



There Are Only 8 Different Types Of Emails

by **Kurt Johansen**
Australia's Leading Email Marketing Strategist

Part of email marketing is having the ability to construct a message which resonates with your customers.

And by this I mean...

Write an email which follows a proven, successful, logical format.

Now, before you get all nervous and say, "I can't write." I am going to simplify things for you.

You see...

Once you have the format or formula it will be easy to plug-in in and insert the words you wish to say.

So to help – when you wish to send an email out to your customers the first step is to decide which type of email you should send.

because...

once this is decided it will make the task of writing so much easier.

So, the first step to remember is:

There Are Only 8 Different Types Of Emails.

Yes, only 8, and once you have copied these onto your desktop, you will easily be able to construct a meaningful email to your list.

Ok, there is a little bit more to it than just sending out an email

but...

these 8 different types will help you on your way.

Email Type One: Tell a Story

This email type is about telling your customers a personal story. Make it conversational; make it about yourself, your business. It doesn't really matter but it must come from the heart.

The story could be about your family, a personal experience anything which you believe people would be interested in.

Then...

Link it back to a product or service you are offering.

The key here is the story should reveal emotions. It doesn't need to be a literary masterpiece but it should reflect an honest, open dialogue with your customers.

Here's an example of how I used Email Type One in a recent email:

<http://www.kurtjohansen.com/businessstrategy/bali-reveals-3-major-lessons/>

Hi Everyone

“Bali Reveals 3 Major Lessons”

But first...

For the past 12 days I have been a guest on the Isle of Bali.

Primarily, I was there to conduct a three-day email marketing program for a number of switched on business owners.

I then relaxed and enjoyed the rest of the time with my family which included my wife and sons numbered #1 – #4 and others who stayed on.

Yesterday after flying from Bali to Perth then back home to Adelaide for a 4 hour stopover, I took the 6.30 pm flight to Coolangatta and you wouldn't believe what happened as I was disembarking.

An email recipient of mine, called David, stood up from his seat and said, “Kurt, I was thinking of you yesterday. I hadn't received an email for awhile.”

I said, “Spooky, it’s the ‘Secret’ at work.” I further said, “Look out in your email box. I have 3 Bali Lessons to reveal.”

So, this email is devoted to David, whom I hope slays them at his conference as a guest speaker in Canada.

Bali Lesson One

After I completed a successful three-day marketing program in Bali, 19 people including family and friends decided to seek a more athletic pursuit. A 40 kilometre bicycle ride down the side of a Balinese Volcano.

The bus trip to the summit took about 1 1/2 hours and when we arrived we were gobsmacked by the sheer beauty and brilliance of the view. Smoke rising from two volcanic craters, surrounded by an enormous picturesque lake.

The 40 klm bike ride is not your normal bike ride. It transgresses the steep-hilly countryside on minor roads passing through luscious bush and forest.

For me a 40 klm bike ride had never been attempted. Especially one in a foreign country on dodgy narrow roads with equally dodgy drivers and their apparent lack of road rules.

But what could I do...

Sons #2, #3, #4 aged 14, 13, 12 respectively were ‘biting at the bit’ without a care in the world.

I was more circumspect.

My wife just looked at me with that look only females can give; which sort of translates to “You WIMP !”

So, here we were. All nineteen of us, equipped with bicycle gloves, helmets, water bottles and a fairly modern mountain bike each.

After receiving the guide’s instructions we commenced the descent.

After a small flat 100 metre start we were directed right by a local policeman who held up traffic, and who adorned a mighty grin.

Did he know what we were getting ourselves into ???

The road was bitumen, well prepared, but fast. We flew down the first 500 metres like Lance Armstrong

until...

I saw son #4 pull out to the middle of the road to catch up to his brothers.

And...

this line of rapid descent may have worked except for the truck carrying live chickens driving up the mountain road.

This meant...

Son #4 had to weave back into the other bike riders and this is where he became a bit wobbly and lost control and hit the fringe of the bitumen.

With all his strength he tried to keep the bike straight until his right fist disengaged from the handle bars and was flung into the air like a rodeo rider.

