



## Three Email Marketing Tips For Better Response Rates

by Kurt Johansen  
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From The Desk of  
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Brisk, with beautiful blue skies.

Hi

Over the years of conducting email marketing I have found 3 important tactics and tips which help deliver better response rates.

How about you? Have you ever been challenged trying to decide why a piece of marketing has worked and why others didn't?

I mean, "What's going on here?" "It should have worked, right ?!"

Well, me too. I've been bamboozled at times.

**But not anymore.**

What I have done is kept statistics over the years and now understand what works best and what doesn't.

I include these 3 email marketing tips every time I email.

**- it just makes sense because...**

I know the stats.

I have tested, retested, tried different strategies and I have discovered if I leave out any one of these 3 tips my statistics fall away.

You see the old style of emailing doesn't cut it anymore.

You can't just send out an email and hope you get results like you used to.

People's habits change.

But what I have found is if you use these 3 email marketing tips you will jump ahead of the pack and increase your chances to bring more cash and profits to your email marketing.

But don't just take my word.

Here is an email I received today which has ALL three elements.

It comes from the desk of Dean Jackson and Joe Polish, two of the world's finest marketers.

They have included the 3 tips.

**From:** Dean Jackson & Joe Polish **To:** Kurt  
**Subject:** I Love Marketing! Episode 18: The one with Dan Sullivan (VIDEO)

**TIP ONE:** First Impression must be to gain the TRUST of the recipient so they do not fear opening the email.

This is done by understanding how the recipient will view the email in their email reading program.

It is most important for an email marketer to understand this first tip.

A recipient first looks at the:

- From Box;
- To Box; and
- Subject Line

to decide if to progress any further with an email.

By having a recognisable FROM – in this instance

- **Dean Jackson & Joe Polish**

the recipient starts to build trust towards the email.

A natural thought would be to say, “I wonder what Dean & Joe want?”

**Next...**

The recipient looks across and sees their name. Personalisation is a big winner with email marketing.

If you have a person’s first name – USE IT.

You can see they have used:

- **Kurt**

In the TO box.

My statistics have proven this over and over again. More people open emails where I have included their first name in the TO box.

The final part of TIP One is to use a subject line which will capture the reader’s attention.

In this case:

- **I Love Marketing! Episode 18: The one with Dan Sullivan (VIDEO)**

Here a person may be puzzled about other episodes.

“I wonder what’s in them?”

It also depicts there’s a video with Dan Sullivan which is worth watching.

So, my **TIP ONE** for Better Response Rates is to ensure you have:

- a recognisable From Box;
- personalise your To Box; and
- Create a curiosity, thought-provoking Subject Line

Ok, let’s keep going with the email.

The email content appears on the next page and it’s NOT the content I wish to discuss. It’s the format.

**TIP TWO:** FORMAT your email marketing content to make it easy to read.

What I mean here is the:

- length of the lines;
- the number of lines per paragraph; and
- call to action as the last line.

Let’s look at the email again.

## Email Profits – [Three Email Marketing Tips For Better Response Rates](#)

Hi Kurt,

Last week Joe and I spent some time together in Phoenix working on some great stuff for the I Love Marketing LIVE event coming up in September.

While I was there, we had a 2 day mastermind with some incredible marketers and business owners.

Dan Sullivan is the founder of Strategic Coach - a high level coaching program for entrepreneurs - and the author of several books.

He's been a big influence on both Joe and me.

So, we got to sit down with Dan and talk about Dan's thoughts on what it takes to be a high performing entrepreneur...and still have time for a life.

This week it's a VIDEO episode...and you can watch right now at <http://www.iLoveMarketing.com>

Take a look!

Dean

PS - A couple of extra things on the I Love Marketing BLOG today.

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First, the length of the lines should be noted.

They vary around 50 characters to 60 characters in length. This is important in email marketing as people do not like to scroll across the page. They like to scroll down the page.

Secondly, the number of lines per paragraph is no more than three lines. And when it is three lines there are only a few words on the third line. By keeping paragraphs at this size creates what I call 'whitespace'.

The existence of whitespace is crucial because it makes it easier for the recipient to read.

Thirdly, this email contains a call to action on the last line before the salutation. By positioning a Call to Action at this point allows the recipient to know what you wish them to do.

Many marketing emails lose their power because readers do not know what to do next. Tell them. This is called a Call To Action.

In this email the words: 'Take a look!' appear.

## Email Profits – [Three Email Marketing Tips For Better Response Rates](#)

Ok, so now we are up to **TIP THREE** which will bring greater cash splurges and profits to your email marketing campaigns.

This tip involves the use of special PS's.

We shot a short little video with a surprise from Steven Pressfield, who wrote a great new book called "Do The Work"

Check it out.

PLUS - We posted a video invitation with all the details on the I Love Marketing LIVE event in Phoenix on September 21st and 22nd.

On the video we talk about the price of the event for I Love Marketing listeners...but that's not YOU.

As a subscriber...we really want you to be there with us...so we want to give you an EXTRA \$100 towards coming to Phoenix.

Here's the secret subscribers-only link...

<http://www.iLoveMarketing.com/VIP>

That link is just for you...so please keep it a secret :)

This PS has taken a side step away from the main email message. It introduces the recipient to another subject and another link to click.

I have discovered that emails which contains more than one message confuses the recipient and the likelihood of a link being clicked is minimal.

But when...

A new subject matter is mentioned in a PS with a different hyperlink than it has a high chance to be clicked.

Also if the same hyperlink as was included in the email content is included in the PS it also has a high chance of being clicked.

So **TIP THREE** is to always include a hyperlink in your PS's.

There you have it.

My three main tips which when used correctly have resulted in achieving higher statistics **which means more sales and more profits.**

Let's take a look at these **3 TIPS** again.

**TIP ONE** for Better Response Rates is to ensure you have:

- a recognisable From Box;
- personalise your To Box; and
- Create a curiosity, thought-provoking Subject Line

**TIP TWO:** FORMAT your email marketing content to make it easy to read.

- length of the lines;
- the number of lines per paragraph; and
- call to action as the last line.

AND

**TIP THREE:** always include a hyperlink in your PS's.

These are only three tips which will make your email marketing more successful.

For more information please visit my website: <http://www.kurtjohansen.com>

or email direct at [kurt@johanseninternational.com.au](mailto:kurt@johanseninternational.com.au)

Need a hand with your email marketing? I do consult to businesses.

**Contact me NOW !**

*Believe in Yourself*



*Kurt*

**Email Profits**

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