



SPI Podcast Session #45 –

How to Win With Your Email List (Part 2 of 2)

Show notes at: <http://www.smartpassiveincome.com/session45>

This is the Smart Passive Income podcast with Pat Flynn, session #45. Batter up!

Announcer: Welcome to the Smart Passive Income podcast, where it's all about working hard now, so you can sit back and reap the benefits later! And now your host; a man who'd rather stay at home with the family: Pat Flynn!

Hey what's up? This is Pat Flynn and welcome to the 45th session of the Smart Passive Income Podcast. This session is part 2 of a 2 part series on How to Win with Your Email List, and in the last show we talked about everything email marketing up to the point at which a person subscribes to your email list, and if you haven't listened to session 44 yet, I definitely recommend you do that first because it leads right into this one.

But just to quickly recap what we talked about in session 44, an email list is important because email is still one of the top ways to communicate with people. I check my email every day, I don't know about you, and if you can build a list of subscribers and have the ability to send them an email, you can send an email out promoting something, announcing something, asking something, and you'd get immediate feedback or get immediate results from those who have opted in to get emails from you.

You can also consistently keep in touch with your audience with an auto responder, which is important, and most importantly, in my opinion, you can use the email list to build an even stronger relationship with your audience.

After we talked about the importance of the email list, then we talked about how to start collecting emails on your website, web forms and actually where to place them on your website, some tools to help you along the way, and then finally we talked a bit about the bonuses that some people give away to encourage people to sign up to their list, and how important that is, and how important it is that that giveaway is impressive, so that people will stay on your list and any further experiences they have with you and your brand whether it's more emails, or if you were to eventually promote something, it will completely work in your favor.



Now there were a few questions that came up after that session which I wanted to address first. One person asked how I was able to put a little button in my comment form on my blog - which is a WordPress blog - that people click on, and when they do that it automatically subscribes them to my email list. That's actually a pretty cool feature and about 10% of my signups actually come from that particular button in the comment form, and it's done with a premium WordPress plugin called Subscriber's Magnet, which I'll have on the [show notes](#).

Now it is a premium plugin which means it comes with a cost or fee to use, but it's a plugin that does a whole lot more than just ad that button, but honestly that's the only feature of that plugin that I use. Really, it's up to you, but I just want to make sure I answer that question.

Another question that came up was about the address that you use in your emails. In every email you send out from a legit email service provider, like AWeber, your address will be shown at the bottom of the email - that's a requirement by law and the [CAN-SPAM Act](#).

So the question is, do you use your home address here when you sign up with these legit email service providers? The best thing to do is if you have a business, to use your business address of course. I wouldn't actually put my home address on there, you should do your best to try and separate your business from your personal stuff, but if you're a sole proprietor and you don't want to use your home address, again, which I don't recommend, what are your options? You could use a UPS box or P.O. Box address.

Personally, I'm a business but since I work from home, I actually have a UPS box which is my business address for everything, including my email list. You could use your home address if you want and if you're comfortable with it, but again it's up to you. You will need an address of some kind though, so that's something to keep in mind as you're setting up your email list.

The last question, which I'm really glad was asked, sort of has to do with today's content because today's content is about what goes INTO the emails, and what happens after a person subscribes, but this question deals with stuff before that too, and the question is, do you use your email list to deliver exclusive content only, or do you also have it setup so that people can get email notifications of new blog posts through your email list?



To answer this question, a lot of people have different opinions about this, but I have my email list and newsletter setup only to deliver exclusive content to people. I do not notify people of new posts through my primary email list, which you can have it setup to do that automatically which is pretty cool.

On occasion, like, if there's a REALLY important post that I published that I really want to make sure people read it, then yeah I'll put that in a post sometimes. But I don't promote my list as a way to subscribe to my blog posts. I have a separate option to do that on a second newsletter through [FeedBlitz](#), which is FeedBurner's RSS for email, and the reason I have it separate is because I know there are some people that only want to subscribe to my email list to get blog posts, so I give them that option with FeedBlitz. Those people wouldn't care for the broadcasts and the auto-responder emails. They just want to get notified of new blog posts through email. So I have that setup for them.