Now with only his left hand steering, and still going at a speed which he couldn't control; the bike careered into the surrounding bush and until eventually both he and the bike lay motionless in the Balinese jungle.

Now, this event was witnessed by both his mother and me and a few people riding behind. His brothers and other more adventurous riders kept descending.

His mother looked at me visibly shaken.

As we approached he hadn't moved.

His mother called out his name, once, twice, three times. Still no response.

Is he unconscious? Is he lacerated? Are there broken bones?

None of this could be seen as he was facing down in the lush greenery of Bali.

His mother called his name again and then from the mouth of a twelve year old came those words which we knew he was alright.

He said...

“GET LOST !”

Yes, who would ever thought we would welcome those magic seven letters in that order.

“GET LOST !”

The ultimate response to having a bruised ego as apart from a bruised body.

The guides were quick to react to mend his bike but insisted he take a ride in their van to recover.

But son #4 had other ideas.

He told them, “I came here to ride down the mountain NOT to be driven down.”

And with those words he grabbed the bike and proceeded to ride after his brothers.

So Bali Lesson One for everyone today is to:

“NEVER GIVE UP FOLLOWING YOUR DREAM”

If a twelve year can fly over the handle bars of his mountain bike and land in the Balinese jungle, get up shake himself off, and continue to ride the 39.5 klm journey which remained then you can continue to follow your dream too.

Bali Lesson Two

Around the ten kilometre mark of the descent we were ushered into the home of a guide.

It was a typical Balinese country home consisting of three or four small buildings each having only one room.

There was the obligatory Hindu temple and a small smoked laden room which was the kitchen.

In the surrounding bush were two pigs. The largest was the sow that is the ‘breeder’ and the smaller pig being fattened for an upcoming feast.

The home was void of a toilet and when asked about this we were pointed to the bush.

My sons grabbed me and ushered me into one of the rooms at the home. They laughed aloud when we saw a dog asleep on bed in this mud hut. I then reminded them our Lhasa Apso and Golden Retriever do the same when we are not home. They just didn’t get the similarities but it was pleasant for me to see them experiencing other cultures.

My wife was most interested in the cauldron cooking in the ‘kitchen’. The kitchen was a mud hut with a thatched roof. Charcoal stuck to walls giving a musty, smoky aroma. The large cauldron or pot hovered over fire consisting mainly of dried cow manure.

Inside the pot was a concoction of potato peels and other vegetable matters.

My wife inquired into whose meal this was and was informed it was the pigs.

The family would ensure they fed the pigs to keep them fat and after that the family would eat from the same cauldron. Not necessarily the same food but definitely from the same large pot.

It was right here Bali revealed its second lesson.

My wife turned to the other females in our groups and stated, “I’ll never complain about my kitchen again !”

So, lesson two from Bali is:

“SHOW GRATITUDE FOR WHAT YOU HAVE”

Be thankful for what you own and possess because there is also someone who has less and is joyful, happy, and peaceful.

Lesson Two reminds me of the line- “I was complained I had no shoes until met a man with no feet”

Bali Lesson Three

At the end of the arduous 40 kilometre descend from the Volcano all nineteen people were gleeful and vibrant.

A few of us were tired, a few of us wanted to ride back up (only joking) but there was a common theme for everyone.

And that was...

Everyone praised and congratulated each other.

All nineteen people applauded each other's results and sat down to the feast which was prepared for us.

For me and one other, we couldn't eat after such a journey and instead settled for copious amounts of cold water to rehydrate.

But that's Ok because the Isle of Bali had just revealed its third lesson and that is:

“PRAISE AND CELEBRATE YOUR SUCCESS WITH OTHERS”

The trip down the mountain was over. Sons #2, #3 and #4 made it down without anymore mishap.

My fingers are crossed my wife has forgotten about renovating the kitchen and for me another successful adventure of my life has been achieved.

Bali and its wonderful people has brought to me three great lessons which when placed in numerical order are so important to heed.

