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Follow Up Email Messages That Win!: How To Get Your Sales Emails Opened!



Synopsis

To be certain of some degree of success, marketing emails must be followed up a day or two later with a second. The challenge is though, what to write? This email marketing eBook provides 29 follow up strategies that will improve your opening rates or will at least tip the percentage game in your favour. If you already run an on-line marketing company, these strategies will help you build relationship with your list, thus turning that into money. If you are looking to get into marketing online, then this email marketing ebook will help you build up your repertoire of emails to prospects. Finally, if email writing is just not your thing, then cut corners and use these strategies TODAY!

Book Information

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Customer Reviews

This book demonstrates several good tips on improving email elements and content for a better reader engagement. Not only is this a good resource for top email marketing tips but also is this book an excellent tool book for email templates. It teaches you how to increase conversion rate by tweaking critical email elements. Unlike a lot of marketing books that are crammed with buzzwords and business terminology, this book speaks to readers in simple, straightforward, everyday

language. Breaking down follow up email marketing best practices into simple templates that everyone needs to follow.

I have been using some email marketing campaigns for some months. But I didn't get the result I expected. Most of my emails would go unopened to the trash bin. I was desperate to find out where I have gone wrong. Because I have seen my friends using the same email system and getting more sales than me. So I decided to turn to to buy some marketing books. I collected three books from my friends and bought this book "Follow up Email messages that win" from . After finishing reading this book, I discovered I have been doing the marketing completely in the wrong way. I was a beginner in the marketing, but after reading this book I feel like I have acquired an experience of 2 years. I have applied the tricks mentioned in the book and my email opening rates have increased upto 80% from previously 20%. I thank Wayne Evans for sharing the tricks. After all not everyone in this highly competitive market share their tricks.

This book delves in to 29 different methods of following up to previous sales emails that hook in your buyers. Some may not be your style, but the author goes through many different techniques that are already out there and used highly by large companies so that you can benefit from their use as well. The book goes through the 29 different methods with brief explanations of what they are and how to do them; everything from price-drop, payment options, added options/bonuses, dwindling numbers, free trials, testimonials and interim sales results.

If you've ever tried to build a list, you know building a relationship is the first step to keeping up a successful list. As an author I have just started to build a list, but have no idea what to do with it. Although this book is geared more toward IM'ers, there are a few suggestions here I can use to start building a relationship with my readers. By looking at his follow up email messages, I'm getting ideas on how to use an autoresponder to my advantage and start my own email messages list. If you are an internet marketer, you will definitely find some useful info in this book.

I am new to e-mail marketing and this book made me confident enough that I can do it. This author makes internet marketing really easy and I am happy to see that he is passionate about providing value to his clients and readers.

I'm always looking for ways to improve my business. And email marketing is key to business

success. "Follow up Email Messages that Win" has tons of tips, strategies, and ideas to help get your business to the next level. Thanks

Finally a book that leaves out the fluff and gets right to the point!! I am so tired of reading books that include useless info like "why use email." This book gets right to the point and contains virtually no fluff. Just useful tips for getting responses. I will definitely be looking for this author's other books!

I have a number of people on my list, but I have not had any real success with the list. Through Wayne and others I am beginning to understand that the relationship with the list is more important than just having people on it. I can see where Wayne's tactics will help build that relationship over time.

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