

---

# THE EMAIL EXPRESS

---

September 2011

<http://www.kurtjohansen.com>

Volume 2 Page 1

---

## You Should Ignore These Four Email Marketing Myths

Email Marketing – is an Art not an Act



and if you wish to engage in Email Marketing then there are simple strategies and formulas you should follow.

But first...

There are always myths about what you should do and what you shouldn't do.

So in this edition of **THE EMAIL EXPRESS** I am going to explore some of those for you.

### Myth #1: Long Subject Lines Don't Work.

Depends. I have spent a lot of time researching subject line length and have found that although shorter

subject lines may produce higher open rates it doesn't mean they will drive more dollars into your bank account. Quite often the longer email subject line qualifies your target audience better.

I have said many times in articles; it's not about open rates it's about did the recipient do what you intended them to do.

### Myth #2: Send Emails On Tuesday or Wednesdays.



After spending more than four years analyzing email open rates I cannot definitively tell you what the best day to send emails is.

I send on Friday afternoon for one of my clients because it works best. We believe it's because his recipients are back in their office at their computers. It took us twelve months to discover this and now it is locked in.

I have other clients who we test throughout the week and are seeing no disadvantage on sending at different days or times.

Personally I will send out an email when I have some important news to deliver to specific lists.

I do like sending out my emails mid morning though.

### Why?

Because when a person arrives at their workplace they may have an abundance of emails to deal with. I do not wish to get caught up with the masses. By mid-morning their inbox should be clear to receive mine.

The idea to send out emails on a Tuesday or Wednesday is a remnant of a past myth people are less busy on these days.

### We do know this though...

There is no doubt any marketing sent around a pay day will have greater selling power.



---

# THE EMAIL EXPRESS

---

September 2011

<http://www.kurtjohansen.com>

Volume 2 Page 2

---

## Myth #3: People Who Don't Open Your Email Don't Want Them



I have seen where ISP's prescribe to the theory to delete email addresses of people who don't open your email.

**I find this astoundingly incorrect.**

Many people read their emails in the preview frame of their email reader.

**I know I do.**

Just because someone hasn't clicked on your email doesn't mean they do not read it.

I'm sure many people who receive your emails still want them.

And...

They would not wish to unsubscribe because it may be too hard to get back on your list.

Your email message would be acted upon by these people it's just that they may not be ready to.

In fact, I have received emails from people like this:

*"I have been getting your emails for awhile now. Can you help me with..."*

When I check how long they have been following me sometimes it is two - three years and I have sent them over 175 emails in that time.

But one email resonated and hit the spot to make them act.

Many people may be happy to receive your messages but will not act until they are ready to buy.

Marketing is about:  
The Right Message To The Right Person At The Right Time.

## Myth #4: Email Is Dying

With the increase of Social Media people do live in other places on the internet.

But how many times have you heard people say,  
"I don't like Facebook."

Or...

"I don't have time to be online."

Yet, when anyone creates a new website they are always given an email address or three.

**Emails addresses won't go away.**

Without a doubt, email is still by far the most cost effective, affordable and easy to use way to get a marketing message to your lists.

Even, Facebook relies heavily on email to let you know someone has posted to your page. They know they cannot simply rely on you turning up on Facebook. They have to email you to let you know.

What about Twitter. They email you to let you know someone is following you.

**Don't dismiss email nor believe Email is Dead.**

Email is more relevant in today's fast-paced world and with the increase of Smartphone technology people are getting emails sent to them instantly.

The trick is to ensure your message to them is relevant.

There you go;  
**Four Email Myths Debunked.**

\*\*\*\*\*

Now let's take a look this month at what fonts you should use in your email marketing campaigns.

# THE EMAIL EXPRESS

September 2011

<http://www.kurtjohansen.com>

Volume 2 Page 3

Times Roman	<b>Garamond</b>	University Roman
Avant Garde	<b>Souvenir</b>	Goudy
Arial	<b>COPPERPLATE</b>	<b>Benguit</b>
<b>Arial Black</b>	Palatino	<b>Bodini</b>
<b>Kable</b>	Century Schoolbook	<b>Dom Casual</b>
<b>LITHOGRAPH</b>	<b>Copper Black</b>	<i>Brushed Script</i>
<b>MACHINE</b>	<b>Aachen Bold</b>	<i>Kaufmann Script</i>
Futura	<b>STENCIL</b>	<i>Script</i>
<b>Britannic</b>	<b>Revue</b>	<i>Park Avenue</i>
<b>Franklin Gothic</b>	<b>Tiffany</b>	<i>Murry Hill</i>
<b>Beuhaus</b>	<b>Bookman</b>	<i>Cantaneo</i>

There are two types of fonts styles which need to be considered.