- 1. NEVER GIVE UP FOLLOWING YOUR DREAM;**
- 2. SHOW GRATITUDE FOR WHAT YOU HAVE;**
- 3. PRAISE AND CELEBRATE YOUR SUCCESS WITH OTHERS.**

Until next week and enjoy the weekend. Cheers and Great Selling Kurt Email Mastery

TIPS FOR TELLING STORIES

- Tell a story about the author, maker or inventor of a product;
- Tell a story on how the product is produced;
- Tell a story about the ingredients in the product;
- Tell a story about how the ingredients are obtained;
- Tell a story about how the product or service was discovered.

Email Type Two: Discuss a Special Event/Holiday

This email type allows you to discuss a seasonal holiday or special event.

You could comment on the winning/losing of an award. i.e. the Academy Awards, the Grammy's or the Logies. You could then relate this back to what awards your business has won.

It allows you to plan a series of emails and is one which you can program a major campaign around.

Easter is the classic example here. It's honoured everywhere and it doesn't matter where you are in the world, as it is generally celebrated around the same time of the year.

How can you tie Easter into your email marketing?

I find it's best to comment on events which cover both Northern and Southern hemispheres as I have clients in both.

Easter is a logical choice at this time of year. Don't miss out on this seasonal opportunity.

Here is a copy of a recent Easter email marketing campaign.

<http://www.kurtjohansen.com/businessstrategy/did-you-receive-these-17-brochures-in-your-letterbox/>

“Did you receive these 17 brochures in your letterbox ?”

Hi Everyone

I was out visiting a client the other day and was amazed when I returned to my office.

I parked the car in the normal spot.

Walked the 5 or 6 metres to the front door of my office and I grinned as I witnessed through the window, the excitement of my Golden Retriever and Lhasa Apso, happily wagging their tails to see me.

Nothing unusual I thought.

This was just another return, and it’s always nice to be greeted by the family pooches as they give their love so freely.

I even had a great sense of gratitude overwhelm me.

But then...

I turned around and saw a pile of brochures, flyers and pamphlets all neatly folded and protruding from my letterbox.



Gosh, I thought it must be Christmas.

I can't remember receiving this many marketing items in one bundle before.

There were brochures for:

- * Target – “Massive Home Sale”;
- * Coles – “Your Hunt For Easter Value Is Over”;
- * Kmart – “Everything For Easter Time”;
- * Big W – “Big Easter Surprises”;
- * Kosmos Electrical – “Home and Kitchen”;
- * Repco – “Easter Getaway Specials”;
- * General Trader – “Where Everyone’s A Chef”;
- * Prouds The Jewellers – “Sparkling Savings”;
- * Auto Barn – “Hip Hop Easter Sale”;
- * Cheap As Chips – “All Your Easter Goodies In One Basket”;
- * AGL – “Need Hot Water? We’re Experts”;
- * Australian Outdoor Living – “Production Surplus Crisis”;
- * Chemmart – “Monster Discounts”;
- * The Outdoor Furniture Specialists – “9 Day Mega Sale”
- * Godfrey’s – “We’re Turning 80”;
- * Dick Smith – “Talk To The Techxperts”;
- * Sprint Auto Parts – “Easter Saving Sale”.

What in the world, I thought, has caused all these companies to go to great lengths to create, compile, edit, and publish such colourful advertising material to grab my attention?

What possibly triggered them into producing and sending it all at the same time?

Well, really it isn’t surprising if you understand the buying cycles of consumers.

And...

These companies do.

Easter is almost upon us and it IS recognised as the biggest consumer spending time after Christmas and the New Year sales.

Easter brings about many feelings, whether it is holidays, religious/spiritual or just ‘it’s nice to have break’.

Easter also brings about consumer spending.

So, if your business isn’t gearing itself to take advantage of this consumer activity and sales phenomenon then I suggest you start cracking some heads in your marketing and sales department.

An opportunity like this will not come around again probably until the Mid-Year Sales.

These 17 companies listed above are not dopes !

They went to great length and expense to produce the brochures because they know this time of year is ripe for consumers.

And now you do too.

I know – I hear you – “I don’t have the money to produce such lavish brochures.”

And I understand that.

Most small to medium businesses don’t.

But it’s no excuse not to look around and see what you can offer your customers. What great deals can you stimulate their interest with?

