

31 HACKS

TO INCREASE

EMAIL OPEN

RATES

Stuart Walker

NicheHacks.com

DISCLAIMER / LEGAL NOTICES:

Although the author and publisher have made every effort to ensure that the information in this book was correct at press time, the author and publisher do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause

This publication is not intended to use as a source of legal or account advice. The purchaser or reader resumes all responsibility for the use of these materials and information. The author does not warrant the performance or effectiveness of any sites stated in the book. All links are for educational purposes only and are not warranted for content, accuracy or any other implied or explicit purpose. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the United States or any other jurisdiction is the sole responsibility of the purchaser or reader.

This publication is meant as a guide only. The figures used are to demonstrate the sums of money that could be made and there is no guarantee that by following this guide you will make the figures published or indeed any money at all. We hold no responsibility for income (or lack there of) that you generate.

The author and publisher assume no responsibility or liability on behalf of the purchaser or reader of these materials.

I cannot personally vouch for any of the affiliate programs in this guide not for their reliability, ethics or morals. You should do your own due diligence and research before promoting.

Affiliate Disclaimer:

Per the FTC's recent policy update that requests we be transparent about any and all affiliate relations we may have in this guide, you the visitor or customer, should assume that any and all links in this guide are affiliate links. If you utilize these links and visit the resulting site, a cookie may be set in your web browser that will cause us to receive compensation if you make a purchase.

Resell Rights:

You do NOT have any resell / reprint / distribution rights to this guide.

INTRODUCTION

Email marketing is the backbone of every successful online business.

It's unlikely there's a successful online business that doesn't have one.

You can use your list to communicate with your audience, build your trust and reputation, drive traffic back to your website and promote new products.

However it's becoming harder than ever to get your emails opened.

People trust marketers less than ever due to being burned by one too many wannabee 'gurus' who only knows how to send spam and promos.

More emails are hitting spam, junk, promo or 'other' folders.

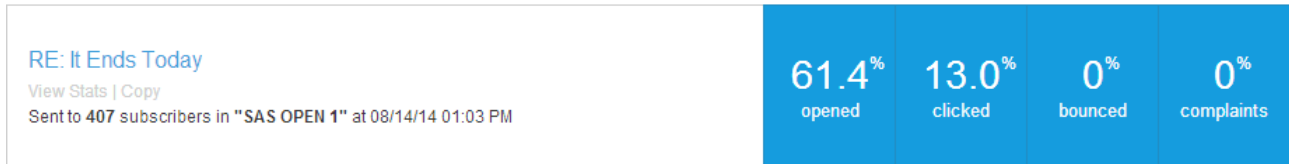
People are so overwhelmed with all the junk in their inbox they are ignoring emails even from the websites they love.

So it's vital to do EVERYTHING you can to get your emails noticed and opened.

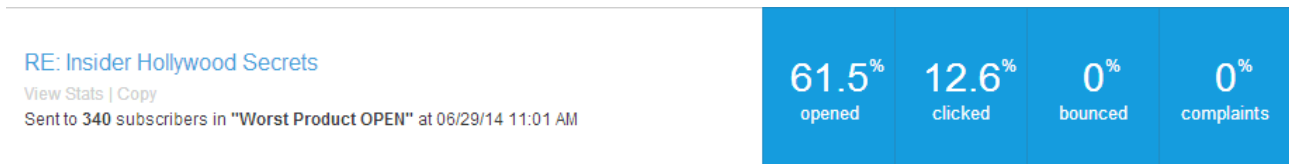
SmartInsights report that average open rates across all industries was 22.87% ([Source](#)) and MailChimp reported the highest industry average based on subject was hobbies at 30.71% ([Source](#))

To let you see I do know what I'm talking about let me show you some proof of my open rates first....

Here's a whopping 61.4% open rate....



