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Email Persuasion: Captivate And Engage Your Audience, Build Authority And Generate More Sales With Email Marketing



Synopsis

"A results getting tour de force. This is simply the best book on email marketing I have ever read."
Howard Lothrop
Email Persuasion: The Step-By-Step Guide to Attracting More Clients and Winning More Sales With Email Marketing
Business fads come and go, but Email Marketing has consistently outperformed all other marketing strategies. In Email Persuasion, marketing expert Ian Brodie reveals the techniques that are working right now to allow professionals and small businesses to connect with potential clients, build trust-based relationships and generate more sales through email. Inside the book you'll discover:
The Customer Insight Mapping technique for building deep understanding of what your clients need and what will motivate them to buy from you.
6 surefire subject line models that will get your emails opened and read.
The "optin formula" for getting the right people to subscribe to your emails (and how to accelerate the growth of your subscriber list).
How to engage AND persuade with your emails so that you build a loyal 'fan base' ready to buy from you.
The advanced techniques for turning email subscribers into paying clients (and why accepted wisdom on selling in emails is almost all wrong).
"We've seen a threefold increase in leads and we've won several new clients." Adrian Willmott
Email Persuasion lays out a clear blueprint for building an engaged subscriber base, building credibility and trust through your emails and converting your subscribers into paying clients. No jargon. No fluff. Just practical, real-world strategies that deliver results.
"Pick any one idea from this amazing collection of rock solid common sense on email marketing and just do it! Quite simply, it works!" Tony Latimer
Want to know how to build a list of ideal clients as subscribers fast? Start with the Opt-In formula on page 19. How to get through spam filters, and "greymail" technology? Turn to page 43 for the most up to date advice. The best format for emails? Page 57. When to send them and how frequently? Start on page 59, but also check page 83 on why frequent emailing is often more effective? Getting your system onto autopilot? Page 95. Advanced techniques to get the right messages to the subscribers who will most value them? Page 103. Writing persuasively? Page 109.
"Ian gives you all the information you need to succeed in plain and simple English based on what actually works in the real business world today" Anna Letitia Cook
Packed full of examples, templates and clear next steps for you to do to get your own email marketing system up and running quickly and getting you results. If you've ever been overwhelmed by the complexity of email marketing or been unsure where to start to get the best results, Email Persuasion will provide you a clear path to succeeding with email. If you want to get results fast from email marketing then you need Email Persuasion. Scroll up and grab a copy now.

Book Information

Paperback: 160 pages

Publisher: Rainmaker Publishing; 1 edition (November 13, 2013)

Language: English

ISBN-10: 0992763118

ISBN-13: 978-0992763114

Product Dimensions: 6 x 0.4 x 9 inches

Shipping Weight: 10.6 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (123 customer reviews)

Best Sellers Rank: #265,093 in Books (See Top 100 in Books) #188 in [Books > Business & Money > Marketing & Sales > Marketing > Direct](#)

Customer Reviews

I've read nearly every book on email marketing. I've spent thousands on email marketing courses, and I publish a daily email newsletter and you need to know that this book is EASILY the most comprehensive on the subject. It explains why email is an important medium, and systematically lays out everything you must know to make it work for you: the psychology of email persuasion, how to develop your voice, what to write about...even the technology you'll need. I highly recommend it.

I've long been a student of email marketing, and I'm not bad at it, if I can be so bold. (Both my open rate and CTR are three times the industry average and reader engagement is really strong.) But reading through Mr. Brodie's book, I see so many ways to improve my email strategy...so many concepts that I hadn't fully grasped before...so many opportunities to quit "winging it" and be purposeful. Email Persuasion is a fantastic resource from a true boots-on-the-ground expert. Of course, having been reading Ian's emails for a couple years now, I expected nothing less. Even after pulling back the curtain and revealing his secrets, I'm no less in awe of this email-writing wizard. Highly recommended for entrepreneurs, marketers and anyone who uses email to make things happen.

I have been a recipient of Ian Brodie's email for sometime and have always loved his easy going no pressure style and the quality of his video and downloads so I was keen to get a behind the scenes look at what he does and how he does it. I was not disappointed and have come away with a plan of action that I will execute. A big take away is the power of logic, sequence, and frequency of a campaign as well as tapping into the intuition and goals, aspirations of the buyer

I've been a self-employed consultant for 13+ years, and I've read dozens of sales and marketing books. This book is the most realistic and practical book on email marketing I've ever read. Zero jargon / nonsense. I highly recommend this to anyone who wants to get better at email marketing.

Three great things with this book: 1. Mr. Brodie starts with discussing the need for a clear strategy with your email marketing and especially the need for a clear focus and goal. A lot of authors do this, but Mr Brodie illustrates this with a straightforward model that makes a lot of sense. 2. We all know the importance of establish ourselves as authorities. Mr. Brodie shows how you can do this in the email format. 3. Mr Brodie is generous with crediting other people that are good at email marketing and ad links to other valuable sources. This increases the value of the book even more.

Who's writing these reviews? There's nothing in here that you cannot learn by reading a few random blog posts on email marketing. The author writes with a "blogger mindset" - curating content, quoting other 'experts' and 'self appointed gurus', without adding real value and insights that come with experience. The whole book is all fluff and mostly a "wall of text" without actionable illustrations or insights. Buy this if you are a small time wannabe "guru" peddling webinars and such. Get the "Rebel's guide to email marketing" or even the for dummies book on email marketing if you want to walk feeling you have learnt something actionable. The author only tells, but doesn't show. Experience in having actually done what is being taught is clearly lacking. A perfect example of armchair "gurus" rife in the digital marketing space. And I have nothing against self publishers who print books "just in time", but at least put some ink into the printer so that the print is not so light that we have to strain our eyes to read.

The level of sophistication of the strategies in this book are cunningly disguised by Ian's easy to read and conversational tone. With plenty of examples, this is a great introductory guide to the hows and whys of email marketing. If you are looking to try email marketing but not sure where to start, this is for you. And if you have campaigns live already you will certainly find ideas to test. One thing - Ian doesn't review technical options, like which email service provider to choose - but these are the details that change week by week and you can sort this out easily when you know what you are trying to achieve. Whereas these email strategies are timeless and, frankly, largely transferable to all sorts of customer service and direct marketing campaigns. Disclosure: I consult to companies on email marketing, and I found this extremely good reading. Correction - I wrote this review in a fit of

enthusiasm before I read the last chapter, where Ian does, in fact, do a good review of technology and where to start. So there you go... 5 Stars.

My job requires lead generation and a large amount of outbound prospecting, this book provided tips and tools in crafting effective cold emails. The example templates give you a great jumping off point although they are a bit outdated and too formal for B2B emails in 2016. I learned things I had never thought about and have implemented the knowledge Ian shares into my own email campaigns and outbound efforts.

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