

## 7 Ways to Sell More with Email

Whether you sell online or use the Internet to keep communication going with prospects and clients, you want your emails to get a specific response. You want people to open your emails, read them, and then take action. You may want them to fill in a form or pick up the phone or go to your website and buy, but essentially your emails should prompt prospects to contact you and prompt past clients to buy from you again.

Is that what happens when you send out emails to the people who have given you permission to email them? If you're getting a limited response to your marketing emails, it's time to figure out what's wrong.

The first problem could be your mailing list itself. I can't emphasize enough that you should only send email to people who've indicated that they want your emails, either by signing up for them or by indicating their interest through a previous purchase. It's illegal to send Spam, unwanted emails, it's a waste of your time and theirs, and it's a great way to alienate potential customers. Don't do it.

There are 7 elements to an effective email campaign that include:

1. The subject or title,
2. The sender address,
3. The first sentence,
4. The first paragraph,
5. The perceived value of your offer,
6. Your call to action and
7. The landing page (the page on your website that the links in the email go to).

An email message is successful when prospects open it, read it and clickthrough to your sign up or go to your sales pages. Then what? They should take the action you want them to take. If you're offering something for free, you should be able to get 25-35% of the people who reach your sign-up page to fill in the sign-up form. Sales page results will vary highly, depending on the product or service and your pricing.

Take these 7 steps to improve your emails and convert prospects to clients:

1. Write a title for your email that describes the content, implies a benefit and makes the reader curious.
2. When the recipient gets your email, make sure they recognize the sender. Use your company email address, which they should recognize.
3. Use the first sentence of your email to grab your prospects' attention. Don't start with "Hello, did you miss us?" but with a sentence that will immediately get them reading. Speak to their problems and concerns.
4. The first sentence should propel your readers into the first paragraph. Then, give them more information about their problems and concerns.
5. Clarify the value of your offer. Even if all you want the reader to do is sign up for your free report, they'll need to know why they need it and how it will help them. The more clearly they understand its value, the more likely they'll be to take the action you want them to take.

6. Include a call to action. Tell people what to do next. For example - Click here to discover... Use this link to get the details ..., Find out how to..

7. Make your sign-up page or sales page simple to understand and easy to follow. Keep it focused on the action you want your readers to take.

Take all of these 7 steps and soon more people will read your emails, click on the links in them, reach your sign up and sales pages and buy from you.