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10 Secrets to Getting Your Emails Opened

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89 Billion

Email Sent Every Day

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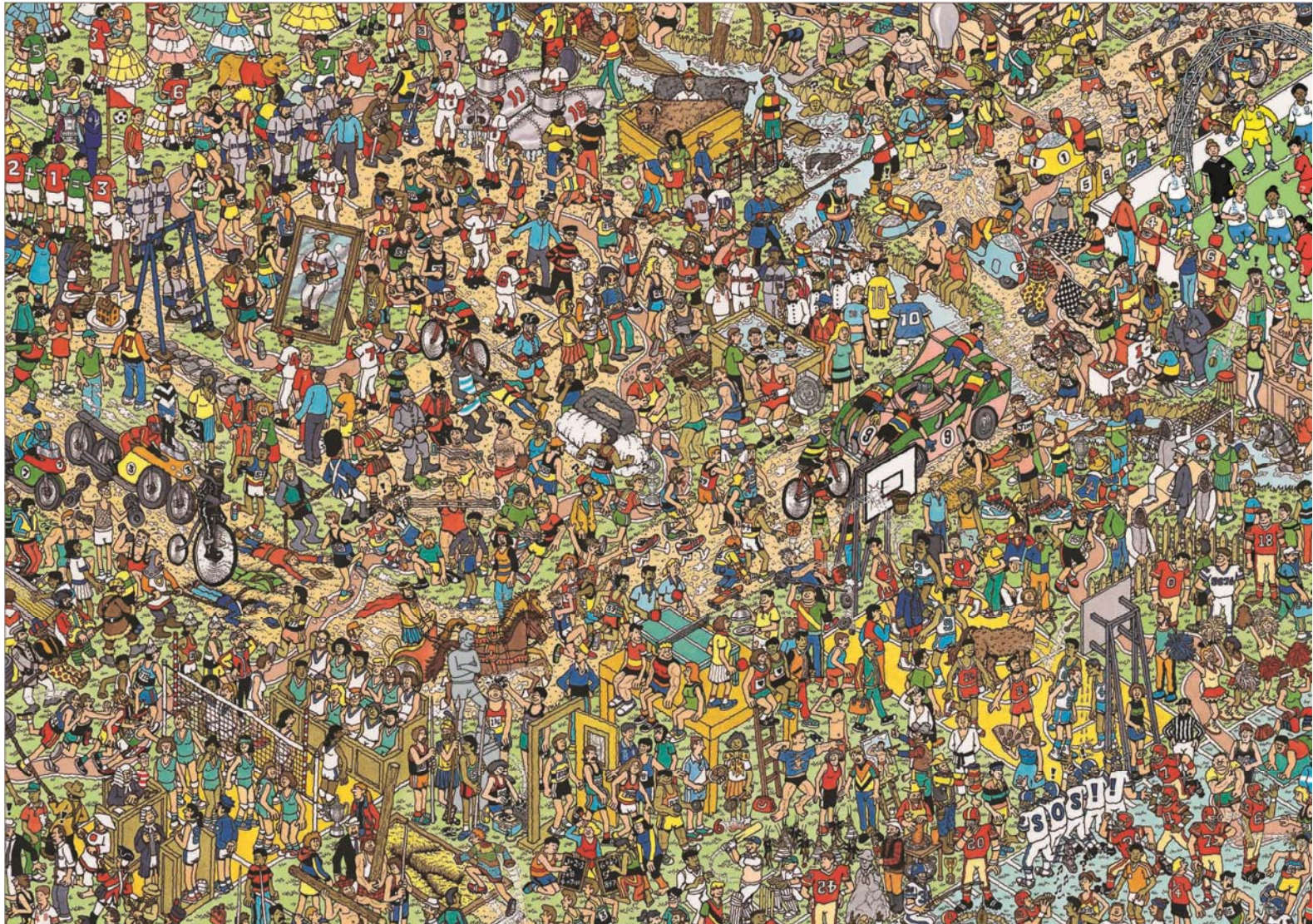
**ARE YOUR MESSAGES
GETTING LOST?**



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#1 What is the biggest factor in getting an email opened?

