Part 3 – Client Acquisition & Marketing

The 1, 2 Combo

Now we're getting to some interesting things that are probably more exciting than just processing payments and which business entity to choose.

Acquiring clients and marketing yourself or your company is essential to growing your business and surviving. Whether you want to be a one man show or a full blown team with an office, you need sales.

Diversified Lead Generation Is KEY to Success

It is important to realize that you need to combine marketing efforts. If you're a great cold caller, then use that to your advantage but make sure to combine it with other marketing techniques and campaigns in order to maximize sales and build something that lasts. All your marketing should benefit each other. Nothing made me happier than when one of my sales people would call a prospect on a cold list and then find out the prospect has actually heard of us and has seen other advertisements. They were already familiar with the company and of course that increases the chances of someone buying from us.

This section will be some detailed information that could probably be a course by itself. I don't buy info products or WSOs so I don't know what all is included. I always get asked to review them and most are kind of vague and crappy. Most are

filled with a bunch of theory that has clearly never been performed in real life. With this, you will get real life experience, actionable direction, and a recipe for success.

Even if you're a total beginner, you should be using at least 3 or 4 marketing techniques/strategies and campaigns in order to bring in consistent leads, and diversify your lead generation efforts. Some days, even weeks, cold calling will suck. Emails won't get opened. Ads aren't getting clicked on. Postcards are destroyed because it was pouring down rain. There are many things that we can never expect that can cause a specific medium to be useless for a short period of time. When you diversify your efforts and mediums, you ensure a steady flow of leads, which ultimately lead to sales.

If you are shy, you have to get over it. I'm not the type to pound the cold calling technique into everybody's head, if it isn't for you it isn't for you. However, you WILL have to talk to people. If you're handling inbound calls, you will need to know how to sell to them. If you're a great cold caller, then chances are you suck at answering the phone, so you have to get good at that. There's a difference in outbound and inbound sales, techniques that work for one won't work for another.

No matter what techniques you want to use to get sales and generate leads you're going to talk to them at one point in time. If you have anxiety about that and don't want to talk to strangers then you should probably choose a different business to get into that doesn't require customer interaction. If you have enough of a bank roll, you can hire people for all that stuff.

Your Website Matters

Just building a website isn't going to get the customers calling and the dough rolling in, but it is important, it's going to play a major part in your lead generation efforts and should assist you in your sales process.

It doesn't matter what service you're offering, whether it is website design, SMS, SMM, SEM, etc. etc. you still need a good looking website. Looks ARE important but it's also important to convert visitors into leads. It needs to be informative, come off as being trustworthy, and showcase you or your business as a thought leader in the industry. It is your cornerstone of lead generation, inbound marketing, and sales.

Your Website Is a VERY Important Piece of The Marketing Puzzle

When you go to sleep, your website is still alive, working, with no smoke break. It works on holidays, it doesn't get sick. It is there to help a potential customer who clicked on the link to your website from an email you sent 2 weeks ago, that finally has the chance to look at what you offer at 3AM. Your website is a work horse that needs to be fully developed and utilized as much as possible.

I recommend setting your website up with any type of CMS you prefer, wordpress, Joomla, Drupal, whatever you are comfortable with go ahead and use it. I personally don't care for wordpress but it serves its' purpose. We can get into the breakdown of the different content management systems out there later on.

Unless you are a very gifted designer and developer, you should choose a template that allows you to showcase your work, your content, something that allows you to answer any question possible through your website. A 5-7 page website is not for you, it is for some plumber or handyman in the middle of nowhere in Wyoming, not for a tech company like yours. You need many pages, pages with a purpose. This is the one area I see people mess up all the time. You

need content. You need to fulfill the thirst of excitement a business owner has when they think you can change their company by bringing in more revenue, they want to learn as much about you and your process as possible.

If you're not experienced and have never made any type of website before, then you should probably stick with wordpress and a theme. Learn by doing your own website and you'll feel more comfortable doing it for others. There are countless how-tos and support articles on any topic you could ever want to learn, and a huge support community that will help whenever you hit a snag.

Your website should educate your visitors, not just on who you are or why you're better than your competition. Your website should show them what they're getting, how you solve problems. Your website isn't there just to show off and say I'm better than everyone else. Your website should answer questions they have about the service, how it is performed, the work involved, guarantees that you have or don't have, tips on choosing someone, etc.

You also need STRONG calls to action. Go ahead and have a free eBook giveaway. Make sure it is very easy for a customer to contact you. My preference is to have a number listed on a page 4 or 5 times, with links to contact forms, image CTAs with links to forms, etc. Never allow your customer at any point not be able to see some contact information for them to fill out a form, email you, or call you. The only exception is top of the funnel leads attracted through blog content.

Make sure to use proper on page optimization for your website. Target keywords with geo location if you're handling local stuff. Make sure you have Google analytics installed along with Google Webmaster Tools.

Definitely have a blog. I feel kind of hypocritical by saying this but it is important. I have always had a blog, now whether it has always stayed up-to date or stagnant is another question. A blog on your website allows you to target so many different long tail keywords to bring in additional traffic. It also allows you to appear as a thought leader in the industry. I've had many clients buy and they have read almost every blog article I have written. They were educated on things I wanted them to be educated with, they were easy sales because I wrote the content, and

provided their education. They would be ignorant to certain things if it weren't for the content written and published on the website.

This is an awesome thing. My sales ALWAYS spike when I have an active blog. If you blog for 60 days straight and you understand the basics of keyword research and on page SEO you can pull in massive traffic very fast especially if the topics are more evergreen. Unfortunately, I often neglect the blog because I get too busy working on leads, working on projects, managing my team and experiencing life. It's something I'd like to work on and update daily for a whole year because I've seen how much value it brings in. The only problem is time.

For someone new or even somewhat established but having trouble with growth, your blog is a key piece that is probably missing. Definitely start publishing content, you will benefit from it in many different ways.

Another tip for your website isn't really website related but something that a lot of people seem to neglect and it's so simple and stupid to not do it. In the signature line of your email client, make sure to have your contact information along with website address. I've had people that I emailed a pricing sheet to and they dropped off the face of the earth. A year later, they go through their email, click on the link and refresh their memory on who you are and what you were offering. Some will actually call you and be ready to buy. It has happened to me quite a few times. Two of my best clients are perfect examples of that. One waited two years to buy; another bought 9 months after the last point of contact.

Many gurus or experts advise against having a slider on your website. I disagree. In fact, my experience and testing has shown that sliders and slideshow actually increase the time on site. You can often make a clean design pop with graphics in a slider with a strong call to action inside. I think what many of the self proclaimed gurus are talking about, are references to landing pages, not the home page of your website.

If you have video to put into your website like an animated video, whiteboard animation or even video testimonial or video of yourself, go ahead and embed it into the website. It increases time on site and in my opinion it will increase your

conversions a bit. I personally don't use video very much except for SEO purposes and ORM. However, it could be a good idea if you have the skills or the money to put into something like that.

Portfolio: If you are offering website design then it is definitely important to include a portfolio. Show off your previous work, clients or prospects are interested in seeing what your abilities are. They want to see what their website could look like. If you have a very small portfolio, or no portfolio at all and are just starting out then you will want to sort of exaggerate, but not lie. Use some screenshots of themes available for purchase on other sites and put them on your portfolio. You're not claiming these are sites you've designed, right? Have some sort of heading on the page saying "Your Website Could Look like These". Once you have developed a good amount of websites, replace those samples with your own.

See, the important thing about a portfolio page is not the amount of work you've done. Clients don't care about that very much at all. The goal is to provide them something that gets them thinking, show them what is possible, and let them dream a little. After all, if you're displaying templates to show what's possible, it's incredibly easy to fulfill whatever they could possibly want.

If you're offering SEO, Social Media, Reputation Management or whatever other service that doesn't really allow you to have a portfolio that doesn't mean you shouldn't show off your work. One of my friends that performs SEO in his local area does this very well. He actually shows a long list of all the keywords he is ranking #1 for, for his clients. He has an opt in on the same page and it converts very well.

I've also done some work for a reputation management company that showed off their portfolio of clients, with a detailed process on how they handle your project.

Just because you don't have screenshots of design examples, doesn't mean you shouldn't have a viewable portfolio.

Your About "Us" Page – An about us page is very important and most of the time not structured the right way. An about us page, isn't really about you. It is about what your customers want to know. They don't care what your favorite food is, what college you graduated, what certifications you have and what your grades were. They don't care about pictures of your family, how old you are, and most of the time they don't care how long you've been in business. Some will argue on the picture part, but that isn't the point, the point is you want to give them reason to do business with you, not distract them.

What customers want to see on an about us page is that a company cares about them. The customer is looking for the company to relate to them. Your about us page should cover what you offer, and of course mix in the basics but to really do well you need to tell stories. You need to have a unique selling point. An about us page is a perfect place to mention whatever guarantees you may have. It should overcome objections for you, so you don't have to later on over the phone.

When you write your about us page, forget the boring stuff. Make it entertaining, yet informative. It should tell a story. Make it something that can relate to your customer and most of all, be memorable.

Other Pages – Your website should include a ton of pages, about every single aspect of your business. The few I highlighted here are just the ones that are usually done so wrong that I need to bring it to your attention. It doesn't mean the others aren't as important.

You should have a page on your website for every service you offer, have a F.A.Q. section, make sure to have a blog to pick up on long tail keywords. Have a refund policy in place. Work on some gated case studies, white papers, eBooks, etc. if you're working on an inbound marketing strategy.

Your website should have a ton of content, but not fluff. It needs to be content with a purpose.

Hosting Websites For Your Clients and Yourself

This is where things get a little tricky for amateurs. There are a lot of options out there and they are not created equally. You need a hosting service that can not only host your website but also host your client websites.

