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## How to Write Email That Gets Opened

By Susan Dunn

### How to Write Email That Gets Opened by Susan Dunn, M.A.

In some of these tips, I disagree with traditional advice, and I'll tell you why.

1. Use a subject line that's descriptive. We are all deluged with email and wary of viruses. Help your reader out. Flag them as to subject matter.
2. Don't use all capital letters. It's not because they're "screaming," which is debatable by now, it's because it's much more work for your eyes to read words written in all caps. Psych 101. Use upper and lower case letters.
3. Take a tip from a marketing expert. Use a font people can read easily, i.e., serified. Here I disagree with the current trend to use a font like Arial. A "serified" font, such as Times New Roman or Calisto, has the lines at the bottoms and tops of the letters that are strong visual cues to the reader. Courier is the font to use when spacing matters; all letters and numbers take up the same space.
4. Don't spam.
5. Cut down on the graphics. Popular servers like hotmail.com don't have much storage space. Aol.com has trouble accepting graphics. Use links (or attachments) for charts and graphs, and make sure the links work before you send the email.
6. Make it easy for the reader to reach you. Initially, include contact information in your email—email address (some servers don't show this on the return and it takes a lot of time to retrieve it, trust me), website URL, phone number, name, title, street address, P.O. box, whatever it takes.
7. When in doubt, don't be cute.  
That's what rules are for—to save you grief. Put a lid on your "personality" until you know the person and know what you're doing. Remain professional and go by the book. Use a salutation ("Dear") and a closing ("Sincerely"), paragraphs, proper punctuation and standard business format.

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8. Spell correctly! If you can't spell, hire a secretary who can edit, and let her. Write it out in Word, use spell check, then cut and paste to email. Buy an email that has spell check. It's worth it. Learn or avoid the words everyone misspells: commitment, committing, affect, temperament, manageable, etc. [Check out this link: [http://cctc2.comnet.edu/grammar/misspelled\\_words.htm](http://cctc2.comnet.edu/grammar/misspelled_words.htm)]

9. Say what you need to say—short or long. I don't agree that emails must be short, though they should be to the point. Some emails need to be long. No email needs to ramble. If "Confirming our meeting at 4 p.m. tomorrow" will do it, stop there. Email can be a blackhole of miscommunication. Adding "please" and "I'd appreciate" and other amenities such as "when you have the time," is a good idea. I'd rather read a long polite email than a short one that's rude. Make your emails stand out by using good manners.

10. Make your emails work for you.

Your signature line(s) can contain all sorts of things that can help your business. Include your title, the name of your business, your URL, a tagline, maybe a special.

### **Email Marketing Tips**

**By David Chew**

I am going to talk about how to improve your emails open rate. Everyday, count how many emails you receive and did you open all of them? I guess your answer is 'NO'. We are all become more selective, we choose what we want to read based on the sender and the email title.

So, your challenge is to get your email recipient to open your email. Your job does not stops there by sending your email to your recipient inbox. If your emails do not get opened, all your efforts in preparing and sending the emails become wasted.

Here are some tips where you can apply immediately to improve the likelihood that your emails will be opened by your recipients.

(1) Make your title compelling

The email title is the most important part of your email because it determines whether your emails get opened or not. So, put some efforts to come up a good title. The title is your headlines.

(2) Your 'From' line must be recognizable with either: your name your web site name your ezine name

Do not use email address that carries no identity. I normally delete all these no identify emails. For example, 675no@yahoo.com, fhfhfhfh@yahoo.com or cutegirl@hotmail.com

(3) If possible, use personalization

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Use your recipient name in the headline. This creates attention and provoke relationship between you and your recipients. For example:

David, your weekly marketing thoughts and tips newsletter.

Kevin, discover how we can help you to build a residue income at home

(4) Do not write a hype subject line

I made a lot of mistakes in the beginning of my Internet carrier even though it is true and not hype. This is true when the claims are too far from facts. Ask yourself, do you open emails with following headings:

Earn \$5000 in one month, Risk Free

You can become millionaire by following our system

Earn up to \$80000 without selling

Without further thinking, I just press the 'Delete' key.

(5) Make your first paragraph attractive

Once your recipients open your email, the next thing they will see is your first paragraph. Make it compelling, motivating and make them want to continue reading.

These are strategies you may use immediately to increase the response rate.

David Chew is a professional marketer and He is the editor of Quick–Retirement Newsletter. Valuable weekly featured articles and tips that you can practice to properly manage your life style, to get you out of debt faster and help you create a long lasting passive income. Our Ultimate objective is to help you Retire Quickly. Subscribe at

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The Power Of Ebay "Store Newsletters".

Personalizing Autoresponders

Email Marketing – 8 Tips How NOT to Get Your Advertisement Read

Email Spider Software

eZy Auto Hitz

Instant Email Scramble

Exe Vault

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