



GUERRILLA ESSENTIALS TO Email Marketing

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Dedications

For my mentors Jay Conrad Levinson and Larry Loebig,
and for those who
defy convention to make a difference.



Table of Contents

How to Use This Book	5	Your unique email identifier	15
What you can do with this ebook	6	Set subscriber expectations	15
The Anatomy Of An Effective Email....	7	What's An Email Consumption Strategy and Why Do Savvy Agents Have One?	17
The From Line	7	The skinny on consumption	17
The Subject Line	8	Why you should care	18
The Salutation	8	Making consumption happen.....	18
The Opening Hook	9	How much value do you deliver? ..	20
The Body.....	10	Convert Your Email Subscribers Using Social Proof	21
The Ending Hook	10	What is Social Proof?	22
The Closing.....	11	Proof you're the expert	22
The P.S.	11	Proof by Credibility Source.....	23
A purpose for each part.....	12	Proof by Association.....	23
How To Build A Better Brand With Email	13	Proof by Numbers.....	24
Branding at its core	13	What's your social proof?.....	24
The first email in your autoresponder	13		



How To Get X-Ray Vision-Like Insights from Email Marketing.....	25
The secret from the back pages of comic books.....	25
Peek inside your prospects' minds	26
The benefits of super-hero insight	27
How To Remove Prospect Anxiety With A Single Email	29
Getting started is simple	29
The unasked questions that can hurt you.....	30
Automated answers	30
How Email Can Improve Your Blog ..	33
The unfortunate side-effect of blogs	33
The blogging benefits of email.....	33
Monkey-jenius simple email.....	34

My High-Performance Choice for Email Marketing.....	36
My High-Performance Choice	36
Why A Paid Service?	38
Additional Resources	40
The HomeStomper Newsletter.....	40
Hire me.....	40
Contact me.....	40
The Source for Real Estate Technology	40



HOW TO USE THIS BOOK

PRINT THIS OUT! It's strongly recommended that you print this guide. Brainy scientist folks say you'll absorb the information in this guide far better once you do.

Now that you've printed this out, the first thing to note is that this isn't a step-by-step guide that flows from points A to Z.

It's a series of guides to help you craft compelling and profitable emails and autoresponder (some folks call 'em "drips") campaigns.

There's no one single way to engage and convert your subscribers with email – yours will be different from the

agent across town, even another agent in your office.

However, what you now hold in your hands explains a fundamental philosophy and approach towards email marketing. Namely, one that treats the subscriber as a peer rather than a potential paycheck. And with that, you'll learn a marketing approach that converts subscribers into raving fans, evangelists, and clients.

Second note is some of you will notice that not everything in this book is new material. Some is new, but much is gathered from previous writings I've made around the web. Still, I've gone and re-edited and expanded some of the material previously published and collected it here to help save you time



and get more out of your email marketing.

So, use this ebook a reference guide that you refer back to. It's good, it works, and you'll benefit greatly when you use it.

What you can do with this ebook

Give it away in its entirety to your friends and fellow agents who you feel may benefit from it. For every copy you give away you help our industry and you generate good karma for yourself. Be cool, give this ebook away.



THE ANATOMY OF AN EFFECTIVE EMAIL

Have you noticed similarities between emails that compel you to action versus all the others you send to the trash?

Some emails appear to have been written and sent on the fly without a second thought. Those probably don't live too long in your inbox.

Then there are those emails that truly catch your interest or curiosity and, whatta ya know, you made the click and ended up on their landing page.

Good emails aren't just thrown together. There's actually a structure for creating the momentum that drives subscribers to open and click.

Let's dissect and look at the anatomy of a winning email...

The From Line

Your *From* line is just as, if not more, important than the body copy of your email. If your subscriber doesn't know who sent the email, or doesn't care about them, then the chances of your email being opened take a big dive.

This is why I don't promote using a company name – use your own name. It's much more compelling to have "Allison Phillips, REALTOR" send me an email versus "Red Brick Real Estate."

Remember, email marketing is really about developing relationships. I can



relate to Allison, I can't relate to Red Brick Real Estate.

Check out a number of tips for [how to brand your email](#) From line so that it stands out in your subscriber's inbox.

