

Orbit Media Studios

# Wine & Webinar:

# QUICK Win Email Tips That WORK!

**SPEAKER: Jay Schwedelson**

Founder: [SubjectLine.com](http://SubjectLine.com)

Founder: [Guru Events \[GuruConference.com\]](http://GuruEvents.com)

CEO: [Outcome Media \[OutcomeMedia.com\]](http://OutcomeMedia.com)

# WHERE DO MY TRENDS COME FROM?



**OUTCOMEMEDIA**  
a Worldata company

**SubjectLine.com**

**GURU**  
**EVENTS**

**JaySchwedelson.com**



# A SESSION ON EMAIL MARKETING



**EMAIL SUCCESS IS ABOUT  
THE SMALLEST THINGS...**

# **TIMING:**



**OVER 80% OF ALL EMAIL  
CAMPAIGNS ARE SENT OUT  
ON THE HOUR.**

**70% OF ALL EMAIL TRAFFIC  
OCCURS WITHIN FIRST 10  
MINS OF EVERY HOUR.**



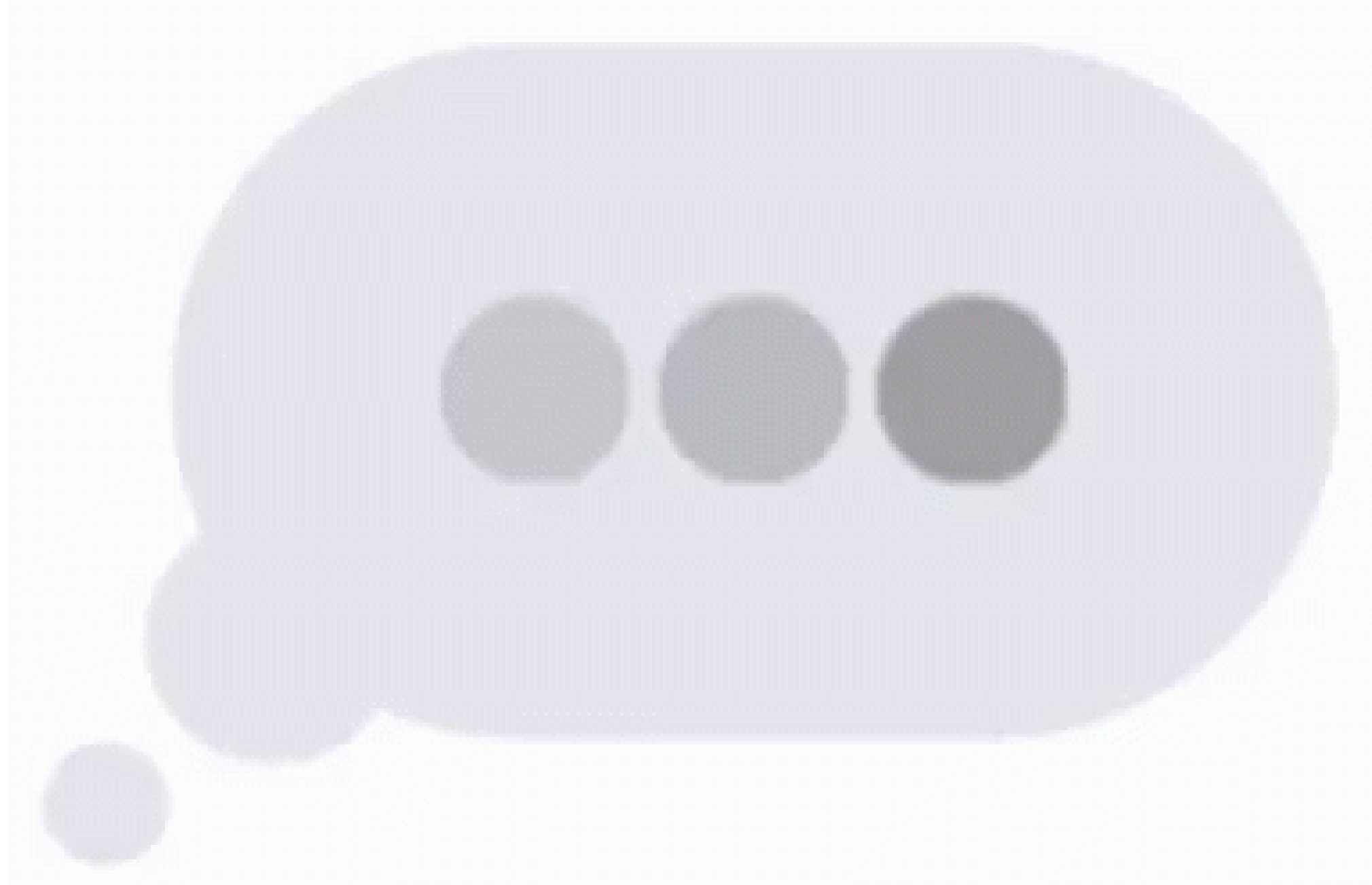
# TIMING:

