



Email Marketing Theory

McIntosh:

Okay, so I'm going to share my screen in just a moment. But let's talk about email marketing, that will be the topic of today.

Some of you realize, some of you don't that your Profit Platform membership comes with what we call the Email Marketing Suite. The Email Marketing Suite is a very specialized set of tools for you to do email marketing in a way that's a little bit different than a traditional email service. So services like, say, Get Response or Aweber, Active Campaign and many of the other kind of generally available lower end, email marketing tools.

Most people don't realize that there is a massive difference between those tools, and then the ones that like the serious professionals use. So, for example, you can look at tools like Maropost is a great example. But there are many others that are sort of a higher tier of email marketing services that are out there that do something much different, and newer entrepreneurs and less experienced email marketers aren't even familiar with some of the extra stuff these higher end tools are doing.

It's all about reputation which we're going to talk about in this presentation. Your reputation for your business and your domain is something that is vitally important to email marketing. There's so many different ways that you can build a reputation. And if you have a low reputation, or no reputation it's almost like a credit score. Right?

If you're applying for a credit card or a car loan or something like that I just bought my son a new car, for example, and you know credit score was final for that. I have a good credit score so I actually got a great loan, and was able to get into that car, you know, with a very affordable loan. If I had a poor credit score, I might have to pay a lot more money for that car by the time I finish paying it off, or I might not get along at all right and be at a massive disadvantage.

Well, your domain name for your web business gets a credit score. And it's this scores, which is a combination of many factors just like a credit score.

When you send an email that score is evaluated and services like Gmail, Hotmail, Yahoo, wherever you have a mailbox, looks up that score and makes a decision about whether "Hey Are we going to deliver this to this person?"

Sometimes if your score is low enough, they don't even deliver your email. They just bounce it right back. Sometimes they tell you they do it, sometimes they don't. But the mail never makes it into the person's inbox at all.

So how awful is that if you're spending money generating leads and subscribers for your business and it's not even getting through! And you don't even know...

All you know is you're sending promotional emails out and they're not arriving in people's inboxes. Next up, it could end up in the spam folder. Right, send out an email, they look up your reputation, pop it into the spam folder.

Some people don't realize that there are very technical things where if you don't set them up right, they immediately give you a bad reputation. All just by not having the technology set up right. Other factors could be that you have a brand new domain name, a brand new domain name is much like a credit score, somebody, you know, has zero credit. They're not very trusted, you know? Tot very many credit cards - you can't get a great credit card or, you know, go buy a house with brand new credit score with no credit history.

So, services look at a brand new domain or a domain that hasn't been mailing, it has no reputation established, they look at them very suspiciously. And the first, you know few weeks of what you do with that domain and with your mailing practices are very sensitive. It's almost like it's extra sensitive. If you do something wrong, you immediately get a bad score. If you start to do something right, you kind of have to prove yourself.

So they kind of are quick to not trust you. And so we're going to walk through some of the things that you can do with this.

Now, what some people don't realize is that when you use some of the lower end, the lower tier marketing tools out there, the AWeber's and the Get Response's, you're actually relying on the average. It's like a big pool of all of the people who mail through Aweber or Get Response. That mail is relying on Aweber's reputation, not yours.

All the, kind of, cheaper, more affordable email marketing services work generally on this principle. The mail is coming out from their domain name, where the technology is set up in the back end, it is their reputation on the line as to whether or not your email can get into the inbox.

Now, it's far more complex than that, but that's kind of oversimplifying it a little bit. That's the basic thing, right.

So, if you want to rely on the average of all the people mailing through those other tools, that's okay. But I know for me, my email marketing is responsible for more than half my company's revenue. So I don't want to rely on, you know, AWeber's reputation today. I've done that in the past and been burned.

So I might have a critical promotion. And you know what, some spammer got into AWeber and ruined their reputation that day. And now my all my mail doesn't get inboxed, you know, maybe doesn't even get delivered. Right.

