



Email Marketing Playbook

NIKSWAMI.COM

UNLEASH YOUR EMAIL MARKETING MODEL

An email marketing model helps you to plan out what you want to achieve with email marketing, and how you're going to do it.

Many people just randomly do email marketing. They put together an email, they send it out and just hope for the best, and then a few weeks later, they'll send out another one, and it just achieves nothing. They're on one end of the spectrum.

And then on the other end of the spectrum, you have people who are way too obsessive. They plan a thousand emails in advance, they set up complicated structures, they need a giant spreadsheet to keep track of everything, they're always stressed and overwhelmed, and they actually spend more time editing their complicated plans than actually getting anything meaningful done.

The email marketing model on the left is the right way to do it. It tells you WHAT emails you need to send. That's what matters. WHEN you send them and HOW you send them are way less important. This model gives you the flexibility and freedom to customize your email marketing around you and your specific offer, whilst also giving you a framework to guide you forward.

Generally, you should aim to send one email per week during most weeks. But of course, you can send more emails for specific purposes (e.g. a new product or service launch, or a response to a significant event happening in the world).

You can use this model on any email marketing platform you want. My two personal recommendations are Mailchimp and ConvertKit, but most other email marketing platforms (e.g. Active Campaign, GetResponse, Privy, OmniSend) offer very similar features too.



APPLY THE FIVE PRINCIPLES FOR SUCCESSFUL EMAILS

Successful emails pass through four checkpoints: they actually DELIVER to people's inbox, they persuade people to OPEN the emails, they ENGAGE people so that they read the emails and finally, they get people to take ACTION. The following five principles help your emails to pass through these four checkpoints.

1. AVOID SPAM FILTERS

Make sure that people actually signed up to your mailing list, and that the emails you send are aligned with what they signed up for. Use a custom email address, not one of the personal email platforms like Gmail or Hotmail. Limit the number of images in your emails, ideally just have one or two. Don't copy and paste text into your emails, directly type into them. Focus on correct spelling and grammar. Avoid intrusive behaviour, like writing in all capital letters or using several exclamation points in a row (!!!!!). Have a clear unsubscribe link and show a physical mailing address in the footer of your emails. Email frequently so that people don't forget who you are or lose interest and unsubscribe. Use a reputable email marketing platform, like the ones I mentioned on the previous page - the deliverability of their emails is much higher, and spammers avoid using them because of their strong anti-spamming policies and enforcement.

2. USE EFFECTIVE SUBJECT LINES

Subject lines are super important. You could have the best email in the world, but if your subject line isn't appealing, then most people aren't going to open it. Keep the subject line short (6-8 words) so that it doesn't get cut off in people's inbox. Avoid using descriptive subject lines, which basically just say what the email is about in a boring way. Instead, use eight different techniques: urgency, exclusivity, curiosity, special offers, timeliness, people, stories and personalization.

3. CREATE CONSUMABLE EMAILS

Have your most important message at the top of the email. Use a font that isn't too small that it's hard to read or too big that people have to keep scrolling just to finish one sentence, and always send yourself a test email to check that it looks good on desktop and mobile. Use very short paragraphs and bulletpoints, rather than long paragraphs. Then finally, use bold, italic and underlined text to highlight key points in your email, but only use them lightly.

4. HAVE A SINGULAR FOCUS

Whenever you're sending an email, it should be about one thing, and it should get people to take one action.

5. SEGMENT YOUR AUDIENCE

Different emails should go to different groups of people within your audience. This maximizes open rates, engagement rates and click through rates because the emails will be highly relevant compared to emails that are just sent to everyone.

RAPIDLY GROW YOUR MAILING LIST

Most people don't have a mechanism for actively getting subscribers onto their mailing list. Sometimes they'll have a sign up box on their website, or a pop up, but let's be really honest here – most of your audience won't give out their email address just because you're showing them a sign up box or a pop up, right?

An email address is very personal, people don't want their inboxes filled with spam or something they're not interested in – so they're very cautious when it comes to giving out their email address.

Now, the solution to this is very simple, but very effective. You want to offer them a lead magnet in return for giving you their email address. So a lead magnet is something you give away for free. In other words, you're persuading people to give you their email address in return for something they want.

WHAT YOU CAN OFFER AS A LEAD MAGNET

The most popular ones are things that people can download, like an ebook, checklist, guide or cheatsheet. Other popular lead magnets are video based, like a free webinar or video series. Finally, there are experience lead magnets, like free trials, consultations, appointments and strategy sessions.

