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**The 5 Cardinal Sins Of Email Marketing**

**By Robert Burko**

One of the most frequent questions my customers ask me is "What should I do to make sure my email marketing campaign is a success?" My answer is always different, depending on the client's industry, campaign goal, and many other factors. But in today's e-marketing landscape, there are a few pointers that stand true for any client, a few things that can really make or break an email campaign.

You could overlook these, and you'll still have an email campaign. But if you're stuck wondering why your email messages are yielding little to no response, you may want to take a closer look and consider if you're committing any of these 5 email marketing sins:

1. When new subscribers sign up, I should treat them just like my old subscribers.

One of the most overlooked aspects of email marketing is the welcome message, or the message your subscribers receive as soon as they sign up for your email list. The welcome message is your first opportunity to connect one-on-one with your subscribers. Think of it as your first impression, since this is the very first of, hopefully, many email messages you'll be sending them. Of course, you want to make a good first impression: be courteous, friendly and very mindful of your audience. Make sure to remind them of the benefits of signing up, include links to your website and tell your readers how to get a hold of you if they need. It's also important to ensure the welcome message arrives shortly (if not immediately) after the recipient signs up. So your best bet here is to choose an email service provider that sends automatic welcome messages to your subscribers on your behalf. Some of the top email programs will allow you to fully customize your welcome message, so it reads, looks and feels just like your company.

2. All my subscribers are the same, so I should just send the same messages to all of them.

Well.. actually, no, and no. It's not rocket science: subscribers are individuals, just like you and I. They have different preferences, different habits, different personalities. Addressing your subscribers by their names is a good start (and an easy thing to do, since most reputable email service providers automatically insert your subscribers' names into the greeting field). But, in most cases, this personal greeting is just not enough. Say you own a clothing store, and you sell men's, women's and children's

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clothing. John Smith is a customer, and he loves your menswear collections. But he's busy, and he has no women or kids to shop for. So why would he waste his precious time browsing through your specials on blouses and bibs? It's been proven: In a recent study by DoubleClick, email users were 72% more likely to respond to a business e-mail if its content was based on the interests they had specified. Choose an email service provider that allows you to set up interest groups, and then allows your subscribers to choose which groups they want to belong to. Back to the clothing store, you would produce 3 separate emails (men's, women's, children's) and only send them out to the subscribers who want to read them, creating highly-targeted, personalized and effective email campaigns.

3. When a reader clicks on a link from my email, it doesn't matter if they end up on a page that looks nothing like the actual email.

Um, actually, it does matter. First-off, you want to provide a consistent image of your brand. That's just Branding 101. You wouldn't create business cards that look one way, letterhead that looks another

way, and a store sign that looks completely different. So why would your email marketing campaign look nothing like your website? Chances are you already have a website, so all you really need to do is customize your email campaign to have the same look and feel. Many email service providers will be able to create you a custom template that matches the exact look and feel of your website. However, beware of the price. While some email service providers charge at least a few hundred for this, others offer free custom templates as part of their services.

4. My email recipients may enjoy my messages, but they don't really want to share them with their friends.

Here's the good news: According to a January 2006 report by Sharpe Partners, 89% of US adult Internet users share email content with their friends, family and associates. And 75% of them forward emails to up to six other recipients. It's called viral marketing, and it basically translates to word-of-mouth through email (as long as you provide good content, an essential aspect of any email marketing campaign). Some email service providers have taken this insight into consideration, so they have integrated the all-important "Forward to a Friend" feature in every email you send. A few email providers will even go a step further, and allow you to track which subscribers are forwarding your messages, so you can get a true glimpse at your "brand ambassadors" (and maybe offer them some extra perks).

5. After I send out my email campaign, there's nothing left for me to do.

If you look at it that way, you're really missing half the process, and jeopardizing the success of your future campaigns. Here's why: any reputable email marketing program will include campaign tracking and reporting. These allow you to view how many of your messages were opened, which bounced back, which links were clicked on, and, with some email providers, exactly which recipients clicked on each link. This data not only converts email marketing into an incredible lead generation tool, but it also allows you to learn more about your subscribers. So if you operate a travel agency, and you see nobody clicked on the Mexico vacation link, but 200 readers clicked on the New York vacation link, you'll know next time to place a greater focus on New York vacations. You could even send a follow up

campaign to those 200 readers with a special offer for a New York vacation upgrade. That's lead generation and a highly-targeted upsell in one shot. Are you taking advantage of these?

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) is a leading email service provider, and includes all the powerful

features highlighted in this article.

