THE BEGINNER'S GUIDE
TO BEING EMAILSMART

How to get more of your emails seen, so you'll make more sales

Adrian Savage and Evan Samurin

INTRODUCTION

Email is one of the most effective ways of reaching your audience quickly, easily, and cost-effectively.

Unfortunately, email was not designed to be a guaranteed service.
And it still isn't.

The good news is that it's possible to be incredibly successful with email, as long as you follow some important simple rules.

Because there's a lot more to sending email than meets the eye.
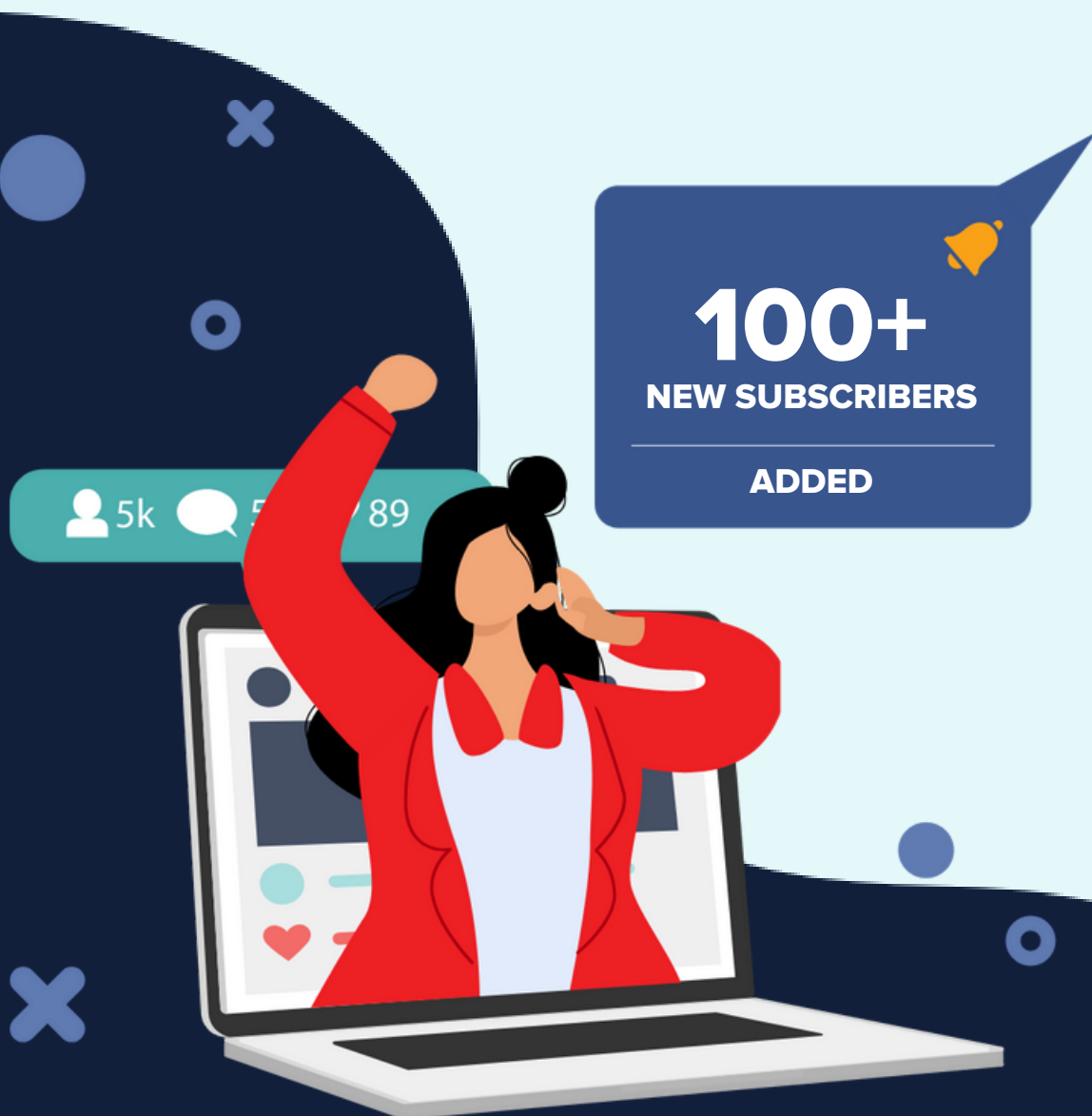
THE RULES OF THE GAME

Google, Microsoft and Yahoo (the three most common mailbox providers) all have rules in place that you must follow if you want to be successful sending email for your business.