WHAT MAKES A LEAD MAGNET ATTRACTIVE

It has to solve a problem, promise one quick win, be in a format that's easily digestible, provide real value and compliment your offer to make it more appealing.

HOW TO SET UP A LEAD MAGNET

Once you've created your lead magnet, you need to create a landing page. That landing page should have a large and appealing title, an image of the lead magnet, a summary of what people are getting, and then finally, a form that asks for people's first name and email address. Once they complete the form, the lead magnet is delivered to them and their details are added to your mailing list. How the lead magnet is delivered depends on what your chosen lead magnet is, and what website + email marketing platforms you're using. Search through their step-by-step help guides to set this up - every platform should have one. If you don't have a website, most mainstream email marketing platforms (e.g. Mailchimp and ConvertKit) allow you to build and host your landing pages with them instead, and they also offer ready-made templates that you can choose and customize within minutes.

HOW TO PROMOTE YOUR LEAD MAGNET

Once your lead magnet and landing page is set up, send a link to your existing subscribers and ask them to share it with anyone else they know who may find it useful. Beyond that, there's three paid and three free growth strategies. The paid strategies use advertising, influencers and competitions. The free strategies use Facebook Groups, engagement hacking and shout for shouts. There are also promotional emails you can send, which we'll come onto later.

SEND WELCOME EMAILS

Studies have shown that welcome emails are opened 4x more than other emails, and people click on links inside of welcome emails 5x more than other emails. Another study found that 320% more revenue is attributed to welcome emails on a per email basis than other emails. In other words, these are the emails that people see the most, and take action on the most.

Not only that, but they give people a first impression of who you are. If your welcome email is good, people will stay on your mailing list. But if it's bad, they'll just unsubscribe immediately because they don't have a relationship with you right? They've just joined your mailing list, and so this is when they're most likely to unsubscribe if you do something to put them off.

An effective welcome email includes five elements:

1. **A THANK YOU** for them joining your mailing list – just being warm and friendly goes a long way.
2. **A POSITIVE AFFIRMATION** that makes them feel good about subscribing to your mailing list – you want to reinforce that they've made the right decision.
3. **SET EXPECTATIONS** by briefly telling them what type of emails they can expect from you, and specifically, highlight the value of those emails.
4. **A CALL TO ACTION** that asks people to do one thing that's valuable to you, like checking out your website, blog, YouTube channel, and so on.
5. **A SAFE SENDERS NOTE** that tells people to add your email address to their safe senders list so that your emails never go to their junk folder.

SEND PROMOTIONAL EMAILS

As we covered earlier, the most powerful way to grow your mailing list is through a lead magnet.

But you can then get your existing subscribers to help you grow your mailing list even further, and this is where promotional emails come in. They're so effective because they're a form of word-of-mouth marketing. Over 90% of people trust recommendations from someone they know more than marketing from someone they don't know, and customers are 77% more likely to purchase something when learning about it from someone they know.

There's three types of promotional emails, and just like with the lead magnet, you can give people an incentive to take the action you want them to, like promoting you to their friends, family, colleagues and everyone else.

1. COMPETITION EMAILS

Get people to forward your emails or post about you on social media, and offer them the chance to win a prize in return. In addition to stating the prize in your email, also mention the entry rules, eligibility and deadline.

2. SOCIAL PROOF EMAILS

Ask people to send you reviews, testimonials or photos and videos of them using your offer. Some people will do this without an incentive if they're happy with your offer, but more people will do it with an incentive.

3. REFERRAL EMAILS

Send emails that encourage people to forward your emails or share your social media posts. For example, offer a 'friends and family' discount code.

SEND SALES EMAILS

So, we've covered the three types of promotional emails, which can lead to sales indirectly. Competitions, referrals and social proof can all generate and increase sales, but their main focus is generating growth for your mailing list, social media audience and visitors to your website, online store or blog.

Now we're moving onto the three types of sales emails, and their main focus is to just generate revenue.

1. SPOTLIGHT EMAILS

Choose one of your products, or a service, or whatever you're offering, and send emails that persuade people to purchase it – without giving them a financial incentive.

Five highly effective forms of persuasion involve explaining the benefits of your offer, sharing a fact that supports the need for your offer, sharing social proof that you've collected, inspiring people with an achievable transformation and sharing stories.

2. DISCOUNT EMAILS

Use a combination of percentage discounts (e.g. 50% off) and fractional discounts (half price) to showcase your offers in different ways.

3. FREE CREDIT EMAILS

Percentage and fractional discounts are quite abstract. In other words, people don't instantly understand the dollar value of them. With free credit emails, you're telling people that they've won free credit to spend. This makes people feel like the money is theirs, which is a very powerful psychological trick.

