

Love Your List™

Open Rate Catapult

KateDoster.com

A step by step plan for actually getting your emails open, read and loved. .

Boosting Opening Rates - Your Name

68% of Americans say they base their decision to open an email on the **'From' name**. - Campaign Monito

1. Kick off your inbox relationship with unique, entertaining, useful content.....(The Power 3 + Your Freebie) and continue wowing them with your newsletters and autoresponders.

2. Choose a memorable send name

Add your blog name or "main topic" like Debbie the Donut Chick, if your name isn't your URL.

3. Don't use a spammy "send" email address:

No - noreply@katedoster.com or even admin@katedoster.com

Yes - KateD@katedoster.com (made just for email list) or kate@katedoster.com (my main email)

Ways to stand out in the inbox...

Use punctuation:

- Brackets [Freebie inside]
- Ellipses Really
- Exclamation marks -- Bazinga!
- Capitalization – NOOOOO
- Emojis ☹

The Formula for Crafting Compelling Subject Line Copy

Compelling subject lines infuse both:

1. Results/Benefits

2. Curiosity

Compelling subjects don't "giveaway" the punchline - unless the message is time-sensitive or you're giving subscribers a bonus pdf, video, training, stock photos etc.

Compelling Subject Line Formula

Here are a million different subject lines. Below you'll find 9 of my favorite subject line "filters"

For this example the original subject line was ***"Call Proposals Intensives To Make More Money "***

The Open Loop

Giveaway just enough to make people want to open then deliver in the email.

Changing ONE word made me an \$3k this month

In case you didn't know, here's how to add an extra \$3k to your piggy bank

Unlocking the Power of This...

Replace a key word with the word “this” for instant drama and intrigue

Call proposals this, to make more money

Writing proposals suck! Do this instead...

The Researcher

Use data & facts in your subject line + Why

Why 75% of freelancer close up shop by year 2

Most freelancers earn less than McDonalds workers, here's why.

Who me?

Use the word “you” in the subject

I know it was you

What were you thinking?

You interested? You coming?

How to's

Using the words how or how to in your subject

How to get clients who pay you in full before you even start working for them

How Cindy made an extra \$3k this month

Questions

Change your statement into a question think Jeopardy

Where's your freelance business leaking money?

Eating your lunch over the keyboard?

Use Quotation Marks

You actually quotes from students, readers and clients...or quote something you know they're thinking...

"My clients would never go for that!"

"I've got no time for more client work...or to shower."

Needs to know/ remember/ understand

Combined your subscribers industry, title, role in life, basically any identifier plus either needs to know/remember/understand

What every freelancer living to paycheck to paycheck needs to remember

What all working moms need to understand

What every blue eye girl needs to know <<<bonus

Short n' sweet

These little gems are 1-3 words max which stand out well in wordy inboxes.

Stop!

My two cents

Quick question

Oh homeslice, we're just getting started....

Get the VIP wait list for the only complete email marketing course that teaches you an email marketing system that's not only profitable but hella profitable too...

Love Your List™

⚠ **WARNING** ⚠: After enrolling in this course your subscribers WILL **start feverishly refreshing their inboxes to read your emails** causing your **piggy bank** to scream for mercy because **his pants are too tight**.

OMG! This is just what I need!