- A. Title**
- B. Pictures**
- C. Time of Day Sent**



#2

What do CAPITAL letters mean in an email?

- A. You are excited
- B. You are screaming
- C. You can't get the caps lock off



#3 When is the best time to send email to get a high open rate?

- A. Saturday**
- B. Thursday**
- C. Day does not matter**



#4

What should be put in the from field?

- A. **The Company's Name**
- B. **A person's name**
- C. **Anonymous**



#5

What should your email open rate be?

- A. 25%**
- B. 10%**
- C. 89%**



#6

When was the first email sent?

- A. 1981**
- B. 1991**
- C. 2001**



#7

Which one of these is probably spam?

- A. You just inherited \$1M**
- B. Free way to make \$1M**
- C. Your mom just sent \$1M**

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1. Title of Email



Systematic Relationship Ratings

- **“Saw this and thought of you”**
- **“I know you appreciate a good (book/resource)”**
- **“I have an idea for you”**
- **“Here is a great connection for you”**



“My wife thinks I am having an affair...”



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HEY!



2. Go Negative

- Worst
- Absolutely
- Wrong
- No Fewer



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*“What Not to
Include in Your
Return Policy”*



3. Be Exclusive

- VIP
- Invitation
- Limited time
- Deadline is Thursday



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*“Your Exclusive
Invitation to a once a
year event”*



4. No CAPITAL LETTERS

- Like Screaming
- Goes to Spam





5. Be controversial or contrarian within your brand

*“Melissa Mayer was right:
Why Employees need to be
back at the office”*



6. Words to Avoid

- Free
- Help
- Percent off
- Reminder





7. Use odd numbers plus 10

*“5 Reasons Stupid People
make more money than you”*



8. Keep it short

- Email titles 25 characters
- Use Litmus to test



9. Get help



Apply These 10 Secret Techniques To Improve Facebook Apps
 Believing These 10 Myths About Facebook Apps Keeps You From Growing
 Don't Waste Time! 10 Facts Until You Reach Your Facebook Apps
 How 10 Things Will Change The Way You Approach Facebook Apps
 Facebook Apps Awards: 10 Reasons Why They Don't Work & What You Can Do About It
 Facebook Apps Doesn't Have To Be Hard. Read These 10 Tips
 Facebook Apps Is Your Worst Enemy. 10 Ways To Defeat It
 Facebook Apps On A Budget: 10 Tips From The Great Depression
 Knowing These 10 Secrets Will Make Your Facebook Apps Look Amazing
 Master The Art Of Facebook Apps With These 10 Tips
 My Life, My Job, My Career: How 10 Simple Facebook Apps Helped Me Succeed
 Take Advantage Of Facebook Apps - Read These 10 Tips
 The Next 10 Things You Should Do For Facebook Apps Success
 The Time Is Running Out! Think About These 10 Ways To Change Your Facebook Apps
 The 10 Best Things About Facebook Apps
 The 10 Biggest Facebook Apps Mistakes You Can Easily Avoid
 The 10 Most Successful Facebook Apps Companies In Region
 Think Your Facebook Apps Is Safe? 10 Ways You Can Lose It Today
 Thinking About Facebook Apps? 10 Reasons Why It's Time To Stop!
 10 Places To Get Deals On Facebook Apps
 10 Reasons People Laugh About Your Facebook Apps
 10 Amazing Facebook Apps Hacks
 10 Awesome Tips About Facebook Apps From Unlikely Sources
 10 Creative Ways You Can Improve Your Facebook Apps



10. “From” field

- A person or most recognized person
- Not the company, info or sales

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CONTENT

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**WHY
YOUR
BUSINESS**

SUCKS

25 Ways to Get It Growing Again

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