And now that final promotion that I was counting on to produce revenue to pay the bills for my company flops. Right, so then when I started to learn about this, I moved up and went to a higher level service and example, a service called Maropost which I'm even still using To this day, you know, and to a service that allows me to establish my reputation, so that what I do with my own email determines my reputation. And I have total control.

So, if I end up doing something that causes me to have a bad reputation. I can repair it, it's up to me and my control. If I do something really, really good I get a really good reputation. And so I like being in control. And so then I moved up to these higher level services.

And for example, you know, you know I've paid up to \$4,000, a month for access to Maropost in the services that they provide. Because I wanted to control my own destiny. Right. And so that's the fundamental difference. There are tools, and setup processes that are all often manual right so we had to go through this manual setup process when I use this service called Maropost and took a bit of time, I needed to have some of my high end tech guys do it, working with their high end tech guys we established the reputation, set it all up, and that put me in control of my reputation.

But it was expensive - four grand, like I said, every month. So, when we created the Email Marketing Suite. That is part of what you get in Profit Platform, built in you pay nothing extra for it. You have the Email Marketing Suite. I did the best of both worlds.

So what we did is we created a service that gets you that same level of reputation, as I got get through Maropost and some of the more expensive providers, but I wanted to do it without the big high ticket price tag, so that you could be in charge of your reputation.

And again, without having to go out and pay for one of these really expensive services. So now this is a double edged sword because that means you're in charge, right, you and what you do with your email determines your reputation. If you have a brand new business and you follow the training I'm just about to give you, you will establish an awesome score by brand so it's like the equivalent of having like a 750 or 800 credit score that you know you're gonna go pop right into everyone's inbox. You're always going to inbox. Never get spammed never get in the promotions tab. If you follow what I'm about to show you in this session.

Now, if you break those rules, and you use the Email Marketing Suite to go and do everything wrong, you don't follow what I'm about to show you, then what happens is, you're going to suffer.

You know, your reputation, or what you establish determines your inboxing when you send email marketing. And so I'm going to show you exactly what you need to do to establish that reputation to get that high score, and to keep it.

Now, as an example, this is something to that takes a bit of maintenance. So, there are some things I'm going to talk to you about that you kind of pay attention to and you watch. And if you notice that your reputation is starting to suffer a little bit. There's a couple remedies that you just do it real quick and your score goes right back up again. Right.

And it's funny it's, it's so very similar to credit scores, you know, there are a few things you can do like I did this before I recently got that loan. Um, I wanted to pop my credit score up so I can get the best loan possible. There was two or three little actions that I did. And then within two weeks, my credit score popped right back up. And we qualify for the best rate possible to get because I did those quick little, little tweaks on my credit, you know, for example like we had a couple credit cards that had open balances on, we pay them off in full. As soon as that hit my credit report and was reporting pop right up there, and then boom got along. And so I'm going to show you very similar things that you can do for your own business.

Now, this is really important because email is going to become a vital part of how you succeed with your business, as you heard me say earlier, my business, makes more than half of its revenue, based on email marketing. Right, that's significant. Millions of dollars in revenue because of email marketing.

And I think that so many people neglect it or they don't understand how it works where they're relying on the crutch of using the lower tiered email service. And so I hear things like, oh, "email marketing doesn't work." Like, that's. If that were true, I'd be out of business right.

And I know this is not just unique to me. Some of the other very experienced very savvy seven eight and nine figure marketers that I know of, entrepreneurs that I know have very similar things they would they would say, exactly the same thing, that half of their revenue comes from email marketing.

So with that I'm gonna share my screen for a moment here and go through this quick presentation. Cool. All right, so we're going to talk about how do you use email. So, once you are building a list, which you are going to be learning from me in other training materials. Once you have that list, how do you use it to get maximum profit?

The trick is, how do you use email, effectively. When you don't use email effectively and you kind of do what everybody else does. You'll find that you're not very satisfied with your email results and you're not making very much profit. So I want to help you fix that

And using Profit Platform's Email Marketing Suite, which comes built in, with much of what we're going to cover today. That puts you in the driver's seat to be able to do this. This is how you don't do email marketing, and I see so many people do this so they'll go out. Maybe they purchase a list, or they spend a bunch of money, might be on Facebook ads, or any kind of advertising, they build up a big list and they let it build up, and then they just start blasting it right.