**EMAIL CAMPAIGNS  
NOT SENT OUT ON  
THE HOUR HAVE AN  
INCREASED OPEN  
RATE:**

**CONSUMER = UP 17%  
BUSINESS = UP 15%**

CMSWire Breakfast B.	Inbox	Understanding Key Principles of ...	7:05 AM
Departures	Inbox	The Tesla of espresso machines - f	7:05 AM
Pottery Barn	Inbox	Lighter layers for warmer days. - A	7:05 AM
Marketing Insider G.			7:04 AM
Williams Sonoma			7:04 AM
JetBlue Vacations			7:04 AM
Bloomberg Technology	Inbox	The GOP vs. Zuck - Hi there, it's ...	7:04 AM
Zillow	Inbox	10 Results for beachfront - Daily ...	7:04 AM
Bronco Off-Road	Inbox	This is how Bronco does epic su...	7:03 AM
STACKED MARKETER	Inbox	Message testing. - Instagram ...	7:02 AM
Neiman Marcus	Inbox	Your double gift card offer ends ...	7:02 AM

**YOU ARE GETTING LOST IN THE CROWD!!**



# SUBJECT LINE: OUTREACH EMAIL STATS LAST 90 DAYS

Chase Dimond	Inbox	Enroll ASAP while it's still free... - After tod
Lauren @ SMX	Inbox	Question about your content strategy... - \$

**■ ■ ■ = 19% OPEN RATE INCREASE**



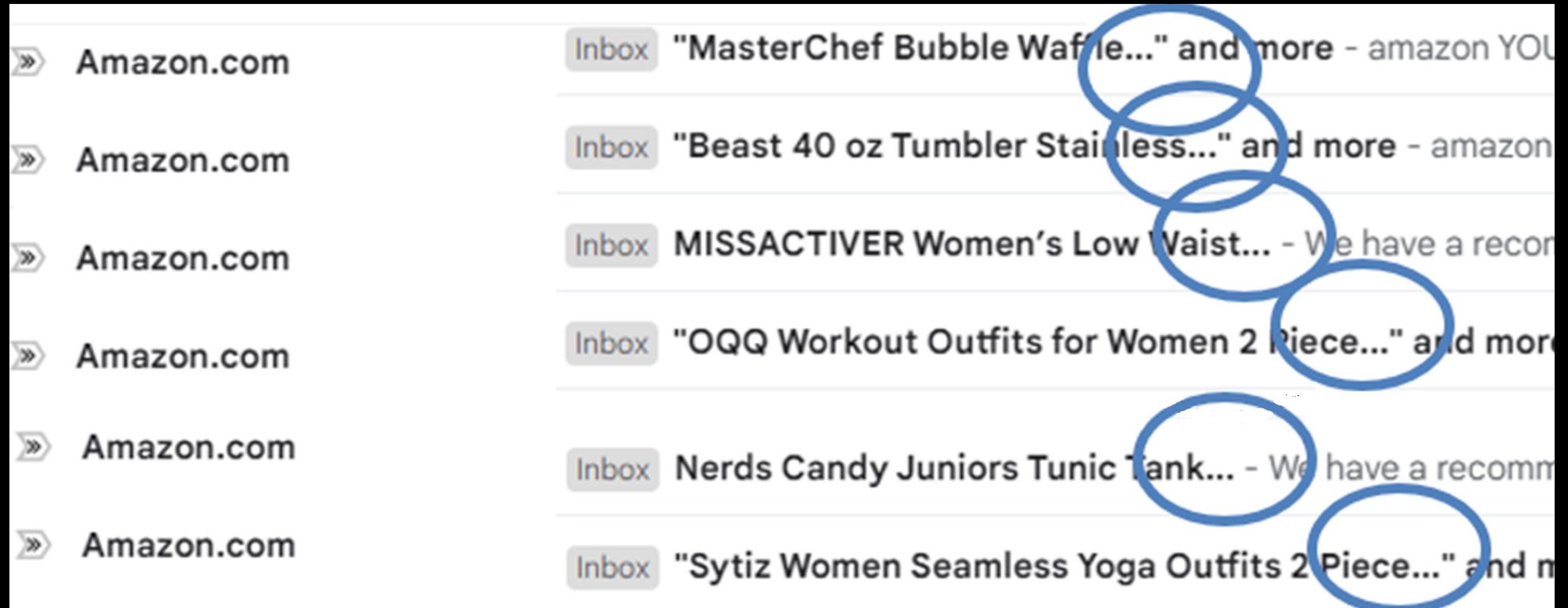
# **‘...’ AT END OF SUBJECT LINES: SUSPENSE WORKS!**

- **Have you seen...**
- **HR leaders need to see...**
- **Try to avoid this...**
- **SMB's Should know...**

# Amazon Says...

» Amazon.com	Inbox "MasterChef Bubble Waffle..." and more - amazon YOU
» Amazon.com	Inbox "Beast 40 oz Tumbler Stainless..." and more - amazon
» Amazon.com	Inbox MISSACTIVER Women's Low Waist... - We have a recor
» Amazon.com	Inbox "OQQ Workout Outfits for Women 2 Piece..." and more
» Amazon.com	Inbox Nerds Candy Juniors Tunic Tank... - We have a recomm
» Amazon.com	Inbox "Sytiz Women Seamless Yoga Outfits 2 Piece..." and n

