

Email Is King!

Do you remember when people used to write letters to each other? And send them by post?

Did you ever have a pen-pal?

Yes I know I'm showing my age. My point is this: people wrote to each other – one to one – and established and developed relationships, in some cases getting to know that person better than the person's neighbour, work colleague or even spouse despite never actually meeting in person

Now I don't expect you to start writing letters to potential clients – although direct mail is undergoing some sort of renaissance right now and is still a powerful media when used effectively – it's costly, time consuming and lacks inter-activity/functionality.

So what is the modern equivalent of a good old letter? The email of course!

And it has that vital element – ability to connect to online content.

You can include audio, still images and of course, video.

But the principal benefit is the intimacy. You are building a relationship with another person – one to one – and developing trust – vital if you're going to sell stuff at some point.

Emails are seriously effective. Forget social media.

Emails are where it's at. But like anything in life...

They're only effective if you write emails that people actually want to read!

So your objective is:

- Get your email actually delivered to your contact
- Get them to open it and read it
- Get them to take some specified action in that email. It might be to click on a link to your content or your sales page. But you must include a call to action OR make them want to read your next email...

That's where I come in. But before I do, there's a bit of scene setting to be done before we crack on.

Read this post first, as many times as you need to, then drop me a line via email to andrew@andrewharkin.net and tell me what your problem is, marketing wise, specifically, email wise.

Speak soon,

