

Email Marketing

Email works

1 : 1 Emails

Group emails

When you are trying to influence someone enter their world and view their experience from their perspective.

People do things for self-serving reasons.

Benefit driven subject line

Benefit driven body of the email

Clear call to action

Key is the subject line

Personal Email from Eric Lofholm

Hi _____, we met at the virtual networking meeting yesterday

I was on your website today. I have an idea for you.

Email style

I like short, to the point emails with a clear call to action.

Group Emails create incredible leverage

If my email list is 100 then each time I email my list I get 100x return on my time investment

100-person email list – 3x per month = 300 per month or 3,600 per year or 36,000 over 10 years

1000-person list 3,000 – 36,000 – 360,000 over 10 years

In order to send out group email you need software – there is a learning curve. Don't look at the learning curve. Look at the benefit of the implementation of the idea.

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