Twitter Thread by Chase Dimond | Email Marketing Nerd ■

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The 20 Commandments of Email.

Lessons from making over $50 Million for clients and building a 7-figure email marketing agency from scratch.

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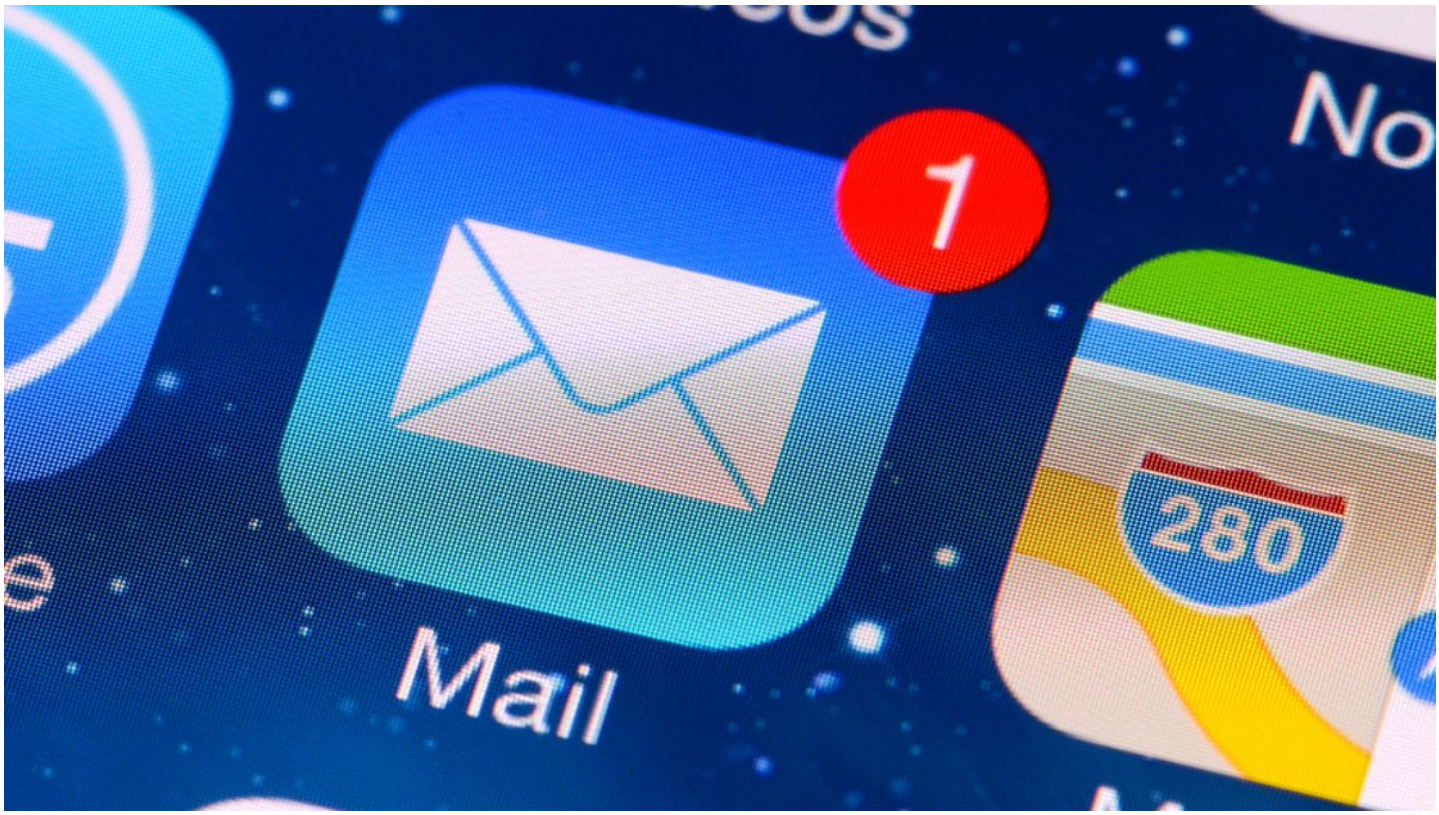

1) Treat your subs with respect

People didn't sub to your list to be spammed.

People subbed to your list because you have something to offer and they're interested in you.

Keep it that way.

2) Test Everything

-Subject lines
-Email length
-Sending times
-Copy
-Angle
-Preview text

"Never stop testing and your advertising will never stop improving."

-David Ogilvy

3) Have Systems

-Welcome flows
-Purchase flows
-Abandonment flows

These will keep earning money forever.

You need sleep.

Systems don't.

4) Leverage List Segmentation

Never blast your whole list.

That's just asking to land in the Spam folder.

Focus on people who actually open your emails and click on your links.

An engaged list > A huge list.

5) Tag Everyone

Clicked on a link?

Tag them.

Purchased a product?

Tag them.

Won't open your emails?

Tag them.

If you know who you're sending emails to, it’s easy to make money.

6) Learn to Hype

Say you have a big holiday / event coming up.

You send them a discount email that day, right?

Wrong.

You send them one the day before,

One during the event,

And one after as an extended sale.

Easy money.

7) Treat Them.

Your email subs want to know more about you than your followers.

That's just how it is.

Let them know that you care by giving them discounts or unique offers.

Making your subs feel special is good for business.

8) Be Unexpected.

>Ask a question in the subject line.
>Tease them saying there's a surprise inside.
>Tell them about your once-in-a-lifetime opportunity
>Make them laugh
>Tell a story

The key to good emails?