There are options like GoDaddy, Bluehost, HostGator, Acehost, JustHost, iPage, and hundreds if not thousands of other hosting services.

I don't recommend Godaddy, 1and1, iPage and hosts like that. I use Hostgator, and I recommend hostgator, though there are other hosts out there that are just as good and maybe some could be better as well. I recommend avoiding EIG if possible, EIG owns a lot of different hosting companies, and has recently purchased HostGator. They haven't ruined hostgator yet and even under EIG control it is still one of the best out there. However, some of the older EIG owned companies are absolutely awful. iPage, is one of those companies, please don't go with them.

What you want to have, if you're hosting client websites is what is called a "reseller" account. You don't want a basic shared hosting account; you want an actual reseller account.

Reseller Accounts are Cheap and Flexible

A reseller account will allow you to have all your client websites under one roof, with each having their own unique cpanel and ftp access all the while having your own WHM login to manage all your accounts.

This allows you many advantages. It allows flexibility in managing the accounts. It also allows unique access so if you have a client that insists on being able to get into his or her cpanel, you can give them access without them having root access to every account. You can easily get into different accounts to create FTP accounts for your outsourcers, as well as delete them when necessary. Another key advantage is security, and people rarely talk about this but it is much needed.

When you host a lot of websites, it is only a matter of time until someone finds an exploit through an outdated version of Wordpress, Joomla, or plugins. Sometimes when you have an exploit happen, it will affect all files and all folders, so having separate FTP logins for each account helps so much! Can you imagine having 200 websites under the same root ftp and having an exploit hurt one site, but then it spreads through your entire directory tree to infect 200 websites? You won't even be able to start fixing the problem because you'll be too busy answering the phone non-stop.

Why deal with a reseller account instead of affiliate commissions?

Okay, so for example, I love hostgator, I have a dedicated account as well as a reseller. I also am an affiliate. So what is the difference?

When it comes to making money, you want to make it. You want to make as much of it as you can for as little work as possible. You want it to come in on a consistent basis right? Well when you're working on client websites, you're just losing so much money by sending them through an affiliate link. Let's say your commission is $50 just one time you get that money per affiliate sign up, that's not bad, it's extra money. Now compare that to $20/mo over the course of a year. You end up with $240 instead of $50 and that is just if they stay with you for a period of one year.

If you end up selling 2 website packages each month, that leaves you with 24 clients after 12 months. In one year, those 24 clients will make you an extra $5,760 or $480/mo of semi passive income at a $20/mo fee. I sell hosting and maintenance for $50/mo. So that brings up the income to $1,200/mo or $14,400 each year in semi passive income.

Some prefer sending people through affiliate links because they don't have to deal with ongoing maintenance, which is okay. I've done that with ad space through blogs here and there, but to me, the value isn't in a $50 onetime payment, the value in it for me is long term semi passive income that allows stability and budgeting in a somewhat unpredictable business.

I would recommend you all do the same.

Cold Calling For Leads

Doesn't everyone hate the thought of cold calling businesses, bothering people who you have never talked to before to ask them to buy something to someone across the country? It sucks. Even those that are good at cold calling don't really enjoy it.

I hate cold calling. I have never really enjoyed it and never will enjoy it but it is an effective way to generate leads and to generate them fast!

Now here's the deal. If you really want to avoid cold calling, you certainly can. If you want to push through the anxiety and give it a shot, and start generating leads TODAY, then I will explain to you how I do it.

There are people that are gurus on cold calling. They sell products on cold calling, and it would be easy for me to generate an affiliate link and push that crap in this ebook but the truth is I don't think it would really benefit any of you. I'm not an expert on cold calling. Hell, I'm not even what one would consider a sales person, and that's a good thing. I'm not a telemarketer when I'm cold calling, I'm a business owner. I'm not trying to build a relationship on a pretense, I'm trying to make a sale and hopefully we can have a good business relationship.

I've seen so many techniques promoted on marketing message boards, to email lists, getting hopeful newbies all excited thinking they can be making thousands each day over the phone when in reality the techniques they're using are ineffective. I've seen long winded scripts that will never work in real life, with claims that you will convert a sale once every 50 calls.

This section I will give you steps to take to make cold calling a success. I will give you different strategies and techniques to use, with sample scripts that actually do work for my sales people. I will give you ways to answer objections. Real life numbers that you can expect to hit.

If you are a one man show, or one woman show, you will want to get away from cold calling as soon as possible since it is so dependent on you, and it eats your time away. You can't be as productive as you want to be when you're cold calling every day. It also has a short life span.

Choosing a CRM

You're going to need to keep track of your leads. You will be developing a call list of prospects and they don't need to be imported into a CRM if you don't want.

What I do is import a call list filled with business name, phone number, website address if they have one, where they are located, etc. and me and my sales team will call them cold. These are people I have put in a pending lead category through "Nutshell" the CRM I use. Once they're a pending lead, they can either become an open lead, or a cancelled lead. If they do not become a real lead then they get cancelled. I don't do a bunch of follow up calls to talk to an owner that is never going to answer the phone.

For you, if you're not handling 30,000 calls each month then you shouldn't worry about importing all your prospects into a CRM. Instead, just use Excel for your created calling list. Once you call them, either delete them from the list in excel, or if they express enough interest to make them a lead, then create the lead in whatever CRM you choose so you can schedule follow up calls, take notes, etc.

Insightly, ZOHO, VTiger, Nutshell are all great, affordable and some are free, CRM's. Of course Salesforce is the king of the CRM space, but if you don't want to shell out the money then stick with insightly or zoho. VTiger is free when you run it server side but if you don't have the technical knowledge then don't bother. It is a very extensive CRM, and very powerful, probably too powerful for your needs. You want a CRM to make your life easier and more productive, not to be time consuming and causing you to lose productivity. Seriously, VTiger is awesome, but it was overkill for my needs.

This brings us to the next step.

Creating a prospect list/ calling list

You have a couple options here. You can create a list the night before you call by manually searching Google local results, yellowbook, yellow pages, manta, or countless other directories. You would just copy and paste the business name into excel, with a field for their phone number and any other relevant information. It shouldn't take too long for you to do it manually, on your own. You could also outsource this task to a virtual assistant.

Another option is using a service like infofree.com. They have lists you can sort by certain demographics, SIC codes, industries, etc. It's easy to do; it provides contact names although it seems that about 10-20% of the contact names are incorrect.

My favorite thing though, is Mobile Renegade. It is a piece of software that scrapes Google, Yellowpages, and Yellowbook and you can export the list as an excel file. It's an awesome piece of software and I was lucky enough to be a beta tester for it. I've been using it way before it was even released to the public and it has helped me make a lot of money. I also use it to scrape emails for my cold email lists.

You can scrape hundreds of businesses in a matter of minutes. I usually build a list of 3-5,000 at a time and work through it then scrape some more when I need to add more prospects. I scrape 24/7 on multiple computers for emails to build up my email list.

You can also scrape facebook for business pages which is really awesome since many of the business pages on facebook list personal cell phones and their email address.

Here's a link for mobile renegade: http://www.warriorforum.com/warrior-special-offers/613161-3000-sold-rave-reviews-easiest-fastest-way-more-offline-sales.html I love this software and would recommend it to anyone but if you're strapped for cash and just getting started, you don't have the luxury to automate.

Do it manually. Automation should always be a goal but you only want to automate when you can afford it. If you have more time than money, do it manually. If you have more money than time, then automate. This applies to everything, not just building a list.

When you're creating a list, there are a few misconceptions people seem to have. Some people target those who don't have websites. Others will target businesses that have outdated websites. You may be able to make sales with both of those lists. I view it in another light. (This is relevant for all services, not just websites, you can judge the quality of the prospect based on how good their website is, when you're offering social media, ORM, SEO, PPC, etc.)

See, when someone doesn't have a website in this day and age, that's a pretty big red flag. Why would a business who takes themselves seriously not have a website? It is usually because they don't see the value in having one. When you target people like this, you will surely get some good leads from it, but the main problem with this kind of prospect is that you have to educate them on why it is important, how it can help them, what they're missing out on. You're adding an additional step in the sales process, which also presents itself as a barrier.

Now the next list of people that have outdated websites, they have seen the value in a website at one point in time but either they don't care anymore because it has performed lousy, or they think their outdated piece of crap is actually good. This group of people can be great customers, but they can also be sissies that are extra sensitive and offended that you think their website is garbage. They spent thousands of dollars on that scrolling text feature back in 1998, how dare you! This group still requires educating, and you usually have to be pretty careful in how you word things in order to get them to become a customer.

I build lists with both of these types. However, my favorites and easiest sales are the people who already have a website that looks like it is well maintained. Not the best website in the world, but something that looks good and would make you think they would never be interested in a brand new one. These are the

people that already know and understand the value in online marketing and having a good internet presence. They are usually the most open about giving a new service provider a try, and they are also the most paranoid about their website and want everything to be up to date, perfect, optimized, etc.

About a year or so ago, I sent out an email blast to a bunch of companies. I think it was a major plumbing company on the west coast; they had absolutely everything they needed. They were killing it online. To the point that I didn't even know what to offer him, made sure he was happy with everything he already had and they were. I've never seen a company be so well put together online. I asked him what made him decide to call since everything was going so well. He said, the reason we're doing so well, is because whenever someone like you reaches out, we're open to doing something to better position ourselves. We get it, we know the importance and never pass on an opportunity to improve if that's something we can do.

Perfect example of why those who already understand the importance of online marketing, are the best to target.

Creating a Script

Creating a script is essential for anyone new to cold calling and even for experienced telemarketers who are not experts in the product or service they're offering.

