



**Quick Check list for email marketing  
Newbies!**



**REMEMBER YOUR LEADS WANT TO BE CONTACTED.**

**This is why they are called leads. If you are unsure of a starting point and consistent communications please view below.**

**1**

First make sure you are on the mailing lists of some of the top marketers in the industry. Search out highly successful entrepreneurs such as Tai Lopez, Gary Vaynerchuk, Anthony Morrison, Russell Brunson. Register to get on their news letter.

Why? See what they do and how they construct a successful email. They for sure have spent thousands of dollars and hours of testing to see what works and what email formats convert the best!

This also goes for huge companies such as Amazon, Netflix and Groupon. Take a look and investigate how they construct an email and use catchy subject lines to get you to open up that email.



2

**Subject lines:** The most important part of email marketing. A subject line is the first thing your subscribers see.

You can spend hours on your email copy. Yes it could be the best copy in the world, but if your subscribers do not find your subject line catchy enough, they will never click to open it up in the first place. Meaning they will never see your copy.

Take a look at your own email inbox. What caught your eye to open these emails. What word, or series of words engaged you to click and open that email.

Keep your subject lines short, to the point and congruent with your offer or message. Another great practice is, the next time you are in the check out line at the grocery store. Look at the magazine rack.

Look at the titles and how they are constructed. They are designed like this for you to grab that magazine to check out what's inside. Subject lines are the same, and follow the same principle!





3

### Email copy and format.

When creating your email message do not write a book. Keep it simple and to the point. Try to get the importance of your message created within the 1st paragraph. You want to engage your readers right away. When writing email copy try to keep your paragraphs short. No more than 3-4 lines deep. It makes it for an easy less clustered read.

One very important thing to remember is the format of your message. When it comes to the width of your message. Try to stay away from writing across the page. This makes it difficult for your readers, and almost becomes like watching a tennis match. Side to side. Your readers will leave your message without completing the read.

#### Example: 1. NOT the best practice in email format

I like to keep my message no more than 10-12 words in width per line. This keeps the readers eyes in one location. Many people skim through emails looking immediately for the great content, and calls to action within your email message. As you space out your paragraphs to 3-4 lines deep and keeping your width to 10-12 words per line. You will see it will carry a much cleaner look, and easier for the eye to read. In any case you should test what best works for you.



### Example: 2. Much better email format



I like to keep my messages no more than 10-12 words in width per line. This keeps the readers eye in one location.

Many people skim through emails looking immediately for great content, and calls to action within your email message.

As you space out your paragraphs to 3-4 lines deep and keeping your width to 10-12 words per line. You will see it will carry a much cleaner look, and easier for the eyes to read.

In any case you should test what works best for you!



When creating copy for your email message. Understand that you only have a certain time frame before you totally lose your reader. In certain points of your message if you are sending a link to an offer or a URL that you would like your readers to engage in.

***DO NOT complete your email and place the link at the bottom of your message only...this is bad practice as many people will not finish reading your email and your link will never be seen.***

Insert any links that you wish to place in your email message at different intervals. In between paragraphs. For the ones that skim through your copy, they will click on links sooner than later. For the ones that do complete the read of your message they will click links usually from below the message.

This way you are targeting both reader types and creating a larger chance of someone to hit your links or offers.

Here is an example of a big long email. With correct format and following a couple of simple fundamentals it still makes for an easy read.





**Subject line:** One Payment is all that it takes!

Part 1

**Message body:**

A Lifetime Membership for you and 5 additional friends or family members!

One Payment is all that it takes!

We understand that everyone has their time and place for everything even when it comes to a Healthy body and a Healthy mind.

**[Click here for more details and outstanding results!](#)**

Unfortunately many people do not take the appropriate actions to improve their lifestyle until it is too late!

Usually it will be a heart attack, diabetes or excessive eating leading to obesity within adults and children. This usually sparks all senses into taking massive action.

However for many people it is just too late, and many never get the second chance to improve there lifestyle.

Our Goal, our mission is to educate people about a healthy Lifestyle!  
Reversing Stage 2 diabetes, lowing cholesterol, balancing sugar levels and losing weight with the proven sciences of keeping and maintaining your new weight loss.

**[Click here for People helping People!](#)**

Part 2

This Health and Wellness [Lifetime Membership](#) was created to put you in full control. No monthly payment, no yearly payment. Everyone has their time and place. This very special program is all based on you and your time schedule!

This is why, we have created this first time ever, **(One time payment ONLY LifeTime membership)!**

Receive complete access FOR LIFE to this New Amazing Lifestyle program along with 5 more additional LifeTime memberships that you can give away!

Thousands upon thousands of people, are getting incredible and amazing results. We are saving lives with this remarkable system!

**[Click here for a Lifetime Membership for you and 5 additional friends or family members!](#)**

Our health and life Coaches are ready when you are! You will love our Support groups and the results that you will soon achieve!

Thanks for your time! Together we can improve and save lives!



Mike Potvin



Stay consistent with your subscribers this will build trust with your readers. If you let one week go by without mailing your subscriber. Very shortly your list will go stale. They will forget who you are. Mail your subscribers daily! If you run short on content. GOOGLE content! I am not saying copy what is out there. Use it as a foundation and add your own spice and flavor.

I hope some of these key points have set off a spark for you in your email marketing arena!

Best of luck!