Then get on the phone, fax them, or send them an email.

For me, it’s email, because...

We can send multiple messages quickly; discover who opens the emails, reads them and who may click on links back to our website.

It’s what I call a very quick means of “Message to Market” and can be easily and quickly changed with each email.

If you would like to know more just give me a hoy.

But whatever you do; DON’T...

Miss out on the spending frenzy which is about occur.

17 companies whose brochures were in my letterbox cannot be all wrong.

Cheers and Great Selling

Kurt

Email Mastery

You could also bring into play your birthday.

One of my best campaigns was centred on my birthday.

I was able to joint venture with a meals/bar venue who offered my clients free nachos for two. The venue gained 32 new patrons who bought drinks and hopefully enjoyed themselves to return.

It was the best marketing campaign they had ever run.

I was seen by clients as a great friend for supplying the nachos.

And the bottom-line is...

“People Buy From Friends.”

My clients stayed with me and bought even more.

Try this one – see if you can joint venture with another business that would be happy to offer something free to your clients.

Email Type Three: Comment on a Special Media or Social Event

This type of email means you need to be up with current events.

You could discuss elections (be careful and stay neutral).

Another way to use this Email Type is to discuss what’s happening around the country or world.

You could use sports, you could use politics or you could use weather patterns, such as cyclones, earthquakes, floods.

Whatever you use try not to alienate too many of your customers.

Without solid knowledge of their ‘belief and value system’ it could back fire on you.

Here is how I used it to comment on a media release from a company in Brighton, England.

<http://www.kurtjohansen.com/businessstrategy/when-to-send-emails/>

“When To Send Emails”

Hi Everyone

Research from Pure360 located in Brighton, England; suggest email marketers should be choosy when sending emails.

They have broken down what times we should be sending marketing emails.

But before I talk about the research...

From my experience the best times have always been mid morning and you will discover this is not what Pure360 research suggests.

but the reality is...

I can see who has opened my emails and when (yes, if you have the right software this is possible) and have come to the conclusion an email opening lasts for about three days.

What I mean by this is once a marketing email is sent; it has a life-time of around 72 hours.

After 72 hours only a few people on my list will open it.

So, whilst a particular time of the day can be researched it will all depend on what message you are sending and to whom.

Here is an overview of what Pure360 discovered and my comments after each one in brackets:

1. “The Abyss” (10 p.m. to 9 a.m.)

Ineffective time to send email promotions. (Unless your list is to computer and social media people I would think.)

2. “Consumer AM” (9 a.m. to 10 a.m.)

Beginning of the workday, with consumers opening offers on clothes, live events, restaurants and consumer goods. (I believe you will be in ‘heavy traffic’ if it’s sitting there in their inbox when they get to work.)

3. “Do Not Disturb” (10 a.m. to noon)

Consumers don’t open marketing emails. (I disagree – I find this is a very good time to activate my lists. This time of day allows people to clear their inboxes which means your message will not compete with others.)

4. “The Lunchtime News” (Noon to 2 p.m.)

Consumers are unlikely to open marketing emails during this period, opting instead to read news and magazine alerts. (Maybe but if your email is from a trusted source – yourself – maybe they would want to open it.)

5. “In The Zone” (2 p.m. to 3 p.m.)

Consumers only respond to email offers relating to financial services during this period. (See my comments under Point 4.)

6. “A Life-Changing Afternoon” (3 p.m. to 5 p.m.)

More emails related to property and financial services are opened between these hours than any other type of promotion. (Again, see my comments under Point 4.)

7. “Working Late” (5 p.m. to 7 p.m.)

Holiday and B-to-B email promotions are more likely to be opened in these two hours. (I do see a reduce opening of my emails during this period.)

8. “Last Orders” (7 p.m. to 10 p.m.)

Consumer promotions focused on clothes, sports and gyms are more likely to be opened during this period. (I find Social Media sites like Facebook and Twitter works better at this time of the day)

The real point about email marketing open times is to TEST.

All emails you send should be able to be traced to who opened, when they opened and what links they clicked on.

And if you cannot do this yet then...

You need to obtain a different email marketing sending program.