And then there are those who are already subscribed to me anyway through RSS or some other means, and so I don't want to double their blog post notifications through my email list because that's where they sign up to get that exclusive content, and they've given me permission to contact them for that reason. Again, different strokes for different folks, but that's how I have it setup.

You could setup [AWeber](#), and most other email service providers for both the announcement of blog posts and your broadcasts and autoresponder emails, but like I said I choose to separate those from each other. And again, different strokes for different folks.

Those are the questions that came in. If you have any more questions after this particular episode, feel free to ask under the [show notes](#), and I'll do my best to answer them. A lot of people in the community will answer before I get to them too, so that's great. Thank you guys so much for all of the support.

So let's get into today's content - what happens after someone subscribes to your list. If you're using a legit email service provider like AWeber, and most of the other ones require this too, when someone signs up they're going to have to click on a link in a confirmation email that's sent to them after they subscribe. That email is automatically sent to them.



This is called the double opt-in, which means people have opted into your list from your site by signing up, that's the first one, and then again in the email that they get, which has a link that they have to click on to confirm that they are human, that's the second one. And this is important to the email service providers because it shows that you didn't just plug emails into your own forms, that the person who actually owns that email address truly wants to be a part of your list. It might seem annoying at first, but remember - this is extremely important and something we're going to bring up quite often today - you don't want everyone on your list.

You don't want everybody on your list, you only want everybody that matters, meaning your target audience, of course, but also people who will read your emails and take action with them. The thing is, the more people you have on your email list, the more you'll eventually have to pay the email service provider, and so if people sign up for your list, and don't double opt-in, then that's not the type of person you want on your email list anyways.

Now, for this particular confirmation email, the actual email that they get automatically after they sign up, you're going to have the option to customize it a little bit. You can customize the greeting and also the end of it, and I would definitely take a few seconds to do that. The default email is pretty generic and lacks a bit of personality, so just change it up a bit and put your voice into it, that your target audience is used to or that they will get used to, and also kind of set them up for that expectation so they know what they're going to get.

You know, like "Hey, thanks for subscribing to the Smart Passive Income Newsletter! Please make sure to click the link below to confirm this is the correct email address and get your free eBook and updates to my weekly newsletter." Something like that works and increases the conversion rate for people who get this confirmation email a little bit, so why not? It's always good to add your own voice in whenever you can and keep branding consistent throughout.

At the same time that your new subs are sent this confirmation email after they sign up through your website, they're going to be redirected to another web page. Now, you have the option, at least with AWeber, to have them land on a generic page hosted on AWeber, that's the default thing that happens, OR you can set it up so that they're redirected to a page on your site and you can write something similar.

I feel that the best thing to do is to keep this entire process on your brand, on your website. You know, when people get to this page, you want to tell them "Hey, we just



sent you an email! Please make sure you click on it," that type of thing. You can have it set up generic through AWeber or do it yourself. I would definitely do it yourself to keep that experience flowing nicely with all of your branding elements and all of your voice the whole way, and plus the longer you get people to stick around on your site, the better.

Ok so after your subscribers get that email and they click on that confirmation link, they'll again be taken to another page that is basically a thank you page - "thank you for signing up." Just like before, you have the option, with AWeber at least, to have this be a generic page hosted on AWeber, or you can keep it on your own site, again, which I think is the right move for brand continuity purposes.

This particular option took me a while to find in AWeber. It's actually in the web form generation area where you can create your own specific web forms that people sign up on. So you could have different web forms on your site and different thank you pages for each, but I just prefer to have them all point to the same specific thank you page that I create on my WordPress blog. I'll put a link in the show notes to my [confirmation](#) and [thank you page](#) so you can see what they look like.

This thank you page is also a great opportunity to include some type of call to action. They've subscribed, they clicked on a link and they finally landed there, it's sort of a dead end unless you tell them to do something, so make sure you don't keep it that way and at least link to something, like a popular post on your site, or maybe to your Facebook community or Twitter account, and some people will even put little promotions in there for books that they've written or products that they've created, which I think is pretty smart.