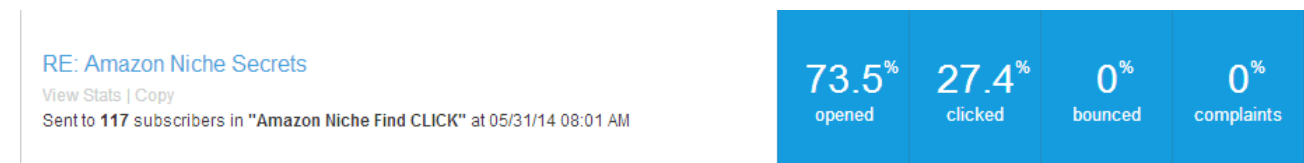
61.5% open from another email...



Here's a 33.1% open. Anything lower than this would be a disaster for me...



Here's 73.5% open to a small segment of my list



Convinced?

Below is 31 of my best tricks to increase open rates....

1. **Build a quality list from the start**

One of the best ways to get consistently high open rates is to build a quality list from the start.

Sending junk traffic (traffic exchanges, solo ads, freebie seekers etc) to a squeeze page and bribing them to enter their email in exchange for a low quality product is always going to result in low open rates.

They entered their email to get the free product not because they wanted to join your list and receive more emails from you. They don't know who you are, what you have to say, and they do not care either.

It's cold traffic that has no relationship with you. When you use the cold traffic to a colder squeeze page then bribe people with a freebie method it doesn't matter how good that free gift is.

Most people will never get round to reading it or putting it into action as 'free' is worthless to them.

Your follow up emails will go unopened at best or marked as spam at worst.

Build lists around quality paid for products, content rich sites, or a blog for high open rates and people who BEG you to send them emails.

Deliver incredible value and content to them up front BEFORE asking them for anything in return and you'll see that high open rates are much easier to obtain.

2. Use Power Words

i.e. 'discover', 'instantly' 'revealed', 'uncovered'

Power words make people sit up and pay attention to your headlines.

They suck them in and force them to click.

Headlines MUST be strong and powerful otherwise they go ignored.

More power words here:

<http://boostblogtraffic.com/power-words/>

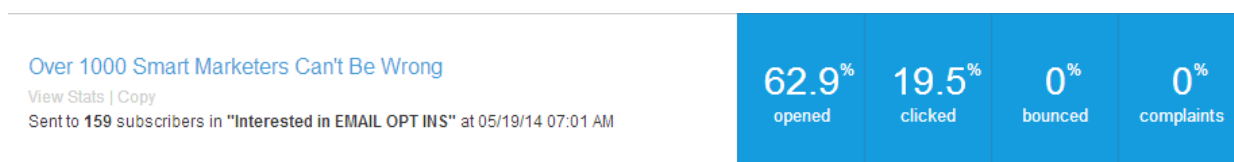
<http://blog.bufferapp.com/words-and-phrases-that-convert-ultimate-list>

3. Use Numbers

People stop and pay attention to numbers.

Any subject lines I use numbers in tend to get a higher open rate than ones without

Like a huge 62.9% with this one...



4. **Tell people what to expect in the next email**

A sure fire way to boost open rates is to tell people what to expect in the next email.

So if you know what you're going to send include a P.S. Where you tell them what to expect in your next email.

It gets people anticipating and looking out for it

5. **Surprise people with regular exclusives and unannounced bonuses**

People love surprises.

But mail them the same old predictable stuff time and time again they become bored and open less and less.

Surprise them with exclusives and unannounced bonuses to keep them guessing and opening emails.

Every 3-4 emails of mines is now an exclusive email you can't find on the blog...

#5

[9 Strange Niches That Are HUGE \[Email Exclusive\]](#)

[Edit](#) | [Send a test](#) | [Delete](#) | [Copy](#)

6. **Make sure your emails have fresh content**

If every email is a promo or just a link to a blog post people become tired of it

Link out to interesting content from around the web, break trending news, tell them a funny story.

You want them to look forward to opening your mails each and every time.

7. **When appropriate use headlines like 'time sensitive' or 'limited time only'**

When used incorrectly these do you more harm than good.

But when there's a genuine time limit or limited availability this works like crazy.

