

How To 2X, 3X Or Even 10X Your Email Open Rates...

**& Other Cool Stuff To Help You
Attract Clients With Email RIGHT**



Here's what you're going to discover how to:

- 3 kinds of emails you should NEVER send your prospects...
- What you should be sending them instead (so you can build authority, trust & respect!)
- 6 different principles & strategies to DRAMATICALLY increase your response rates (MORE response = MORE clients!)

Here's what you're going to discover how to:

- (AT LEAST) 43 different email subject line ideas that will help you 2X, 3X or EVEN 10X your email open rates...because if your email doesn't get open it's as though it doesn't exist!
- How to effectively & efficiently segment your contacts (so your emails will always be congruent & more PROFITABLE).

Here's what you're going to discover how to:

- A simple tweak that will help you INSTANTLY create rapport & authority with EVERY new potential client...
- Where & when to automate your email communications AND what you should NEVER automate (or delegate).

BLATANT BRIBE :-)

For those of you who hang with me until the end of today's training I'll be sending a PDF copy of today's slides...

As we go through you'll see why you want a copy ;-)

Will You Find It?



Who is this guy?



Shameless Plug :-)



Special Offer On My New Book “Attract”

>> <http://ClientAlchemist.com/kv> <<

**The inspirations for this web
class...**

#1 - Marty...

Marty: I am one of "those" agents that is at rock bottom. I'm stuck in that pipeline/prospect pattern and the income stream is so inconsistent that I dare not stick out my neck further than is feasible.

Thank you so much for sending the slides of your presentation.

It's a great help to the notes I took because I guess I write slower than most people talk. My problem is when I look down to write the notes, I am now looking away from the speaker or the presentation and feel during that small moment I am "disengaged" and lose some content that may be "the" key.

Me: I'm sorry to hear that and I've been there before...Just curious do you have a database of old leads of any kind?

Marty: Yes about 1900 some warm, some cold, some ice cold.

Me: What are you doing with them? What are you emailing and how often? From that big a database you should be able to do 40-50 deals in the next year alone...

#2 - These AWFUL things...

My e-Newsletter



swipe x



[Redacted]

act.com via bounce.secureserver.net

to Josh



Dear Josh,

When you're involved in real estate, the focus is always on the future. So, even though it feels like time moves slowly at this time of year – it's the perfect time to look ahead to the Spring. If you would like a professional perspective on the current real estate market and expectations for 2016, give me a call. After all, the Spring market really is just around the corner.

For the month of February and March when you sell or buy with me I am giving you a free one year home warranty.

Warm Regards,

#2 - These AWFUL things...

Just SOLD These Properties

swipe x



to me

htact.com via icontactmail1.com

JUST SOLD THESE PROPERTIES !!!



#3 - My Personal Email Story...



Top 5 Reasons Why I LOVE Email Marketing (& You Should Too)

#1 - MASSIVE Leverage

#2 - VERY Inexpensive

#3 - Multiple profit channels

#4 - You OWN It

#5 - ON DEMAND \$\$\$

#6 - Peace of mind...

**OK, let's start with what kind
of emails you should NEVER
send...**



#1 On The “Do Not Send” List

“How To” Information...

- staging
- get the lowest interest rate
- increase your home’s value
- winterize your pipes
- etc.

#2 On The “Do Not Send” List

“Traditional” Real Estate Industry Info

- mortgage rates**
- building permits**
- real estate “trends”**
- etc...**

Why Not?



#3 On The “Do Not Send” List

“Canned” “Drip” Emails

- Greeting cards
- “Done For You” e-newsletters
- And the like...

Inauthentic, lazy, NOT EFFECTIVE...

What should you send instead?



#1 On “Send Away” List

Stories

- Recent transactions
- Other local businesses
- Personal experiences (family, work, otherwise)
- VIP

#2 On “Send Away” List

Simple Yes/No or Closed Ended ?'s

- Are you still...
- Would you like...
- Did you get...
- Which do you prefer?

#3 On “Send Away” List

Irresistible Intrigue

- “Off Market” deals
- Special offers only for subscribers
- Can you guess how many...

#4 On “Send Away” List

Contests/Giveaways

- Coupons or special offers...
- “Where in”, favorite x, etc.

#5 On “Send Away” List

The Thing They Asked For!

- Report
- List
- Fill In The Blank...

3 Principles To Live By...Or I Suppose To “Email By” In This Case :-)



Principle #1: Keep your emails short & sweet, conversational in tone.

NOTE: There are some exceptions, but when in doubt...

Principle #2: Convey a benefit or potential benefit to the reader

(it needs to be about them, NOT YOU!)

Principle #3: Include an expectation of response or CTA (Call To Action) or both...

(easiest way is to simply ask a question)

BONUS Principle #4: Be your authentic self. Write emails the way YOU speak. Nothing wrong with modeling or even “swiping” effective emails, just make sure to “put them in your voice”.

Addressing a few “technical” do’s & don’t’s...



#1 - Your emails should come from YOU not your team name or company name or other (and it should be your FULL name)



Josh Schoenly

Schoenly Home Selling Team



#2 - DO NOT Use Fancy Newsletter Templates Or Headers Etc...

**It should look like it's coming
from a real person because it is :-)**

**#3 - If possible send “plain text”
as HTML...**

**A simple tweak that will help you
INSTANTLY create rapport &
authority with EVERY new
potential client...**

THANK YOU!

I have received your request for your free weekly list of "Just Sold" homes in your Northeast Minneapolis neighborhood.

Please allow up to 24 hours for me to set you up with your custom report. In the meantime, be on the lookout for an email from me within the next 5 minutes which will include a list of all recent home sales in Northeast Minneapolis.

If you need anything in the meantime, please don't hesitate to contact me directly.

Thanks,

Kurt Nowacki
Senior Agent - Ranked #1
ROCK SOLID Companies
7078 East Fish Lake Road
Maple Grove, MN 55311
Direct: 612.227.6163
Fax: 612.886.3228

THANK YOU!

Please watch the video below for your **next step**:



Why this works:

1. You're introducing yourself
 2. You're "training" folks to look for your emails...
 3. Your competition ISN'T doing it
- SIDENOTE: Just another reason IDX search lead conversion is ABYSMAL.**

43 Different Subject Line Ideas...

Hey

Did you get this?

Hi...

Are you still there?

Heyo...

Are you OK?

Hello :-)

Great Googley Moogley

Just curious?

I have a question about

Here you go...

your neighbor

43 Different Subject Line Ideas...

Did you know this
about _____
OPEN UP :-)
Can you guess?
Did you forget?

First time available in over 15
years (for a new listing that
hasn't been sold lately)
PRIVATE list of homes NOT
in the MLS (great for a tight
market)

43 Different Subject Line Ideas...

Million Dollar Listing?

Taking you off the list?

Did you get the list OK?

Did you get the report OK?

Forgot about this (sorry).

43 Different Subject Line Ideas...

Did you get it yet?

Did you want me to try to fit you in?

Can you be more specific?

Will you let me know when you get this?

Can you please provide feedback?

Can you help me out?

43 Different Subject Line Ideas...

Will you help me out?

Help, PLEASE :-)

I might need to reschedule

Guess what day it is?

Forget a Zestimate, get a Bestimate!

photos enclosed (DO NOT BEND)

43 Different Subject Line Ideas...

really? ... REALLY!?!?!

One word... (Crazy!)

FYI...

Couple things...

Bananas!

BOOYA!

Onions!

sweet!

BAD NEWS...

Good News

Don't take it

personally...

Questions? Comments?



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