

4 Ways to Make a Fortune with Email

Hey it's Siimon Reynolds here from The Fortune Institute. Here's some interesting news, the founder of email, the guy who created email, Ray Tomlinson died this week... So that's sad news because email has really changed the world.

And I think for entrepreneurs like you, I think it's a tremendous opportunity that is rarely utilised. A lot of people don't pay attention to email because it's been around for a long time and we are just kind of used to it.

And a lot of people also don't pay attention to it because they feel that it doesn't work as an advertising medium. I have the complete opposite view and at The Fortune Institute we absolutely all believe that email is one of the most powerful advertising mediums you can use.

I mean imagine that you actually said to someone "Hey there's this medium that you can contact, potentially hundred of thousands of people in seconds with and it's free!" What would people say about that? They would say that is absolutely extraordinary. That really is the story of email.

So what I want to do today is just give you 4 quick tips about how to do email better.

Tip 1

Number 1: build your list constantly. The biggest problem I see when we are coaching entrepreneurs is they have a small email list. You've got to be working every day to build the list, build the list. How do you do that? Well whenever you do marketing you give them a reason for them to leave their email address, so give away free reports, call up say that you've got a newsletter, get people on your list by giving them genuine reasons why they should do it.

And then of course every time you have a meeting with someone say, "Hey listen we've got this really cool email newsletter or really cool X,Y,Z and give me your email address and I'll put you on it." Now if you do those things your email list is going to grow substantially every month.

Tip 2

Ok number 2 for the tips on how to do email well is communicate frequently. Once again when we are coaching entrepreneurs we see all the time, people will send emails out only occasionally, every few months... They're just not consistent.

Consistency is really important, frequency is really important, why? Because it A) builds trust... They get to know you and like you; and then B) it keeps you top of mind. So very, very important to communicate frequently via email.

Tip 3

Next up is Be Human. Be human. Don't just, you know, be a corporation when you email. Remember that you're emailing to a genuine human so be human in your approach, use sentences and words that are more like a human, show some empathy with your communication so that people feel that you're someone they want to do business with

Tip 4

Finally for tips today on how to do email better is study the results, so don't just send emails out - have a look in your CRM system or get your web master to have a look at your CRM system and let you know which headlines people respond to, which topics people open more often, and do more of them. And if you do all those things I can assure you that your email communications will not just be superior to your competitors', they'll be bringing you in a lot of money.