Now you might be wondering, well Pat where does that bonus offer that you were talking about go; that free gift we can use to encourage people to sign up to your list. How do we deliver that to our new subscribers?

That's a great question. This depends on what that bonus offer is. If it's simply an email course of some sort, like you're promoting a free 7-day course for, whatever, that content is delivered through your autoresponder sequence, which is a way to automatically send pre-written emails out to your subscribers sequentially based on when they sign up, which is really handy; and if you have this 7-day course or 3-day course or whatever, you would just pre-write your content and deliver it through there. It's all automated immediately after people sign up, it's pretty awesome.



If you have something a little bit more tangible like an eBook or some other type of giveaway, maybe a video of some sort, or some handy tool or piece of software, whatever, you have a couple of options:

1) You could include this bonus on the thank you page that people go to after clicking the confirmation link in their email. That's a popular way to do it, just in addition to saying "Thanks for subscribing," say "Oh, here's that bonus offer that you opted in for, as promised!" That's one way to do it.

2) You can include a link in your follow-up email to a specific page on your site that's setup just for that bonus. This is what I do. The reason I like to do it this way is because that link in the follow-up email, they're always going to have it in their inbox, as opposed to if you just have it on the thank you page and then some people won't bookmark that or they don't download it the first time and then they lose it.

I guess you could have the special bonus shown on both places, both in the thank you page and in an email that follows after people confirm, but then you'd be linking back to your thank you page in your email and it gets all confusing. Really, it's up to you which way you prefer, and it's not THAT big of a deal to be honest.

This follow-up email that I was just talking about, this is the first real email people get from you after confirming that they're a real person, and this email happens immediately after people click that confirmation link in that first email, it's a requirement to setup this follow-up email and it's a proper thing to do after people confirm. It's an opportunity to say "thanks."

But then you got to get people ready for what's to come. You can just say "thanks" and leave it at that, but I think that first follow up email is a good opportunity to tell people what to expect. You have to set their expectations, and this is important for two reasons:

1) You want to remind people that you're going to be sending more emails in the future, and sort of what they're about, not specifically, but mainly what those emails can do for them. "Stay tuned for more emails that will help you improve the results of your online business," something like that.

Also, "these emails will come once a week and you can expect the first tip to come tomorrow from me, which you definitely don't want to miss." You know, something like that will definitely get people excited and so when you send your emails in the future,



it's not going to be a surprise. They're expecting it, and it's less likely to make people think of it as spam or annoying because you already told them that they're coming.

2) If certain people don't want what you said you're going to be sending, then that's a good opportunity for them to unsubscribe. It's sort of like what I like to call a weeder email, it weeds out the people who aren't really going to benefit from your list, and it weeds out the people for you who you don't want to be on your list. You don't want to pay for those extra leads, you don't want them on your list anyways. It screws up with your open rates and things like that. As they say, a list of 100 strong subscribers is WAY better than a list of 100,000 dead subscribers, totally.

So this follow-up email is the "set the expectations email" like I just talked about, and so the next specific email you have to think about, which I feel is the most important email of them all, is the first real message you send through your autoresponder, which I have setup for a day later after they get that initial follow-up. This is the first real content email you're going to be sending them. You can actually tell them you're going to be sending this email the next day just like I just mentioned in your first follow up message. So what do you put in this email that you send out a day later?

In this email, you put your best, most creative, amazing tip EVER, something with incredible value that would just make people say, "Dang...that was good...I'm definitely staying on this list." That's the reason why you do that. You want to keep people on the list and impress the heck out of them right from the get-go.

It's best if this email is content that's unique, something that you didn't mention on your blog already, and actionable - I think that's important, too, - actionable, meaning it's not just text explaining something cool but instructions also for people to do something and see almost immediate results from whatever it is you're trying to tell them to do. It's really important that this email just knock people's socks off.

SO, you might be asking "well, how long should the email be?" Most of the emails you send you don't want to be extremely long. They're just regular emails, they're not novels. I'd say maybe 500 words or less, because it's an email and sometimes the short quick ones are often the more powerful ones, but don't get too bogged down on the exact number, the most important thing to do is to say what you're going to say to get your point across.