1. **Serif** Type Fonts; and
2. **Sans Serif** Type Fonts.

Let's look at each style more closely.

1. Serif Type Fonts.

The meaning of the word serif is "cross-line finishing of a stroke or a letter".

The main one's used in email marketing and websites are:

- **Georgia;**
- **Times News Roman**

What you will see is each of these font styles have 'little feet' at the bottom of the letters.

Newspaper Editors discovered many years ago fonts with 'little feet' or 'cross-line finishes' made it easier to read the print.

Take a look at your local newspaper. It is bound to be written using a Serif style font.

The other font style is:

## 2. Sans Serif Fonts

The word san means 'without'. Therefore you do not have the little feet at the bottom of letters in this type of font.

The most common sans serif fonts used in email marketing and websites are:

- Arial
- Verdana
- Tahoma
- Trebuchet
- Lucida

Whether you use a serif or sans serif font is going to be a personal choice.

For years I used Times New Roman because many newspapers do. It also is one of the most common fonts used on a PC.

Lately though I have been using Verdana.

No particular reasoning or statistical information I can give you. It just looks a little cleaner to me.

Whatever font you decide to use in your email marketing make sure you view via test emails to yourself first.

You don't have to be dull and boring with text in emails.

Also, when sending emails, send in both HTML and Text formats.

HTML allows you to be creative with your fonts and allows you to insert images too.

## Be careful adding people to your email database.

I received an interesting email today.

It was from a local plumbing supply store and the email was in a template format. i.e. It came looking like a brochure.

Now there is nothing wrong with these types of emails except I advise you not to use them.

## Why?

Because people have become accustomed to getting junk mail and brochures in their letterbox and after a customary quick glance at the best throw them in the bin.

Receiving a brochure style email void of any emotional direct response copy is the same.

But that is not the main point I wish to make here.

You see...

More appropriate to me was, '**How did they get my email address?**'

---

# THE EMAIL EXPRESS

---

September 2011

<http://www.kurtjohansen.com>

Volume 2 Page 4

---

What prompted them to send me an email about plumbing?

So I asked.

=====  
**From:** Kurt Johansen  
[mailto:kurt@johanseninternational.com.au]  
**Sent:** Friday, 9 September 2011 12:01 PM  
**Subject:** Email ???

Hi Sam  
How did you get my email address?  
Kurt Johansen

=====  
**This was the reply I received:**

Hi Kurt,

We have purchased a non affiliated company and obtained the customer database. If you would like to be removed from the listing I would be happy to do so for you.

Kind regards,

Natalie

=====  
Now I am all for companies and businesses marketing.

Gosh I love the Mark Twain quote:

*“The spider looks for a merchant who doesn’t advertise so he can spin a web across his door and lead a life of undisturbed peace !”*

Brilliant. Isn’t it.

But you do have to do it ethically and above the law.

So let me first help you out here with what the Spam Act of 2003 says about sending emails

You cannot send out a commercial electronic message unless you have either:

- A Express Consent or
- B Inferred Consent

Express Consent is where someone has given you their details and asked for information.

Inferred Consent is where there is an inference you would like to receive a message and the subject matter pertains to your business.

For instance if you were at a networking event and you simply gave out business cards to everyone you met then they would have an ‘Inferred Consent’ to contact you.

Now let’s look at my newest best friends; The Plumbers.

They are on dangerous grounds.

With the way they contacted me they did not have either Express nor Inferred Consent.

I don’t know how my email address was on their list.

But that’s OK. Let’s not beat them up because they are marketing; **which I applaud.**

I am just going to help you, if you are in this boat, do it better.

How could have they made this contact with me lawful and accommodating.

**Here’s system you can steal.**

1. Send a cordial introductory email to let them know who you are and why you are sending them the email. Inform them how they got on your list. This will build little more trust.
2. In the first email, don’t overdo it with a commercial message. You just wish to introduce yourself and ask permission to send future messages.
3. Tell them what type of messages you will send them and also the frequency. Sell the benefits to them to look out for your emails.
4. Let them know it’s Ok to unsubscribe. You won’t be offended. Inform them again the benefits of staying on board and what they will miss out on if they leave.

**But remember...  
as an email marketer you  
want quality not quantity.**

Until NEXT MONTH.

***Believe in Yourself***

Kurt Johansen – Australia’s Leading Email Marketing Consultant To The Small To Medium Business Owner.  
[kurt@johanseninternational.com.au](mailto:kurt@johanseninternational.com.au)