“Email Marketing Mastery And Building Your Tribe!”

By Eric Louviere

Our role is to NOT serve our audience, or list, or customers or clients or the marketplace.

Not to serve.

- Everyone says, go serve the market and go help people. I even say it, but the big secret to own here is this:
- Buyers are liars, people don't like following rules and people are stubborn to keep doing the same things over and over again, forever.
- I get a client who pays me thousands to coach him.
- Surely he will do the steps since he paid me thousands right?
- wrong.
- I then bend over backwards, adding service, adding more, doing more, setting it all up, everything, and he does even less afterwards.
- I ask him "did you do the steps of the Social Media action plan?"
- he says, "yes, I've been doing that".
- I say, "what was step #4 of the action plan, and how did you execute that step?"
- He then admits, "Oh, yeah, truth is I have been busy with my new role at the office"

Your role is to control and influence.

- Your email list will not pay attention to you if you are constantly serving and they will not buy from you. They will expect free content, free advice, free entertainment, and they will not buy from you, this is important to own!
- Many-Many marketers screw this part up.
- “Eric, I’m emailing them free advice, I’m funny, I’m interesting, I have podcasts, I have tons of free videos, I give them cheat-sheets, and yet I just cannot get them to buy jack!”
- Me: “you need to CONTROL them and influence them to buy!”
- To BUY, not to read, not to be entertained, not for free content, not for servicing them, because then you become a “service provider” who provides “info.”
- Here’s a REAL email I got today

Hi, am interested in doing this but how can i start

Eric Louviere

Hi Rozie, You are interested in getting coaching from me? I just want to make...

5:43 AM (4 ho

to me

Eric am in so much debts, i am a civil servant, spending too much time in the office working and earning very little, my payslip is full of loans...its really hard sometimes i feel like screaming. i wonder what else i can do to earn some extra cash....am so so tired of being broke and borrowing always

5:45 AM (4 ho

to me

basically what i want to knw is how to work in social biz connect and make that extra coin

Delete.

If you are a service provider and just tossing out information to entertain, or give, then you'll go out of business fast

- She has no intention of buying a thing and is after free information, advice etc.
- Uh, I'm in business to drive profits and I give all over the place for free, but my aim is to generate revenue. Keyword: AIM
- It's my intention, my primary aim, my definite major purpose, my goal, my mission, my duty and obligation…
- Therefore, I sell! JSB!

Here’s an email I just sent out:

yo. Inbox x

Eric Louviere
to me

Hey, you should see the private message I just got.

Wow!

But first... real quick:

:::

I'm looking to bring on 5 new (1on1) clients to work closely with over the next 8 weeks. If you are tired of being stuck at the same level for way too long, then email me here:

EricLouviereConsulting@gmail.com

If you are finally READY to take it to the next level, then I'm looking for you!

I'm only looking for FIVE ambitious, positive, serious people to work 1on1 with.

Here's a private message testimonial I just got from a top guru:

::::

"I sold a 500 product to 50 people last month. Those 50 people have been nurtured all month. This month, I just closed $50,000 in new business from that 50 person list based on our conversation this past weekend. 3 full pay 10k clients and 2 - 1k/10 month clients.

Mindset and self worth are the key... just like you said. Perhaps the most valuable lunch I've ever been too."

:::

This guy took my advice and went and popped 50k in less than a week doing what I told him to do.

I get emails and PM's like this all the time, but this one might be even more precious to me than that 50k week:

:::

"Eric,
Exciting news! My first member signed up for the membership site!"

:::

I get those all the time too. I'm talking about clients who have been at this for YEARS and YEARS and have never made one red cent, and then it starts popping for them like popcorn! (pop, pop,pop!)

Anyway, I'm looking for 5 new clients for this month and that's it!

Not 6

Not 10

ONLY FIVE!

email me here to see if you are a fit and if we have a match:

EricLouviereConsulting@gmail.com

Thanks!

~Eric Louviere

PS - This is an exciting time because I want to get these FIVE new clients popping because my workshop is next

When I Give.