You don't need to include a whole bunch of fluff. Stories are great, and including actionable items and things like that, but just get your point across. Some emails are



going to be longer, and some emails are going to be shorter, but remember, this first email - actionable, epic, smart.

Ok now that we're talking about the autoresponder, remember these are people who sign up get these emails that you set up on your autoresponder sequentially over time and automatically; you can space them out as much as you like. I personally have one going out each week so 7 days, sometimes I skip a week so every 14 days they'll get a new email from me, but I usually have them setup for weekly.

So even before you begin collecting email addresses on your website, you can have your autoresponder already setup with a number of emails that are prewritten that people are going to get when they subscribe. Once you write these emails, they're delivered automatically, it's great, and again it's a wonderful way to keep reminding people who you are, what you're about and delivering valuable content and building a relationship with people, without you having to do any additional work, because you did that already. This is a great passive way to build a relationship, is through your autoresponder. Just keep reminding people why you're awesome.

Currently I have about 36 emails in my autoresponder, 7 days apart, sometimes 14, so I can consistently keep in contact with new subscribers for almost a year without lifting a finger - how awesome is that? 36 emails is a lot, but I didn't start out with 36 emails, I started out with maybe 5, and then I added more later. Some evenings when I have a lot of time I'll add a few more, and they just accumulate over time.

Now you might be wondering - well - Pat, what do you put in these emails? What do you put in your autoresponder emails? Good question. Here's how I have it setup:

As we mentioned before, first follow up email after they confirm, is the actionable, awesome tip. That's #1. That's my first email. My second email is another good one, which is actually a little bit longer than normal, but it's purpose is to go head on against what most people are probably thinking, the fears that most people have and I want to address them head on and address those biggest pains and fears to keep them going basically. To know that I know exactly how they feel or what they're feeling and that I'm here to help.

The email, just to specify a little bit--I don't want to give away too much for those that aren't on the list yet; if you're not on the list you should sign up!--but this email is basically about why your next idea is probably going to fail, and what you can do to stop that from happening.



It's a hard hitting, pretty emotional email actually and the best part is when you write an email like that, when you can dive into exactly what people are thinking and address those things, you'll often get responses back from people saying things like, how do you know me so well, or this email came at the perfect time for me, or that's exactly what I'm going through right now, thank you for helping.

I mean, that's what you're aiming for with all your emails, but when you talk about what most people are thinking and directly address those issues, like you should in the second email - maybe this could even be your first one, if it's that good - that will hit home for them. That will do really good things for connecting with those people who are reading those emails.

Those are the first two, and then I go through a few more emails, some content emails, a little bit of social proof, and then I have a strategically placed email comes along and asks this really important question: Is there anything you want me to write a blog post about? - that's actually the subject line of that email, and we'll talk about subject lines later in this session, but that email, right there, that directly asks my subscribers for feedback about themselves and what they're having issues with, and it is AWESOME.

I mean, every single day, because people are going through this autoresponder at different moments in time in different parts of the autoresponder, I get a constant stream of emails that come into my inbox that tell me exactly what I should be writing about or publishing blog posts about. Potentially, creating PRODUCTS about. There's no need to think anymore, my audience is telling me what their issues are.

And then what happens - if it's something I already addressed, I simply send them a link back and they're usually pretty thankful for that, and if a bunch of people start to ask about the same thing that I haven't addressed yet, I'll write a blog post about it or do a video or something, and then you can be sure when that happens, those people immediately feel like they had some part in it, that they had a say and some influence on me writing this blog post or publishing that content, which they do, and as a result they are more connected to me, because it feels like I've helped them personally, and it should feel like that because, well, that's what I'm doing; I'm personally helping people, I'm just doing it in a very efficient and smart way and helping a lot of people at the same time.

Some of the emails I share "behind the scenes" stuff or secrets about what I do, which



always seem to have a big open rate, in some of the email I'll share a tool or a plugin that I use - just mixing it up a bit so it's not the same ol' email each time.