A lot of people try to say you should always stick with a script. I disagree with that. I think when you're starting out, you should definitely stick to a script but when you become an expert, and you know your business inside and out, and you have been doing it long enough to identify when you need to approach something a different way you no longer need a script. In fact, I haven't used a script in years, but I do use a scripted approach and catch phrases when talking to people.

Here are a couple of scripts for a few different situations.

Note: I don't prepare a script assuming the best, because conversation doesn't happen that way and to get sales you need to have conversations. The biggest struggle people have is getting to the point someone is interested. I'm basically just giving you opening scripts. I'm not giving you a full blown script that walks you through a 10 minute conversation. You must know enough about your service to bring them from point B to Point C which is the close. I am allowing you to get from point a to point b, with these scripts. The rest is on you, and is the easiest part.

Situation 1: You have the business information; you don't know the business owner's name though.

Offering Reputation management:
Gatekeeper Answers
Hi ____, I'm sorry I don't know the owner's name but I saw some negative reviews on "name website", and would like to talk to him about that but Before you transfer me, could you tell me his or her name?

75% of the time if the owner is available the gatekeeper WILL transfer you.

Business owner Answers.. you have his name now.

Hey Dan(or whatever the name is) I'm Bob from Bob's Reputation Service and saw that you have a few bad reviews on Yelp. (Pause, wait for some sort of acknowledgement) I know it's impossible to please everybody no matter how hard you try, but did you know 96% of potential buyers look at reviews on the internet before using a company? I have a way to help you, is this something you would be interested in learning more about?

Why this works. Getting past the gatekeeper with a serious issue, and possibly business breaking problem is easy. They won't prevent you talking to the owner. Reputation management is one of the easiest services to cold call with because you get owners interested easily with this script. You also rarely have to deal with an overzealous gatekeeper.

Offering SEO:
Gatekeeper answers

Hi, I have a question about your SERP problem.
Gatekeeper is confused; most of the time will automatically transfer you to the owner. If not they will ask, what kind of problem? (I've never had this go any other way besides those 2 possibilities)
If they ask what, or say huh?
Your SERP problem … search engine ranking position with Google and Bing, I was just calling to discuss the problem but I don't have the owner's name. Are they available right now? Make sure to get the name before the transfer.

If they transfer and business owner answers:
Hi Jack, I know you're busy so I'll be quick, just wanted to talk to you real quick about your SERP problem, is this a bad time?
Okay great, I was just doing some research and noticed you're not ranking on the first page whenever someone is searching for plumbers in Chicago. I think we can fix that pretty easily, without costing a fortune, does that sound good to you?

Why does this work? Getting by the gatekeeper happens because you catch them off guard. They hate SEO guys and girls. SEO is a big scam to most people and they get hammered to death with calls and emails about SEO. They automatically stop listening and start blocking when they know you're selling SEO. This confuses them though. They don't know what a SERP is, and they hear that you're calling about a SERP problem; they know they can't help and are transferring you straight to a decision maker in most cases.

Whether the opening script works for the business owner is the real question. SEO has very low cold calling success rate. However, this allows the owner to quickly be in the mind frame that there is a problem and they are more likely to be responsive to you, listening to what you have to offer and asking questions. You position yourself as being able to easily fix it and maintain a ranking that isn't going to be expensive and it's going to make them more money. This has worked for me many times, but the real conversion rate for SEO is so very low.

Another way to position yourself on the phone when selling SEO is to not sound like an SEO company. You can be straight forward and say, I have a way to generate more leads through your website, would you be in a position to handle any additional work?

To be honest with you, I have sales reps that are very straight forward on the phone, no real effort trying to get past gatekeepers because they want the low hanging fruit. They don't want to really have to sell; they just want to burn through numbers and find people who are actively interested. What they sound like is something like this, even to the gatekeeper. (However, I do scrape leads of business owners who are more likely to be the ones answering the phones.

"Hi this is Lauren, I usually speak to the owner of the company or the person who heads up the marketing department, is he or she available?"

If they answer, it usually goes like this:

Hey, I just wanted to give you a quick call, I found your information on the yellowpages and wanted to see if your company would like to have a website designed to give you better visibility on the internet.

If they're selling SEO…. I noticed you were ranking below competitor A, competitor B, and so on in Google, we can change that for you, are you interested?

So the technique they use is very straight forward, it isn't glamorous and they don't worry about a lot of rebuttals. I'm sure those cold calling gurus will cringe at that but the truth is they get regular sales. Their conversions are lower of course because you're churning and burning numbers but they're able to do a high volume of calls so you're bound to get people interested, sometimes you will find people that have been researching what you're offering, exactly when you call.

It's low hanging fruit. In fact, if you're new at calling and have any sort of cold calling anxiety, you should keep it as simple as possible, once you get better you can adjust but this is probably going to be the best way for you to generate leads and sales.

You probably realize these script samples are not pushing for an appointment. The goal is not an appointment ever. I feel bad for those that go through all this just to set up and appointment or meeting with a business owner. I don't do meetings or appointments with potential customers, usually because I work nationwide but that doesn't mean I haven't had local people want appointments.

The problem with cold calling to set an appointment for SEO, Web Design, and related services is that you're wasting a lot of time. People tend to go after the whole appointment setting thing because they're afraid to sell something. Don't be afraid to sell something. Even if you're going for appointments, you're selling the business on the idea to take up time to meet with you. If they agree to that, chances are they're ready to talk business right then and there, why let them get off the phone and give them a chance to forget you and not care anymore?

I hate meetings so much. Let's say it takes 30 minutes to get there… 30 minutes to get back… the meeting itself takes an hour, so you're already out of 2 hours for one meeting when the lead is going to either buy or die in this meeting. I would much rather spend those 2 hours generating another 2 or 3 leads that will buy than waste those 2 hours meeting somebody.

I understand that if you're desperate for money, you don't see the big deal in avoiding the appointment setting route. For me, and for anyone I talk to, I can never see a situation where you would close in person instead of over the phone. I've met with 3 local clients in the past couple years and 2 of them were the biggest pain in the ass clients you can imagine. It was such a pain that I had to start charging them for appointments.

Cold Calling Follow Up

You now know how to get past the gatekeeper, or maybe you don't care about getting past and just want to churn and burn numbers to get to the low hanging fruit. No matter how you want to approach things, you have to follow up with these leads. One call closing is very rare and if anyone tries telling you otherwise they are either offering something for super cheap like a newspaper subscription or they are lying.

Once you have a business owner or decision maker on the phone you want to have a conversation with them, get them talking, ask questions, find out their problems and show them how what you offer is a solution. The problem is, they aren't ready to buy right now so how do you get them to buy? Do you keep badgering them on the phone, potentially blowing a good lead or do you let them go?

What I always do is once the conversation starts getting to the end, they usually want something to see, maybe a price sheet or something and some sample sites. If they aren't busy, I always try to keep them on the phone and walk them through the website so they can see samples, prices, etc. I always get their email address to send them the pricing and info sheets so they can pull it up while we're talking.

Usually what happens is they are waiting for payment on a couple jobs, or they have to discuss things with their wife, or whatever. I don't bother giving a rebuttal to that because I don't care to. My goal is to create a lead, and start building a relationship. If they buy on the first call, great, if they don't, that's okay too.

Where most people fail once they start cold calling, is the lack of follow up. You have to call people back, continue calling them, leave messages, and never let a lead be lost because of lack of follow up. My statistics in my CRM show that 65% of customers will buy between the 3rd call and the 7th call. 20% of customers buy between the 8th call and the 15th call. 7% buy on the 1st or 2nd call. The remaining 8% buy after 16+ calls.

Those statistics should show you, that 65% of your customers will buy between the 3rd follow up call and the 7th. That means that you're going to be doing some follow ups.

How I usually handle follow up calls is that I give them a call, ask for them by name or they will answer directly, and say Hey this is Nathan, we've been talking about making your website a lot better, I just wanted to follow up with you and see how things are going. Usually they'll push you off a bit longer, and I'll ask them if they have any questions… then I'll also say; so out of the packages we have, which one was the most appealing to you? If you get them to answer this question, then you increase the chances of them buying.

You always want to have a purpose of each follow up call. Maybe it is to answer a specific question. Once I have someone interested on the first call, my next call is going to be asking about the information they reviewed, if they have questions about that, which package they think is ideal for them, and we setup another time to follow up. I will usually get an estimate on when they will be ready to pull the trigger and get something going.

The 3rd call is where I can usually tell just how serious they are. I ask how they're doing; remind them who I am and our last discussion. I ask if they're ready to get things started up. If not, then I will make sure to bring up how what I'm offering is solving a problem, or how it's going to help them. I pound it into their head; they give me a date when they're ready to do something. Before getting off the phone, I let them know how we process payments doing check by phone, so we just need the information on the front of the check. I repeat the date I'll be calling, and reiterate the check by phone.

Each follow up call after that, just keep checking in, have conversations. If they ever at one point try to tell you they're not going to be doing anything until next year, or 6 months from now… it's not worth rescheduling a follow up for that long away. They will forget you.

Cold Calling Expectations

Oh so you read some awesome information about how this single dad at age 48 with no sales experience picked up the phone and made a sale in his first dial. He's making 20K a month and you're pumped up, you know you can do it to.

You're excited, amped up on caffeine, and start dialing numbers. You quickly realize that half the people you dial aren't answering the phone and aren't available, they're rude; they yell at you, they aren't interested in what you offer.

You now realize cold calling sucks. And hey… it does suck. No one wakes up in the morning saying OMG; I can't wait to call all these people who have no idea who I am. No one is excited about asking strangers to give them money. You're excited about the income potential, not the cold calling itself, and that's okay.

Cold calling and telemarketing in general puts a bad taste in a lot of people's mouth because they have unrealistic expectations.