# My Daughter Uses My Amazon Account



**EMAIL MARKETING  
IS A SERIES OF  
LIES AND MYTHS!!!**

**ME: CAN WE TEST THIS?**

**BOSS: NAH. HEARD THAT DOESN'T WORK.**





**HOW DO YOU STAY IN THE  
INBOX AND AVOID THE  
JUNK FOLDER?**



# **WHAT YOU ARE TOLD:**

**“Avoid spammy words”**

**“No special characters ? ! \$ % in subject line”**

**“Don’t send too much”**

# WHAT YOU ARE TOLD:

“Avoid spam”

“No special characters in subject line”

“Don't send to too many recipients”



**20% of ALL EMAIL GOES TO SPAM/JUNK**

**FREE???**  
**YOU WANT ALL**  
**MY EMAIL TO**  
**GO TO JUNK**  
**FOLDER!**


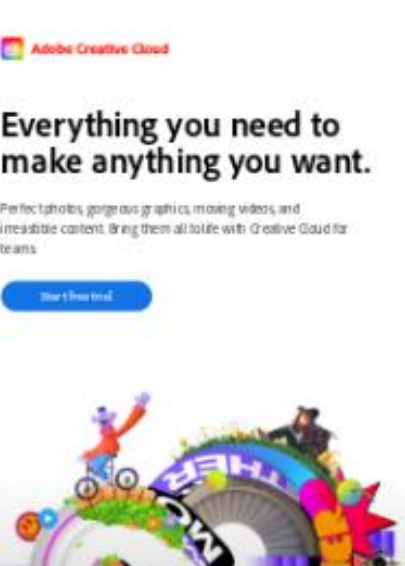



Williams Sonoma	Inbox	Why you'll love cooking with cast iron + cookware ships <b>free</b> - Get it today...
SiriusXM	Inbox	<b>FREE</b> Upgrade and 79% Off for 1 year, Jay - Enjoy exclusive entertainment f...
CNBC Pro	Inbox	Start your <b>free</b> trial and see why thousands of investors go <b>Pro!</b> - CNBC P...
Zazzle Inc.	Inbox	LAST CHANCE to Redeem Your <b>FREE</b> Digital Card for Mom! - Mother's Day ...
Marketing Brew	Inbox	The Brief is going 🗣️ virtual for <b>FREE!</b> - Catch the livestream sponsored by ...
Search Engine Journ.	Inbox	15 <b>Free</b> Keyword Research Tools For 2023 - Get the latest SEO, PPC, conten...
The NonProfit Times	Inbox	Last call for <b>Free</b> Webinar: From "Charity of Choice" to "Partner for Chan...
Amazon.com	Inbox	Jay Schwedelson, Stream movies and TV for <b>free</b> , on <b>Freevee</b> - New Movie...
YETI	Inbox	Last Chance for <b>Free</b> Mother's Day Shipping - It's now or never. ...
Hobby Lobby	Inbox	Sunday Savings & <b>Free</b> Shipping! 🔥 - 40% Off The Spring Shop®. Hobby Lo...
DigitalMarketer	Inbox	[ <b>Free</b> Tool] Growth Marketing Scorecard - Get your marketing team on the ...
CVS Photo	Inbox	BOGO <b>Free</b> on Gifts for Mother's Day! Photo Books, Décor and More - Plu...
HP.com	Inbox	The quality of Original HP Ink. The convenience of <b>free</b> delivery. - Now's t...
CX Connect 2023	Inbox	Register Today for <b>Free</b> and Join Us Online This June! - Click here to view t...
Franchise Times	Inbox	<b>Free</b> Download: Streamlining Franchise Restaurant Operations - Downloa...
Validity Webinars	Inbox	Got 30 minutes? Learn top tips for error- <b>free</b> data import. - Expert hacks f...
AWeber Team	Inbox	Foundations of Email Copywriting [ <b>Free</b> Guide] - Master the art of email co...
Apple Fitness+	Inbox	Get 1 month <b>free</b> . Start your fitness journey here. - Summer is just around t...

**EMAIL FILTERING BECAUSE OF WORDS AND SYMBOLS  
WAS A PROBLEM WHEN YOU USED ONE OF THESE...**





# ADOBE

 <p>Adobe Express is here to spark ideas.</p> <p>With thousands of assets to customize, you don't have to start from scratch — make social media posts, stories, flyers, and more.</p> <p><a href="#">Start for free</a></p>	 <p>Everything you need to make anything you want.</p> <p>Perfect photos, gorgeous graphics, moving videos, and irresistible content. Bring them all to life with Creative Cloud for teams.</p> <p><a href="#">Start free trial</a></p>	 <p>Build your brand and business.</p> <p>Creative Cloud for teams puts 20+ integrated apps for photography, design, video, UX, and more at everyone's fingertips. Try it free for 14 days.</p> <p><a href="#">Start free trial</a></p>	 <p>GO FOR THE BOLD</p>	 <p>One template. Endless possibilities.</p> <p>Go from vintage travel poster to promotional postcard with this free template — versatile, easy to use, and ready to customize in just a few steps.</p> <p><a href="#">Go with adobe photo</a></p>
<p>Make a free project with Adobe Express.</p>	<p>A free 14-day trial of Creative Cloud for teams</p>	<p>Your team's 14-day free trial awaits</p>	<p>A free font just for you</p>	<p>Free photoshop templates for posters and postcards</p>