Case in proof I recently promoted a product that had 48hrs until the price changed from a low on off fee to a monthly membership structure.

Doing a 48-24-12-8-4-2hr count down series of email sent email opens AND conversions through the roof.

[TIME SENSITIVE] Less Than 8 Hour To Go

[View Stats](#) | [Copy](#)

Sent to 93 subscribers in "Tsunami CLICK 2" at 08/31/14 11:21 AM

62.4%
opened

8. **Write better headlines**

Simple really.

Work on writing better headlines. There's a structure to it and a formula.

You just have to know what it is.

Check out the free 'Headline Hacks' by Jon Morrow (you'll have to opt in but it's worth it) at boostblogtraffic.com

9. **Test your subject lines and use the best performers**

Most autoresponders allow you to send split test versions of emails.

When you know which headline performs best use that in future campaigns.

I do this all the time.

I send out 2-4 headline variations of the same email and then whichever performs best will be re-sent to anyone who didn't open the first mail.

And then often used as a follow up email in my email series.

10. Segment your list

I have received up to 79.7% open rates when using segmentation.

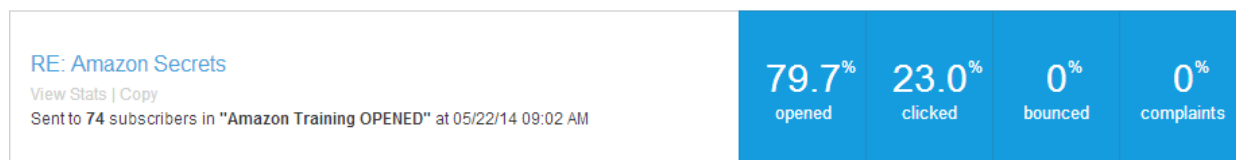
Instead of sending every email to all your list.

Pick out those who would be most responsive to it based on emails they've shown interest before.

If you've sent an email about Amazon and people clicked it this shows they have some level of interest in Amazon.

You can then set up a segment in your autoresponder as "people who like Amazon" and only send Amazon based emails to those people.

Makes no sense to send it to someone who isn't interested.



11. Re-send to unopens

Not every headline will appeal to all your subscribers.

So 12-24hrs later you should re-send the same email with a different headline.

I often double my open rates using this method.

In the example below you can see how on a recent promo campaign I received a 55.8% total open rate through re-sending twice to unopens.

If I hadn't re-sent it would have stayed at 24.4% which was the original (poor) open rate

<p>Revealed Inside: What's Worth Buying & What's Abso ... View Stats Copy Sent to 2,267 subscribers in "440kMonth NOT OPEN" at 08/30/14 09:03 AM</p>	<p>10.6% opened</p>
<p>How One Site Makes \$400K A Month From Curated Cont ... View Stats Copy Sent to 2,897 subscribers at 08/29/14 10:03 AM</p>	<p>24.8% opened</p>
<p>I Am Addicted To This Stuff. Have You Tried It? View Stats Copy Sent to 2,852 subscribers at 08/28/14 11:07 AM</p>	<p>24.4% opened</p>

12. **Send more often**

Don't assume your subscribers will open less because you send them regularly.

I used to 'assume' no one wanted to hear from you any more than 1-2 times a week max.

But as marketers we can't make assumptions or decisions based on feelings.

We must make them based on facts and data as the data doesn't lie.

I increased open rates by sending more often and skyrocketed traffic back to the blog too.

13. **Send less often**

By the same sentiment if you're a heavy mailer then slow down it could improve email open rates.

Three times a day is probably too much for most people.

14. Give more value

You must always be providing value.

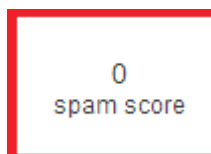
You do that by solving your subscribers problems and going above and beyond what everyone else does with your content, your value, your service.

So less promos and more value can not only increase sales but boost open rates too.

15. Check your spam score.

Most AR's have spam scores and tell you less than 5 is fine to send.