They don't manage it, they don't set up any kind of relationship with that list. And, and they just start blasting, right? Promo after promo without building any relationship. Without the customers really understanding why they're on the list how they got there in the first place. And, and definitely a big no no today: just don't purchase lists, and just upload them and start mailing.

In fact that is prohibited to do on Profit Platform's Email Marketing Suite because it harms you so much. You will irreversibly damage your reputation and your reputation score. So do not do that. This also applies to if you have a list that you've allowed to go cold, meaning you haven't mailed it frequently. You know, and then all of a sudden you just start blasting it again. That will also damage your reputation sometimes irreparably.

It's difficult to come back from that. So don't do that. If you have an old list that you would love to start bailing again, there's a very specific procedure, you have to go to through to reactivate it for you can start blasting it again and again if you don't do that, you risk a lot of issues with your reputation.

Alright so here are some vital email marketing tasks that you must do. So if you want to get the most out of your list you must do these things.

First up, mail frequently absolute minimum, send once a week. You can mail up to three times a day. I personally don't do that. I think that's overkill but it's, you know, I know marketers I actually know one who has a nine figure business in the hills up to three times a day, every day. Crazy numbers.

And so a lot of people get this really weird thing where they're kind of backed off and afraid to mail their list, which I find very interesting. They're going, "oh I don't want to mail because I get unsubscribes but I don't want to mail because people are going to get mad at me", if you do it right, you should be mailing frequently so people remember who you are.

I think most entrepreneurs and marketers forget the short attention spans of everyone. If you don't mail frequently they want you to remember who you are. If you wait a month, and then you mail them out of the blue, they're like who is this person. And that's not an exaggeration. You have to imagine in your own day to day lives if you just happen to sign up, some, you know mailing list or something, "I want this free download" right? Or some service that you're curious

about you sign up for it, and then maybe you hear from them once or twice and then you don't hear anything for a month, and then they hit you out of the blue.

You might not even remember signing up for that list. You may even go, "oh this is spam!" Bam, bam, and then that harms your reputation. And it makes your response rates low, and when your response rates meaning people who are reading opening clicking and engaging with your emails are low, that lowers your score.

So, the reverse is actually true. People are worried that if they mail too often they're gonna, you know, they're going to get spam reported and then not have problems with getting into the mailbox is the opposite. You must mail frequently. In fact, I've even seen some of our own customers inside the email marketing suite set up their lists, start building lists you know they're building hundreds and maybe even 1000 subscribers, you know they mail them like two or three times. And then, then they kind of like take a break, and they don't mail them.

And then, you know, two weeks goes by, three weeks goes by four maybe five weeks goes by, and then bam, they hit them again hit send out an email week five, they mail all their leads again, and they get a bunch of spam complaints or negative consequences from that and then boom all their emails start hitting the spam folder. Right.

And on a new domain name. It is very sensitive - it's a sensitive time when you have a new domain name and you're first establishing your score, and then it becomes an uphill battle to fix that and reverse it.

So you must mail frequently, absolute minimum once a week, and up to three times a day. Now you want to flow back and forth between selling, and engagement. And what I mean by this is sometimes you want to mail your list where you're not selling, right? So sometimes I'll send out a survey, send out some content, you know, I'll send out a little contest, or you know give out a prize do kind of fun things that gets people to just engage with your emails - and you're not even selling.

Often I don't even put links in those emails. So often, in fact, if you're on my mailing list you probably can think back and remember seeing these from me, I started out sending a survey, you know, saying, "hey, hit reply and tell me, what's your favorite color." That's a silly example, obviously.

But you see what I mean I'm asking. Marketing information, I want to get feedback, I want to learn about my audience, but it gets me engagement with them. And I'm not being pushy pushy and selling in that email.