Another important email I put in there is one that addresses and reconfirms who I am as a blogger and why I do what I do, like, the reason why I do what I do so people are reminded about that and reminded about why they're on the list that they signed up for a while back, but this also deepens the connection that I have with them, because I get a little bit personal in that email, too.

I actually give people a job to do in that email, give them some responsibility to make sure I stay on the right track, and that's definitely one of the emails that has made the most impact on people, and I can tell by the number of responses I get. So if you're a part of my email list...I don't even know what part of the autoresponder sequence that particular email is, but you will remember it if you have seen it.

Really, it's your list, so you can do whatever you want with it, and I encourage you to experiment. You can actually track how well your emails do based on the reports that you can generate. T

his is from what I know in AWeber. If you go to AWeber, on the upper right hand corner there's a tab for reports, and then you can click on the left-hand side something that says "Follow Up Totals," you'll see a list of all of your follow-up emails, unfortunately - and I really wish they would change this or at least put a subject line or something, but - right now they have them just by numbers, so email 1, email 2, email 36, whatever, but you can click on that number to see exactly what message it is that you're getting data for.

And so for each of those messages you see how many times those emails have been sent, how many times those emails have been opened, and if you have any html links in there, it'll tell you how many clicks you have gotten too, which is really handy. There's a nice little graph that shows you where the ups and downs are in your auto responder sequence. What you're looking for in this report are any abnormalities.

Generally you'll see an open rate that's pretty average for most of your emails, and then maybe once in a while you'll see a really terrible open rate, like I remember one time looking through this report and seeing a percentage that was more than 25% lower than most of the rest of the emails, and when I clicked to see what that message was, I saw right away what the issue was. The subject line was terrible, so I ended up changing it and that increased the open rate the next month. That's the type of thing



you're looking for here.

Now, since we just touched on subject line, let's talk about that really quick - the subject line is incredibly important for your email, because that's what people are going to see first, and if it's not interesting or eye-catching, or make people wonder what's in it, then no one's going to click to read that email. There's a huge difference between sending someone an email, and having them actually read it. You can have the best content in your email in the world, it can be life changing, but if your headline is lame, if your subject line is lame, you're not going to change very many lives.

A couple of my highest open rate email subject lines are:

"Pat's Super Secret Way to..." (I'm not going to give it away here)

And another one is "How I lost \$10,000 and What You Can Do to Avoid This." That one's probably the one opened the most. Again, that's just because of the headline. I mean, who wants to lose \$10K, right?

I'll actually post a couple of resources from other blogs in the show notes at <http://smartpassiveincome.com/session45> about creating [magnetic headlines](#), so check that out - very important, and we could probably do an entire podcast episode just about that. I should probably get a copywriter here on the show sometime and just talk about [headlines](#) all day. That'd be fun.

Ok, so back to the emails - one thing you have to think about is when they're going to be sent out. Not just days in between, you know, 7 or 14 days in between, but actually what time of day, and what days of the week they're going to be sent out.

You know your audience best so you should have a good idea of when your blog or website is most active and most engaged, and that's sort of when you could ideally want to send your emails. I'm actually subscribed to a lot of email lists and many of them go out in the mornings, usually in or around 9am Eastern and 12pm Eastern, because think about it, 9am Eastern you get the east coasters in the US right when they get to work, and what do most people do when they get to work? They check their emails.

And 12pm Eastern, the east coast goes to lunch, and people like to catch up on personal emails at that time. At the same time, at noon on the east coast that's 9 o'clock on the west coast, so that's when people are getting to work, and again like I



said--people are checking their emails at that time. That's where I've been setting mine now, and it seems to be working pretty well. If you're not in the U.S. then you'll have to sort of figure it out on your own, and really the best thing to do no matter what country you're from is just to test and experiment.

Now - what days of the week. We talked about time of day, so what day of the week? This is where I sort of created some rules based on a few things. The main thing is my particular audience isn't very active on the weekends, and if I write something that gets them to take action, which I do in my autoresponder, they're more likely to be in the right frame of mind to do those things during the weekday, not on the weekend, and really I don't want to disturb people on the weekends very much and take away from soccer games and family time and all that stuff. That's just my thinking.