**WHAT SHOULD YOU DO?**

**GET OPENS, CLICKS, REPLIES**

Rihanna, check out the latest



**NAME IS NOT  
PERSONALIZATION...  
THIS IS OLD NEWS.**

# THIS IS NOT PERSONALIZATION



» LinkedIn Sales Navi.	Inbox	Jay, you have 82 new lead suggestions - intended for Jay So
» Team Snapchat	Inbox	Jay, See who just added you as a friend - Sophia added you
» Pinterest	Inbox	Street Marketing for Jay - To view this content open the follo
» Uber Eats	Inbox	Deals you don't wanna miss, Jay - From places you'll love.
» Experian	Inbox	Jay, congrats! You have new credit card recommendations
» Experian	Inbox	Jay, it's time to check your utilization! - Title https://click.e.u
» Pinterest	Inbox	Jay, you have a good eye - To view this content open the follo
» Drizly	Inbox	Alert, Jay. Alert. Mother's Day is coming. - Hurry and get dri
» CareerBliss JobAler.	Inbox	Hi Jay! C-Suite Assistants is opening opportunities for a Ex
» Gap Friends & Family	Inbox	Hi Jay, you've still got 40% OFF EVERYTHING & a chance to
» TrueIdentity	Inbox	Jay, don't overpay for car insurance - See which company m
» Loom Team	Inbox	Jay's Workspace has been downgraded to Loom Starter - L
» Nike Membership	Inbox	Roll call: Camper Jay 🍌 - Camp Nike starts 5.15 with 5 days o
» SiriusXM	Inbox	NEW NOTIFICATION. Jay, We've Enclosed Your Next 🎧 D

**Subject Lines That Include The Target Audience**  
**[Job Function, Interest, Life Event, Industry]**  
**Increase Open Rates!!!**

# SUBJECT LINE 'PERSONALIZATION' TACTICS EMAIL OPEN RATE INCREASE:





**ANOTHER MYTH...**

**UNSUBSCRIBES ARE BAD**

**WHEN YOUR  
EMAILS GENERATE  
UNSUBSCRIBES,  
YOU ARE DOING  
SOMETHING RIGHT**



**94% of Unsubscribes are From  
People Who Have NOT  
Opened/Clicked in Over 6 Months**



litmus

**THIS!**

ricing ▾

Resources ▾

Company ▾



LOGIN

Spam complaints hurt your deliverability. Unsubscribes don't.