There are many points of failure that can prevent an email from getting through, no matter how it's sent or where it comes from,

While we can never guarantee that your emails are going to reach your recipients, we can help you avoid the most common pitfalls.

Emails can get filtered out by a well-meaning but often overzealous spam filter, and even if it lands in the inbox, we can't guarantee that your recipient will open it. But we can give you the best possible chance of getting your email seen.

THE RULES OF THE GAME

More than 85% of all email sent every single day is considered spam.

The mailbox providers want to save their users from that spam. They've spent millions of dollars developing software (artificial intelligence / machine learning) to identify the spam and filter it out, so their users never get to see most of the garbage sent out by the spammers.

HERE'S THE CHALLENGE

Unfortunately, no software is perfect. And many of the legitimate emails we send out get caught in the crossfire.

The good news is, you can stand out and make your behavior different to that of the spammers.

You can become EmailSmart.

WHAT DOES IT MEAN TO BE EMAILSMART?

Our simple definition of being EmailSmart is:

> "Getting as many people as possible to see your emails...
> ...by sending the right emails to the right people"

If you get more emails seen, you'll make more sales and your business will be more successful.

Simple.

WHAT IS EMAILSMART?

To make it really easy to remember what matters, we've linked it all to being SMART:

S   **Start Smart and Shift your Thinking**

M   **Manage your Engagement**

A   **Authenticate your Emails**

R   **Reputation is Everything**

T   **Transform your Content**

These are the main factors that influence whether your emails go into the inbox or the spam folder.

For this guide, we'll focus on Start Smart & Shift Your Thinking

HOW TO START SMART AND SHIFT YOUR THINKING

This is the most important part of the SMART process.

SHIFTING YOUR THINKING.

Your email list is traditionally seen as an asset. As we mentioned earlier, email is one of the most effective ways of reaching your audience and you can use it to make offers and generate significant revenue.

But you must look after your email list, otherwise it will become a liability.

One of the most important rules set by the mailbox providers (Google, Microsoft, Yahoo and others) is this:

Don't email your inactive subscribers

Your inactive subscribers must not be thought of as assets.

If you continue to email your inactive subscribers, they will become liabilities and you'll badly damage your sending reputation. Continue to email your liabilities and more and more of your emails will end up in the junk folder.

Focus on emailing your assets

Most reputable email marketing platforms make it easy for you to identify your active subscribers, the ones who have opened at least one of your emails in the last 30-90 days. These are your **assets**.

So make sure you focus on sending emails to those assets, and don't send emails to your liabilities.
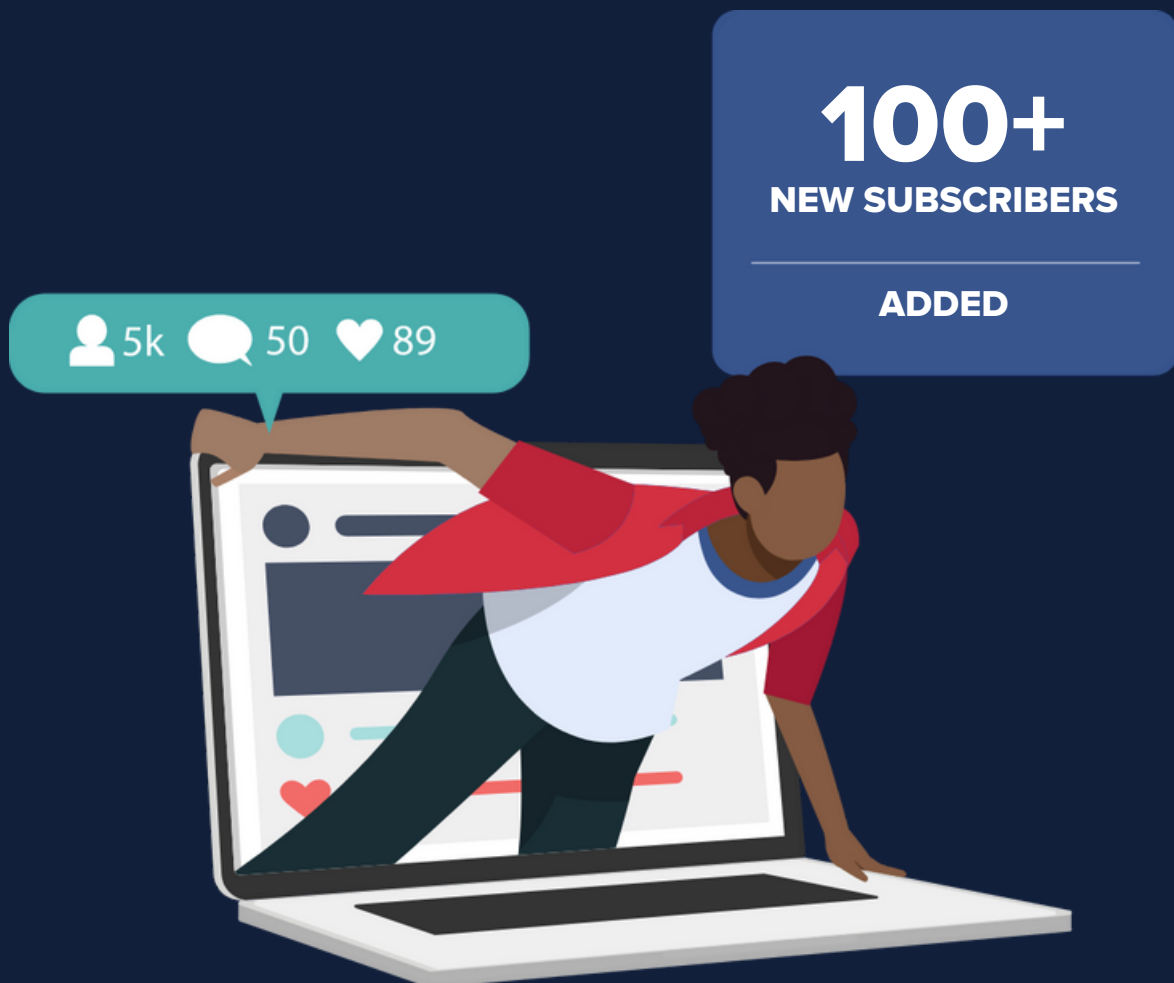
STARTING
SMART