You will likely not build a successful business just by cold calling. It's not impossible. It's just not something you're going to scale up by yourself. To really have massive growth, using cold calling as a main strategy you need a phone room with other people calling. You will likely need to match your cold calling with other strategies to pull in a good amount of income.

So here are the expectations you should set for yourself.

Every 100 calls you make to prospects, 1 will become a lead. That should happen no matter how bad you are. Once you get better, it could be 3-5 leads per 100 calls.

If you're decent at sales already or have a great personality that allows people to talk to you and feel comfortable with you, then you should have no problem getting 1 lead out of every 10 to buy. I've seen some situations with very awkward sales people who I can't even train, close as low as 1 out of 20-25.

So, if you make 100 calls a day, you should generate 5 good leads a week, even if you're bad.

That isn't very good, that means you make 1 sale every 2 weeks if you're decent. 1 sale once a month if you're bad, and even though that sucks, it doesn't mean you can't play the numbers in your favor.

Now why don't we go ahead and adjust these numbers. Instead of 100 calls a day, you want to pump out 200 calls a day. It doesn't have to take long; even manually dialing you will be able to knock that out in 4 hours pretty easily if you're focused and not taking breaks in between calls to gather your balls.

Those 200 calls now generate 2 leads a day if you're bad. 10 leads a week, generating at least a sale a week if you're decent at sales, a sale every other week if you're bad.

Once you figure out your REAL numbers, how many calls on average it takes you to get a lead and how many leads it takes you to close a sale, you will then be able to determine how often you get sales and how many leads you can generate each week by adjusting your call volume.

Everybody is different, people will have different conversion rates and it can throw the numbers off a bit. That's why you want consistent action, so you can figure out YOUR numbers, what it takes for YOU.

Answering Objections

People are going to have objections and it is best for you to learn how to respond to them. Questions are not objections. If someone has a question for you, you better know how to answer it since it is your business after all and you're the expert. That doesn't mean you need to know the answer to absolutely everything in your field, you just need to know more than the average business owner.

I'm not going to provide rebuttals to objections like I'm not interested, or I don't have the money for it right now, and things along those lines. Why? Because it would be a waste of time for you to continue with the conversation. When someone says they're not interested, it is usually because they're seriously not interested.

Here are some common objections:

I don't get paid until I finish a job, why should I pay you the full amount up front?
We've been around long enough to know that our time is better spent on projects for the customer, not investing a lot of time into collecting money owed to us. We take full payment up front unless the project cost is over $5,000 then we split the payments 50% down and 50% at completion.

What if I'm not happy with the website you provide?
We guarantee satisfaction, we'll continue working on it until you are happy with it.

My nephew, grandson, son, daughter is really good with computers; I will have them help with it.
If they were that good, and did this professionally why haven't they offered or brought this to your attention? Professional work gets professional results.

I think the cost is too high; I've talked to a few companies that have cheaper prices.
You've been in business for a while, why do people choose you? I'm sure there

are people that undercut you all the time but people choose you because of the quality you provide, the professionalism, the amount of reviews and referrals people give. Sometimes, and I'm sure you already know, something may seem cheaper but it can end up costing you more in the long run.

I like to keep my money locally, not in some state across the country.
I understand, I always try to spend money locally. The thing is, this small investment is going to allow you to have more money to spend locally. Maybe it will allow you hire a few new employees that will spend locally.

Local is great, the problem with local web designers, or local SEO companies is that they work with a variety of companies; they don't understand your industry. We've already worked with companies like yours across the country and have the experience to get results.

All you people say the same things but never deliver what you promise.
I understand your frustration with that, and it's easy to say we're different but the only thing
I can tell you is that I work hard for my customers. People like you are the reason I can pay the bills, if I don't deliver, I don't get referrals from you, I don't keep you as a customer… I want your money not just for a couple months, but forever.

Okay, I'm going to do some comparisons and talk to a few other companies as well.
If you don't mine me asking, what exactly is the deciding factor? What would make you choose one company over another? (Then you get to the real issue)

I just don't think I have the time to do this right now.
That's what we're here for, you don't have to invest a lot of time into this, and we take care of it for you.

I saw a commercial for a free website, why wouldn't I just do that?
I saw a sign a homeless man was holding that he would work for food, it doesn't mean I'm going to have him put on a roof for me, fix a furnace, or repair my transmission. Free isn't always best.

If a free website brings you in one customer every 3 months, does that make it better than a website that will provide leads on a weekly basis? You can have something free, but it doesn't mean it is going to help your business. It might save you money, but it isn't going to make you money.

I'm sure you will get many more objections that aren't covered, but look at how these are structured. You can easily develop your own rebuttals that will cover any objections you face.

Some you will not overcome. Some people will simply not do business with people that aren't local, but many people will. It's not your fault you aren't local, you can do your best with rebuttals but some people really care about it. You will have those that care, and those that don't care.

You will come across leads that are excited and really want to use you but they truly don't have the ability to pay your prices. Do you lower your price for them? There is no rebuttal that allows them to magically have money so what you decide to do is up to you. Sometimes I will tell them that next week we're actually going to have a special on whatever service, but then take away a couple features to justify the decrease in price.

Remember, the more calls you make the more comfortable you're going to be and the more leads you will generate. If you are cash strapped and need to make something happen fast, the phone is probably the easiest way. You must be mentally strong though and push through whatever barriers you create for yourself.

Don't get frustrated by rude people on the phone. You may be sitting by the phone, trying to get courage to pick it up again but you aren't because of the last person being mean to you. The thing is, you're thinking about it more than the person you just talked to. Move on to the next business on the list!

Email Marketing

Email Marketing is a great way to bring in additional leads without being so time intensive. With cold calling and some other techniques, they eat up your time and it's hard to diversify your own marketing to the point where you're bringing in leads from a variety of sources and reducing your overall risk while increasing the likelihood of meeting sales goals or projections.

Unfortunately, email marketing is something so many people mess up. They think you can get a couple hundred or thousand email addresses, email them and then wait for the phone to ring. You're going to be waiting a long time for the phone to ring, if that's the case!

So before we get into creating a list, and platforms to use, or the more in depth things with email marketing, I should give you a rundown of the things to avoid.

Don't send emails manually!
This is where most people mess up. They want to send these emails manually, either through software hosted on their own computer, or through manual emailing through outlook or Gmail. It is an awful idea for multiple reasons.

The first reason is because it defeats the purpose of a low time investment and lowers the time invested to generate a lead ratio. Now there are cases when it makes sense to manually email, but that's not the email marketing I'm talking about. If it's in the middle of the night and you have nothing else to do except send some prospecting emails giving detailed, helpful suggestions to different businesses in hope of them becoming a lead and ultimately a client, then I understand. It makes sense in that situation but we're talking about email marketing in a way that it can generate leads, a lot of leads, without the time involvement. We want it to be automated so it can compliment other marketing campaigns.

The second reason why sending manually is something you should avoid; is because of the spam filters, spam lists, and a lot of other problems that will really

screw you over. Perhaps it isn't due to sending manually, but using software on your computer or using Gmail or other service provider email platforms.

During an election period, I was lucky enough to work on a humungous email marketing campaign for a presidential candidate. This is actually very remarkable, because I was the very first person to do it on such a large scale, and this candidate was the first to ever have the power of internet marketing on their side. The emails were sent to 97 million Americans, spreading the core message, raising money, selling t shirts, raising awareness and really generating a lot of buzz in different online communities. It was crazy. I had multiple computers running, sending emails 24/7. I needed to send 97 million emails each week.

Then I had my first email nightmare.

Back then, inbox security, ISP's, spam lists, weren't as tough as they are now, but it happened. My IP's were useless. I couldn't even go to Google because my IP was so infested with spam reports, problems with reverse DNS not propagating to the right server email servers wanted them to, it sucked. I eventually figured out ways around it and continued sending.

Fast forward a couple years where I started doing a lot of email marketing for myself and the landscape changed. Now… RIGHT NOW.. if you send emails manually, your IP is exposed in the email details, service providers pick up on it, they automatically check the reverse dns settings so if you're sending via software, you're really in trouble. Gmail, yahoo and others put a limit on how many emails you can send each hour. If you're sending via outlook from your own @domain.com email address, then you have more unique issues than just the hourly throttle limits for emails. You are responsible for setting up absolutely everything to ensure good deliverability. Are you using a shared, reseller or VPS for your hosting? If so, then what someone else sends through the server is also going to affect you. If you have a dedicated server, extreme amounts of knowledge of how email delivery works, then go for it. If not… stay away from trying to manually mass email… it's not going to work.

More troubling than the limits and increased security to protect their customers from people like me is the fact that most emails won't go to the inbox, they will be put in trash or junk or they simply will be bounced due to whatever internal system deciding to bounce back the email even though it was a good email address.

Another problem people have besides the whole sending manual mass emails is that people are just sending one email and that's it.

This is a stupid problem… if you have a list of people you try to target and you only target them once, you're leaving a lot of potential leads behind. You already have the list, why just send once? It makes no sense and the majority of the work has already been done so why not set up a series?

People will disagree with this and some will think you should send less, others will say you should send more, and I'm not the type of person that wants to spend time analyzing their theories in order to formulate my own theory on what is right and wrong. I have tested out what has worked for me and what hasn't.

What I usually do, is plan out a series, and it doesn't have to be done all at once. I send once a week… sometimes if I'm low on good leads, or wanting an additional sale to happen quickly, I will send another email out within the one week time frame, but that's dependent on your own needs. I would recommend sticking with 1 email a week, until you understand what people want and how they respond to your initial emails.