Personally I like a spam score of zero as every email provider treats them differently and I don't want any reason to end up in the spam folder



16. Ask your subs to whitelist your email address

Show them how on your thank you page to increase the number who whitelist your email.

This means more of your emails will land in the inbox.

17. Ask why you sub unsubscribed and take action to remedy it

On unsubscribe many AR's allow you to ask your subscriber why they unsubscribed.

Make use of this and lower your unsubscribe rate to increase open rate.

18. Scarcity works so use it

Use appropriately as false scarcity just annoys people.

If it's not scare or limited then don't use it as if someone opens your email based on

a scarcity trick and finds there's none they will be mad at you.

19. **Use curiosity to evoke an open**

Curiosity killed the cat and we humans can't help ourselves either.

When used correctly it can be a powerful way to get someone to open an email.

Here's a strong email subject I used with good results...

"These Paranoid People Spend \$15 Billion A Year. Are You Scared Like These People?"

People want to know what it is that's scaring these people and see if they are also fearful.

20. **Be consistent**

Email with regularity on the same days and with the same spacing between emails.

People respond well to consistency and will come to expect your emails and look

forward to opening them

21. Clean up your list

Remove unsubscribes, bounces and unopens regularly.

They drive down open rates as well as cause more emails to go into spam.

22. Make sure the first sentence makes you want to read more

Remember people can see a bit of the first sentence of your email before they open.

The “do not reply to this message” is off-putting.

Make it enticing for them to want to finish the sentence.

23. Use @yourdomain as your send address and not free email providers

Yahoo, AOLs and even Gmail email addresses do not have the same deliver ability of a @yourdomain.com email.

24. Examine high open emails from the past and replicate

Did you send a really high opened email in the past?

Study what worked so well about it and replicate it.

25. Stand out

Everyone is bombarding your subscribers with emails day in day out.

You need to stand out and be memorable if you want people to pay attention.

Be funny, witty, original. Tell stories. Do what others don't and won't do.

I start a lot of my emails with a little story about something that happened in my life or what I've got going on.

It doesn't even have to be that interesting but people respond well to getting to

know you.

26. **Be shocking**

Shock sells and it gets emails opened too.

Use shocking headlines to get peoples attention in their cluttered inbox.

27. **Be personal**

If you're asking for details like name then you may as well use it

Personalization can increase open rates hugely.

EasyJet use your boarding number and flight details to get your attention as you know it's about your booking and wouldn't dare not open it.

Amazon use your order reference number and product you ordered to get your attention.

28. Ask questions

People love to answer questions and using them as headlines is proven to increase open rates.

Ideally it should be a question which evokes curiosity and not something no one wants to answer anyway.

#31 **Who Else Wants Free Traffic?**
Edit | Send a test | Delete | Copy

29. Optimize for mobile devices

Mobile traffic is growing and growing and if you're not optimizing for mobile devices you're missing out.

Mobile devices have smaller screens so keep your headlines small enough for them to fit.

30. Practice your headline writing

Practice really does make perfect and spending time studying how to write better headlines and putting them into action can result in huge increases.

31. Keep headlines short

Short and sweet headlines work and have the added bonus of looking better on mobile devices.

Long headlines can easily get cut off by smaller devices and not read.

Plus people are busy they want short and snappy not long and in-depth

SUMMARY

These are 30 of my best tricks to increase email open rates.

Use them for yourself and get testing to see what works for your audience.

I guarantee that by putting these into action you'll see some monumental boosts.

Though remember one of the most important things for getting high open rates is how you build your list from the beginning.

Send junk traffic to a squeeze page and bribe them with a free offer in exchange for their email and all you'll ever have is a list filled with junk subscribers who never open.

Build a quality list around a paid product, content rich site, or blog packed with incredible content and you'll have to worry a lot less about open rates as they will be consistently high anyway.

CONNECT WITH ME

If you have any questions, queries or problems.

Or just want to chat then get in touch on the links below...



- <http://www.nichehacks.com/>
- <http://www.twitter.com/nichehacks>
- <http://www.facebook.com/nichehacks>
- Email: nichehacks@nichehacks.com