Here's our brief list of Do's and Dont's to help you Start Smart with your email sending.

It's a summary of the most important things that'll make the biggest difference when you send marketing emails.

Let's jump in.

100+

NEW SUBSCRIBERS

ADDED

👤 5k   💬 50   ♥ 89

The Do's and Don'ts to Starting Smart:
How to get more emails seen and make more sales.

DO

✓ Focus on growing your email list, adding as many new leads as you can

✓ Get consent - only send emails to people who have given you permission

✓ Start off on the right foot... send a nice Welcome email for new subscribers

✓ Set expectations as to the type of content and the frequency you'll be emailing your audience

✓ Write honest, authentic emails and provide value to your email list

✓ Personalize your emails, and keep them short and sweet

✓ Format your emails so they look like personal emails you wrote just to one person

✓ Send emails that have a call to action (click or reply)

✓ Send emails to your assets: the people who are most likely to open something...

✓ Be consistent with your sending and send as frequently as you can
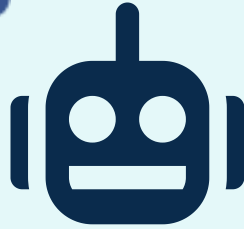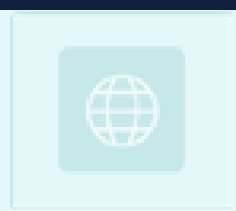
DON'T

❌ Don't ever buy someone else's list... it goes against all the rules to email people without their explicit consent for you to mail them

❌ Don't be afraid to send lots of email (to the right people)

❌ Don't send email to your liabilities (your inactive subscribers)

❌ Don't underestimate the importance of subject lines - it's one of the only ways you've got to persuade someone to read your email

❌ Don't send spammy emails with nothing but offer after offer. Lead with value and quality content.

❌ Don't send emails that are made up of nothing but images

❌ Don't bombard your readers with lots of content they don't want to see

❌ Don't make it difficult for your readers to unsubscribe (they'll report you for spam if they can't unsubscribe)

❌ Don't let your list sit dormant - it's difficult to reactivate subscribers after they haven't heard from you for a long time.

❌ Don't overuse punctuation!!!!!!! Especially in subject lines

NEXT STEPS

This guide has given you an introduction to the most important things you need to do which will help you transform your email performance, no matter which platform you use to send emails.

If you're already using an email marketing program, why not check your EmailSmart Score for free at https://emailsmartscore.com/ - it'll tell you how well you're doing right now with your emails and give simple tips on how you can improve.