**The Next Slide is the MOST  
Important Slide I Will  
Show!!!**

**'MOST'** as first word in  
subject line increases  
open rate by 22%

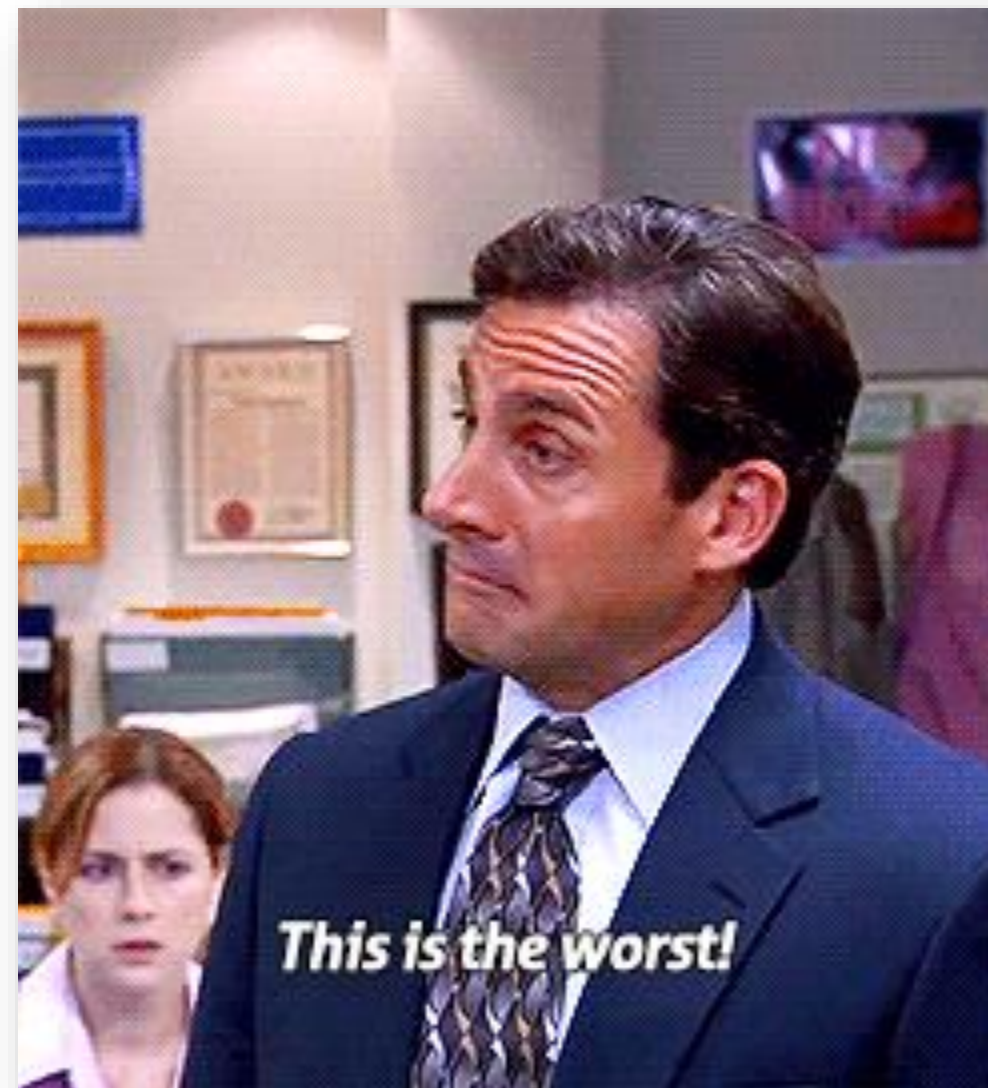


**MOST Read Blog...**

**MOST Watched 'How to'**

**MOST Downloaded Tip Sheet**

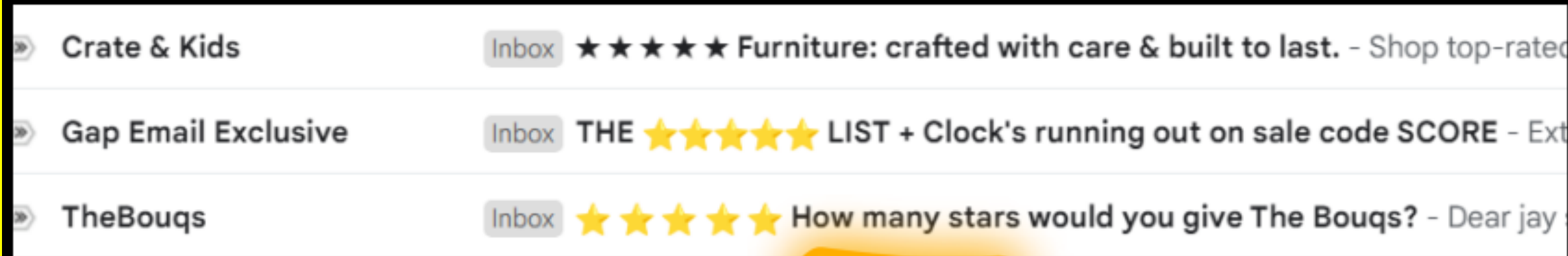
# Jay's Session Rating!



Source: GIPHY



## SOCIAL PROOF IN THE SUBJECT LINE



**INCREASING OPEN RATES: 28%**

**SUBJECT LINES:  
TESTIMONIAL  
SUBJECT LINES IN  
OUTREACH EMAILS:**

**INCREASE OPEN  
RATES 22%**

"Transformed my business overnight! 🚀 - CEO's testimonial"

"Saved us time and money! 💰 - Happy Customer"

"Revolutionized our workflow! ⚡ - Satisfied Client"

"The secret to our success! 🔑 - Raving Review"

"Doubled our ROI in weeks! 💼 - Client Testimonial"

"Unmatched quality and service! 👍 - Impressed Customer"

"Exceeded all expectations! ✨ - Thrilled Client"

"Game-changer for our industry! 🎮 - Happy User"

"Best investment we ever made! 💡 - Client Feedback"

"Achieved results beyond belief! 🎉 - Delighted Customer"

# Destination Pages That Have Client Testimonials Have Increased Conversion Rates:

**Consumer = UP 22%**  
**Business = UP 27%**

**Turn your knowledge into an online course — no tech skills required.**

Kajabi's powerful all-in-one platform gives you everything you need to create, market, and sell your online course.

Start your 14-day free trial or [watch the demo](#) to see how simple building a knowledge business can be.

[Start free trial](#) [Watch demo](#)

**40,000+** Entrepreneurs use Kajabi  
**41,000,000+** Students served  
**\$2,000,000,000+** Earned by our customers  
**10+ Years** As the industry leader

"easy to use" ★★★★★  
"incredibly powerful tool" ★★★★★  
"ideal for growth" ★★★★★

**Finally, the platform you've always needed to build and scale your**



**1ST PERSON**

**CALL-TO-ACTION BUTTONS  
WRITTEN IN 1ST PERSON  
INCREASE CLICK-THROUGH  
RATE BY 28%**

# 1ST PERSON

**REGISTER**



**SAVE MY SPOT!**

- **START MY FREE TRIAL NOW!**
- **GET MY EXCLUSIVE DISCOUNT!**
- **CLAIM MY SPOT TODAY!**
- **DOWNLOAD MY EBOOK INSTANTLY!**
- **UNLOCK MY SAVINGS!**
- **SEND ME THE SAMPLE!**
- **RESERVE MY SEAT!**
- **SHOW ME THE DEALS!**
- **GIVE ME ACCESS!**
- **I WANT IN!**
- **SEND ME THE GUIDE NOW!**
- **START MY JOURNEY!**
- **COUNT ME IN!**
- **SEND ME THE COUPON!**
- **GIVE ME THE INSIGHTS!**
- **GIVE ME THE DISCOUNT CODE!**
- **SHOW ME THE EXCLUSIVE CONTENT!**
- **LET ME START SAVING!**