So this establishes my credit score with email services, so Gmail and Hotmail and the others see that my users are reading my emails and responding back to me. So you want to flow back and forth, and generally you know I do a ratio that, you know, I'll do you know for about every five

to 10 promotional selling emails. I'll do one engagement dedicated engagement emails, and sometimes you may see where I'll do like 10 selling emails in a row, and then I'll do like two or three engagements and then go back to 10 selling through three engagement and just kind of flow back and forth with your own unique schedule.

So don't just be pitching, all the time. I see some people kind of overdo this where it's like, they'll go every other email you know they'll do one content one, one sell, one content, one sell, that's probably overkill. You don't need to do that much, but I find that it's like one out of every five to 10 emails should be dedicated to engagement, and not be selling.

Also if you've done a lengthy promotional period, like let's say you've just promoted a launch or a new product you've released or you've just got 10, emails in a row pitching pitching pitching pitching. And you're noticing that your open rates are starting to go down people start to kind of tune out a little bit, take a pause. Give one to three days gap, which you'll see by the way if you're on my list, you'll probably see me do this too, where you'll see me emailing frequently, you're like, "Man, this guy ever gonna stop emailing me every day it's about this new product?" And then all of a sudden I disappear. And then, you know, it could be three four or five days you hear nothing from me.

It's a cool off period, I'm actually letting the list kind of cool off. It's a very interesting phenomenon, because as soon as I start bailing again after a cool off period, more and more people are opening and responding to my emails, just by letting it cool off, and then I change topics and start talking about something else or selling a new product when I come back. Don't stop mailing your prospects for more than seven days. Right. See your pattern on that one.

But don't let your list cool off if you're building an email marketing list, even if you have nothing to sell, just send him an email and say hi. You know, send him an email and tell them about an interesting blog post or YouTube video or tell them a joke. It doesn't have to be, you know, some elaborately thought out email, you know what I think people overthink their email marketing. And so this idea that you've got to mail frequently becomes overwhelming it's like "oh my gosh I got to sit down and spend two hours crafting an email", and "I've got to do this at least every week."

No, sit down, spend two minutes, saying, Hey, I just saw this funny YouTube video and I wanted to share it with you. Go. Link. Done. Just send something to them once every seven days, does not have to be selling.

And don't keep your eye off of deliverability. So deliverability means, is your mail going in their inbox? Is it going into spam? Is it going into the Gmail promotions tab? Is it going nowhere, where it literally doesn't arrive?

Pay attention to this.

Too many entrepreneurs and marketers don't watch their deliverability, and they just send the emails and cross their fingers and, you know, maybe, hope and praying sacrifice to the deliverability gods and hope the mail makes it, and they pay no attention to actually measuring those things and seeing.

And there are clues of this, I'm going to show you in a minute, some tools that you can use to tell if you're getting deliverability or not. But you can generally tell by the open rates. Okay, if you're seeing a trend where let's say, you know, 10% of the people that you mail or have are opening your mail. And then you see it starts to decline, and then it becomes six, then it becomes four and now it's three. And it's staying at three, well, there's a reason why your open rates are going down.

It isn't because email marketing doesn't work. It's because you're not getting in the inbox. Right. So if you see a decline that then holds out, right and I mean a decline from your normal mailing schedule, right.

So once you have people on your list for more than a month or two and you have a frequent mailing schedule, you can kind of figure out what your baseline is, and you'll be able to see when those open rates go down.

When you're do see them go down, you must repair your reputation, your open rates are going down there's a reason. So always do a dedicated reengagement and warm up campaign.

So I'm noticing my open rates declining. Right, or I see other signals which we're going to talk about in a minute. But tell me my reputation is going down, my deliverability is going down, I always do a dedicated warm up campaign and intentionally I do not put links in those emails, and I usually try to get them to reply back to me.

So that's really important. And that's two emails minimum, you know. If I feel like I have a big problem with with open rates, I like do an entire week, dedicated to nothing but reengagement. I've had to do that before.

Now, some tips about when you mail. How do you go about getting people to buy from you? Okay, so this is really important. You have to come up with a unique angle on what your email is about.

So think about what specific problem does your product or service solve, and focus your email about that one thing.