The Subject Line

Your subject line's most important job is to get your email opened. Without this, your email fails.

There are a few ways to leverage your Subject to get your subscribers to make with the clicky:

- **Curiosity:** enquiring minds want to know, right? give them a tease as to what they may find inside

- **Controversy:** make a bold or contrarian statement
- **Questions:** ask a questions that hints to the answers contained in the email
- **Big Benefit:** promise a big benefit in your subject

You can swipe these [email subject line templates](#) to get started.

The Salutation

Your salutation is the first thing your reader sees once they open your email. It also sets the tone and relationship for the remainder of the email.

Start out with a stuffy, business-sounding salutation and folks will



continue read the rest of the email as if a business were talking to them (if they continue to read at all)... not a close, personal friend.

You want to approach your reader as if you know each other and have a personal relationship.

Avoid using "Dear {firstname}."

For building relationships through email you need to use a salutation that's more personal and approachable.

Some examples are:

- Say {firstname}
- Hey {firstname}
- or even just {firstname}

Oftentimes I don't even use a salutation. Your friends and family probably don't either.

The Opening Hook

Your Subject is the bait to get your email opened, your Opening Hook is the bait to draw your reader into your message. This is the stage where your reader asks himself, "Do I want to continue to read this?"

If the answer is "no" then they're gone. Bye-bye. But, if the answer is "yes" then they'll stick with you throughout the entire email.

Obviously, you want to make your opening hook "interesting."

- Make a mysterious statement



- Give your reader a hint
- Ask a question
- Make a contradiction
- Start with a story

The Body

You captured attention with your From and Subject lines. You established interest with your Opening Hook. Now it's time to build desire in your email's Body.

It's time to promote benefits – what your reader has to gain by taking the NEXT action.

For example, let's say you want your reader to visit a landing page where you're selling the idea that they should

pick up the phone and call you. On the landing page they'll also learn some interesting statistics that would be helpful in their home buying decision.

In your email sell your reader on the benefit of knowing the statistics. But let your landing page sell them on making the call.

The Ending Hook

Your ending hook leverages all the desire or curiosity you built in your email's body copy. It's your closing trigger to get your reader to act and should be directly followed by a link.

At best, make it short and sweet. Even if they've skimmed the rest of your email, if you can make this jump out



and irresistible then you can still get the click.

Here are a few examples of ones I've used in the past:

- The results were... interesting, to say the least.
- Fortunately for you, I have the key right here...
- How could this happen?

The Closing

Folks often miss using this key branding spot as you sign-off in your email.

You want to keep your sign-off consistent across your emails. Don't say "Regards" one day and "Your

REALTOR" the next. Being consistent here creates trust and helps define your personality.

Making sure the email is kept on a personal level rather than something more formal, use a style that's friendly and natural.

Here are some examples:

- Be awesome
- Bringing you home
- Keep it green

The P.S.

Interestingly, everyone typically reads the postscript even if they read nothing else. That being the case, what



do you want here? Something tempting...

There are a couple of things you can do in your p.s. You can allude to something previously mentioned (so those that skipped the message go back and read), provide a testimonial, another closing hook, or what I often like to do...

Prepare them for what they will see on the landing page once they click. This is how you merge the conversation between email and landing page: go to your landing page and pick out something interesting and refer to it in your p.s.

A purpose for each part

As you can tell, an effective email is more than just sitting down and typing away. Each piece of the email has a distinct purpose in drawing your reader in and getting them to act.

As in any aspect of business, success doesn't just come willy-nilly. Crafting persuasive emails is the same way. Follow the structure outlined above, pay attention to the details, and you find more of your subscribers will click, buy and beg for you.



HOW TO BUILD A BETTER BRAND WITH EMAIL

If your idea of email branding consists solely of HTML header graphics and colors then you're neglecting the more powerful aspects of email marketing.

Branding at its core

Branding is more than colors, logos, and slogans. At its core, branding is how you position your relationship with others so that you achieve top-of-mind awareness whenever they think of your area of expertise.

Email marketing and autoresponders allow you to automate brand building so that you rule your subscribers'

inbox and build recognition and expert status.

Branding starts at first contact and with email it's typically through an autoresponder your visitor was added to when they signed up for access to some specialized content.