**BUY NOW**



**YES, I WANT 25% OFF!**

"GRAB MY INSTANT SAVINGS"  
"UNLOCK MY SPECIAL OFFER"  
"GET MY EXCLUSIVE DISCOUNT"  
"CLAIM MY LIMITED-TIME DEAL"  
"ACT NOW, SAVE BIG"  
"SECURE MY 30% OFF!"  
"REDEEM MY GIFT"  
"SNAG MY IMMEDIATE DISCOUNT"  
"SEIZE MY TIME-SENSITIVE DEAL"  
"ACCESS MY RUSHED SAVINGS"  
"HURRY, CLAIM MY DISCOUNT"  
"I WANT TO SAVE!"  
"YES! I WANT 25% OFF!"  
"GET MY RAPID DISCOUNT"  
"CLAIM MY FLASH OFFER"

**STUFF YOU ARE NOT  
TESTING...YET**

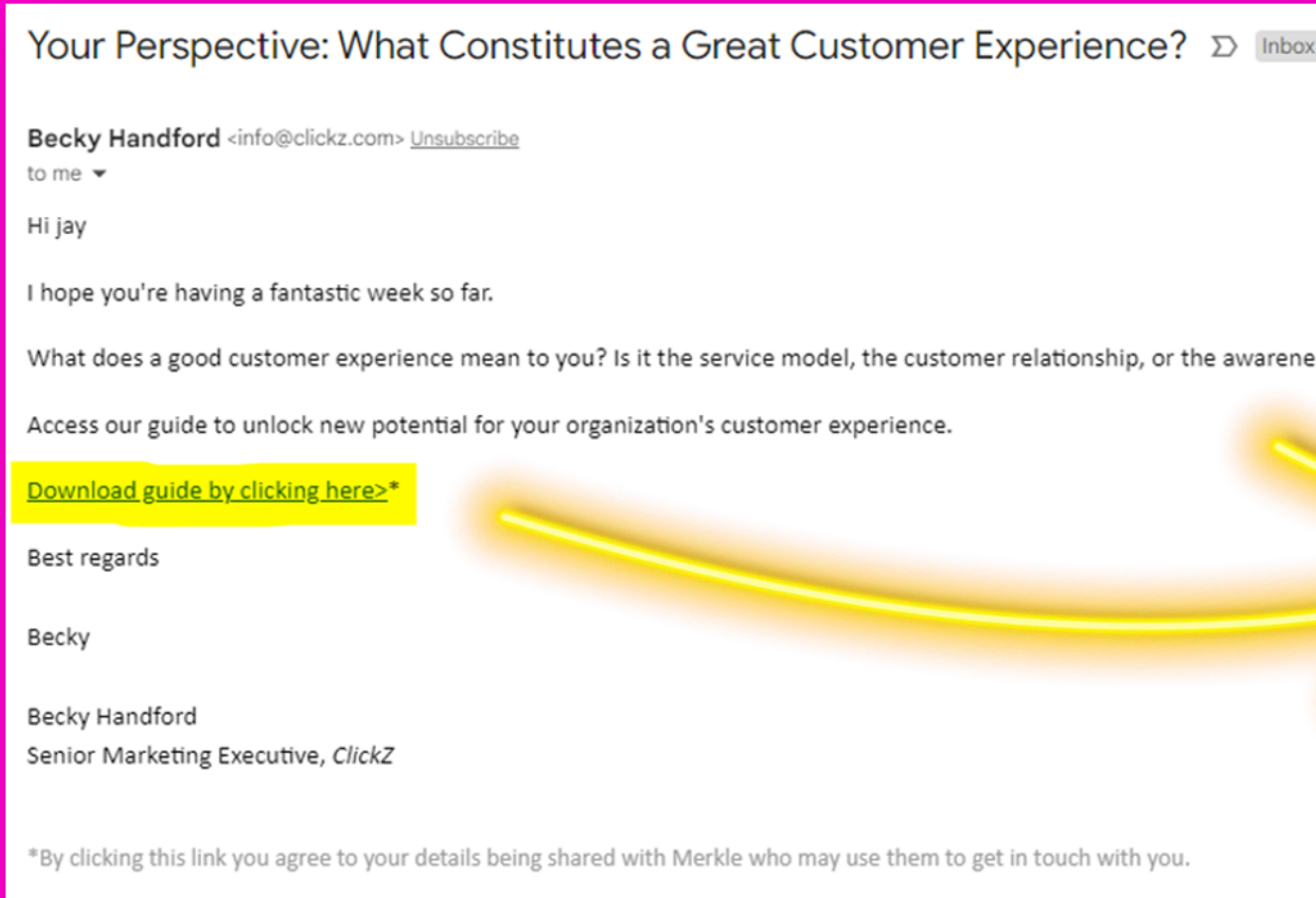
**LOVE IS BLIND  
IS THE SECRET TO  
EMAIL PERFORMANCE**



ONLY ON **NETFLIX** | SEPTEMBER 22



# THE WAY EMAIL 'DATING' WORKS...



**ClickZ**  
ACCELERATE DIGITAL MARKETING

Please fill in the form below to download the report

First Name:

Last Name:

Job Title:

Company Name:

Business Email:

Phone Number:

Country:  ▾

Company Size:  ▾

Industry:  ▾

No. of Employees:  ▾

Company Turnover:  ▾

State:  ▾

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# THE WAY EMAIL 'DATING' WORKS...



