

Segmentation

It's important not to send communication to people who either don't want it, can't use it, or already have it.

This is a function of your list segmentation.



Sometimes it's not easy to separate the wheat from the chaff.

With platforms like Infusionsoft it's easy. You just add tags to a person's name, even if they haven't opted in for something, then send email based on who has what tag. So if someone is tagged as owning a product you are about to put on sale, you would not send that email sequence to that person.

Segmenting is really just about putting your customers first and making sure that all your communications with them are relevant and valuable.

When you do that, even your salesiest of emails will land with authority and no one will take offense.

In fact, when you combine this with the right timing, those communications will be welcomed and trigger some really grateful responses.

But there's a funny thing that goes on in the middle of the sequence. If you want those kinds of responses, and you do, then you have to create a certain kind of energy. And that's what we'll look at in the next video.