Just so you know, I have my autoresponder emails going out from Tuesday through Friday. Tuesday through Friday. And you can set these rules for each and every email you have - only send between 6am and 12pm eastern on Tuesday through Friday.

So, what's going on on Mondays, you might be wondering?

Mondays are, at least for my blog - again, everyone is different - Mondays are for me the busiest day of the week for my blog. It's when I get the most traffic; it's when I get the most engagement, most comments, most time on the site, everything like that. So I have my Mondays reserved for broadcasts. Broadcasts are emails that aren't prewritten ahead of time, I guess they could be, but they go out to all subscribers at the exact same time, whether they signed up two weeks ago or two years ago.

I have Mondays reserved for broadcasts, and this is because I don't want to send people two emails in one single day. I know that I'm not doubling up with an email that someone might get through the autoresponder. It's a lot easier for me to know that Monday is for broadcasts, if I choose to send them, I don't send them every single Monday, and Tuesday through Friday are for the autoresponder. I don't want to send people more than one email in one day - to me that gets a bit annoying.

Your schedule will be a bit different, like I said, but that's what I do, and I think the main thing is to just be conscious about the emails that you're sending out, and when you're sending them out.

So now that we've touched on when the broadcast emails a bit, that real time email to everyone on your list at the same time when you hit send, let's talk about what goes IN



your broadcast emails, or what can go in your broadcast emails.

Really, it could be anything but typically it involves some sort of announcement, or news, something that is real-time and happening now. Sometimes, like I said, sometimes, I'll include a link to a blog post if it's like, a really, really important one that I think people MUST read, especially if it's sort of time sensitive.

I remember sending a broadcast out about the new changes on Facebook Pages, when they switched to the Timeline format, and so I linked to a blog post I had written which included the changes and some instructional videos on how to use the new Timeline feature on a Page which I knew a lot of people were scrambling for.

I remember another one where I talked about when I got an interesting email from Google AdSense. I wrote a blog post about the team from Google AdSense sending me a warning, and that was pretty time sensitive so I linked to that post in a broadcast email. It wouldn't make sense to put that in an autoresponder sequence, because who knows what the policies are going to be--if Google AdSense will even be around. I'm sure it will be, but that's something that could change. This was very time sensitive, so it made sense to be in a broadcast, and it made sense to link to a blog post in that case too.

My issue with broadcasts is that a lot of people sell with their broadcast, a lot. I think a little selling is okay, and of course if you set the expectation that you're going to be selling a lot in an email list all of the time, and people double opt-in knowing you're going to be selling to them all of the time, then that's okay, because they know what they're going to get, that they're going to get offers all of the time. Some email lists are setup that way. People sign up knowing they're going to get offers that they couldn't get anywhere else, or discounts on things because the owner of that list has some hookup, or something.

But it's when people sign up to get a free gift or a specific kind of content, exclusive content or a newsletter, and they're just fed email after email after email of sell, sell, sell, this new offer, that new offer, "my buddy created this new tool you've got to check it out, there's this new program that'll change your life, millions of dollars overnight" - what the heck, man? That type of thing, too much of it, leaves a bad taste in my mouth, like I just licked a tire or something.

That's which is why I purposely chose to not directly sell anything on my email list, especially JV offers, joint venture offer type stuff. Stuff that other people say that would



be useful to my audience that I haven't even tried yet myself. I'm not going to put that on my email list. It's rude to my list to do that stuff, it's not what they signed up for, and I don't want to try and squeeze every dollar out of my subscribers - they're not going to be subscribers much longer if you keep doing that.

So then you might be wondering, well, Pat, in the first part of this series you said that an email list was great for building relationships, and I get that by your choice not to directly sell to your email list, it costs money to have a list and you even said that to a point you agreed that the money is in the list still - how do you figure? Yeah, I think that the money is still in the list, but not in the way that most people teach it. You don't have to sell, sell, sell.

My response to this question is, 1) great question, and 2) you can still make money from your list without directly selling to your list. I still make money from my list. I always think content and value first, and if within that content there's a tool or product I can recommend that will help a person achieve a specific goal or fulfill a specific need, then I send them a link back to a blog post that includes even more related content, just totally over delivering, and then in that post there's an affiliate link or a link to a product that I'm selling.

