

HOW TO DOUBLE YOUR EMAIL OPEN RATE IN 4 EASY STEPS

Step 1



Decide To Truly CARE About Your Subscribers

With all the talk about “List Building”, it seems most people have forgotten the most important thing. And what is that? The fact that all of those “subscribers” are PEOPLE - Real. Living. Breathing. People. People who have thoughts, and feelings, and problems they'd like to solve. And things that keep them awake at night. So the first step to increasing the number of people who open and read your emails is to decide that you are going to CARE for your readers - that you are going to help them, *regardless of whether they ever buy anything from you or not.*

Step 2



Use EMPATHY Instead Of Hype, Curiosity, Or Manipulation

Most email marketing courses try to teach you all kinds of clever “tactics” to get people to open your email messages. You know what I mean. If you use this cute Subject Line, it will make your readers curious enough to click on your message and read it. While there is some truth in that, it totally misses the point. People **always** open messages from FRIENDS. That's because their friends CARE about them (See Step 1), and they have EMPATHY for their situation. So find out exactly what your readers want, and then help them get it. Feel their pain, and help them solve it. If you do that, your readers will look forward to opening your emails.

Step 3



Send What A Friend Would Send

As we said in Step 2, people always open email messages from their friends. So if you want your readers to open your messages, send what a friend would send. Have you ever sent a funny video to a friend? Have you ever sent a news story to somebody you knew would be affected? Have you ever shared an article or blog post to help a friend? Then you already know the kind of stuff you should be sending to your subscribers as well. Your goal should be to send your readers free stuff that helps them, and then offer products and services they can buy **that will help them even more.** Get this balance right, and your open rates will soar.

Step 4



Don't Be Afraid To Sell

Just because you have empathy for your readers doesn't mean you can't sell too. In fact, you have a moral obligation to offer products and services that help your readers solve their problems or achieve their goals. Your role is the concerned, helpful shop owner. The person who knows what their customers want, and helps them decide on the right products and services to get it. When you have true empathy for your readers, they will **feel** it, and they will respond by buying from you. That's why you don't need “tricks” to get people to open your messages. All you have to do is care about helping your readers get to where they want to be.

Was this helpful? If you'd like to learn a lot more about how to crush it with email marketing, come over and visit me at [EmailAlchemy](http://EmailAlchemy.com)