

Email in Action

People often ask me about my email campaigns - so here I am giving you direct access to one of my most successful email campaigns to date.

With the exception of some Direct Mail to my VIP Members, I promote my 12 week Ultimate Marketing Programme entirely through email.

Below is a sequence of eight emails that I sent over a four week period. These emails generated over 200 bookings for the course.

I am not suggesting that you would want to copy these emails. HOWEVER - the basic structure of what I did in this campaign IS definitely applicable to you. It involves the following factors:

1 FREQUENCY - Not one email, not three, but eight. Don't listen to the doubters on this - High Frequency works. I have no hesitation in sending this many emails because I know that this course will change peoples' lives.

2 PERSONAL - Personal messages to the reader. No glossy 'newsletter' format

3 NOT JUST SELLING Some of these emails were clearly sale orientated. Some gave information. Some did both.

4 TITLES: The titles are designed to get readers to open the emails - very important.

I have added notes for you, where relevant, in blue

Email 1

When you send an email, you always have two options. Do you put all of your messages in the email, or do you direct readers to a web page? There's no right or wrong approach. I generally convey the bulk of the message in the email, but in this first email I directed readers to the sales page

TITLE: Important Message from Chris Cardell

Dear

I have an important announcement for you. Please go to this link and turn up your speakers.

<http://www.Ultimate2006.com>

If you own or manage a business, this is going to have a major impact on your business and profits in 2006. It's all here:

<http://www.Ultimate2006.com>

Best wishes

Chris Cardell

Email 2

TITLE: 2006 and You

When you can, make your emails relevant to current events. It makes them more personal and a more interesting read.

Dear

Once the champagne has stopped flowing, most successful business professionals I know take the New Year very seriously.

I agree. These couple of weeks are a vital time for any business owner. It seems to have evolved into a time of year when we give ourselves permission to step back and make some decisions.

The decisions you make this week will impact you for the rest of the year.

The biggest decision you will make is whether this year is going to be the same as last year.

Most of us make this decision by default. In other words, we don't even think about it. We know in the back of our minds that there are issues we need to pay attention to. But we don't make a conscious decision to take advantage of the New Year to take things to the next level – so everything pretty much stays the same

None of us has the perfect business. If you're like most, your business could really do with a New Year re-think. So here are some questions to get you going:

1 Is your business bringing in all the customers it should be? Are you going to coast along in 2006 or is this going to be the year you really create the success that you deserve?

2 Do you have an outstanding website and internet marketing strategy that encompasses the power of approaches such as pay per click and email marketing? Is your website converting enough visitors to customers?

3 Is your overall Marketing and Advertising approach a stunning success? Are you happy with things as they are or are you going to take action and do something about it?

4 The biggest gift you can give yourself this New Year is to become great at Marketing.

All of the questions above relate to your ability to be good at Marketing. You simply cannot go into the year ahead and achieve the success you deserve if you're not great at Marketing

Yesterday, I announced my 2006 Ultimate Marketing Programme.

It's for business owners and managers who are serious about success.

If that's you – read on.

If not, the following may not be for you. This is not for everyone.

Here's how Ultimate Marketing works. Once a week for 12 weeks, you join me for an exclusive one hour telephone seminar where I show you everything you need to know to grow your business, attract large numbers of new customers and increase your profits.

If you've never done a telephone seminar, they are easy. You just dial in from your home, office or mobile – and you're on the seminar. No more long journeys to seminar venues.

If you miss a seminar, they are all recorded and you can listen online.

In addition, you get personal support from me during the programme, where I personally answer any questions you have about your business and your big business challenges.

We've just finished the last Ultimate Marketing Programme. There were 140 business owners and managers on the course. They came from every type of business imaginable. I know from what they've told me that these 12 seminars will astound you. By the end of our 12 weeks together, you will be surprised at both your new Marketing and Business knowledge – and the choices and options you have to grow your business, perhaps by 50%, 100% or more.

Ultimate Marketing has become Britain's leading Business Success course and if you're serious about making the most of 2006, this programme is a must for you. Please don't go into 2006 missing out on this material.