If you have any questions or there's anything else we can help with, please email us at support@emailsmart.com
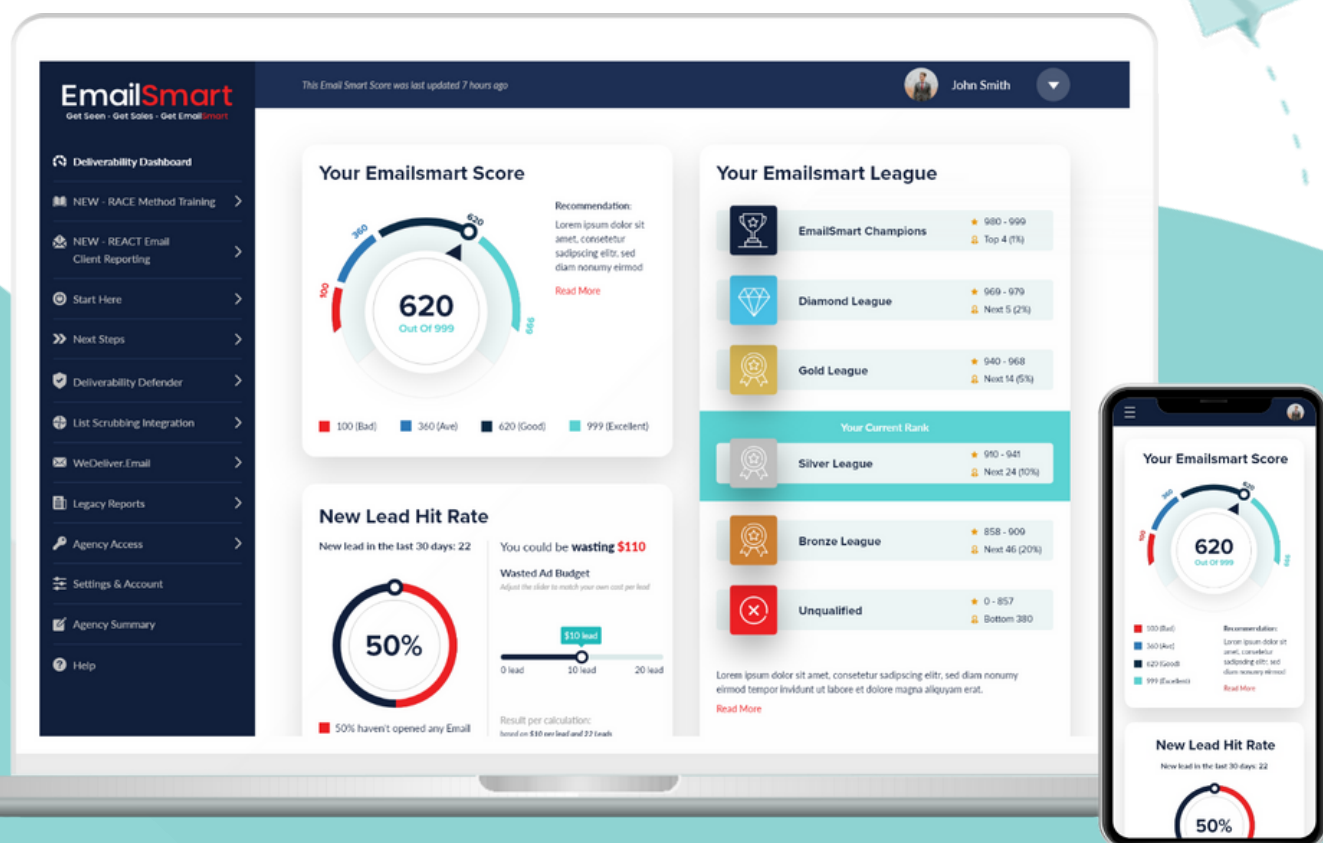
THE AUTHORS

Adrian "Email Savvy" Savage is a dad, a geek, an entrepreneur and co-founder of EmailSmart.

He specializes in helping businesses get more emails seen by more of their audience.

He's helped many well-known names including Frank Kern, Stu McLaren, Neil Patel, Ryan Levesque, Shark Group and Glazer-Kennedy improve their email performance.

He's also the creator of the unique EmailSmart software, which shows how well your emails are performing and how you can get even more people seeing and opening your emails.

Evan "Email Samurai" Samurin is an email delivery expert and co-founder of EmailSmart.

He's an expert at helping his clients increase their revenues by getting their email out of spam and into the Inbox and increase conversions.

Evan spends his days speaking and consulting on email deliverability. He loves helping his private clients improve their ROI by getting more of their emails seen, increasing their open and click rates and hence increasing their sales.

EmailSmart

Get Seen - Get Sales - Get EmailSmart