Depending on the industry I'm targeting, I will have a series of 8-12 emails over the course of 8-12 weeks. During that time, they are getting helpful tips with solid calls to action in the bottom of the email address so if they need help implementing anything I've been talking about, they can give me a call. At the end of the 8-12 weeks, your list will be cleaned from unsubscribed people, bounced emails, etc. You will notice towards the end of the campaign your open rate declines. That is usually because of advanced email recognition systems the service providers have in place. Sometimes when you take a 4 week break, after

the 8-12 weeks, you're ready to start sending again with no problem, and higher open rates.

Sometimes a 4 week break is not enough to recover your open rates. Instead, you will want to test a new email address from your domain, and if open rates are still low, then you will want to buy an additional domain for the next round or series of your email marketing campaign.

Your domains will get burned out, it happens and there is nothing you can do about it when mass email marketing, unless you have a 100% opt in list.

Now that we have covered a couple important things here, it's time to get moving along through this section and the various topics to allow you to start email marketing like a pro.

Creating an Email List

This would usually seem like a pretty easy topic to get through but it's not as easy as it would appear on the outside. In order to create a list, you have to understand and plan out exactly what you want to do with the list. Some people, who are buying this guide and reading this, aren't comfortable with going to chamber of commerce sites and extracting all their emails in order to start marketing to them. I get it. It's a tough thing to decide to do, depending on your personality. If you do not want to email anyone without their permission then you may want to focus on building an opt-in list instead. You will have a tough road ahead of you but it is amicable and I wish you the best of luck. In order to build an opt in list when nobody knows who you are, you have to be extremely strong when it comes to SEO, content marketing, and social media marketing to drive traffic. It will take a long time, and you'll be at a revenue disadvantage in comparison to someone who is email marketing even without the recipient's permission.

So…

You can either have an opt-in email list, or you can have a mass email list that you've never had permission to email. I know some of you may be thinking, isn't that a violation of CAN SPAM? No, it really isn't as long as you have a few things in the email. In order to be complaint with CANSPAM in the USA (other countries, I'm not aware of the laws but do understand a few ways around them, you can email me for more information) you have to follow these basic things.

- No misleading header information no spoofed from or email address. It has to be legit.
- Don't use deceptive subject lines… don't say something's free if it isn't (even though you should never mention free in an email for deliverability sake)
- Recipients need to know where you're located. It can be a PO box.. it can be your home address.

- Have an unsubscribe option
- If someone emails you to unsubscribe instead of hitting the unsubscribe button to be taken off, you have 30 days to remove them.

See, it is okay to email commercial advertisements to people you have never received permission to email. Ethically, I suppose you can see it as a gray area, some will hate it, some will love it, but it's legal and I don't see a problem with it. It's easy enough to delete, unsubscribe, and it isn't wasting paper like a lot of junk mail will. However, don't expect many or any email platforms to be okay with a list of emails you don't have permission to send to.

There are pros and cons to both options.

An Opt in Email List – The pros to this option is that people fill out a form, on a squeeze page or a newsletter subscription, or whatever you have; they fill this out and offer their information to you to stay updated on new blog entries, specials, events, news, tips, etc. These people are expecting your email, and looking forward to it. You can say this is the more reliable way of email marketing and probably going to produce higher open rates, click through rates, and conversions. You should have this list, there's no reason not to have it once you start building up your content and traffic.

The cons – it takes an awful lot of time to build up to something meaningful. Most will give up before they have a decent sized list to do anything with. When your focus is to build up your opt in email list, it depends on other areas. It depends on your content, conversions, traffic, seo, marketing overall, social media, etc. It's not easy; it is not light on the time involvement at all.

Scraped list or public email list – Automation is a great thing. A scraped or public email list can be awesome or it can be awful.

I actually helped build a 6 million… MILLION dollar business with email marketing and how we first harvested the emails came from me manually going and searching from convention websites in niche related industries. I went to chamber of commerce sites that listed all the emails. I went to tourism bureau websites to

find their information and which travel shows they would be attending. I manually scraped sponsor information from different events. It sucked! I hated doing it but it was easy and the rewards were there.

I manually pulled a targeted list, actually multiple targeted lists that would help bring in a ton of money. See, building your own list manually, or in an automated fashion gives you the opportunity to have a targeted list that can build your business. It has to be targeted though. If you're all over the place and targeting dentists and plumbers but combine it into one list instead of segmenting it into multiple lists, then you have a problem. If you can hyper target; using dentists as an example but segment sub niches like oral surgeons, general dentistry and orthodontics, you will have even more success. A lot of people don't do this, and it's another trap that causes so many to fail at email marketing.

Now, the majority of the emails I harvest are from scraping software like Mobile Renegade (also useful for building a cold calling list see here: Mobile Renegade

It's awesome, I save a lot of time, I can plug-in a couple keywords and different locations and pull up emails to add to my list. It's so incredibly useful.

However, if you do not have the money to spend on automation software, then don't. You're not at that level yet. You want to automate as you grow, the more you can automate, the more you can spend time on revenue generating tasks. Right now if you have no clients, your money is worth more than your time. Eventually, your time will be worth more than money, and you will be able to use money to automate tasks in order to grow money! The sooner you can do that, the sooner you will have success in your business and in life.

I do recommend that everyone at least try building a list on their own first, manually with no automation so you can be in control of your own segmenting for your list. You can do this on chamber of commerce websites, physically going to websites and looking for email addresses, manta.com, yellowbook.com, yellowpages.com, facebook fan pages, there are many sources of publically posted email addresses for you to go through and add to your list.

Set a goal for yourself with email harvesting. You want this to be a weapon in your arsenal to guarantee your success. My recommendation is to start out harvesting 200 emails a day if you're doing this manually. At least 1,000 emails a day you will be able to harvest if doing this with automation. If using automating you will want to continue the growth of your list but you will not need to be as diligent when it comes to X amount per day. You will have a decent list within a month.

Using those numbers as goals after 30 days you will have a pretty good total list size with multiple segments, preferably by industry but if not, at least by location.

Using a scraper like Mobile Renegade is great, but I should also let you know that sometimes I will STILL go to a chamber of commerce site, or trade related directory and manually pull emails that I find. The reason I do this is because of additional email addresses that won't be scraped on other directories, and the fact that some of those people listed are more inclined to buy. I do this because I assume that a lot of people I market to, are getting hammered by people doing the exact same thing I do, so I need to do it better, but I also need to build up segments of the list that probably aren't as heavily targeted as the ones that are scraped via automation.

Total Emails harvested by method used:

How?	10 days	30 days	Projected Sale Per Send after 30 days
Manually	2,000	6,000	0.5
Automation	10,000	30,000	1
Total	**12,000**	**36,000**	**1.5**

As you can see in the table above, email marketing doesn't provide excellent conversions and it never will on a cold email campaign. You may be wondering why I love it so much and why I would even recommend it but the reason is simple. These numbers are based on a $1,500 price point, they don't account for your closing ability or selling ability, the numbers can go up if you have talent in those areas. These numbers also do not account for those that have called in, became a lead, and did not buy within 30 days. So if someone has bought on day 31, it isn't counted in this table.

At a $750 price point the average conversions just about double from both forms of list gathering, both scraping automation and manual so you can play around with your price point and test for yourself which prices will convert best.

Notice how the manually scraped list performs a bit better in terms of ratios when compared to an automated technique. It's easy to write off manual work and go for automation but the truth is you should be doing both.

After 30 days you have 36,000 emails generated and you start sending, at a $1,500 price point you can expect a sale a week, and sometimes 2 sales a week if you're sending on a weekly basis. That is a minimum of $6,000/mo to $9,000/mo in revenue generated from a semi passive marketing technique that can easily be scaled up to new heights.

Maybe you're a go getter and you're not happy with the 36,000 emails you generated in your first month of busting your ass. You decide to keep pushing forward and in 60 days you double your previous list of 36,000 to a bigger, more secure 72,000 emails, and month 3 you weren't ready to stop so you added another 36,000 emails to your list on top of the 72k. That's pretty awesome, and I wish I would have beefed up my list sooner than I did. Why don't we take a look to see how that would perform?

Sales Generated from Email Marketing at a $1,500 price point. These numbers are based on after the initial 30 day harvesting period and show the increase in sales with continued efforts of growing your email list.

How?	Sales at 30 Days	Sales at 60 Days	Sales at 90 Days
Emails via Manual work	$3,000	$6,000	$9,000
Emails via Automation	$6,000	$12,000	$18,000
Total	**$9,000**	**$18,000**	**$27,000**

As you can see, this is something that you can do and scale up to very large amounts and really start building a dominant business.

When using email marketing though, it's easy to be distracted by the numbers in the chart above, but don't fall into that mistake. The best thing you can do is use it as a support strategy to bring in traffic to your website, generate inbound calls as well as extra sales being generated.

Make sure to add every lead that called in, into your CRM platform so you can keep track of leads and follow up with them when necessary.

With these projections, it's easy to think you can sit back and just wait for the calls to come in. There are going to be a lot of issues that face you like how to write good email copy, good subject lines, etc. that aren't outlined in this guide. Due to the nature of offline marketing, and how many types of web based agencies there are, it's impossible for me to give examples of good subject lines that will pertain to your target market. However, the best advice I can give you is to make sure you split test your emails, not just your body, but subject lines, from names, and even time of day or days that you send the emails. They all play a role in open rates and the success of a send.

Which Platform To Use

You now know the benefits of email marketing and how huge it can be for you and your company or freelancer operation. Now you need to know what platforms to use.

You will likely decide to go with a monthly service that charges you based on your list size. At least, you should be choosing one of those services. There are ways around the monthly fee but in my opinion and experience it isn't worth the headache.

A couple of those suggestions that I DON'T recommend:

PHP list – This is a bulk email tool that you can install on your server. This requires technical knowledge, server side knowledge or at least the ability to follow tutorials but you'll still have to figure out a lot of things on your own. It isn't bad to use this but it is a problem causer.