Full details about the course are here:

<http://www.cardellmedia.co.uk/UltimateMarketing2006.html>

If you have any questions or would like to book by phone, please call **01635 41725**

Best wishes

Chris Cardell

PS As I said at the beginning, the decisions you make this week will impact you for the rest of the year. If there is anything else you need to know about Ultimate Marketing, please call **01635 41725**. Full details on what this course will do for your business are here

<http://www.cardellmedia.co.uk/UltimateMarketing2006.html>

Email 3

TITLE: You Customers do not believe You

This email is designed to be upfront, bold and grab the reader's interest. It also includes testimonials, which for some reason are rarely used in emails.

Dear

If I could give you one priceless rule for rapidly growing your business, it would be this:

Assume that your customers do not believe you.

Whatever you are offering. Whatever you know with certainty that your product or service can do, assume that your potential customers do not believe you.

When you come up with a truly stunning product or service, you have to offer proof. You know what it's like to be a customer. You're careful, perhaps slightly cynical and you want to know that this will work for you.

Whether it's in your advertising, on your website, in your letters and brochures, or even your conversations with customers, if you're courageous enough to realise that your customers need re-assuring, that they may well not believe you, you will reap significant rewards.

Of course, some of your potential customers will believe you - particularly if you have built great relationships - but here's the key point. If you assume they don't believe you, you will force yourself to create superb Marketing and Advertising that answers objections before they come up.

This one lesson has transformed my business. Here's my biggest business challenge and how I overcame it. You can do precisely what I did - it will make a huge difference for you.

The problem? I can take virtually any business, from a one person business to an international company - and show them precisely how to increase their profits by 50-250%.

I almost certainly know how you can grow your business by 50-250%. And I can show you how.

So what's the problem? It's this: Because I work at the leading edge of business excellence, the results can be so dramatic that people do not always believe that you can achieve these results too.

How do I resolve this? It's easy - and I urge you to use this approach too.

You solve this issue with the use of powerful testimonials.

As customers, when we see enough powerful testimonials from real people, who've had real life experiences with the product you're considering, they don't just show you that it's worth having now. They show you that you will be missing out from not having the experience they've had. How do you use testimonials? Have a look at the testimonials below for my forthcoming Ultimate Marketing Programme:

We use everyone's full name and their business name - and of course we have everyone's permission for you to go ahead and read them all:

"Exceeded my expectations. Introduced new ideas which I can go back and implement immediately. This course gives you the opportunity to stand back from your company and take a look at what needs to be done to significantly make a difference."

Vicki Wellington - Northern Racing

"Very logical. Easy to understand and follow through. Do it. You can't lose money and you can only learn."

Ian Kaye - Austin Kaye and Co Ltd

"It's great. Full of information and will definitely help to transform your business."

Keely Barden - Aesthetique

"Go for it. This is a chance to look beyond the rule book and try out new ideas that can only achieve good results."

Einat Tahor - Wine Box Company Ltd

"All the information is current, up to date and cutting edge and I feel sure I can apply it to my work to gain advantage over the competition."

James Suter - Gliffaes Country House Hotel

"Useful, interesting informative. Powerful tools to help me increase the success of my business."

Marie Richards - Frangipani Flowers

"Eye Opening. A must! Well worth the money"

Robin Driscoll - Chamber of Desmond de Silva QC

"Great Value. Honest, holistic Marketing."

David Casales - Utilita (Energy and Utility Company)

"If you are serious about expanding your business and committed to work on it, you have to attend."

Costas Lambropoulos - Eurosyst Services Ltd

"So many ideas - it's hard to know where to start, but with the Marketing Blueprint, I can begin to formulate a logical plan."

K Ibbott - Stonar School

"It has inspired us to be much bolder with our Marketing Strategies and to use more approaches than we have been doing."

Patsy Ellis - Hydrotechnik UK Ltd

"I am expecting to double my turnover in the next 90 days as a result of this seminar. Invaluable power tools for kick starting your business"

Tracy Higgs - Business Growth Coach

"Very impressed. Clarified my thinking and will change my whole approach. Well worth it - for a modest outlay, the lessons learned should give real dividends."

Liam Dunne - The Power Service

"It has shown me how easy it is to Market yourself in a positive way, which is something I now realise I knew very little about. It's a big eye opener and opens up possibilities you may never have thought of. Definitely attend."