For example, in one very successful email I sent out back in April 16 of 2012, I did an interview with our good friend Corbett Barr from ThinkTraffic.net, 17 minute video interview of back and forth about how to get traffic to your site. It was a video interview, in HD. It was a great interview, got some really amazing tips from Corbett there, we just went back and forth, and I link to this post in a broadcast email.

I do this because 1) Corbett is awesome and most of my audiences already knows he always brings the stuff, 2) he and I have a really good vibe and when he's been on the podcast we've always talked about great traffic tips, and really cool out of the box stuff has come out of it that's really helpful to people, and 3) I linked to it in the blog post because I wanted to share how cool it was to do an HD interview.

And so on this blog post there's a video that people can watch, and I have a transcript there too, and at the end of the video, just a quick little plug from Corbett about his new course, which is called [Traffic School](#), which I am an affiliate. Again, it's all about the content first and we delivered so much value that the little plug at the end is definitely okay and accepted by people.



People would have already spent 17 minutes with us and so it's not like you're just sending cold emails and asking people to buy stuff without even having a chance to blink yet, the people who watched this video were engaged, got some good information out of it, actionable tips, and were okay with a small pitch at the end, and many people ended up buying that course through my affiliate link.

I think it's even better to do it that way because then you can prove how awesome the content is, which will lead into that particular content. If you don't deliver on your content, then that pitch is just going to be totally worthless. I was extremely confident in that video.

This is a new saying of mine - how much money you make is a byproduct of exactly how helpful you are. I absolutely believe that. How much money you make is a byproduct of exactly how helpful you are to your audience, and this was a great example of that. I actually ended up earning, from that single email \$3,600 in a day from that email. It's crazy! But everybody's happy in the end.

So I hope you can see, you don't need to sell, sell, sell in order to make a ton of money. All you need to do is build relationships, help people out like crazy, and then give them opportunities to pay you back either through products that you've created, or products you're selling as an affiliate that, and this is important, is something that will help them achieve their goals.

All right, so - phew, I got lots to say about emails, this is the second session about it, and already that's over an hour talking just about emails, but I have a few leftover items I just wanted to address, quick things before we finish up that I know some people will have questions about.

1. HTML vs. Plain Text, which one is better?

With these email service providers, again, at least with AWeber, I'm not sure about the others, you have the option to send an HTML email, or a plain text email. With html, you can get all the fancy designs and templates, you can put images in there and structure it so it looks like an actual paper newsletter almost, and that's okay.

If you have a specific brand, especially if you're an ecommerce site or a news site and you want to highlight a number of different things in your email, it might make sense to create a template that can do that for you and keep the brand experience of the website the same through the email. That's a great strategy.



For me though, I'm just delivering content, and personally I want to write the emails like I'm writing to a friend, and I want that email to be read as if it was coming from a friend, someone that people trust, which is why I don't include any graphics or templates in the email whatsoever, I just keep it all text. Really, there are some email clients out there that you have to click an extra button to see the graphics and it just gets annoying sometimes, so I just like it all text.

Now, that doesn't mean I only do plain text though, I'll do HTML text as well, I just don't use graphics. And I hope that doesn't sound confusing, and I know it might, but let me try to explain. In the email fields in AWeber you get two fields, one for HTML and then another one for Plain Text. I write my email in the HTML field, but I just type it out as if I were just writing a regular email in Gmail or Outlook, which are also HTML as well. This looks the most natural and those that can accept HTML emails (not all email clients can do that, like I just said), but those who can will see it and it'll look like an email from a friend or a co-worker or whatever.

At the same time, I also copy and paste that text that I wrote in the HTML field and paste it into the plain text field, so I have the same exact email in the HTML field and the plain text field. The reason I do this is because if people cannot read the HTML version, it'll default to the plain text version, and so by filling in the plain text version one you can cover all your scenarios, and it's probably a small percentage that won't get the HTML email, but every person counts who's reading your emails, I feel.