And what I found is, again, short attention spans, right? People are kind of scanning and not really paying full attention. They're not reading your emails with like, like they're just cracked open a novel and they're giving you 100% of their attention.

Generally most of their attention is on something else. They're probably holding their phone while they're watching a Netflix show, right? And they're scrolling through their email. So you're

only having a very small part of their attention. So pick one unique angle, and really focus on what one problem your product solve and don't talk about anything else. Right.

What is the one thing that you're, you know that your product or service, or whatever you're promoting, does for that prospect? Focus on it.

Is there anything unusual, quirky surprising, or some other aspect of the problem that makes you know that's a concept that stands out? That's weird, right? Like, there's a reason you see so many weird ads - when you go look at the news you see those native ads, right, that usually have weird photos and strange headlines. There's a reason they stand out so much, because that's what it takes to break through and get people to pay attention.

And email is the same way. I think people have the misconception that email somehow, you know, has the prospects paying so much attention, but they don't. You know, they're just scanning, they're just, you know, they may or may not pay attention and may or may not read. So if you can do something weird or unusual that grabs their attention, and then you focus on a single problem or a single aspect of what you can do for the prospect, you can hold their attention long enough to get the click to get them to go to consume your sales message. Right.

When you're composing your emails, think about who you're sending them to. Who is your perfect customer, you know? Think like you're sending an email to that one perfect customer, whoever that might be.

I often call these a "customer avatar", right. How old are they? Are they women or are they a woman or a man? What are their interests? What are their hobbies?

So when you're composing your email, think like you're sending it to one customer, one ideal prospect. And then, what kind of potential given things could you say to them? Is there a story that you could tell them that might resonate with them specifically?

So it's all about that unique angle in the campaign. And focus, be single minded. Most of my emails tend to be fairly short because people don't have time or attention to read long emails generally. It's not always true.

And really focus on that unique angle. And that's how you can make your emails focused. If your emails wander all over the place, and talk about, you know, 17 different benefits that your product has, or they're very kind of generic, and they're not talking about any specific problem or any specific thing it can do for the prospect, in that state of low attention, as they're scanning through email while they're watching Netflix, we're just going to flip right on by.

They might glance at your email, they read the subject line. Maybe they'll read the first few words in your headline and if they don't immediately see how this is relevant to them and why it's interesting, they're just gonna keep going, keep scanning, and they're not going to bother reading or clicking. So you got to get to that point quickly, so that they open.

Now, a tip I want to give you on when you're crafting a campaign. Right. This is also something that I think a lot of newer marketers get wrong. Getting email to work is about sending a sequence, right, a campaign.

It's not like one promotion, one email at a time. I think a lot of people open up their email services, or email tools, you know, Get Response, AWeber whatever you're using, and then they bang out an email, and then they send it, right, but it's not part of an overall sequence.

And I find that sending a sequence of emails, you know, 3 to 10 emails in length. Over the course of a week. Generally, can be a three day campaign or a week campaign. But I have a plan for a sequence of separate emails that go out and together. And that is so much more effective. So let's say I just had five independent emails that weren't tied together, or a planned out, thought out sequence, compared to, maybe, spending a little bit more time planning out how those five emails that you're going to send out over the next week, you know, should go as a campaign, as a sequence together.

And you'll see that you can double, triple, quadruple your results just by doing what I'm saying. And when I do a sequence, here's the general way it flows out. So first of all, I warm up my list and get them interested in the topic, or I do a survey about it, right? So if I know I'm going to sell coffee mugs, I might send an email to my list, a warm up email, going "Hey, what's your favorite kind of coffee mug? Do you like big giant ones or small ones or do you like the stainless steel thermoses? What kind of coffee mug or coffee container? Hit reply, and let me know."

There's my warm up survey right so now I'm actually helping to establish my reputation, but I'm also getting my list to start thinking about coffee mugs or coffee containers. Okay. Then I send out my opener. Right. My opener is like okay. "This week, you're going to be hearing a lot from me about coffee mugs. And because in my last email I asked what your favorite type was and by far everyone told me like gigantic gorilla mugs, that's what we're going to talk about on our special this week. You know, we have this awesome gorilla mug that we can offer you at half off, and we're going to be talking about that this week and by the way here's your link where you can go get that for half off."