Aidan Donaghy - Summer Garden

"I've been trying to start this side of my business for over a year now with no success. I now feel I have the skills to make it the success I know it can be. Definitely do it. You won't regret it - you can only gain."

David Short - RSS Log Innovations

"Having never been to anything of this nature before, I have found much of the information invaluable and it has given me the confidence I need to begin a Marketing strategy. Anyone who wishes to gain a greater insight into Marketing and who just wants direction and a little 'push' to go for it - I'd say this was perfect for them."

Caroline Cullen - Quay Contact / Equitas Legal

"Chris clearly practises what he preaches. Delivered as promised. Very well organised. Very professional and well structured, yet informal and flexible."
Mike Lee - Spiral (UK) Limited

"What can I say - I just know my business is going to fly. Chris is a very talented, knowledgeable guy - who knows his stuff and is willing to share his passion and inspire others."
Marneta Viegas - Relax Kids - As featured on BBC TV's 'The Dragon's Den'

"Don't think about it - Do it!"
Michelle Donald - Nickelodeon Computing Services

So please use testimonials. They're very powerful and they make your business life much easier. You don't have to convince your potential customers of anything. The words of your existing customers are doing it for you. Their experience of your product or service will send the message "I've had this experience. I want you to have it too."

And if you haven't yet booked your place for Ultimate Marketing, please don't miss out. It will be a truly amazing experience for you and your business, just like it was for all of these people above. Places are going very fast so please book yours today. You can find all the info and book online here:
<http://www.cardellmedia.co.uk/UlimateMarketing2006.html>

You can also book by calling **01635 41725**

Best wishes
Chris Cardell

PS Ultimate Marketing 2006 is the must attend business event of the year. Through 12, weekly telephone seminars, I will be giving you everything you know to grow your business, attract large numbers of new customers and increase your profits. To book your place call **01635 41725** or go here for more info and to book online
<http://www.cardellmedia.co.uk/UlimateMarketing2006.html>

Email 4

TITLE: Your Sunday Email - and a Question

Again, a 'Live' Email to generate interest

Hi

I'm sending you this email on a Sunday, so if you're reading it on a Sunday, you really are an entrepreneur! If it's Monday, then you probably have a life and I hope you had a great weekend.

As it's Sunday, I thought I would ask you a 'deep' question.

Have a look at this figure:

50% - 250%

You may have heard me talk about this figure before. It's the amount that I believe you can almost certainly increase your profits by, when you know how highly successful businesses do it. It doesn't matter what you sell, or the size of your business, there are many out there who achieve these results, so why shouldn't you?

In this email, I am going to ask you the 'deep question,' then show you precisely what you would need to do to increase your profits by this amount.

And I'm also going to do something very 'un-British.' I am going to unashamedly and proudly encourage you to achieve these results by joining me for my Ultimate Marketing programme.

But First - the question.

If you had a target for growing your business for the year ahead, where would you be in that 50-250% range. Is growing your business by 50% comfortable for you? Would you like to double your profits at 100%. Or do you want to aim higher?

If you're starting a new business, where do you want to be this time next year?

I'm asking you this question at the outset for two reasons.

First, I have to tell you that most British business owners set their sights miserably low. They've been so battered by past frustrations and sometimes the negative thinking that exists in much of our culture, they've lost the ability to aim high. Your thinking drives your life, so this is important. If you don't even believe it's possible to increase your profits by say, 50%, it will never, ever happen. So don't listen to the negative people.

Second, if you don't have a clear idea in your head of what you're aiming for - a clear, decisive target - it's a virtual guarantee that it isn't going to happen.

Any great sports person will tell you that they visualise winning again and again and again. They aim for the target so often in their heads, that when they do it for real, it's second nature.

So pick a figure for what you're comfortable with, over the next year. How much do you want to grow your business by? Anything between 50% and 250%.

Don't read the rest of this email until you have this figure - because now I'm going to take you through what needs to happen for any business to achieve those type of profit increases.

First, you obviously have to attract significantly more customers.

To do this, you have to eliminate wasteful advertising. You have to write ads that work, you need to know how to write great ads and when you should and should not advertise. You need to know the words that will work for you - and the ones that will not. You need to have a real understanding of why most advertising does not work and the things the newspapers and magazines won't tell you - like why you should never advertise on a left hand page. We'll be covering all of this in Week 6 of Ultimate Marketing, in the Telephone Seminar on advertising. The money you save in this seminar alone, will easily cover the cost of the entire programme.