Stop being boring.

9) The Subject Line Is As Important As The Email

The subject line determines whether people are going to open your email or not.

>Beautiful design
>Solid copy

>Inbox delivery

Mean nothing if people won't open your email.

Pro tip: A/B test your subject lines & pick the winner

10) Use Preview Text

Use preview text as a "second subject line".

Examples:

- Great to have you!
- You're gonna like what's inside!
- Here's a little gift for you.

The subject line caught their attention.

A killer preview text seals the deal.

11) Make Them Feel Like They Belong

People like to feel part of something.

Anything that means something to them.

@ROGUEWEALTH leads the Roguewarriors.

@OneJKMolina has La Familia.

What do you have?

12) Don't Make Them Sick Of You

Sending emails every day is overkill.

If once a week works best, do once a week.

If twice or thrice a week does best, do twice or thrice a week.

Don't overdo it.

Respect their time and they will respect yours.

13) Don't Let Them Forget You

Conversely, don't let them go cold.

If you haven't emailed your list in months and expect them to buy from you,

You're in for a bad surprise…

14) Reignite The Fire

If people are not opening your emails, it's because you haven't given them a reason to.

So send them an email and give them a reason to.

Give them a discount
Let them ask you a question
Offer some kind of help

If that doesn't work, delete.

15) Respond If You Say You Will

Many people ask others to respond to their emails and do nothing.

Not good.

If you let people ask you questions, then make sure you answer those questions.

They'll like you more and will likely buy if you ask them to…

16) Be Useful

People subbed to your list because they wanted something from you.

>Knowledge
>Guidance
>Offers

So keep giving it to them.

Be Useful. Get Paid.

Simple.

17) Be Genuine

When was the last time you enjoyed corporate talk?

Exactly.

Speak like you would to a friend.

Nobody likes to be treated like "just another customer".

Everyone likes to be treated like a friend.

18) Quality > Quantity

It's better to have 100 people who want to hear from you,

Than 1,000 people who don't even know who you are.

Why would you email people who don't want you in their inbox and risk going to spam?

Stick to people who like you and you will be rewarded.

19) Get To The Point

People don't have time.

People don't have long attention spans.

Make your emails simple, concise and to the point.

Why should I open?
Why should I read it?
Why should I click on it?

Get clear on these three.

Watch your sales go up.

20) It's a Relationship

Business is mostly about relationships.

Treat others with respect, they'll respect you.

Help others, they'll help you.

Be useful to others, they'll like you.

Email is actually simple.

We're the ones that complicate it.

If you read up to here, that means you got value from the thread.

If you could retweet the top tweet I'd appreciate it ;)

Thanks for reading!

Oh,

And as a bonus,

What email marketing can achieve:

https://t.co/oZnL8OXEEU

> Texts like this make my day.
>
> A company I\u2019m consulting with has gone from ~$100K per month in email revenue to $777K in email revenue for the last 30 days.
>
> I started with them 3-4 months ago (March 2020). pic.twitter.com/uf3zLFyroz
>
> — Chase Dimond | Email Marketing Nerd \U0001f4e7 (@ecomchasedimond) July 15, 2020

https://t.co/MnFngWfD91

> Got involved with this brand in March.
>
> Looking like we'll do $1M+ in email revenue next month.
>
> We'll close out this month just shy of $1M. Currently sitting at $927K in email revenue.
>
> INVEST INTO YOUR EMAIL CHANNEL!!! pic.twitter.com/vYpubTmDuH
>
> — Chase Dimond | Email Marketing Nerd \U0001f4e7 (@ecomchasedimond) July 28, 2020

https://t.co/EASP3QzJ2H

> The daily love & support I\u2019ve been receiving from everyone is unreal.@2PMinc posted a tweet 30 mins ago asking people to tag the best operators in email marketing.
>
> To my surprise, I\u2019ve had a dozen people tag me on this thread.
>
> Absolutely mind blown & overjoyed by this \U0001f64f\U0001f64f\U0001f64f pic.twitter.com/tfR20lmfJs
>
> — Chase Dimond | Email Marketing Nerd \U0001f4e7 (@ecomchasedimond) October 24, 2020

https://t.co/InUEoka7vX

> We had a crazy idea that we\u2019ve been testing for when people churn.
>
> It looks like it\u2019s paying off!
>
> Going to wait until I have one more success like this then I\u2019ll drop exactly what we did in a video module in the course as a bonus. pic.twitter.com/iF2LIzQXPZ
>
> — Chase Dimond | Email Marketing Nerd \U0001f4e7 (@ecomchasedimond) October 22, 2020

https://t.co/ku2e7DRlR6

> These campaign results from yesterday are \U0001f525\U0001f525\U0001f525
>
> The winning formula in Ecom is:
>
> 1. Strong Top of Funnel
>
> 2. Conversion Optimized Website
>
> 3. Email Marketing
>
> I love when clients nail 1 and 2.
>
> Makes our job on the email side easier because we know what levers to pull. pic.twitter.com/8WzrgNEfzg
>
> — Chase Dimond | Email Marketing Nerd \U0001f4e7 (@ecomchasedimond) October 20, 2020

Quick fact:

I can show you how to get clients to pay you thousands to do email marketing for them.

I’ve done it for 574 people already with my 2 courses.

Zero To One Email Marketing Course:

https://t.co/1rXVYOZbNE

Advanced Email Marketing Course:

https://t.co/IBWTCvhFQu