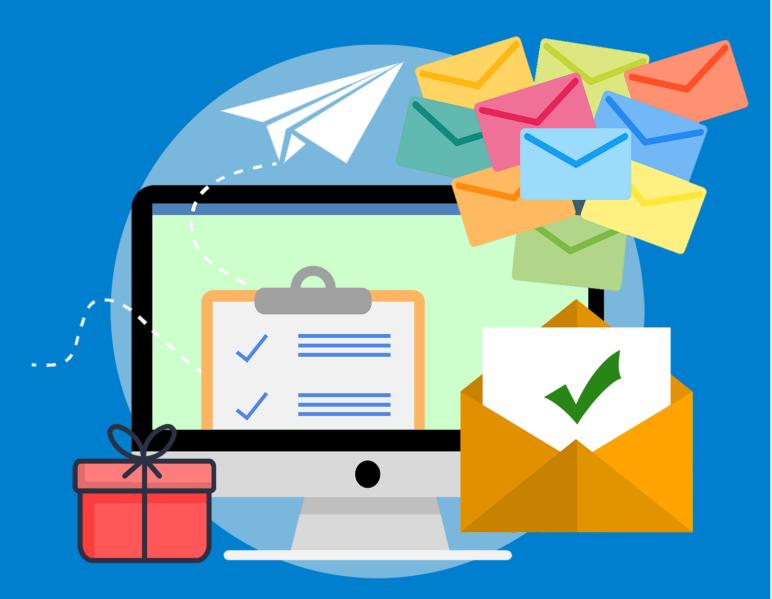# 17 WAYS TO MAKE SURE YOUR SUBSCRIBERS OPEN AND READ YOUR EMAILS

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Highly Recommended Resources

- **Rapid Profit Machine – Best Affiliate Training & System** The Rapid Profit Machine is the Number 1 Top Rated Affiliate Marketing System and Training. Utilizing a brand new technology it allows you to build your own affiliate marketing system with all the automation done for you.

- **Builderall – Best Digital Tools Suite** Every entrepreneur needs a plethora of tools when working online. Builderall brings all of your digital marketing tools under one roof for a fraction of the price of all the others. Build your websites, manage your email marketing automation, host webinars, build blogs and e-com stores and much more. This is a must have!

- **TYBL Traffic – Best High Quality Traffic** Every business needs traffic, period. Without high quality traffic, you cannot test your offers, scale your offers or sell anything at all. TYBL Traffic is the highest quality from the top 5 English speaking countries in the world. We will not be beaten on quality.

17 Ways To Make Sure Your Subscribers Open And Read Your Emails

Let's imagine for a moment that you're well on your way to building a big list, where you intend to promote affiliate offers. But once you start promoting them, you find that your results are less than dazzling.

You know you're working with a targeted audience, so that's not the problem. Instead, it seems that people aren't opening and reading your emails as often as you'd like. And when they do open them, they're not clicking.

So, how do you fix these problems? Check out these ideas…

1. Choose a Meaningful "From" Field

When you're first setting up your "From" field, be sure it's something that your audience recognizes.

> *For example, sometimes affiliate marketers use their branding on their lead page. But when they actually send out emails, they use their first and last names. If the subscriber signed up for "XYZ Branding" emails, but they start receiving emails from "John Doe," they're not going to recognize them – and that means they're not going to open them.*

Point is, be sure your "From" field is something your audience will recognize immediately. And once you've decided what to use, don't change it (or you're back to the problem of people not opening your emails because they don't recognize who they're from).

2. Craft a Compelling Subject Line

Your subject line is the "make or break" component of your email. If it doesn't get attention, then no one is going to open your emails (much less read them).

To that end, ask yourself these questions as you construct your subject line:

- Does your subject line showcase one or two big benefits of opening the email?

- Does the subject line arouse curiosity about what's inside the email (where applicable)?

- Does the subject line use compelling words such as: you, free, how to, discover, amazing, guaranteed, proven, scientific, quick, easy, reveal (and similar words)?

