



"8 Steps to a High Profit Email Marketing Strategy for Entrepreneurs!"

How To Use The One Kind Of Marketing That Is Virtually FREE – And Literally Makes You Buckets Of Money While You Sleep!

Commercial email continues to increase, with more than \$7 billion estimated to have been spent in 2005 to send it out.

Why is that hidden tidbit of news important to entrepreneurs? Three reasons:

- First, recognize the reason that email has boomed: Marketers are giddy about the unique intersection of urgency and “free delivery” – never even approached by any other media.
- Those same communication benefits – urgency and “free” – are ripe for entrepreneurs to nurture existing clients and recruit new customers.
- The window is closing rapidly and soon this highway will be crowded. Smart marketers need to know how to stand above the noise.

1. More urgent than your website.

Many entrepreneurs are “underwhelmed” with the amount of activity their website generates compared to the effort that went into it. Making money with a website requires a lot of time, effort and skill – and a lot of those skills didn’t exist five years ago.

Email marketing, however:

1. offers immediate results,
1. requires much less effort,
2. and may be the single most powerful traffic generator for your website itself.

Moral: execute your email strategy first.

2. Immediately capture email addresses.



Examine all points of customer contact. Add an “email capture” component to each one. Then, by mail and phone, contact your existing customers requesting their email addresses. A friendly high school student with a script can follow up on everyone who didn’t respond to your written request. Make sure your automation system includes a required line in the database for email addresses.

3. Never spam.

Observe the rules of email etiquette. Your best list is your customer list. Your second best list is your own “inbound prospect list:” people who have expressed an interest in you. You may consider testing an “endorsed list,” for example, an association that has given you permission to send a value-added message to their members. Approach any rented or purchased list with extreme caution.

4. The care and feeding of your email strategy.

Care and feeding are the operative words for your email messages. This is not the environment for the hard sell. This is the place to add to the “relationship bank account” by providing short, but important value-added messages. Be a risk manager. Take care of your clients.

One of my favorite strategies is a “Safety Reminder Service.” Design twelve seasonally appropriate safety, protection or insurance related messages and set up a monthly “drip” of valuable reminders to your audience. Invite them to contact your office for more information or special reports on topics of interest.

5. Use “groups” to organize your list.

To add more punch to your message, you may want to segment your list into natural groups, such as niche markets unique customer groups. Your email software application should let you organize them into “groups.” Use the “bcc” function of your email program to hide the names of the members. Of course, for the most “punch,” a programmer could dynamically personalize every message. More money, but lots more impact.



6. Use the tools and rules of High Impact Marketing.

Even though it's a "softer sell," all the principles of High Impact Marketing apply here.

1. Use your "subject line" as a compelling headline.
2. Use conversational tone, like you're writing to a friend you care about.
3. Use bullet points.
4. Add value to them. You're not there to talk about you!
5. Insert some legitimate urgency.
6. Give them a compelling reason to contact you for more.
7. Sign off with your name, and add a "PS."

7. Enable the "signature" function.

Use the "signature" function on your email program to deliver a short, intriguing message. For example:

For a FREE Report on 8 Ways to Save Money on Your Automobile Insurance, Call ABC Insurance at (555)123-4567. Written by Agency President, Bob Jackson.

8. Hot link to your website.

Want to drive traffic to your website? By now, you've got a captive audience: your email recipients. Earn their trust and give them a compelling reason to jump to your site, and they can do it with a simple "click here: <http://www.abcinsurance.com> for a special report on how to [fill in the blanks]."

Summary: proactive marketers can't afford to miss this opportunity, but the window is closing rapidly. Get help if you need to, but you'll find this is a powerful part of your overall marketing strategy. One way to get help is by using ZIPDRIP. An automatic email marketing system, ZIPDRIP makes it easy to nurture your clients automatically and personalize your messages. It's easy to set up and easy to use. Check it out if its something you have interest in learning more about.