SEND RETARGETING EMAILS

When people are shopping online, they'll see something they're interested in, they'll add it to their shopping cart, but then stop for some reason. Maybe they change their mind, or they get distracted - whatever the reason is, they just don't complete their purchase, and this is known as an abandoned cart.

The abandoned cart rate for online purchases is between 60-80% across all niches, with an average of 67%. So for every 100 people that add your offer to their shopping cart, only 33 of them are likely to complete their purchase.

So that's a lot of abandoned carts, and that's where the abandoned cart email comes in. It's automatically sent to people after they abandon their cart, and as with everything else, the way you set up these emails depends on the website and email marketing platforms you're using. Some website platforms (e.g. Shopify) have abandoned cart emails built in, but I'd highly recommend using an email marketing platform instead as they offer much more flexibility and customization.

Abandoned cart emails should be short and direct. Instead of sending them as transactional emails (e.g. with a subject line like 'complete your purchase'), make them conversational and interesting (e.g. did you forget something?).

The button should be clear, and shouldn't make people think that they'll be instantly charged if they click it. For example, 'Return to shopping cart' is good, but 'complete your order' can be misleading and off-putting.

If you're sending one abandoned cart email, I'd recommend sending it 1 hour after the cart was left. If you're sending a series, then 1 hour, 12 hours and 24 hours have been shown to be effective timeframes for conversion.

SEND LOYALTY EMAILS

Loyalty is something that's so overlooked. Many people are so focused on getting new subscribers, followers and customers, that they don't really pay as much attention to existing ones. But this is how important they are:

- 61% of businesses report that more than half of their revenue comes from repeat customers
- On average, loyal customers are worth up to 10x as much as their first purchase
- It can cost 5x more to acquire new customers than to keep current ones
- A 5% increase in customer retention can increase profitability by 75%

This is where loyalty emails come in. They're easy to set up, but they can maximize your revenue by a significant margin. There's two types:

1. SECRET OFFER EMAILS

These are sent immediately after someone purchases, or you can set it up to send after they take any valuable action, like downloading your lead magnet.

Inside the email is a secret offer that only people who have purchased get to see, and you tell them that. This takes advantage of two psychological factors: the first is that they're already in a buying mood and environment, and the second is that you're making them feel like they're getting exclusive insider access to something, which maximizes your conversions.

2. MILESTONE EMAILS

These are sent 1 month, 6 months and 12 months after they join your mailing list or take any valuable action. They thank people for their loyalty, give them a reward (e.g. a discount code) and promise more rewards in the future.

SEND FEEDBACK EMAILS

It's very difficult to always make the right decision, or to guess what your audience wants. What content do they want you to send? What products do they want you to sell? What services do they want you to offer? What don't they like about what you're doing? What do they like about what you're doing? These are all of the things that you can get feedback on, and then it just makes your life easier. Because if you already know what your audience wants, then you can just give it to them without trying and failing with loads of different things. And by having a better understanding of your existing audience, you'll also have a better understanding of how to attract more people into that audience.

So, there's no specific formula you need to follow here, because it's just a conversational type of email, and once again, what you ask for will completely depend on what you do. A dropshipper can get feedback on what products to sell. A YouTuber can get feedback on what they should focus on in their videos. A coach could get feedback on how they can improve the service they deliver to their clients. You can offer an incentive to maximize responses.

Generally, I just ask one question – the main thing that I want to find out, and I'll send a very casual and friendly email asking that question, and then people can simply reply to that email with whatever they have to say.

If there's multiple questions you want to ask, and you want to collect that feedback all in one document instead of having separate emails in your inbox, then there's two completely free platforms you can use. One is Google Forms, and the other is Survey Monkey. Both of these platforms allow you to build surveys and questionnaires, and you'll then receive a link that you can include in your email.

SEND ON-DEMAND EMAILS

Most emails can be planned out in advance, and most of them can also be automated.

