

7 TIPS TO INCREASE YOUR EMAIL OPEN RATES



FIRST

ASK YOURSELF:

Who am I speaking to? What style of selling do they prefer? What value can {client name} bring for them?
How am I going to help them solve a problem?

THEN

DECIDE WHAT KPI TO FOCUS ON:

XX number of meetings? XX number of
replies? XX number of Starters? XX
number of link clicks?

REMEMBER

BUILD YOUR MESSAGING AROUND THE
PAIN POINT

Bob doesn't care about how the hotdog was made He doesn't care about what's in the hot dog. He cares about HOW the hotdog is going to SOLVE his hunger.

ONE= KISS

Keep It Simple, Salesman!

Keep emails short and concise, max 150 words. Could you read this on mobile without scrolling?

TWO: 1 CTA PER EMAIL

The Call To Action should always relate to the goal of the email.

Want prospects to click on the meeting link? Make that your CTA.

THREE GET TO THE POINT

Waffling on doesn't actually help anyone. Be as direct as possible with your ask. Ideally stated in the first sentence.

FOUR: SOLVE PROBLEMS

Don't sell features.

Focus on how you can help solve their problems and keep features to a minimum. People aren't interested in what it is that you do, they're interested in how you will help them.

FIVE: SOCIAL PROOF

Share social proof such as case studies, awards, relevant content etc. It's a good way to build trust and establish credibility. No one buys from someone they don't trust.

SIX: MAKE IT PERSONAL

Talk TO your prospect, not AT them. You do this by using language like you, your, and your team.

SEVEN: SUBJECT LINE POINTERS

MAX 70 characters. Most important point comes first.

Ask a question, make a declaration - spark curiosity.

Compare with other brands eg. How to run experiments like Shopify.

SEVEN: SUBJECT LINE POINTERS

Write it first - if you can't explain it in a few words how are you going to explain it in the body of the email?

Draft 2-3 subject lines.

Test test test! Tweak subject lines if open rates are not performing well.

Open rates should be 5-10% MINIMUM.