One last thing about the plain text emails, always make sure when you paste into the plain text one, or when you write your emails in the plain text field, that you hit the "wrap long lines" button so it keeps the plain text email at the recommended width for plain text emails. So that's HTML versus plain text.

2. Width of the email is another thing that I want to bring up. A lot of people don't actually address this very much.

This was a great tip I got from our friend Glen Allsop from Viperchill.com. I want to make sure he actually gets credit for this. He read one of my emails, he subscribed to my list, and was like, dude, this is too wide, put it in a table that's about 370 to 400 pixels wide and it'll be much, much easier to read. I was like "what?" I didn't even understand what language he was speaking, but then I looked at one of his emails and compared it to mine, and sure enough, because his was enclosed in an invisible table, meaning the text didn't go from left edge to right edge, it was in a set width, it read



much, much easier, and faster too. I think it may be because you get down the page much faster so then you feel like you're making progress as you read, similar to the [Derek Halpern](#) strategy for including an image in the top right of your blog posts so that people get down the page much faster since the text is wrapped on the left.

So anyway, this table that I'm talking about, it's a bit "codey," there's some code that goes along with it, so you need to go into the HTML version (the plain text one when you wrap the lines already does this for you), so in the HTML version, you click on the source code of the email, so you're not looking on the wysiwig (What You See Is What You Get) editor anymore, you're in the actual html source code, and then you add some html above and below your content to enclose it in a table, and I'll have that specific code for you in the show notes as well that you can copy and paste into your own emails. I'll give you a little sample of what it looks like behind the scenes. It's difficult to say and share on the podcast, so it's in the show notes.

And so for that tip, don't thank me, thank Glen for that one. Thanks Glen!

3. This is the last one of our show, we're hitting the 42 minute mark already! I can't believe it. It's about links.

It's okay to put links in your emails, but don't put too many, I typically just put one, and I mention it usually twice in the email, one time in the middle of the email, and then one time at the end as a reminder, and I write the entire thing out, like I don't use anchor text. I write <http://www.smartpassiveincome.com/whatever>. For html, you could do anchor texts, but those can easily be looked over, and in emails I like the longer line URL.

What I usually do is I put this on its own line in the email, so it stands out. It's long so people can't miss it. So I'll say like you can read that post by clicking here: I hit return, paste the URL, I hit return again, and then I go on. Again, that URL's on its own line so people can't miss it. Obviously you want to give them a call to action to click it.

And make sure, and this is a big mistake that I actually made for a while, in your HTML emails, when you write your URLs just like I shared, even when you write them out in full like that, sometimes they're not going to be linked when people receive those emails.

You want to always make sure you manually hyperlink your URLs using the hyperlink tool in your email service provider. In AWeber it's a little button that looks like a world



with a chain or link on it. The worst thing to do would be to share this and have it not be clickable, because no one's going to copy and paste this and put it in their browser, or not that many people will do that, so you've got to put in this hyperlink so that it tells the email client that people are reading your email from that there is no question that that is a link. Again, make sure to use the hyperlink tool in your editor.

So, that's the last tip. If you have any questions, let me know on the blog under the show notes at <http://www.smartpassiveincome.com/session45>. I love emails, they do great things for me, and I know they will do great things for you, too, if you put these tips and strategies into place or are at least conscious about what you're doing with your emails.

I know a lot of people that have emails, that are building lists, and that's great, but they just send emails randomly and there's no real strategy to it, so hopefully this sort of guides you a little bit more and again it's your email list, you can do what you want with it, but this is my experience and I hope you learn something from it and learn something from the mistakes I've made too.

So thank you all so much, and look out for another podcast episode coming very, very soon. I've been doing a lot of these podcasts lately and I'm really enjoying it! And this next one is a good one. Session #46 is an interview, and you'll see who it's with. This is a GREAT session, session 46, if you're having trouble finding a niche to get into, and/or don't really feel like becoming the expert in your industry but you still want to make some good money online. That's what it's going to be about. That's the teaser, and I'll see you in the next session. Cheers, and thank you for all your support. Talk to you later, bye!

Announcer: Thanks for listening to the Smart Passive Income podcast, at www.smartpassiveincome.com!