Plus...

Maybe your emails are not adhering to the 7 Killer Tips I have published???

The point of this post is to say – Make sure you TEST !

Don't just believe a research company, if they didn't include your list in their research.

Cheers and Great Selling

Kurt

Email Mastery

Email Type Four: Media Personality Comment

This is an extension of Email Type Three.

The difference between #3 and #4 is number four is about a specific person and their actions.

In Australia, Carole King and James Taylor toured together. This could be a great segue to discuss how partnering can be so advantageous.

You are only limited by your own imagination here.

Here is an example of how I managed to tie in P.T Barnum into an email.

<http://www.kurtjohansen.com/businessstrategy/an-email-sales-template-you-can-use/>

“An Email Sales Template You Can Use”

**“I Was Asked Yesterday What Do I Actually Do For A Living”
And It Took Me By Surprise**

so much of a surprise that as a Very Merry Christmas present from me;
when you read this email and grasp its contents you will receive a valuable
marketing and sales template.

Read, Digest and Enjoy !

Hi

This person surprised me with this question because they have been receiving my emails over the past 18 months and had even replied to me at times with, “I love getting your emails Kurt, they brighten up my day.”

These are terrific emails for me to receive but this person must have some bad workdays – don’t you think.

Then the words of P.T. Barnum began ringing in my ears.

And I “quote”:

“Your object in advertising is to make the public understand what you have got to sell, and if you have not the pluck to keep advertising, until you have imparted that information, all the money you have spent is lost.”

P. T. Barnum 1880

“Unquote”

Well, I am going to indulge in this email.

and...

Yes, there is a line here as many may well say I do this all the time !

because...

I may not have *“made the public understand what I have got to sell”*

But...

I am going to provide you with a copy of an email I sent to a prospective client.

I have taken out the ‘confidentiality parts

It's my Christmas Present to you, – Merry Christmas.

Read It, Digest It and Use It In Your Business !

Email Sent To A Client:

Hi

It's Kurt Johansen. (Referee's name) from (Referee's business), introduced us yesterday.

I am confirming us getting together on Monday at 10.00 am.

As asked, I am including a spiel on who I am and what I do.

More specifically this email contains:

1. My introduction. It's my 'elevator pitch', not too personal in an email but it gets the appoint across;
2. What we do;
3. How ABC can benefit from this;
4. An additional **Massive** benefit for ABC; and
5. The Fees;
6. The No Risk Guarantee; and
7. The conclusion.

Let's start:

1. Introduction:

My name is Kurt Johansen. I am known internationally as the Email Marketing Guru.

I teach business people world-wide a step-by-step process to get their marketing emails opened, read and acted upon.

It has worked for me and many others and if you learn it and use it as described there is a good chance it will work for you too.

If you would like a **free book** valued at \$29.95 titled "7 Killer Tips To Get Your Emails Read" explaining my system simply go to www.kurtjohansen.com, register your details and a copy will be sent direct to your inbox, free of charge.

Google my name, Kurt Johansen, and you will find me in the number one spot against 1.6 million competing pages. Often I appear on the first page of Google up to 5 times. This is because of the expertise I have in marketing. My personal website www.kurtjohansen.com is actively read by followers around the world.

2. What We Do

As a business coach I have continually heard business people tell me they suffer from one or more of these frustrations.

- I don't market to existing customers;

- Besides it costs too much to market;
- I don't have the time to market;
- I'm a not a marketer

Business people concentrate so much in their business they neglect to work on the marketing of their business.

And...

the growth, expansion and maintenance of a business are in the marketing.

Marketing used effectively attracts people to continually return to a business and not go to competitors.

So, although I provide all the tips and methods how to use email marketing profitably for a business in my book, most people do not ACT upon the information.

They are not alone and it is not their fault - it's just a reality of business.

What we specifically do is to help conduct and maintain email marketing campaigns for our clients **to bring in cash splurges** they would not have had.

This is done by using our unique software which allows clients to maintain unlimited customers in unlimited databases. These databases can be segmented into different areas of a business so we can match the marketing message direct to the correct customer.