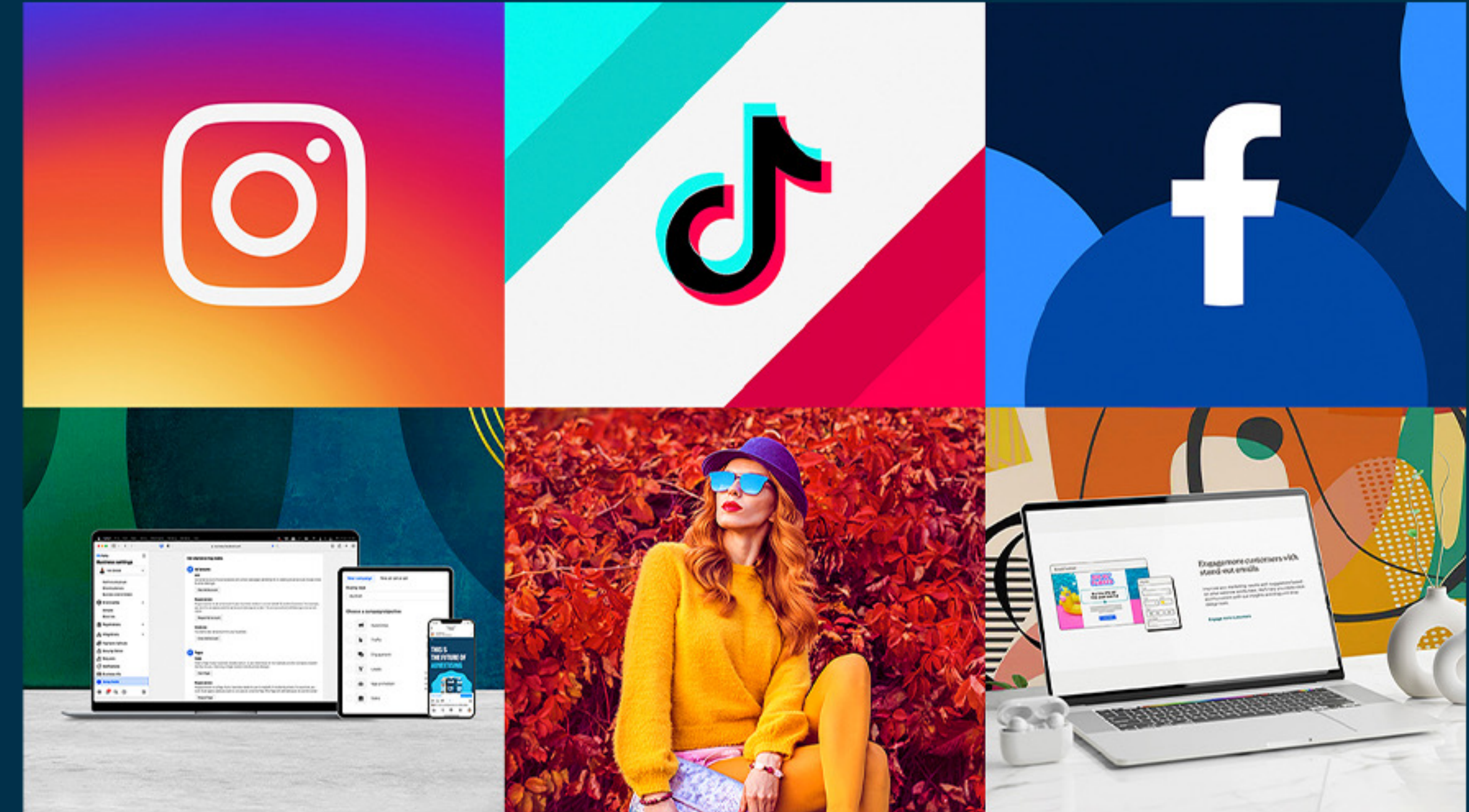
But there will still be times when something unexpected occurs in the world, or something that only happens once, or doesn't occur every year. So this final strategy isn't about a specific email, it's more a philosophy.

Never get complacent with what you're doing. It's easy to just set up a variety of emails and let them run on autopilot. Don't get me wrong, they can generate hundreds of thousands, even millions of dollars. But you should also occasionally send an email that shows you're engaged with the world, and with your audience's interests – doing this keeps you fresh, relevant and interesting – which is a lot better than most emails people receive.

So the way I do this is very simple. Every morning, I'll just read the news for five minutes, and I'll browse every topic there is – business, entertainment, technology, sports, science – everything. And every so often, I'll come across something particularly entertaining, informative or inspiring, and I'll think of a way to relate it to my audience, myself, or my offer. I'll then insert it into the framework of one of the emails we've covered. Then it becomes an on-demand email, because you're creating them on-demand.

So, as my final recommendation – keep your eyes open for new opportunities, keep your mind open to new ideas, keep your heart open for new ways to connect with your audience, and when all three of those align, you'll be sending emails that hit the right tone, on the right day, to the right people, and those emails can give you extraordinary results - more subscribers, more social media followers or the best one of all, more sales!

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