### **Elements, Qualities & Temperaments**

**By Lynda Filer**

#### **Elements, Qualities & Temperaments by Lynda Filer**

Today we are looking at our Sun Signs a little more closely. Most of us know the general characteristics of our Sun Sign, but by looking closely at the Elements, Qualities and Temperaments of the different Sun Signs we gain a better understanding of them.

It must also be remembered that although your Sun Sign is a major part of your natal chart there are other planets in your natal chart that do also have a significant impact. It could be that although you have your Sun in Aires which is a Cardinal Fire sign with a Male Temperament, your chart on a whole could show a heavy tendency more towards Water signs with a Female Temperament. If this is the case you are going to exhibit more of these tendencies as a whole.

AIRES – Cardinal, Fire, Male

TAURUS – Fixed, Earth, Female

GEMINI – Mutual, Air, Male

CANCER – Cardinal, Water, Female

LEO – Fixed, Fire, Male

VIRGO – Mutable, Earth, Female

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LIBRA – Cardinal, Air, Male

SCORPIO – Fixed, Water, Female

SAGITTARIUS – Mutable, Fire, Male

CAPRICORN – Cardinal, Earth, Female

AQUARIUS – Fixed, Air, Male

PISCES – Mutable, Water, Female

### ELEMENTS OR TRIPLICITIES

The twelve astrological signs are broken up into four different Elements (or Triplicities). These Elements are Fire, Earth, Air and Water. Each Element has a sign from each of the Qualities in it.

#### Fire

The Fire signs are Aires (Cardinal), Leo (Fixed) and Sagittarius (Mutable). These signs are the go-getters. They are enthusiastic, energetic and optimistic. Their nature is warm and kind although they have a fiery temperament when things are not going their way.

#### Earth

The Earth signs are Taurus (Fixed), Virgo (Mutable) and Capricorn (Cardinal). As you may well imagine, these signs are often described as being the salt of the earth type as well as being known for their earthy and sensual nature. They are reliable, dependable and stable. Security is very important to these signs.

#### Air

The Air signs are Gemini (Mutable), Libra (Cardinal) and Aquarius (Fixed). These signs are characterized by their need for intellectual stimulation. These signs may often be referred to by others as being rather "airy-fairy" or of having their head in the clouds. Communication is important to these signs and the intellectual over the emotional is often emphasized.

#### Water

The Water signs are Cancer (Cardinal), Scorpio (Fixed) and Pisces (Mutable). These signs are known for their emotional nature and may often be noted as being rather "deep". Water signs are often noted for their intuitive and at times almost psychic abilities.

### QUALITIES, MODALITIES OR QUADRUPPLICITIES

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The twelve astrological signs are divided into three different groups called Qualities (also known as Modalities or Quadruplicities). The three qualities are Cardinal, Fixed and Mutable. Each Quality has a sign from each of the different Elements.

### Cardinal

The Cardinal signs are Aires (Fire), Cancer (Water), Libra (Air) and Capricorn (Earth). These signs are self-motivators and show intuitive and determination in their endeavors. They are natural leaders and are unafraid to venture into new territory. They are also the natural rulers of the 1st (Ascendant), 4th (Imum Coeli), 7th (Descendant) and 10th (Medium Coeli) Astrological Houses. The beginning of these signs are also linked to an equinox or a solstice.

### Fixed

The Fixed signs are Taurus (Earth), Leo (Fire), Scorpio (Water) and Aquarius (Air). These signs are noted for their persistence and determination. Where the Cardinal signs initiates, the Fixed signs refine and perfect.

### Mutable

The Mutable signs are Gemini (Air), Virgo (Earth), Sagittarius (Fire) and Pisces (Water). These signs are known for their adaptability and ability to handle change.

## TEMPERAMENT

The signs can also be broken down into two separate Temperaments, male and female.

### Male

The male signs are Aries, Gemini, Leo, Libra, Sagittarius and Aquarius. You may notice that these are the Fire and Air signs. These signs are noted for their more aggressive and dynamic, idealistic personalities.

### Female

The female signs are Taurus, Cancer, Virgo, Scorpio, Capricorn and Pisces. You may notice that these signs are the Earth and Water signs. These signs are characterized as being more secretive, reflective and strategic.

Lynda Filer lives in sunny Brisbane, Australia and is the owner and webmaster of Astrological Knowledge (<http://www.astrologicalknowledge.com>) and Scullywag Design and Hosting (<http://www.scullywag.com>).



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