See what usually happens is no matter where you are paying for hosting, you will have limits to your account, like how many emails can be sent from the server. This is for your protection if you're hosting a lot of websites. It is a measure to stop spam that happens from PHP/SQL injections along with other malicious compromises in security. It is also resource extensive so you will usually get an email letting you know that they have blocked php list from your account, and recommend you to upgrading to a dedicated server.

If you upgrade to a dedicated server just for php list you would want to have the software run from its' own dedicated IP address, and also be prepared to change it regularly.

Aside from the technical knowledge it requires, and extensive monitoring, crappy interface, etc. your biggest problem is likely going to back low deliverability. If you send 1 million emails out and it's only delivering 1,000… that's a huge problem and a realistic problem. Avoid using this method.

Bulk Email Software – There are so many pieces of software that allow you to bulk email from your computer and I'm surprised by the lack of options out there to allow you to vary your server connections. This option could be okay if you were able to spread out the emails throughout 50-100 different accounts with a delay measure to appear natural. It would also be good if you can set up custom options like using a specific dns and able to tinker with it using more advanced options but I haven't seen anything out there that will protect you from the harm it can cause.

The first problem is if you do manage to use all those different accounts, it makes handling the unsubscribed responses very difficult.

The second problem is that this usually exposes YOUR IP address. This is a big deal because when you send emails and a server is hit with your IP address very often then you're going to be discovered via their anti-spam measures and probably end up on a spam list eventually. If you do somehow avoid being listed on a spam list you will still have a problem is delivery of the emails.

This will hurt you so bad that when you're responding to client emails, they will no longer receive them! It will just straight up be rejected by the server. It won't even go into a junk or spam folder at that point, it will just be instantly rejected.

Monthly Email Services – This is the option you will probably want to have. It's the most dependable way to send your emails and also offers so many other options like auto responders, list segmenting, advanced analytics, and a much higher rate of deliverability. You also won't have to worry about dealing with hundreds of unsubscribes, soft and hard bounces. It will make your life easier.

Another great thing is that most of the services out there provide email templates, advanced scheduling so you can send at a specific time based on the user's time zone. There's so many options available out there that it makes this an absolute no brainer.

Heck, with these services you can invest a couple hours into it, and set up your emails for the next 2 months and not have to worry about doing it again. It's very efficient and the results will be better.

The platforms I have used for emailing a cold list:

Mailchimp

Constant Contact

iContact

Contactology

MailChimp – MailChimp is my favorite of all. I don't understand why but they get a bad reputation among internet marketers, but that's okay with me. A lot of internet marketers are doing some sketchy stuff so I prefer that most hate MailChimp. MailChimp is ideal for real businesses, which exist beyond the internet. It isn't for the guy sitting in his attic sending affiliate offers through email.

The reason why I like MailChimp is because of how easy it is to import the emails, and send, with no questions asked. They do require your emails to be via opt in but they don't ask you to show proof. You will technically be breaking the terms of use or terms of service of all these providers if you're sending to a scraped list. I'm okay with doing that.

MailChimp is pretty awesome when it comes to features. You'll have the ability to A/B split test your subject lines, content, call to actions, etc. before sending out to the full list. That will allow you to get the most out of your email marketing. You should always split test, even if it is as simple as just split testing subject lines. The

more opens you get, the better you'll do. With a feature like A/B testing available with any of their plans, it would be stupid to not utilize it.

You can also use 3rd party integrations, like salesforce and other platforms. I don't really do this much except for the Google Analytics integration.

Comes with a very easy to set up auto responder but that's not necessarily for the cold emails.

You will have an easier time designing emails with MailChimp than any other platform, or at least that is the case for me but I can see it being that way for different people with different levels of skill.

The biggest plus for me when it comes to MailChimp is that their spam measures are more relaxed than others. A lot of companies will ban you if you have a .1% spam complaint rate. I have had MailChimp go up as high as .8% spam rate and I still have an active account where that happened.

Constant Contact – This is probably the most well known platform considering their massive marketing efforts over the last few years. They were always one of the best, years ago. Other companies have popped up and now Constant Contact is in the rearview mirror trying desperately to catch up.

As for performance, I think they're spending a lot of money on advertising to position themselves as a choice for small businesses who want to overpay for a relatively small list. I think it's probably working.

The plus side for using constant contact for your cold email marketing is that they have plenty of design options and predesigned templates. Drag and drop editing, but MailChimp has that as well with their WYIWYG editor.

Prices are pretty fair once you have a larger list.

The main disadvantage with constant contact though is that there are no auto responders and they really lack in advanced options. It might be okay to start out

with constant contact but you will eventually move to another platform that can handle your needs.

One thing you need to realize before using them though is that their spam tolerance is not nearly as high as other places. You literally have a .1-.15% spam complaint rate and your account is toast. That means, if you have 2 people out of 1,000 hit the spam button you're at risk to losing your account.

iContact – I have always liked iContact, and it was the first service I used with great success on my own. I did use constant contact before ever using iContact but since being on my own and running my own businesses icontact was the first and is close to my heart!

It actually is one of the best options out there but where it falls short is packaged pricing for above 15,000 subscribers. Pricing wise, it is comparable to MailChimp.

Deliverability with this platform is great. At times it beats MailChimp in deliverability and features are about the same as well.

Usability is a little lacking but it's still easy enough to get going with relatively little time.

A couple small quirks make this a secondary pick to MailChimp, though one of the quirks is something that really gives MailChimp the cake in my opinion and that is the fact that it has a .3 to .5% spam ratio until they ban you on average. Better than other options out there but not as good as the monkey.

Contactology / Campaigner – I used this more when it was just contactology. It had a great rate of deliverability when I started, almost shocking how high the open rates were. It was so high I thought it was a bug with the tracking and analytics until I saw the amount of click thru's that confirmed the high rate of opens. However, after the servers became crowded with more people sending emails, it quickly dropped back to realistic levels and eventually below average levels.

They were pretty friendly when it came to spam complaints. .4% and I got a warning, no idea how high it goes up but I would assume it is comparable to MailChimp. Or at least it was before it became Campaigner.

Now that it is campaigner, I haven't really blasted out cold emails so I can't give you my experience on the change. However, it does appear that they are poised to become the top email marketing company with the amount of features they have. It all comes down to the delivery of emails though.

It looks as though they have implemented a workflow feature which is really awesome. I know of a few services out there that have tried to develop one but overall failed miserably.

So obviously….

Overall I favor MailChimp with iContact as a close second. Campaigner looks to be in a great position right now with the ability to make huge leaps in the space. You will be safe with one of those choices. Constant Contact is a big player but not equipped with what we need, and should only be treated as a last resort.

Now let's get to auto-responders for the white hats.

As I mentioned before, some of you may not be comfortable with emailing people without having their expressed permission. That's okay, and even though I'm comfortable doing it, I want to show you there are other ways. Even for those that opt to send unsolicited emails, you can still benefit from this because you should still be building your own opt in list.

First of all you're going to need to build traffic. This isn't going to be a how-to on how to get traffic but you can use other things mentioned later on in this book to develop traffic.

Building your list naturally will likely start happening when you have a blog, an active blog that is ranking well or generating traffic through social media or whatever other source. A great way to encourage opt-ins would be to have some

sort of report or whitepaper that you giveaway in exchange of their email address.

There are a few services you can use for an auto responder. What you decide to use should probably depend on whether or not you plan on doing any kind of affiliate marketing. In my opinion, Mail Chimp is the best all around email platform, but it isn't ideal for someone that does affiliate marketing. If affiliate marketing is something you will want to do, at all, then you need to choose a different service.

Here is a list of popular services for opt-in emails if you plan on sending affiliate emails:

- Aweber
- GetResponse
- iContact

Those three are probably the most popular among internet marketers, usually because of the affiliate marketing issue that other platforms have a problem with.

Aweber is the one that you will probably want to use if you're doing any affiliate marketing along with your other stuff. Not because the service is just so outstanding but because it is going to be the easiest for support, designing custom forms, etc. since it is so popular among affiliate and internet marketers.

When setting your clients up for email marketing, I'd recommend sticking with MailChimp, again unless they do affiliate marketing.

Now the point of an auto responder or at least one of the most beneficial things about it is that you can setup a series of emails that are spread out by however many days you want. For example, when my company is cold calling and we have someone interested in information, we email the info, pricing sheet, etc. and the sales team will send me the email to add to an auto responder list. It's set up to go out an hour after import, and the first email is just a thank you for your time type thing. In the body, more towards the end of the email I send a couple links to

blogs we have posted that kind of steer them in the right direction, does a bit of educating and allows them to do a bit of research on our website and it builds trust.

I have other emails set up to go out 3 days later, 10 days later, 15 days later, 30 days later, 45 days, 60 days, and then every 30 days. They all link to some piece of content that we put out.

This helps in so many ways. Like I said, it does build trust. It also helps if you're using this lead nurturing technique mixed with cold calling because so many times when cold calling you get someone wanting to see information but will never pick up the phone again. They don't pick up because they either can't afford it, or they aren't really interested. I guess in some cases maybe they really are busy. Using an auto responder though is so helpful because it allows you to stay in touch with them with virtually no work.

I had someone in my auto responder from late 2009. I forgot all about them until they ended up buying in 2012. I could barely remember the person, and I have a great memory. They remembered me. He thought we were good friends when he called to buy, but it was the auto responder and the series that I set up that allowed me to stay in contact with him and not lose the lead, but also not waste time with calling.

That has happened to me numerous times and will probably continue to happen. I've even had referrals from members in my list that have never bought, but the people they referred have bought!

You can of course set up an auto responder for other purposes like a 7 day course in exchange for an opt in. There are many different strategies you can use, but the main thing is to make sure you do it. It's a great tool that allows you to have an extension of a sales team without the overhead and drama!