- Does the subject line employ social proof where possible? E.G., "Now you too can get rid of belly fat…"

While you may not be able to say "yes" to every point above (such as the one on curiosity, which is optional), you should incorporate as many points as possible.

Here's a related note…

3. Keep the Subject Line Short

While your subject line needs to capture attention, it also needs to do it in about 60-65 characters or less. That's because most email clients truncate the subject line, so it needs to have an impact in as few words (and characters) as possible.

TIP: Go through your own inbox and take note of how subject lines are truncated. You'll note that the compelling subject lines put their most powerful words upfront (and the less-powerful words end up at the end where they may be truncated by the email client).

Next…

4. Entice Readers With a Good Preview

Many email clients allow for a preview of the email, which is what the recipient can see without opening the email. This preview can range from a few words to a line or two. Or to be more precise, it typically is about 30-90 characters long.

This means that you need to be sure your first 30-90 characters are compelling to the point that they help persuade the recipient to open the email. If you put a salutation at the top of your email, be sure it uses the recipient's name to help capture their attention. Beyond that, use power words, engage readers fast with benefits, tell a story, share a startling fact, or do something similar to compel people to open your email to read the rest of it.

5. Provide Consistently Good Information

If you want people to open every single email you send to them, then get in the habit of sending high-quality information in every single email. By doing this, you train subscribers to look forward to your emails, open them, and read every word.

Which brings us to the next point…

6. Know What Your Audience Wants

One of the keys to providing great information in every email you send is to know what your audience wants. What problems are they facing for which they're actively looking for solutions? Your emails can help them solve these problems by offering tips, how-to information and other advice, plus you can

point readers to paid resources that will help them overcome their biggest challenges.

7. Create a Publishing Calendar

If you're randomly sending out whatever content suits your fancy, then you're going to struggle to create a responsive list. Instead, what you want to do is create a publishing calendar about six months in advance. This will ensure you stay focused on your goals for your list, that you get time-sensitive emails out on time, and that you create email sequences where needed.

Ask yourself these questions to help develop your calendar:

- How many emails will you send (per week or per month)?

- On what days will you send emails?

- What products will you be promoting in the next six months?

- Which of these products have time-sensitive promotions in the form of a product launch, a special sale, etc.? (Ask vendors if you're not sure.)

- How many emails will you send for each product you promote? (You should send sequences for best results.)

- Will you be sending any seasonal content, such as Christmas-themed emails?

- What else will you promote? (E.G., contests, webinars, etc.)

Once you answer these questions, then you can start planning your publishing calendar.

Next…

8. Provide a Variety of Content

Offering a variety of content helps keep subscribers engaged. It also lets you do some testing to see what they respond to the best (so you can send more of whatever is converting). To that end, you can provide a variety of content such as:

- How to/guides/tutorials.
- Tips.
- Lists (e.g., resource lists).
- Checklists.
- Worksheets.
- Swipes.
- Templates.
- Cheat sheets.
- Planners.
- Mind maps.
- Inspirational/motivational stories.
- Case studies.
- Demo videos.
- Infographics.
- Product reviews.
- Product comparisons.
- Direct-response ads.

And similar content.

Now, no matter what sort of content you create, you need to keep this next tip in mind…

9. Create Engaging Content

You could be offering the most amazing piece of information – such as a strategy or tip very few people know – but if reading your email is as boring as watching paint dry, very few people are going to learn about this tip.

In order to get people reading and opening your emails, you need to create engaging content. This includes:

- Using a friendly, conversational tone.

- Formatting the content so that it's scannable. (This guide is an example.)

- Sprinkling in light humor, where appropriate.

- Telling stories.

- Using unexpected words or phrases.

- Utilizing analogies, similes and metaphors to describe content.

- Simplifying complex subjects.

- Offering actionable tips that create "quick wins."

Next…

10. Be Sure Autoresponder Content is Evergreen

When you're sending out live broadcasts, you can certainly write about any topic. However, when you're uploading content to your autoresponder, you need to be sure it's evergreen. Ask yourself, is there anything in this email that will date the content?