- I give to sell.
- You need to give, to sell.
- When I’m giving, I’m selling.
- “I always tell the truth, even when I lie” ~Scarface
- “I always sell, even when I give.”

The Power Of Giving.

- What's your primary reason for giving something free?
- "To get them to pay attention and get turned on to wanting to buy!"
- To market:
- Email Subject Line: (nothing for sale) check this out
- "Dear subscriber, Are you starving to death?"
- "Here's what steak and potatoes smells like. Smells good huh? Here's a nibble. Now your stomach is really growling so hard it hurts huh?"
- They will chase you down and find you and reply and seek you out to get the food.
- Plus, the next day I flat hit them between the eyes with a sales attempt.

3 Kinds Of Emails

- #1 Type Is To Give Free.
- When I give, I really try and give… but still I'm selling.
- Just give without worry, really give, but it's 100% free and no sales message in the email at all.
- #2 type is to Sell.
- Hit them upside the head, straight for the bullseye on selling them. I am looking for FIVE new clients, will you be one of the lucky one's or the unlucky one's who get to remain bottom feeders?
- BAM! Buy this!

Transitional Email

- Email of the third kind: Both gives and sales
- “Howdy, Did you know that most people in this business will never succeed even after 10 to 15 years of trying? The reason is they are not salespeople and don’t truly understand how this works. It’s like how I’ll never understand how electricity works. I can buy every electricity book on Earth and never get it figured out. Same with making money online for most people.
- However, what really bridges this gap is if someone SHOWS me how electricity works… if someone teaches me and shows me and helps me “get it”… then I’ll get it and can figure this all out.
- You see, what people in the IM market truly need the most is a 1on1 MENTOR!
- It’s true, and although you know I’m a mentor, I’m not just saying this. Think about it. How do you split test your squeeze pages and what do you split test?
- EXACTLY! See, you need a mentor!
- BTW, I’m taking on 5 new clients right now!”
- (go into sales pitch)

Always Be Selling

- When I give for free, I’m actually selling.
- When I sell, I’m up-selling.
- When I coach, I’m selling.
- When I teach, like what I’m doing right now, I’m selling?
- How many picked up what I’ve been doing on the side, on this call?

Your Main Signature Offer!

- What is your MAIN offer, your #1 offer, your main money maker you are selling to the market?
- An affiliate offer you are really getting behind?
- Your own membership site?
- Your own course?
- Your own service?
- Got to have ONE main thing you are selling.

Now, include that main thing in everything you do just about.

- If your main thing is your “club” membership site, let’s call it “Black Tie Marketing Club”… then it needs to be in everything you do.
- Talk about it when sending emails (all 3 kinds)
- Talk about it on your podcast
- Drop hints about it and refer to it all the time.
- “Well, one of my BTMC members was talking about that exact thing yesterday”
- Add it into your ebooks, reports, emails, posts, graphics, info graphics, pictures, interviews, webinars, cheat sheets, etc. etc. etc.

The Cure!

- Again, you have to get them to “Believe!”
- Believe what?
- Believe you have the CURE for the problem they have.
- Let’s look at this again:

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Eric Louviere
to me

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~Eric Louviere

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They are not buying what
you think they are buying

Here’s what they are buying:

- They are buying access to you.
- They are buying a cure.
- They are buying hope.
- They are buying a “missing emotional high” (got to get that fix)
- They are buying reputation.

Email Marketing: It's about your reputation to them

- It's about your perceived reputation to them
- It's about what they think of YOU, regardless if it's true or not.
- The best attorneys do not have the best incomes. The reason is because they think their income has to do with being the best attorney. They do more, do harder, try harder, learn more, do more trying to become the best attorney.
- The attorney's who make the most are the one's who are KNOWN for being the best attorney's.
- It's all about what they believe about YOU!

“Nobody” Emailed Me Today.

