent \$.70 to acquire a lead would spending \$.01 be worth protecting your future investment?



Do

Do verify all email addys before you send and if you haven't emailed your list in over 30 days, verify again.

Note not all email verification providers are the same we use and highly recommend Xverify.

See back or below for links



6 KNOW YOUR PLACE

Not knowing what role email marketing plays in the online world is critical to your success.

Think about it ... what do you believe is the **objective of email marketing?**

Most people believe and treat it like a sales page or worse an annoying ad.

This is why so many people struggle with email marketing. They fail to understand its role and place.

For example, what is the **role** of a bus driver? It's to get you to your destination.

A bus driver **can not** force you to enter your destination, participate or do ANY action besides. **Their main role** is to get you to your destination, drop you off, that's it.

So what **role** does email marketing's play in the online game?

Simple email marketing is a **marketing channel** a **DISPLAY medium**. Just like Facebook, Instagram You see something you like, you click and it takes you from point A to point B a sales page.

Avoid

Creating EGO based emails.

That's when you are so focused on how great your products are you forget why customers want them,



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7 STOP SELLING

Just like learning how to read and write, you have to learn your A, B, C's.

Well learning how to email for profit is all about learning your A, B, E Always BE Engaging.

This isn't some quick fix it's an email maverick strategy that is guaranteed and proven to get you the results you want.

Because getting your emails seen and delivered to the Inbox is 90% based on your email reputations which are based on your ability to engage your subscribers.

this is why you do not have to be a copywriting expert, because your only goal is to ENGAGE - NOT SELL

So how do you engage? Simple, you sell the click.

ENGAGE FIRST and sales will come, I guarantee you.

Avoid

Selling the product /ego



Do

Sell the click



Hungry for more?

Discover the **fortune** that lies hidden in your email list.

introducing

Hitting the **Inbox**

includes



Imagine in just 90 minutes, while sitting in your most comfortable chair.

You'll discover everything you need to know about building and sustaining a profitable email list, that brings in cash daily. No skills required.

This is your foundation to building your most valuable asset and its only \$27, you have nothing to lose and everything to gain.

Email right and free yourself

[Yes - I want more profit](#)