LOVE  
IS  
BLIND

**ClickZ**  
ACCELERATE DIGITAL MARKETING

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Phone Number:

Country:

Company Size:

Industry:

Number of Employees:

Company Type:

Company Revenue:

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Mark at DigitalMarketer <markdegrasse@digitalmarketer.com> [Unsubscribe](#)

to me ▾

Hey Jaydig,

All good things come to an end.

Tomorrow, the \$300 Pay As You Profit Plan and all the Bonuses are coming down to join the 7-Figure Flywheel Implementation Program.

The program will return to its full price minus the bonuses.

You've seen all the results, and I've made it as easy as possible to get started with pay-as-you-go pricing.

If you've waited until the last minute, then **reply with 'details'**, and I'll get them over to you before the clock strikes zero.

If you're not IN, I'd love to know why. I create offers that are as close to a no-brainer as possible, so your reply would mean a lot to me.

To your success,  
Mark 'last day' de Grasse



**Mark de Grasse**

President  
DigitalMarketer

**'REPLY WITH' =  
INCREASES  
RESPONSE RATE  
OF 400%+**

**EXTRA BONUS:  
INCREASES INBOXING RATE BY 75%+**

# REPLY!

See you again on September 24.



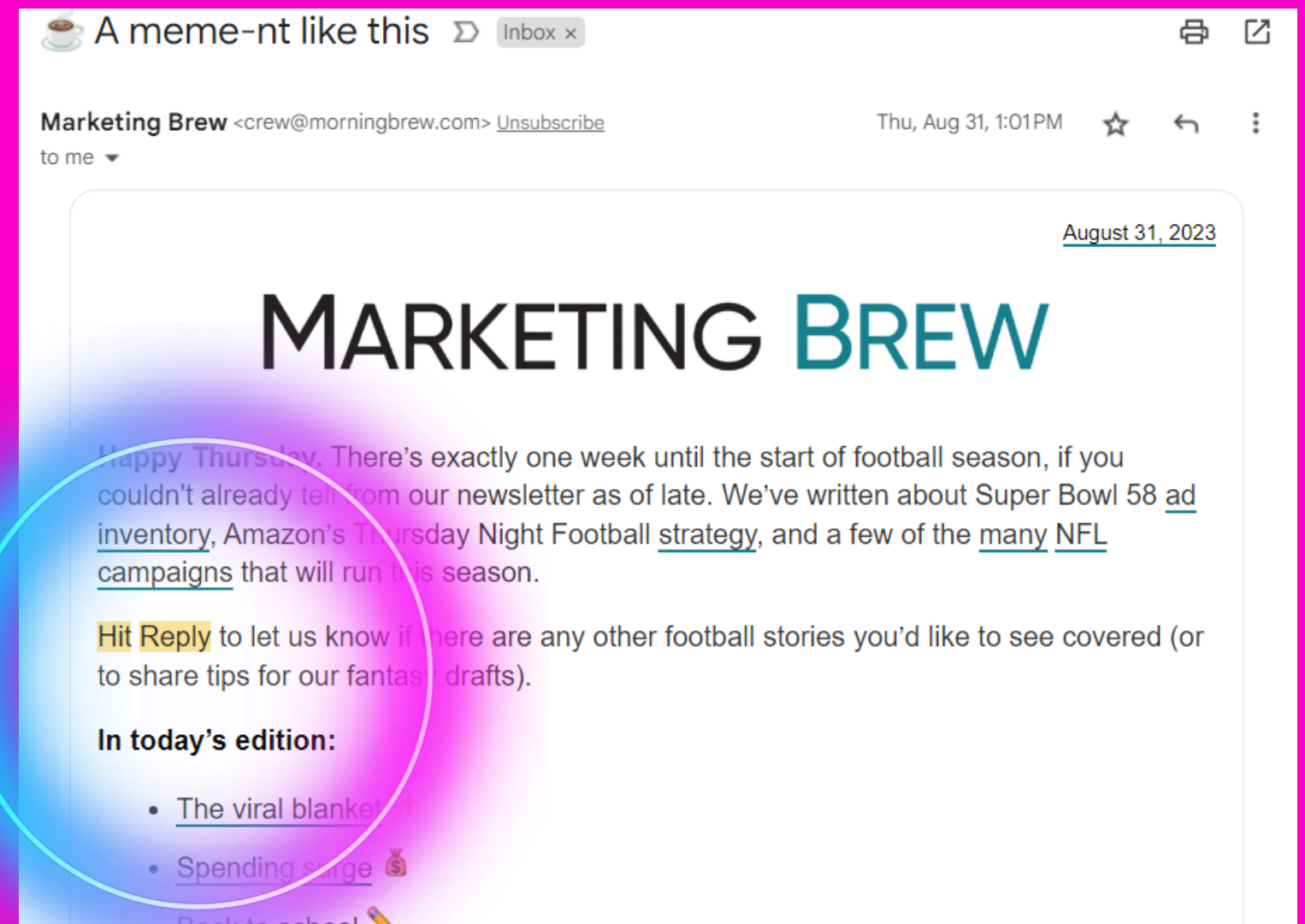
ANN

P.S. If you like this newsletter and want to support it, there are 4 WAYS THIS WEEK! PICK ONE right now before you forget:

- 1) [buy the new book.](#)
- 2) Forward this newsletter to a friend with an invitation to subscribe right here: [www.annhandley.com/newsletter](http://www.annhandley.com/newsletter).
- 3) **Hit reply** and say hello.
- 4) [Hire me to speak.](#)

SPECIAL THANKS to [AWeber](#) for being the provider of choice for Total Annarchy. If you are looking to up your email game, [I highly recommend.](#)

‘REPLY WITH’ =  
“GUIDE”  
“DISCOUNT CODE”  
“LINK TO VIDEO”  
“INVITE”  
“YES”



