

Autoresponder Emails That Convert

How to Write an Effective Email Series



This is where the money lives... in your email followup...

Stay in touch with prospective buyers and give them a chance to get to know you.

And the best way to do that is via email.

In other words, you need to get them on your email list and build a relationship.

10 eMail Best Practices

1

Know your goal

Start with the end goal of your email messages in mind

2

Set expectations

Set expectations with your readers from the beginning

3

Keep it short

Short and to the point may be harder to hone but readers appreciate brevity

4

Respect the subject line

Craft your subject line carefully - it's what gets your email opened

5

CTAs all around

Write a strong Call to Action for each email

6

Be likable

Be personable. Your readers have to know, like and trust you.

7

Make it scannable

Format your messages to make them easy to scan and get the main points

8

Picture it

Use images in your emails to grab your readers attention and hold it

9

Make it flow

Before you hit send, read your email out loud to make sure it flows well.

10

Anticipation

Use "Foreshadowing" to make your readers anticipate the next email and don't disappoint



The Money Is in the LIST!

Your list is your biggest asset in an online business. You need an autoresponder system that allows you to communicate with them automatically.



Broadcast emails are sent on demand.



Campaign emails are scheduled based on prospect and customer behavior.

Choose Aweber



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Customer Support

Get help when you need it via unlimited phone, live chat and email from a team that's committed to you and your business.



All Features Included

Get access to every feature from day one, including autoresponders, segmentation, reports and integrations.



Best Deliverability

Trust that your emails are optimized to get delivered to the inbox with the best ISP communication in the business.



Educational Content

Get access to the blog, video library, knowledge base, educational guides and more to help you master email marketing.



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