

7 Tips for Creating Emails That Get Opened and Get Read

We've already talked about some of the key points to getting your emails opened and read, such as by creating enticing benefit-driven, curiosity arousing subject lines. Now, we're going to continue that conversation...

Let's jump right in...

Develop a Schedule

The key here is to get your subscribers to expect an email from you on certain days and times. For example, perhaps you publish twice a week on Tuesday and Friday mornings. Sure, you may send emails at other times, such as when you're promoting a sale, but you want to make sure your subscribers always get an email at the expected time.

The reason for this is simple: if you're creating really good content (which is key), then your readers are going to start looking forward to your emails. The only way for them to sustain this level of anticipation is if they know when to expect your emails.

Which brings us to the next point...

Build Anticipation for Upcoming Emails

At the end of every email you send out, you want to get your subscribers excited about what's coming in the next email. You also want to let them know when they can expect to see that next email.

A good way to do this is by sharing the benefits of an upcoming email. If you can arouse curiosity – such as by sharing the benefits but not letting recipients know how it's possible to get those benefits – that's even better.

Let me give you an example:

“You’ll want to keep your eye right here on your inbox, because next time you’ll find out how to sell your unfinished project car for more money than you think it’s worth. How is that possible? You’ll find out on Friday!”

Another example:

“A lot of dieters think that hunger pangs and cravings are inevitable. I have news for you – they’re not! And on Monday you’re going to find out the secret of rapid weight loss without hunger pangs, without cravings, and without ever feeling deprived! Keep an eye out for my next email, because you won’t want to miss it!”

Use Responsive Templates

Many of your subscribers likely use their phones to read your emails. If you’re using an HTML email template that’s not responsive, then readers are going to have a hard time seeing your content. And if they’re struggling to read your emails, their solution will be to simply not read it. If they encounter this problem more than once, they’re probably going to stop opening your emails altogether (or even unsubscribe).

Fortunately, the solution is simple: use responsive design templates that look great on any device. If you’re using a major email service provider (such as *Aweber*), then you’ll have a collection of responsive design templates to choose from – no coding required!

Build Brand Recognition

When a subscriber first joins your list, your subject line is going to play an outsized role into whether that person opens your emails or not. However, over time the subject line is still going to be really important, but some of the burden will begin to shift to your reputation.

Here’s what I mean: if you provide a lot of great content in every email you send, then people are going to start associating your brand with awesome emails. And in turn, that means they’re going to look forward to your emails and eagerly open them as soon as they arrive.

Of course the opposite is true too. If your content is just so-so, then you're basically building a brand that people associate with "meh." If people think "meh" when they see your emails, they're unlikely to read them. A good subject line MIGHT make them curious enough to open the email, but if you don't deliver the goods then your list is going to grow cold.

As such, that's why it's important for you to consistently deliver good content that solves problems and is (preferably) something that your readers haven't seen before. (Even if that's just one fresh tip in each email.)

The second key here is that you need to carefully choose the "From" field on your emails in a way that reflects your name or branding, and then don't change it once you've decided on the field. People are going to open your emails, in part, based on recognizing your "From" field, which is why you don't want to confuse people by changing it.

Use Follow Up Tools

Many of the big email service providers offer built-in tools that let you see which portions of your list didn't open your last email. Use these tools to your benefit, by resending unopened emails, preferably with a different subject line.

Which brings us to the next point...

Test and Track Subject Lines

As mentioned, your subject line is always going to be an important factor when it comes to people opening your emails. That's why you'll want to test your subject lines to see which ones get you the most opens and clicks. This is particularly important for subject lines that you're going to use repeatedly for the long-term, such as those in your autoresponder sequences.

Note: many of the big email service providers offer built-in tracking and testing tools. If your autoresponder doesn't have these tools, then you'll want to consider moving to one that does (such as ConvertKit.com, Aweber.com, and many others).

Now a few parting words...

Conclusion

Any little thing you can do to improve the chances of someone opening and reading your email is well worth doing, as that will improve your overall conversions and list profits. That's why you'll want to put the above tips to work for you.



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