You're highly unlikely to get the results you want for your business if you don't get really, really good at internet marketing. If you have an existing website, you're probably wondering why people are visiting your site but not becoming customers. It's almost certainly because you're not implementing any of the leading edge internet marketing and email strategies that you and I will cover in the Telephone Seminars on Week 3, Week 4 and Week 10.

In your brochures, sales letters, website and emails - do you have a single, clear, concise, compelling message that leaves customers with a strong desire to do business with you? If not, the Telephone Seminar in Week Five of Ultimate Marketing, could be the most important of all for you, in getting you to your target figure.

If you want to really accelerate your business, you need to be getting Free PR coverage in the media. To do this, you'll need to know who to target, what to say to the media, how to write a Press Release and how to get the journalists to pay attention. We do this in the Telephone Seminar on Week 8. I'll even give you the step by step process that I used to generate £1.5 million worth of PR for a company using one Press Release.

Do you see how if you were doing all of this, your target number that you picked just now suddenly becomes closer - and far more realistic?

But that's not all. Whether you are a self employed individual or a large business (we have the entire range attending Ultimate Marketing) for you to reach - and I hope exceed your target figure, you're going to be wanting to try

out a whole range of profitable options such as Direct Mail, Telephone Marketing and Pay per Click Advertising. If you try to do these without knowing what you're doing, it can lead to very costly mistakes. We'll be going in depth on these vital subjects in the Telephone Seminars on Weeks 4, 7 and 9.

Do yourself a huge favour. Do not continue into 2006 trying to run a business without getting really, really good at Marketing and doing this course. I've made it as easy as I can for your to join, with easy weekly telephone seminars that you can access from your home, office or mobile.

If you miss a seminar, you can also listen online, anytime 24/7

In a few weeks from now, you'll look back at your decision to join Ultimate Marketing as one of the best business decisions you've ever made. Places are going fast, so please do not miss out.

Go to the page below for the details on how it all works, what we're going to cover each week, my £12,000 Guarantee, and the success stories of people like you who made the decision to go ahead and join the programme. It's all here:

<http://www.cardellmedia.co.uk/UltimateMarketing2006.html>

You can also call my office on **01635 41725** And yes, you can even call on a Sunday! It's all online here:

<http://www.cardellmedia.co.uk/UltimateMarketing2006.html>

And please, keep your target figure in mind and develop a strong belief in your potential to achieve it. I look forward to working with you to make it a reality.

Best wishes

Chris Cardell

PS On the Ultimate Marketing page, I would particularly draw your attention to my £12,000 Guarantee. It's all here:

<http://www.cardellmedia.co.uk/UltimateMarketing2006.html>

Email 5

Title: It's three weeks away

Once you have a good relationship with your readers, there's nothing wrong with sending an upfront 'Here it is, you'd be daft to miss it' message.

Dear

It's just three weeks away Ultimate Marketing has become the 'must attend' business success programme of 2006. Because part of the programme involves personal support from me - places are limited. Our last programme, which ended last month, had 140 people on it - and the next programme is filling up very fast.

All the details on the course are here

<http://www.cardellmedia.co.uk/UlimateMarketing2006.html> - Here are the key points.

1 The course is for any serious business owner or manager who realises that the only way to run a highly successful and profitable business in 2006 is to become extremely good at Marketing.

2 You'll be joining me for 12 weekly telephone seminars. Each seminar has dozens of leading edge ways for you to attract more customers and grow your business. I specialise in showing businesses of all types and sizes how to increase their profits by 50-250%. I'll be sharing all my knowledge with you on the programme. You access the telephone seminars by just calling in from your office, home or mobile. If you miss any of the seminars, they are all recorded and you can listen online.

3 I am available to personally answer your questions during the course. Nobody else gets this type of access to me.

4 By the end of the 12 weeks you'll know everything you need about Marketing, Internet Marketing, Advertising, PR and dozens of other business success approaches. The result for you: More customers. Less business problems. More profits.