We call this "Missile Marketing" and it's about sending the right message to the right person at the right time.

We can also add 'a name capture box' on a business' website so new people can sign up for a 'VIP Club' or 'Birthday Club' depending on the needs of the client.

In your instance it could be a box on ABC Outlets' web-sites which says:
"Join the ABC VIP CLUB here"

Marketing messages can then be sent to these customers which contain specific messages or offers.

Three elements exist to make sure email marketing works

1. The List of names;
2. The Relationship a business has with their list;
3. The Offer being made at the time.

We then systematically and strategically keep the customers up to date and informed about events which are happening in our client's businesses.

3. How Can ABC Benefit From This?

Depending on your existing marketing methods, email marketing is a powerful addition or simply a huge godsend to enable a message to reach your customers quickly, easily and cost effectively to bring in more profits – profits you would not have had.

Messages can be sent on a daily, weekly, fortnightly basis, depending on your requirements.

Messages can also be sent to a certain type of client if you do not wish to send to everyone.

Messages generally contain fabulous offers to attract your customer into the outlet. It could be to gain more clients on a less-patronised item; it could be to introduce a weekly supplier special. It could even be to offer a free birthday offer.

(Customer's name), I am not informed of your specific marketing methods or campaigns, although I do see the ABC ads in print, TV etc. so I won't go into specific marketing messages but we have strategies and methods to assist your particular type of business.

And yes, we have clients using our Missile Marketing system which are clients of ABC now.

ABC can specifically benefit using email marketing by using our unique web-based software system, and utilizing our comprehensive marketing strategies (client's pay us \$5,000 a quarter to benefit from these) to bring in extra sales, profits and customers.

The way to conduct email marketing is by utilizing the list, building a relationship with your list and offering insatiable deals customers will jump at and come rushing through your doors with oodles of cash.

4. A massive benefit for ABC is:

We are able to inform you which customers opened and read your emails and what time of the day they did.

This is a unique service we provide.

Most of your outlets would not have lists at this stage and hence missing out on enormous sales and profits to both them and ABC.

This is another major reason to engage us so we can show them and you how to obtain a list quickly to help more money flow to you both.

It is often said in marketing – **the MONEY is in the list.**

5. Fees

Two specific fees exist to include email marketing inside ABC.

1. The cost of creating ABC's unique email marketing platform containing unlimited names and lists;
2. The cost of regular email campaigns being forwarded direct to your outlet's and their customer's inbox.

On Monday I would like to take you through a PowerPoint slide on our system, and discuss fees in person.

More importantly to explain exactly what is being offered and the huge potential upswing in profits which our email marketing system and strategies can bring to ABC and its members.

6. No Risk Guarantee

Our system also comes with our guarantee which I will explain on Monday.

PLUS

I am happy to add an extra one in for you.

This will be MY PERSONAL EXTRA GUARANTEE:

7. Conclusion

When compared with other forms of marketing - Brochures, TV, Radio, Messenger, Advertiser; email marketing is by far the most economical and very quick 'message to market' marketing which can be done.

My company 'Johansen International' is a specialist in this field.

(Customers Name), I am pleased to be able to show you the system.
We will need about 60 minutes.

I thought I would also bring along (see if you can take along a customer to act as a referee/testimonial).

He/She is the (company title...) at (company name) and is conversant with the system and how it can benefit ABC best.

If you would like any further information before Monday, then please give me a buzz or email.

(Customers Name), I am looking forward to having a sound and solid working relationship with you.

Cheers

Kurt

Kurt Johansen

Summary

Well, here are the first four Email Types.

1. **Email Type One: Tell a Story;**
2. **Email Type Two: Discuss a Special Event/Holiday**
3. **Email Type Three: Comment on a Special Media or Social Event;** and
4. **Email Type Four: Media Personality Comment**

Think about how you can use these to converse with your customers. Often we don't do anything because we don't know what to say.

Now you do – well at least you have half of the types of marketing emails there are.

Knowing the 8 different email marketing types and how they are used is very powerful for the email marketer.

Learn and use these as described and watch your email statistic rates soar.

To continue; here are email types #5 – #8.