Okay, now you've sort of set the stage on what the topic is going to be this week. Then you work to increase awareness. So then my next email might be: "Hey, so since most of the people you know most of my customers are interested in gorilla coffee mugs. I wanted to let you know about the biggest benefit to having a big coffee mug like this."

Right. And then, boom! We're gonna talk about one specific benefit. Then we remind them about the deal, we link to it again. Right. Then we just keep it that you have to keep interest. So I may come up now, and I may send two or three of these emails where I would focus on one unique aspect of my product. So, each for each time different. So one time I might talk about the how great the gorillas are painted on my mugs, the next time I might talk about how good

the handle is how it keeps my coffee warm for a long time, but each time, I'm singularly focused on one benefit, I keep interest, keep excitement. Right.

Then I warn them. This is called scarcity. Then I warn them, saying hey, "this promo is closing, and we're not going to talk about this anymore."

Right. And then I tell them that there's a danger of something being taken away. Now that take away that scarcity could be a lot of things, it could be the deal going away, could be the half off special going away. It could be that you know your special video training you did on gorilla coffee bugs is going to be taken down. Right. It could be that a bonus that you're giving out during this promotion is going away. Right so the bonus where we're going to give you a gorilla coffee coaster, with every purchase is going away.

Then close the promotion, do a final call to action warning them that "hey this is going away tonight", you know, or tomorrow or whatever your final call to action is. And then take the special. That's the sequence. This is a proven sequence that works every time that when you do this, it is so much more effective than just randomly sending them one off promotions right one off sales emails, and you'll see that you can multiply and magnify your results dramatically.

Now, as you heard me say at the outset. Reputation for email is everything. If profit is important to you, which I have a feeling that's why you're an entrepreneur who's doing this in the first place, but if that's important to you, do not rely on services when you cannot build your own reputation.

I personally don't put myself in that position and I don't recommend that you do, either. So for me, I have, up until recently had to rely on very expensive services and tools to do this. But now Profit Platform, with our Email Marketing Suite, does the same exact thing, it actually puts you in control of your reputation.

And when you follow the steps I've been going through and some of the training I'm about to give you your reputation is in your hands. And you can have an awesome, amazing reputation just like a credit score, or you can ruin it, right, but it's in your hands, your reputation is under your control.

And the Email Marketing Suite comes with all of the tools and everything you need to be in control of your reputation. I built it and selected its features for this reason, it gets you services that, to go elsewhere and get this kind of a setup, It's a manual setup that we have to do for you behind the scenes. It costs, at least \$500 a month to get this level of the tool. And it can go up from there.

And it is even more important, this is more important to new businesses. So if you've just set up a web business for the first time, and you don't have a past nailing history, this is really, really important.

Now, as I mentioned, you must use the best practices that I've covered so far in this presentation, they are not optional, you have to do this with the Profit Platform Email Marketing Suite, otherwise you're going to ruin your own reputation. And then your mail will not inbox, and you'll have to repair it.

Okay. And remember because likely in your Profit Platform business that's probably a new domain name, probably a new business. It's more important than ever at the beginning to get this right. Okay, so I'm putting in your hands, power tools that enable you to establish your reputation. Now there is no extra charge for this, this is built in, with part of your Profit Platform membership, just by having an active profit platform account, you get this.

Now, I want to cover some email deliverability secrets. This is a little technical. So I wanted to kind of, I'm gonna cover some of this but I'm not gonna dive too deep into the technical stuff. But I want to tell you a little bit into what goes into being, how to getting your deliverability high, meaning that when you send an email promotion goes into the inbox. And this is really really important, because the next bonus training, you're going to be getting a little manual, a little guide for me. It's going to be all about how do you get an email list, how do you use your Profit Platform site, how you get some traffic and how do you build an email list. And so I want you to know ahead of time what goes into making sure your establish your reputation and your emails get into the inbox.