5 The cost is three monthly payments of £295 plus VAT. The first seminar alone will almost certainly pay for the entire course. In fact, Ultimate Marketing comes with a personal guarantee from me: If you implement these powerful strategies and don't make at least an extra £12,000 you'll get a full refund. This means that you can only make money by joining the programme.

6 When you book, you receive a special bonus pack of material written by myself, Richard Branson, Sir Alan Sugar and Anita Roddick.

The last programme was fully booked. Please don't miss out. If you run an

existing business, Ultimate Marketing will take you to the next level of success and profits. If you're starting a new business, this course is essential. Either call **01635 41725** or book online here:

<http://www.cardellmedia.co.uk/UltimeMarketing2006.html>

Full details on the course are here:

<http://www.cardellmedia.co.uk/UltimeMarketing2006.html>

Best wishes

Chris Cardell

Email 6

Title: 7 Questions

The most effective sales tool in the world is Questions. Use them in your emails to get your customers thinking and to show the value of what you are offering

Dear

It's Friday, so here are seven questions for you.

With less than two weeks to go, some people are still sitting on the fence over 'Ultimate Marketing' - Britain's leading Business Success course, which you join from the comfort of your home or office through 12 remarkable Telephone Seminars.

Rather than me telling you that missing out on this programme would be a bigger disaster than George Galloway's current Public Relations strategy - I'll let you decide for yourself by looking at these questions:

1 Of the 20 main ways to bring in new customers, how many are you using? If you added just five to your list this year, what would that do to your profits? (We'll be covering several of these methods every week)

2 Is your website a stunning source of new business, or significantly underperforming? How much will it cost you if you go another few months without taking serious action? Would you like to know how the most successful websites achieve ongoing success? We'll be covering internet and email marketing in weeks three, four and ten.

3 Is your Advertising highly successful? Do you know precisely how to continually run ads that will bring you a constant stream of new customers? Do you know the words you should use in your ads and the ones you should definitely avoid? Do you know how to reduce what you pay for ads by up to 50% (We'll cover all this in week six.) How much money will you lose this year if you don't become highly effective at advertising?

4 Do you think it's possible to launch or run a highly successful business, without becoming really, really good at Marketing? Is it just the quality of your product or service that will determine your success, or is it your ability to communicate the benefits powerfully to potential and existing customers?

5 Would you be interested in learning the world's most effective Influence and Communication skills? Would that make a small difference or a major difference to your impact. We'll be doing that in week eleven.

6 If you had access to me for 12 weeks, where I answer your specific questions as you master this incredible material, is it possible that I can help you solve your business problems and significantly boost your profits?

7 If Ultimate Marketing is three monthly payments of £295 plus VAT - and if I'm willing to guarantee that you'll make an additional £12,000 profits from the course or I'll give your your money back - will your realise that you've got nothing to lose and join the course now, or will you still be so sceptical that you just have to put me to the test?

Ultimate Marketing will change your business life forever. Don't miss out.
All the details are here:

<http://www.cardellmedia.co.uk/UltimeMarketing2006.html>

Or you can call us on **01635 41725**

Best wishes

Chris Cardell

PS When you reserve your place, your bonus pack will be mailed to you First Class. Your bonus pack includes material by me, Richard Branson, Anita Roddick and Sir Alan Sugar. Full details are here

<http://www.cardellmedia.co.uk/UltimeMarketing2006.html> or call **01635 41725**

Email 7

Title: Final Details

The message is simple - 'Time is running out.' Notice that the emails continually re-enforce the benefits. You may think you reader has seen it before - but you need to keep repeating your core message.

Dear

If you're already booked onto Ultimate Marketing, this is a reminder that the 12 week programme starts next Wednesday 8 February.

You should have received a full schedule of the weekly telephone seminars. You'll shortly receive your special phone number and access pin. The exclusive online forum where you can personally ask me questions will be up early next week.

If you've booked your place, you should already have received your bonus pack, including material by me, Richard Branson, Anita Roddick and Sir Alan Sugar.

These 12 weeks that you and I spend together will absolutely transform your ability to attract customers (often on a low budget) and take your business to the level that you know you're capable of.