Segmenting Your List

We're not going to dive into this too much but I want to lay out some basic things that will help you have more success in email marketing and ultimately result in more sales due to prioritized time and somewhat of a lead scoring system.

Why would you want to segment your list? There can be many reasons, even if you are scraping your list or if you have an opt in list; segmenting the list could be a useful thing for you to do. It allows you to send certain content to certain prospects. Here are a couple situations and tips for segmenting your email list.

If you're scraping your list for cold email marketing, then you will likely want to segment your list either based on industry or location. Your email marketing will be much more effective if you have a specific email for landscapers, roofers, lawn care companies, etc. instead of a generic one that is sent to everybody on your list. You can also segment by location which can be effective if you have a city or state specific domain name. Whether you segment by location or industry, you will certainly improve your lead generation via email marketing.

The next situation is mostly for an opt in list, but if you're smart and you don't mind the extra time messing around with settings you can add rules for creating a new segment and also use it as some sort of prequalifying the leads. For example, if you have a list of 20,000 emails, and you're sending out an email about a new white paper on easy SEO techniques for every business owner, the ones that click on the link inside the email are probably more qualified than those that don't. It may be useful to create a rule that automatically moves them into a new segmented list for potential SEO leads, which you can follow up with again by manual email or calling them. You can also create rules for that new segmented list to create another new segmented list if they click on a link that leads to yet another offer that brings them further in the sales funnel. This allows you to be extremely efficient in who you talk to and ensures you're talking to people that aren't cold anymore, and have some sort of interest in what you offer.

One of my favorite situations to segment, even though it isn't a typical segmenting situation is to segment opt in subscribers based on the content that lead them to the subscription. You can either do this in a list segment or you can have completely separate opt in forms that opt them in different lists. For me though, I would much rather segment instead, since I don't want to have people continue to double opt in and risk losing the chance to capitalize on their interest by hindering user experience.

Segmenting your lists brings up another topic called lead scoring. Lead scoring is a useful system that allows you to know which leads are higher quality and deserve more of your attention. The problem for most people is that at first you're not going to have an insane amount of leads to contact that you just won't have time to get to. That would be awesome if you did, but let's be realistic. If you're running your agency by yourself with no outside help, eventually you will have a lot of leads and you will need to make better decisions with your time.

Having an email marketing strategy and auto responder series with list segmenting system in place, allows you a certain level of automation as well as lead scoring which will allow you to focus on other revenue generating activities instead of blindly wasting time on prospects that simply aren't interested enough.

Essentially, what you are doing with lead scoring is assigning a grade to a prospect. This really deserves its' own section but it fits so perfectly with email marketing but could also be used when cold calling or taking inbound calls.

A lot of people have some sort of lead scoring system implemented and they use a variety of metrics like page views, return visits, filling out a contact form, reading a blog, etc. However, you have to understand that it isn't interest that earns a high score, or grade. It is intent. Do you want to talk to someone that is interested in learning SEO, or do you want to talk to someone that intends to have someone handle their SEO in the next 3 months? I think we all will go for those with strong intent instead of just interest.

The best metrics in my opinion to grade, or score a lead is within your email marketing, or auto responder series. You can score leads based on whether they

open the email or not, whether they click the link or not, and whether they take the intended action that you expected them to take. Usually what I will do is have an email with valuable content inside, with a link to more content or a download like a PDF eBook, white paper, or some other form of gated content and if they convert from just a click in the email, to someone who downloaded whatever it was that I wanted them to, that usually is a signal that the person could be a good lead. At the very least, it separates worthless prospects from those that are interested and may have intent to buy.

To REALLY have a proper lead scoring method in place, it is difficult to assign a score just based on whether they click on a link or download something. The best way to find out is by talking to them. What I usually do is separate my scoring by leads, and by prospects.

Prospects are scored via email marketing, and ones I've never talked to. They start off with no grade. If they open emails a lot, then I'll give them a d or d+. If they click on links every now and then I might give them a c or c+. If they click links regularly they may be a b-. If they click links regularly AND download some content that was gated by a form then they can be a b+ or an A.

C's or better end up graduating into my lead list, but they start off in the lead list without a grade. The grading system is different; instead of A-F they get assigned a number, 1-10. The number that they get assigned depends on whether they are the owner or decision maker, the time frame they intend to buy, do they have the budget necessary, did they ask for a proposal, how many form submissions did they make. Obviously the higher the grade, the higher priority it is for you to talk to that lead.

Which would you grade higher; an owner of a construction company or the secretary of the same company that expressed interest on behalf of the owner? Would you prefer the sole owner of the company or have to deal with one of the partners in a company who has to run decisions through the other partner or partners? The company that can afford your services or the company that really wants it but probably won't buy unless you give a discount? Someone who needs

your service within weeks or someone who is planning on starting something in the next 6 months? These are all things that should factor into your own lead scoring.

Major companies will use advanced tools for lead scoring, some which cost way more than even I would ever want to spend on such a system. For you though, your lead scoring could essentially be done through your auto responder or email marketing platform as well as your CRM. You don't need to have a million dollar budget to implement this, you can use some existing cheap tools to automate your lead scoring like I suggested with MailChimp and list segmenting and the use of any CRM tool out there. You can even use excel if you want.

Split Testing Your Emails

You probably hear all the time in marketing, entrepreneurial, and sales circles that action is all that matters. Take action, take massive action they say. Yeah, action is necessary for any form of success. However, there's something that they don't mention, maybe because they fake it till they make it or they just want to preach the feel good crap. The truth is, blind action is usually useless.

If you're taking action, it needs to be with a purpose. Don't do things just to do things. Being busy because it feels like if you're not busy then it's a bad thing is the wrong way to approach things. **It is laser focused action that matters the most.** There are times I have to stop myself in the middle of a task and think, is this really the best way to spend my time? Is this something I'm doing just to procrastinate and avoid performing a higher impact task?

Split testing is something that is easily overlooked when you're trying to complete the endless amount of tasks on your to do list. Other times, it is something you can spend too much time on without any beneficial results. We're not going to dive into conversion rate optimization with websites since that is something that should require a totally different report. We're doing to get into split testing for email marketing purposes, and this is something you should certainly be doing no matter what kind of list size you have, assuming you at least have enough to be a statistical sample size.

Split testing allows for you to choose the email that is going to perform the best so you will be able to run more profitable and higher impact campaigns. Every email you send out should be split tested.

Subject lines should be split tested in every email. Be careful to not make the subject lines too different if you're testing the same body content inside the email. The subject line is what gets people interested enough to open your email and see what it's about.

When I started split testing my emails, I would have too wide of a variance on the subject line, so it was almost like split testing, just to see what to split test again which really hindered the volume of leads I was receiving. That sort of split testing, I like to leave to website design and CRO, instead of email marketing.

The best results in split tests I've run have been very little differences that I was testing in a subject line. For example I was sending an email out and these were the two subject lines I was testing:

"Does Your Yellowbook Website Suck? Here is Why…"

Vs.

"Your YellowBook Website Sucks, and Here is Why"

These are two very similar subject lines and you would think that the differences would not be much at all right?

Subject line #1 posted a very impressive cold email open rate of 17.24%
Subject line #2 posted a still impressive 15.07% open rate.

Both had very similar click through rates, the subject line #1 had a slight advantage but it wasn't very clear statistically if the subject line really made any difference on the click through rate itself. The open rates were very good on both subject lines and it might not seem like much of a difference but if you have a list of 100,000 emails, that's an additional 2,000 people that see your email.

Even at lower subscriber levels, split testing your subject lines will surely result in better numbers in the long run. 2,000 additional opens per email over the course of a year, can end up being well over 100,000 opens you otherwise wouldn't have had if you didn't split test your subject lines.

From names are also important to split test. I love testing from names, it's so fun seeing which from names perform better. Exact same subject line, same content… some from names perform better than others. You can also test your name +

company, like: William Williams, WW Construction vs. just having William Williams.

Some from names that perform very well:

Lindsey Stein
Lindsey Roth
Casey Roth
Casey Rosen
Chase Golden
Rachel Edgar
Victoria Brown

Those are very high performing names you can test out vs your own name to see what the results will be. For example, I used a sales persons name in an email and tested it vs. Lindsey Roth and his name only produced an open rate of 9% while Lindsey Roth produced an open rate of 14.3%. That's quite a difference!

What time of day, and the day of the week makes a difference too. This one is very hard to gauge because some days, certain times work better than others. This is a test I don't spend much time on at least when it comes to split testing. I will look at data of campaigns sent out to compare times and open rates but there are a few things I've learned.

1.) Mondays are usually very good days to send, preferably in the morning around 8:45-9:00AM.
2.) Mondays are bad if it is a holiday; don't send on that Monday at all unless it is around 9-10PM.
3.) Tuesday mornings are statistically some of the worst sends as far as open rates go. If you send on a Tuesday make sure it is in the afternoon or early evening.
4.) Wednesday and Thursdays are great days to send usually unless the Monday was a holiday. These days produce a lot of action, a lot of inbound calls.

5.) Sending in the middle of the night produces low open rates. Some internet marketers prefer to send at 3AM, but statistically it isn't a good time at least for local business owners. Wait until at least 6:00AM to send if you want it out early.

Testing your Call to Action in the Email can result in higher click through rates, and ultimately more leads. I started testing things out by increasing font sizes of certain words, underlining, bolding, changing colors, adding highlighted text.

I've also tested adding a repeated CTA in a P.S. or signature line.

This is the type of test you will want to be performing when your opens have been improved. Some could argue that the calls to action should be tested and have a higher priority than testing the open rates and that may be true. I can see how that would be more important, but it's not how I do things. The reason I don't split test CTA's first, is because I want to make sure my message is in front of enough people, that's the most important thing to me. I want to remain in front of these people because I know statistically; it is going to take multiple emails for them to even trust me enough to take a desired action.