- I deleted their emails fast and without thought.
- Delete
- Delete
- Delete
- Down the page
- Delete
- Delete
- Skip (save that one to read later)
- Delete
- Delete
- Skip
- Delete
- “whoa, got one from Eric, this is must-stop-everything-you’re-doing-and-read-email”

- Why?
- Is it because I’m the best email marketer?
- Am I the best marketer?
- Am I the most entertaining?
- It’s because those people who HAVE to read my emails are the one’s who “believe me to be a certain way”…. reputation.
- Maybe they bought a product before and loved it
- Maybe they saw a picture of me at the beach
- Maybe they saw my house, or saw where someone else said I was great, etc.

“buy this product on Twitter Traffic”

- If nobody emailed you that and said it’s the best Twitter product ever, would you buy it?
- If someone you heard was a guru and a name you recognize said to buy it, would you buy it?
- If your friend told you to buy it would you buy it?
- It’s the reputation.

Build Your Reputation

- Toot, toot, toot, your own horn
- Be someone
- Be, do have
- Act as if.
- “It’s all about presentation”
- A homeless guy can get all cleaned up, wear a suit and act like a financial adviser and people would invest their life savings in the guy (commercial on TV)

Get attention

- What people pay attention to:
- Stories
- Drama / gossip / Human emotion (empathy)
- Live through your eyes, knowing you
- Standing out, being different, having character
- Embellish your character traits.
- “What am I like?”
- Laid back, cool, intense. Be more intense! Amplify that! Bring it out more!
- “Eric, I want you to kick my butt!”
- Me: “Uh, me?”
- New me:
- “You better believe I’m going to kick your butt!”

- Negativity
- Alarms
- Breaking News
- Failures
- Triumphs
- Things they fear

They are attracted to:

- BIG, BOLD, STAND OUT type of things.
- I’m doing a HUGE event
- I’m launching a life changing new membership!
- I’m gathering up the best marketers on planet Earth!
- “Trump: I’m building the best golf course, best building on Earth, etc.”

They are attracted to:

- Confidence!
- Courage!
- Authority!
- Leadership!
- Celebrity!
- Social Proof!

Turn them on to you

- 1,000 REALLY turned-on-to-you subscribers is better and more lucrative than 50,000 random, normal subscribers
- Pick your target market, create your target customer avatar, and market to that person.
- Age, income level, household, lifestyle, beliefs, desires, problems, how do they dress, what do they hate, what turns them on, what are they after, how do they spend their time, what do they read, who are they!?

Turning Them On

- Get them on a live call
- Automatic authority, credibility, reputation, they hear your voice and get to know you. Afraid to do this? Nervous to do this, do it anyway!
- Send them to an “about me” page that is carefully constructed (your story). (I am just like you. I found the pathway).
- If you have been dealing with _____(pain), I was the same way too, but then I found _____ and the results have been night and day. This worked so well, I’ve showed others about this and they got great results too! (social proof)

List of things you can do to turn people on to you:

- Podcast
- Interviews
- Webinars / tele calls
- Live events / seminars / masterminds
- Membership's / clubs / private groups
- Your own book (talk about reputation instantly)
- Your own service
- Your story
- Social Media
- Building Relationships
- Getting affiliates to promote for you
- Giving free content / blogging / articles / press releases / videos / audios
- Launches

- Pictures / quotes / photo ops / mixers / symbols
- Contacts / friends / brokering / go to people
- Skills / copywriting / FB traffic / etc.
- Speaking
- Coaching
- Info Graphics
- Your own show
- Radio / TV / etc.

Tell Them Your Reputation.

- “I’m the Greatest Internet Marketing Coach in the world.”
- “And if you don’t believe me, just go to EricLouviere.com because it says it right there on the page.”
- “I tell it like it is”
- “I don’t BS people”
- “I’m the tough love guy”
- “I’m the real deal”

Throw yourself out there

- Get out in front of them. That's the best way to get opens, and clicks and sales, etc.
- Get attention. they are not buying because they do not know you!
- The magic of email marketing is to "turn them on to you"
- You do that by having character about you. You do that by being confident and brave. Stand out, be big and bold, be daring, be a leader, be an authority, be a celebrity, act as if.
- "So, you want to be a millionaire huh? Would a millionaire act like that?"

Lastly, It’s All Connected. A Rising Tide Lifts All Boats!

Thanks!

- questions?