If for any reason you haven't reserved your place, after today, we cannot guarantee availability - so please take action now. Either call **01635 41725** or book online here <http://www.Ultimate2006.com>

We've had some requests for the schedule for the 12 weeks. Here it is again. Remember, you access these telephone seminars simply by calling in. If you miss any, they'll all be recorded so you can listen online:

WEEK ONE - Ten Immediate Windfalls to immediately boost your Profits (including How to Market on a Low Budget)

WEEK TWO - Advanced Thinking for Entrepreneurs and The Five Golden Rules of Marketing

WEEK THREE - Essential Internet Marketing for Online Profits

WEEK FOUR - The Power of Pay Per Click Advertising

WEEK FIVE - The Secrets of Writing Excellent Copy and how to create a Message that Compels your Customers to Buy.

WEEK SIX - Everything you'll ever need to know to make your Advertising a Success

WEEK SEVEN - How to Profit from Direct Mail.

WEEK EIGHT - How to get FREE PR Coverage in Newspapers, Magazines and on Radio and TV

WEEK NINE - Telephone Marketing Essentials for rapid increases in Profits

WEEK TEN - Advanced Internet Marketing, Search Engine and Email techniques

WEEK ELEVEN - Sales and Influence Skills

WEEK TWELVE - Telephone Seminar Twelve - Advanced Marketing Masterclass

If you've reserved your place - I'm so glad you're not going to miss out. We have every size and type of business imaginable on the programme. This is the biggest Ultimate Marketing ever - confirming its place as Britain's leading Business Success training - and you still get personal support from me. You'll look back on this as one of the best decisions you've ever made

If you haven't reserved your place yet - call 01635 41725 or book online at <http://www.Ultimate2006.com>

Best wishes

Chris Cardell

<http://www.Ultimate2006.com>

Email 8

This is my favourite. It took a real life story that had happened two days earlier which will hopefully be of value to everyone who reads it - and it's another reminder that the course is about to start.

Title: Some Friday Fun
Hi NAME,

It's Friday, so here's some Friday fun.....

Can you spot which of these famous Entrepreneurs is the odd one out?

Richard Branson (Virgin) Anita Roddick (The Body Shop) Sir Alan Sugar (Amstrad)

Who is the odd one out?

The answer is

Anita Roddick.

Why is Anita Roddick the odd one out?

Because she's the only one of the three who turned up at my front door this week with three boxes of books!

That's right. When you hear stories about successful entrepreneurs going the extra mile, this is what we're talking about.

Here's what happened.....

A couple of weeks ago I ordered 150 copies of Anita Roddick's new book 'Business as Unusual.' I have been giving them away as part of my bonus pack for everyone on the Ultimate Marketing programme.

The books arrived.... everyone received their copies. No problem.

Except now we have 203 people on the programme, so I needed some more books. We called Anita Roddick's office to order some more - but they've sold out. Their distributor had none left. We explained that we'd promised our people the book as a gift (together with books by Richard Branson and Sir Alan Sugar) so here's what happened.....

The book distributors had absolutely none left. But It turned out there were 75 books left in a corner of Anita's office. We needed them quick. On Wednesday of this week, Anita Roddick was travelling to an event about 40 miles from where I live. When she heard about this, she packed the boxes into her car and made a detour so she could personally drop them off to me.

And that's how Anita Roddick turned up at my house on Wednesday afternoon with three boxes of books.

Apparently she's worth £60 million. Do you think there's any connection?

So anyway, you know when people say 'book today while stocks last' Well in

this case, it's absolutely true. Everyone who books on 'Ultimate Marketing' gets a bonus pack that includes Anita Roddick's book, my Ultimate Marketing Manual - and two great business books by Richard Branson and Sir Alan Sugar.

But we're only offering the bonus pack for anyone who books before midnight tonight. Not as some clever Marketing ploy - but because Anita's clean out of books! We're down to the final box. There are no more anywhere - until the re-print. When they're gone, they're gone.

Of course the books are just the icing on the cake. The main reason to join Ultimate Marketing is that your business life will never be the same again. We start next Wednesday. 12 weekly telephone seminars backed up with everything you need to attract more customers, increase your profits and make your business a stunning success.

You can reserve your place here <http://www.Ultimate2006.com> or call 01635 41725.

Best wishes

Chris Cardell

PS I am looking at Anita Roddick's final box of books right now - and one of them has your name on it. Claim it at <http://www.Ultimate2006.com> or call 01635 41725. When they're gone - they're gone.