So here are the secrets.

When you're mailing, when you when you set up an Email Marketing Suite mailbox. We do this for you.

Number one, we make sure that where your marketing emails are coming from, that when someone replies back, it actually goes into a real mailbox, you'll get a webmail account that you can log into, and you can read the replies when people reply back to your marketing emails. So many times I see people put fake emails or like a Gmail account or some other weird thing where that's where when someone replies, they never see it, they never get it.

You need to have a real mailbox on your domain name, not Gmail, not Yahoo not some free email service that needs to be a mailbox that goes to your domain name that you can check, and read and receive those replies. If it bounces, like if you send an email out to your list, and then the people who reply to you don't get through and bounce back, that's gonna kill your reputation.

Do not use email marketing services that don't let you mail from your own domain name, you will often see if you send an email, you'll notice this from AWeber or from Get Response, you'll notice it comes from AWeber, it comes from Get Response. And you'll see, it'll say this email is from get response sent on behalf of you. Right. And so when someone hits reply to that, it's gonna go back to you, but it doesn't come from you. It comes from your email service, right, it's the domain that it comes from. It's not you, it's from AWeber, it's from Get Response, from

whatever, you know, Active Campaign whatever service you're using. And so therefore your reputation is not being established you're not building credit score, and you're not in control of the reputation for your emails.

Next up correctly configure your server, right. So, if your server is not set up properly which we do for you, by the way, automatically, it's just part of this whole setup. It's all configured standardly to help you establish and build your reputation.

If you don't set it up right and you don't have somebody who knows what they're doing. You can actually set it up where you ruin your reputation. So there are some things you have to configure. Okay, there's some stuff here I'm going to try and define them for you. This is a little technical. And it's part of the setup. And if you don't understand it and if this is Greek to you, don't worry about it. We do this for you it's part of your Profit Platform setup.

So DNS. This is the domain name system or domain name servers, and that's how the whole internet works, right. It's the whole thing that keeps track of where does your domain name point, right. So when I go to, you know, billswebsite.com, in my browser or I try to send an email to that domain name, it's the whole address system right, like a street address system.

It tells the web, you know where your server is and it tells the web some details about, you know, your domain name and where it is on the internet. What servers are authorized to send mail for it. You know, just a bunch of technical info that it tells the web, about your domain name.

And there are three things. You can google these to learn more about it, but it's highly technical and it's, it kind of takes a specialist to understand this, but there are three things you can note these down to go look them up: SPF, DMARC and DKIM. Okay.

And Sender Policy Framework is what SPF stands for. That means, who can send email on behalf of your domain name

DKIM is domain keys. DMARC is another thing that is a domain authentication -basically both basically these three things, allow you to tell the web, who is authorized to send mail on your behalf. And then if you don't set these up properly, then mail is not trusted from your domain is basically what happens.

So, and this applies to both your mailbox right, so where you log into webmail and send and receive personal one to one communication. It's got to be set up there. It also needs to be set up on your email marketing service, you know, so, where, where does your bulk email come from. Right, when you're blasting your list or mailing your list, that server has to have this set up, but also your mailbox, where you're sending and receiving one message at a time, has to be set up too.

Two different places, this has to be set up.

Again, if this is confusing, we do all this for you.

Right so this is all part of what we do for you in your Email Marketing Suite. Now once that's all set up and you're set up properly, you can now build your own reputation work to get engagement quick with every new subscriber. When you're first establishing your reputation, it is so, so important.

So right out of the gate, you know, I don't bother selling, when I'm first building my list. My first, you know, 1, 2, 3 emails are gonna be really focused on getting engagement, getting my new subscriber to reply back to me. Right, get them to hit reply and answer you back.

Make sure that getting to read getting them to click, getting them to go maybe watch a YouTube video, a lot of people like to click on that kind of stuff. But you want to get clicks, you want to get opens you want to get replies. You want to get interaction with your emails, right out of the gate with your brand new subscribers it's really, really important. That's more important even than selling.

