

Business Coaching in Boosting Sales: Boosting Sales By Getting Your Emails Delivered – With Adrian Savage

This workbook is about the complexities and potential pitfalls of email marketing, as well as strategies for optimization, focusing on person-to-person relationships and the importance of relevance and adaptability.

It's important because email marketing is a critical part of any business strategy, and mastering the delicate balance of connecting personally with subscribers while avoiding spammy tactics can drastically improve marketing results.

The benefits of completing these exercises include a better understanding of email marketing best practices and tactics, as well as practical tips on enhancing customer relationships and engagement.

Quote to remember from the Interview

"Switching a provider won't help, it can hurt you." This reminder emphasizes the importance of focusing on the quality of your emails and relationships with subscribers, rather than hopping from one solution to another in hopes of the magic fix.

What You'll Learn From the Activity

Through these activities, participants will gain practical insights into strategies for enhancing person-to-person relationships via email, creating quality content, dealing responsibly with complaints, and understanding when to let go. They will have the opportunity to reflect on their own email marketing processes and adapt these insights to their own strategies.

Activity

Briefly describe your current email marketing strategy.

In your own words, explain the real purpose of email marketing.

How does your current strategy address the needs of your subscribers?

List three ways how you could enhance your emails to provide more value to your subscribers.

Reflect on a time when an email marketing tactic you used faced resistance or backlash. How did you handle it?

Describe what it means to respect the privacy and feelings of your subscribers.

How have you dealt with subscribers who have decided to unsubscribe?

True or False: Quality is more important than quantity in email marketing.
Explain your answer.

What steps are you taking to maintain the quality of your email content and subscriber relationship?

Briefly describe an instance when you realized that you needed to adapt your email marketing strategy.

Reflect on this quote: "Money is a form of appreciation for a well-done job."
How does this apply to your email marketing strategy?

Complete the sentence: The biggest mistake I made in email marketing was _____.

What steps did you take to correct this mistake?

Are you afraid to let go of certain marketing tactics even if they aren't working? If so, why?

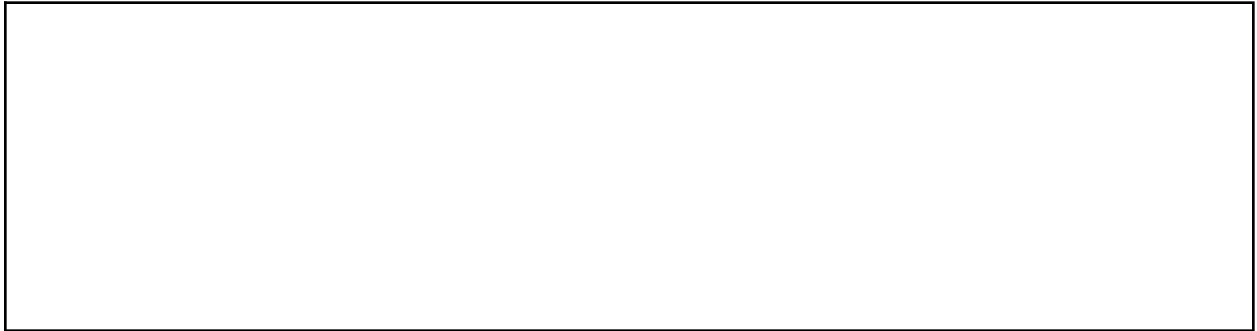
What strategies are you implementing to improve the quality of your email content?

How do you handle personal abuse complaints or intense disapproval in email marketing?

What would you do if Google flagged half of your emails as spam? Reflect on this statement: "It's not about you, but the receiver and the problems they face." How does this perspective change your approach to email marketing?

How would you demonstrate to your subscribers that you value and respect their privacy?

Finally, draw a roadmap of your revised email marketing strategy incorporating the lessons learned from this workbook. What changes will you make and why?

A large, empty rectangular box with a thin black border, intended for drawing a roadmap of a revised email marketing strategy.