Email Type Five: A Question & Answer Email

This email type involves setting up a series of questions which can then be answered by you. The questions can be ones which people constantly ask you about your products and services

or...

they can be questions which best describe what you do.

Whatever you do make sure you ask challenging questions. Make sure they will overcome even the cynical of prospects.

In a sales sense this type of email is invaluable as the idea is to think up questions which potential prospects might have and then answer them. This enables you to overcome objections quickly and should lead the prospect into taking action earlier than they may have.

Example of questions I use in this type of email can best be found in my publicity pack for the media. I offer these questions to the media to ask me. Maybe you could do something similar ???

Here are the first five questions from my media publicity pack:

1. Some people detest getting unsolicited emails in their inbox, what makes what you do so different?
2. What about the spamming laws? Aren't you advocating spamming?
3. OK Kurt, then it's not spamming and you are not breaking any rules – how do you get around not annoying people?
4. There will be people listening who'll say, "I have tried email marketing before and it doesn't work." What would you say to them?
5. What advice would you offer to people who wish to give email marketing a go?

Do you get the idea here – be ruthless with your questioning.

Email Type Six: A Testimonial Email

This email uses the kind words or testimonial of a client. It is not about bragging but is about giving 'social proof' into what you do.

Testimonials can be the written word or they can be testimonials via a video.

I am happy to receive either but do not be afraid to use them. Somebody talking about you, your product or services has much greater weighting in sales than you telling people of what you can do.

But there is a more beneficial way to receive testimonials than others.

Quite simply...

Always have your testimonials monetised or brim full of facts or figures.

i.e.

“400% Increase In Bookings”

Sol Institute’s, Natasha Burfield talks about how she increased bookings by a massive 400%.

Victor Little made \$39,000 in 3 Days Using Kurt’s System

Video testimonial of Kurt Johansen’s ability to create wealth for his clients.

A testimonial which only says, “The “ABC Company” is wonderful, I like working with them.” does not give enough credence and is not as powerful as someone mentioning the facts and figures how you have helped them.

Email Type Seven: Combination of Q & A and Testimonial

As the title suggests this email type combines types #5 & #6.

When you ask the question, rather than give your answer, you can give the answer contained in a customer/client testimonial. Don’t discount the power of this type of email. It allows ‘social proof’ to be one of your greatest weapons in your marketing mix.

For example:

Question: My business is different – Will your “7 Killer Tips” work for me?

Answer: Yes it will. But rather than I tell you, here is what Bruce Bird from the UK said about my book.

“Great job, Kurt. I was aware of some of these tips – but usually applied them intermittently and often in haste. Your ‘7 Killer Tips To Get Your Emails Read’ makes it crystal clear just how important a methodical and consistent approach is in all your emails. And I love the examples you give from well known marketing figures demonstrating just how effective your lessons really are. As always, the best lessons come from watching what the masters do. I’ll be keeping your e-book handy for ready reference every time I go near that ‘Send’ button in future.”

Bruce Bird, Dunstable, LU6 3SH, UK

Email Type Eight: The Interview Email

This email type allows you to interview an expert in your subject matter and segue it back to your products or services.

If you sell baby clothes, prams etc., interview the manufacture/maker and ask them pertinent questions your audience would love to know. It could be regarding the material, it could be how they're handcrafted or it could be about built in safety features.

An example of this is where I was inter-viewed by Mal Emery one of Australia's leading marketers about email marketing.

The full 'raw' 1 hour inter-view is here: <http://attendthisevent.com/?eventid=3434538>.

Summary

Well, now you have all 8 Email Types. Use them consistently and watch your "in-box turn into a cash box".

- 1. Email Type One: Tell a Story;**
- 2. Email Type Two: Discuss a Special Event/Holiday;**
- 3. Email Type Three: Comment on a Special Media or Social Event;**
- 4. Email Type Four: Media Personality Comment;**
- 5. A Question & Answer Email;**
- 6. A Testimonial Email;**
- 7. Combination of Q & A and Testimonial; and**
- 8. The Interview Email.**

Cheers and Great Selling

Kurt

Email Mastery

<http://www.kurtjohansen.com>