Test different layouts and designs for your email marketing template. The most notable difference you should be testing is image intensive designs vs. very simple, clean, responsive designs. Responsive should be one of your biggest concerns to be honest with you, because out of all the emails I send, about 50% are opened on a mobile device, and it usually doesn't have automatic image download.

Plan on having a mobile compatible or responsive design for your email marketing, otherwise you're working against yourself. The biggest problem I see people do in email marketing, with their email templates is going overboard on formatting and images. I know, I know, it's great for something to look good but if 70% of the people aren't able to see the email the way you intended then it is useless and far less effective than the simple template with no advanced formatting that is formatted how it should be for everybody who opens your email.

Subheading is almost as important as the subject line.

Once you have the subject line hammered out and you know it's a winner, you need to determine the best sub header. The sub header, well at least what I refer to as the sub header is actually the headline of your email once it is opened. It isn't the subject line, it is a headline. This is what determines if a person is going to continue reading on or not.

The problem when testing the sub header or headline is that there isn't a truly effective way to analyze whether one is better than the other unless you have a minor call to action in your email, such as a link to a blog article or some citation you're providing that surrounds the context of what you're talking about. Overall, I will usually measure the effectiveness by the click through rate of the call to action at the end of the email. Is it the most effective way to judge which headline is the best? Maybe not, but it's really all I can use to quantify the success of a particular headline.

You can also test different font sizes and colors for the headline. Surprisingly enough, 16 point and 18 point can generate very different results.

Never, in any of your split tests or prior to deciding what to split test, assume that something wouldn't make an impact. It's often the little things you do that end up making a big difference.

Lists, bullet points and where you put them should be tested as well. Having a bulleted list, or numbered list can be very effective in the copy of your email. The split test I have run that had the most noticeable results was at the end of the email. In one sample I had a bulleted list before the main call to action, followed with a P.S. essentially repeating the CTA. It performed well, but the one that performed better was the call to action followed by the same bulleted list and then ending with the last CTA in the P.S. line. It wasn't some small difference… it actually increased the click through rate by over 200% from the original copy.

Other split testing ideas include:

- Long Copy vs. Short Copy
- Video in email vs. without
- Social proof vs. without
- Intellect vs. emotion
- Phone number included in the CTA vs. Just the link with no phone number
- Social media buttons vs. without
- Placement of social media buttons
- Sense of urgency vs. without
- Adding a P.S vs. Without a P.S.
- P.S. vs. P.P.S (or is it P.S.S.?)
- Personalize with their first name vs. without first name
- Discount vs. non discount
- CTA button or link color design
- Serious tone vs. humorous
- Change background colors

Split testing in email marketing is essential, and you can for sure do it in many other activities like direct mail, PPC, cold calling, etc. but without a doubt you should implement it into your email marketing activities. It's a platform that is cheap to use for marketing, and most include ways to run split tests in an automated fashion so it would be very stupid to not do that.

The important thing to keep in mind when split testing your emails, and anything else for that matter is to have direction. Have a hypothesis, make assumptions of what will work and what won't when it comes to testing and see if your assumptions are true. Identify what you think may have been a problem and see if you can improve it. Analyze previous split tests and see if you can figure out the reason why one was better than the other, and then try to improve the one that was indeed better!

Make sure every test you perform can answer the original hypothesis.

Never get complacent. Never be comfortable with your results.

Avoiding Spam Filters and Spam Traps

Something that usually kills email marketers before they even get going is the fact that you're going to get hit with spam. Your stuff is going in junk folders, spam folders and you're going to have open rates suffer because of it.

Some of you will have even worse luck and will find that your domains will be blacklisted. It's possible you can be even worse off than that if you haven't paid attention to my previous advice and you get your IP blacklisted.

This stuff can shut you down!

There are a lot of things that contribute to what gets considered as spam and what isn't.

Click here, buy now, with lots of exclamation points and capitalized letters tend to look like spam.

This is an excerpt from MailChimp regarding spam:

"Spam filters look at a long list of criteria to decide whether your email is junk. They might look for spammy phrases like "CLICK HERE!" or "FREE! BUY NOW!" They'll assign points every time they see one of those phrases. Certain criteria get more points than others. Here's a sample of criteria from Spam Assassin

- *Talks about lots of money (.193 points)*
- *Describes some sort of breakthrough (.232 points)*
- *Looks like mortgage pitch (.297 points)*
- *Contains urgent matter (.288 points)*

- *Money back guarantee (2.051 points)*

If your campaign's total "spam score" exceeds a certain threshold, then your email goes to the junk folder. You're probably thinking, "What's the threshold I need to stay under?" Sorry, but the number is different for every server.

As for that list of "spammy" criteria, it's constantly growing and adapting, because spam filters learn more about junk every time someone clicks the spam button in their email program.

Spam filters even sync up with each other to share what they've learned. Although there's no magic formula, we can help you avoid common mistakes that send newsletters to junk folders."

Here are some tips to help you avoid the dreaded spam filters of mail email service providers.

Tip #1 – Drip your emails – Most email marketing platforms give you a way to throttle your emails or drip your emails so you aren't hitting a server or email provider with thousands of emails in a matter of minutes. This is particularly important with larger lists. If you're at around 10,000 emails or even 20,000 you may not need to do this. I started dripping emails at around 40,000 or so.

Tip #2 – Remember Segmenting? – Okay, so you remember in the previous sections about segmenting your list and why you should do it, right? Well it applies to delivery as well. Segmenting your list will help your open rate because more emails are delivered in the inbox instead of spam. Why does this happen? Well, when you send a large list of emails out, and people hit the spam or junk button on you it is going to be reported to the provider and they will notice the large batch of emails being sent out, usually with a unique campaign identifier. This tells them that you're mass mailing and you might be a spammer. You don't want that.

Sending to segments of your list will allow you to have smaller batches, which look like a smaller amount of spam complaints in the eyes of the email providers.

Tip #3 – Make sure the platform you use, cleans your list from soft and hard bounces.

Most of the top platforms you will use for email marketing will already offer this in their service. If you use a service I didn't recommend in here, then definitely do your research and make sure they clean those emails for you automatically. It will be very difficult to keep up with it manually if you're sending high volume.

Tip #4 – Keep an eye on auto-replies. When you send tens of thousands of emails, you almost instantly get hit with a lot of auto reply messages. Don't make the mistake of just deleting these, because there is helpful information inside some of these messages. Some will respond giving you some sort of indicator that the email you sent hit their spam filter or spam list. This is a big deal because you need to remove those emails from your list ASAP!

If you continue emailing to those people whose spam filter is picking you up, you're only going to strengthen the spam signal that gets shared with a variety of software on servers. The second you see one that signals you are on the spam list, log in to your software and remove them.

Another useful thing with auto-replies is those that have a mailbox verification setup. These are the people that you email cold, and then you get an auto response back letting you know they require you to fill out a form or whatever it is in order to white list your email. This is another important thing to make sure you do. You should always fill that out, because if you don't then it can add a spam signal to your email address or domain. In some cases, it will ask you to verify something in order to be white listed but it will be almost impossible for you to find out that information. In those cases, login to MailChimp or whatever you use, and delete them from your subscriber list.

Tip #5 – Use both plain text and html for your email. When you avoid using plain text, or the html version you are more likely to end up in the place you don't want to be. The Junk or Spam folder often contains emails that look like they wouldn't be spam, but they get sent there due to this simple mistake.

Tip #6 – Don't use all CAPS in your subject line, or your email. It's not only super annoying; it is going to end up putting you in the spam folder. It's okay to have one word or even a couple words in all caps, but don't have everything in all caps.

Tip # 7 – When you notice a decline in open rates over 2-4 sends, change your email. Sometimes when you're mass mailing and you do everything right, you still are getting hurt by the occasional spam reports that happen. You will want to test this and make sure it isn't your domain by adjusting the next email to be sent out by a different email address. Usually you will want to try a new name@domain.com instead of an info@domain.com. If the test is a success and you see an increase in open rate during that send, you should continue using the new email address.

Highly Important Bonus Tip – When your domain email fails you even after changing the email, it is time to change domains. Sounds like a hassle, right? It is a hassle. Sometimes spam filters and software will notice what you're doing, and eventually you will need to change the domain you send from because the original domain is ruined from email marketing. Sometimes spam filters identify other content such as links, and what URL they point to. When that becomes a trigger you will want to use your new domain inside the email, and forward it to where your original one is. So if your domain was moneymaker.com and your emails are useless, you register moneymakernow.com. In your CTA link you no longer want to link to moneymaker.com at all, instead you want to link to moneymakernow.com and in your cPanel, redirect your moneymakernow.com to moneymaker.com

Highly Important Bonus Tip #2 – Remove Scraped Emails That have an FBL. This is something that will remove a lot of emails you have scraped so whether you want to do it or not, is up to you. The reason why you would want to do this is because FBL stands for feedback loop. Feedback loops when it comes to emails are the providers that have a report spam option and then it gets reported back to the platform you're using. Too many of those reports will end up getting you shut down with your provider.

An easy way to avoid that risk is by removing any email that has a feedback loop. AOL, EarthLink, yahoo, sbcglobal, BellSouth, they all have feedback loops.

You will easily cut down your list by at least 50% if you remove those emails, but you ensure more longevity if you do so. Risk vs. reward type thing, but I personally remove those emails.

Email marketing is such a valuable tool in lead generation efforts, it can require little time and provide much reward. It can be tricky, it can be tough at first but eventually it gets easier. There's nothing better than experience when it comes to all of this. The more experience you get, the more success you will have.