This includes:

- Referring to a product or strategy as "new."

- Promoting untested/unproven products or ideas that may fall out of favor.

- Mentioning anything that dates the content, such as a holiday, an event, a month or even a season.

Point is, if someone opens up an email and realizes you wrote it weeks, months or even years ago, they're not going to be too eager to open and read your future emails.

Next…

11. Create Reengagement Campaigns

Sometimes parts of your list grow cold. When that happens, you'll want to attempt to re-engage this segment of your list with a reengagement campaign. This is a series of highly compelling emails that's designed to get people back in the habit of opening and reading your emails. Typically, you should offer something really enticing to bring people back into the fold, such as a highly desirable and valuable freemium (such as a guide, webinar, video, membership or similar).

What happens if a reengagement campaign doesn't work for a segment of your list? Then you may consider removing them from your list, as getting rid of cold prospects will allow you to focus on your best subscribers (which in turn boosts your conversion rate).

12. Build a Good Reputation

Your reputation is one of your most valuable assets, which is why you need to fiercely defend it. Consistently providing high-quality content in your emails is one way to develop a good reputation, which in turn increases loyalty and open rates.

The second factor is to be sure you ONLY recommend high-quality products that you've personally reviewed.

In other words, don't recommend something to your list just because it's really popular right now, and a lot of other affiliates are recommending it. Likewise, don't recommend something just because it has a slick sales letter and a big commission rate, meaning you'll make a lot of money.

Put your subscribers first by asking yourself if you'd feel comfortable recommending a particular product to your best friend. If not, then don't recommend it to your subscribers either.

13. Offer Fresh Content

If your emails are the same as what everyone else in your niche is sending, then your subscribers really have no particular reason to open and read your emails. That's why you'll want to offer something fresh in every email you send. This could be:

- A unique tip not shared anywhere else.

- Information shared in a unique way, such as when you create a unique formula around a how-to process.

- A fresh angle on an old problem.

- Breaking news on a relevant topic (if you can provide the scoop).

Next…

14. Email on a Regular Schedule

You can't build relationships or name recognition with your list if you're not emailing them regularly. That's why you need to create a publishing calendar and stick to it. You can also upload evergreen content to your autoresponder. Either way, aim to get in touch with your subscribers at least once per week.

15. Set the Proper Expectations

Your lead page and your initial autoresponder series should tell your new subscribers exactly what to expect when they join your list. This includes:

- The type of content they'll receive.

- How often they'll receive the content.

One common reason for subscribers growing cold is when an email publisher goes against the expectations they originally set, such as sending different kinds of content, starting to send more frequently, etc. Once you decide on the specifics, be sure those expectations are clear, and then stick with them.

16. Segment Your List

Another good way to improve list response is by segmenting your list. For example, if you have multiple lead magnets sent via autoresponder, then segment your list according to which lead magnet the subscriber claimed. You can also segment based on:

- Which offers someone purchased (when you know this information, such as when you send bonuses).

- Contest entries.

- Webinar registrations.

- How they arrived on your list (social media, SEO, paid ads, etc.).

- Where they live (so you can send emails when they're awake and active).

And similar. When you segment your list, then you can send highly targeted ads and offers that really resonate with the recipient.

And finally…

17. Test and Track Your Campaigns

If you want to get more people opening and reading your emails, then you need to track and test your campaigns. The most impactful items to test include:

- Your email subject lines.
- The email preview.
- The offer you're promoting.
- The call to action.
- When you send the email.

Many big email service providers provide built-in testing tools which makes it easy to run these tests.

Conclusion

If you're like a lot of affiliate marketers, then your mailing list is a big part of your overall affiliate strategy. Being able to follow up with your audience is what allows you to grow your relationship with them, give them repeated exposure to offers, and thus boost your conversions. That's why you'll want to put the above 17 tips and ideas to work for you to improve the number of people who both open and read every email you send!

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