Now, keep your eye on blacklist. There are blacklists on the web, and you can go to mxtoolbox.com I think is a domain, it will help you check blacklist there's a lot of tools out there that can help you check email blacklist you can Google it, you know. Email blacklist checker, and check to see if your domain name is on any blacklist. And this is something that we do periodically.

And so, you know, roughly once a month, or if I notice my email deliverability is suffering I'm going into the spam or the, you know, I'm not getting into the inbox. Check the blacklist to see if you're on any of them. You can request to be removed. And a lot of times are false positives where you get falsely put on an email spam list or an email blacklist. And then the last thing you can google is Google Postmaster Tools, you can set up a Postmaster Tools account.

There's a technical step, it's not super simple but it's something you can set up and Google will actually tell you what your reputation is, they will straight up say do you have a poor, you know, a bad a medium or a high reputation with that. And pay attention to it. So if your deliverability is going down go look.

Right so for example. We go through waves of at my Job Crusher business, at JobCrusher.com. Typically, we bounce from medium to high in terms of reputation. And so if I have been frequently mailing my list, you know under a really aggressive promotion, I might see my reputation from being high, dropping down to medium. And that tells me all okay I gotta get to work.

I need to build my reputation back up. Okay, but I know that because I'm looking at my postmaster Tools account. It's actually an account you can set up with Google. And it's very very useful.

And so there's the email deliverability secrets and for most of these we're doing all the technical stuff, all the first stuff in this list, we do that for you.

Treat email marketing as a vital part of your business, not a side project.

Unfortunately, this is how I see most especially newer entrepreneurs or less experienced marketers, they don't treat email as the channel that it really is, if you're doing bulk marketing we are trying to get a lot of people on the web to buy from you. If you have an info product business membership business, or any even ecommerce or anything that you're selling directly through the web. You really need to bring email front and center as the core most important part of your marketing planning and strategy.

You know I hear all this nonsense about email marketing is dead. That is absolutely not true. It's more challenging than ever. That's true. It is, it is more difficult. In the old days, you know going way back, I can reminisce about you know, how I had to walk to school, two ways uphill.

But back in the old days it was actually easy, right. It was more like walking to school downhill both ways.

You can just fire up your service, no matter what platform, no matter where you were mailing from, you could blast out millions of emails and get right into everybody's inbox. It was easy. It's gotten more challenging. It has gotten harder, you have to know what you're doing, you have to really be a professional and an expert to really do this right.

And so that's gotten email a bad name because those that don't invest in learning how to do it right, and learning how to be a pro email marketer fail, and then they go out and say, email marketing doesn't work. Right.

And I can attest again. Every 7, 8, 9 figure business owner that I know that is having success with their marketing has got email as a central core part of it.

So don't neglect email, even if you've had some initial bad experiences and some challenges, realize now, armed with the information I just shared with you, you can now solve that it is vital to your success.

Now you're going to be having access to additional training from me on how to build your list, and how to make money from that list. And then some of you have purchased our advanced email marketing training which is about to be unlocked for you, so those of you who have purchased our advanced email marketing training will have access to that as well.

But every one is going to get some bonus training from us on how to build a list, how to get traffic to build a list, and how to start making money from that list.

So that's coming up next. And there you have it.

I do want to remind everyone that with the Email Marketing Suite that you own as a Profit Platform member. We're gonna take care of all that challenging confusing stuff that you just heard me talk about, so we're just gonna do that for you.

Now, if you were to go elsewhere to try to get it done, it's not an exaggeration, it would cost me \$500 and up to give a similar level of service. But I also want to really stress that this is not magic in that, hey, they did all this complex advanced setup for me so I can just go do whatever I want with my, my email marketing.

It's not a magic pill that just makes it so that you can do that, what it is it's, it's a set of power tools that lets you control your own reputation, and it's what you do with these power tools is what determines your success with email, and it's what's going to establish your email reputation score, right, so use them properly following my training and you'll have a good score, and you'll get into the inbox.

Use them poorly and it's your reputation is what you will damage. So just be aware of that.