**ANOTHER MYTH:**

**I AM SENDING TOO MUCH...**



**NOPE...**

**YOU NEED TO SEND A LOT.**

**BUT YOU HAVE AN AGENDA...**

**Become a valuable resource,  
a thought leader...USEFUL!**

# **BUSINESS:**

**TOP PERFORMING SCHEDULE:**

**3 SENDS OVER 10 DAYS:**

**GIVE, GIVE, ASK =**

**55% HIGHER CLICK-THROUGH RATE ON 'ASK'  
SEND**

**CONSUMER:**

**TOP PERFORMING SCHEDULE:**

**3 SENDS OVER 7 DAYS:**

**ASK, GIVE, ASK =**

**40% HIGHER CLICK-THROUGH RATE ON 'ASK'  
SEND**

**TIME TO GET  
OUT SOME  
SUPER FAST  
TIPS...**

**SENDING OUT THE EMAIL AT 4PM  
BECAUSE IT JUST NEEDS TO GET OUT!**



**LOOK AWAY!**





P.S. = CLICK-THROUGHS

"P.S." at the End of Letter Format Emails  
Increase Overall Click-Through Rates by 14%

[Sign me up](#)

Join Podium's Sr. Director of Revenue Marketing, Marc Hansen, and Kelley Knott, Co-Founder of Intrepy Healthcare Marketing, as they demonstrate how to upgrade your customer journey to meet the modern consumer's expectations.

We'll be taking questions following the presentation.

Hope you can make it!



**Loren Baker**

Founder, Search Engine Journal

*P.S. [Register now](#) and we'll send you the on-demand version later in the day if you can't attend the webinar live.*

# LOGO IN EMAIL: 18% of All Clicks Will Be On Your LOGO



SOURCE: Worldata Research Response Rate Campaign Aggregate 2023

**ONE MORE THING BEFORE THE FREE STUFF...**

**IF WE ARE NOT CONNECTED ON **LINKEDIN** PLEASE  
SEND ME A CONNECTION REQUEST!**

**I AM ON **INSTAGRAM**: @JAYSCHWEDELSON**

# OH WAIT...PODCAST REAL QUICK

10 MINUTE  
EPISODES!!

TOP  
10

DO THIS,  
NOT THAT!

FOR MARKETERS ONLY!

Presented by:  MARIGOLD™

with Jay Schwedelson



GURU  PODCAST NETWORK





**FREE STUFF!!!**

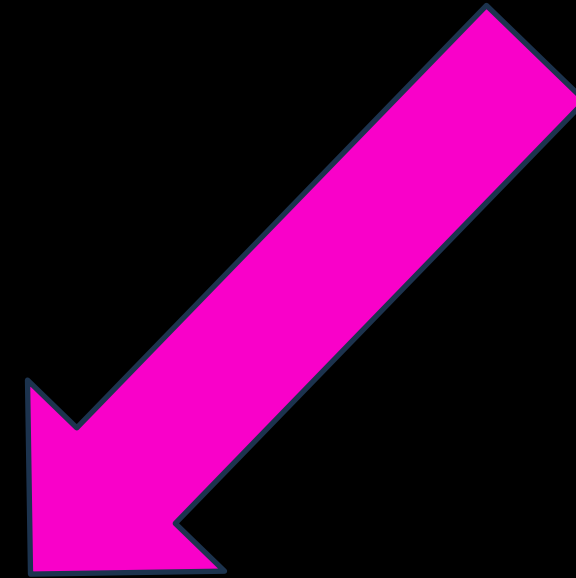




**“SEND ME EVERYTHING!”**

**SLIDES  
NEWSLETTER  
GURU CONFERENCE REG  
BEST DAYS EMAIL CALENDAR...**

**‘SEND ME  
EVERYTHING’:**



**JayS@CorpWD.com**