The first email in your autoresponder

That very first email in your autoresponder series is critical for establishing the context for your future email marketing endeavors.

We're going to do a few things in that first autoresponder email to create top-of mind awareness for you and get your subscriber excited for your next email.



This first branding tactic is an important one. First off, it gets your subscriber to create a “physical” spot in their email client just for you and your emails... it’s like going over to visit your subscriber and they gave you a place to leave your toothbrush 😊

Just as importantly, it gets your subscriber to take action. The sooner they follow your call-to-action the more effective your future marketing will be.

Here it is (feel free to swipe this copy):

Most people don’t like the idea of missing out or losing the type of information you’ll be receiving, so I encourage you to create a new email folder titled:

!Mark Eckenrode!

No matter which email program you use (Outlook, Gmail, Hotmail, AOL, Yahoo, etc.), it makes sense to create this new email folder so you can conveniently file these emails and refer back to them.

Title the folder just like above. In case you’re wondering about the exclamation points, they help you quickly find the folder in your email client 😊

What just happened? Your subscriber just branded their email client with your name. Now, they’ll see your name every time they’re checking their email. Cool, eh?

Okay, on to the next branding tactic...



Your unique email identifier

Provide a unique identifier to your email's From or Subject lines. The reason for this is to help your email stand out in your subscriber's busy inbox.

Here are a few examples for your From line:

- - Mark Eckenrode –
- == > think Mark

and for your Subject line:

- [HomeStomper] Your subject
- HomeStomper >> Your subject

Set subscriber expectations

Your final goal with this initial email is to really "sell" your subscriber on what's coming in future emails. I prefer to do this by offering "blind benefits."

Basically, a blind benefit is a hint or tease. Something along the lines of...

Watch for an upcoming email because I want to make sure you know why some buyers are given favored status by sellers... almost preferred treatment. This little known information could save you money, time and stress.

What client of yours wouldn't want to know that?



What you've done with that tease is establish that you know some "insider info" that you'll be sharing. You're also provoking their curiosity – they'll open your next email 😊

As you've just learned, your emails are powerful branding tools. If you've been relying on HTML graphics and colors up to this point then it's time to shake it up and really make those emails work for you and convert subscribers to clients.



WHAT'S AN EMAIL CONSUMPTION STRATEGY AND WHY DO SAVVY AGENTS HAVE ONE?

Do your prospects trust you?

It's an interesting question but one your prospects definitely answer before choosing to do business with a REALTOR. The challenge lies in how to build trust when, up to this point, all you may have been to them is a website and property details.

Luckily, you're a guerrilla agent and know how to leverage the online tools in your arsenal... for the task of building trust and value we'll use the

strategy of consumption and your email autoresponder.

The skinny on consumption

Email marketing isn't about broadcasting sales messages. Used correctly it should develop relationships built on value and trust... and that's just what the consumption email is designed to do.

Let's first make sure we're all on the same page regarding consumption. To do this, go to your fridge and pull out the box of baking soda. Take a look at the instructions. The manufacturer tells you how to use it... in your fridge, in your sink, cooking, cleaning, etc.



They're telling you how to consume the product. More importantly, they're telling you how to get value from it. You'll find similar consumption instructions on many of the food items you purchase, even your shampoo ("Lather. Rinse. Repeat.").

Why you should care

Here's the thing... if your prospect doesn't receive or perceive value in hiring you as their REALTOR then, well, they won't hire you. From the get-go you need to make sure every new subscriber gets value from you.

You most likely got their email address in a transaction... their contact info for access to a whitepaper report or housing data or something else.

(every exchange with your prospect is a transaction. always make sure that interaction with you provides value for them.)

Take note, this transaction is what they'll judge the potential value for future transactions. So, help them get value.

Making consumption happen

Let's start with a whitepaper report because this is easy to leverage but also easy for them to forget about (how many PDFs have you downloaded that you've never cracked open?)

The thing with whitepaper reports is you want to get their nose into the report.



First thing I like to do is get them to print it out. Why print it? Because once they print it they've brought your name and brand into their home, will leave it out on the coffee table, and be able to use it when discussing with their spouse. Use copy similar to this:

Before you do anything else, make sure you print out the report. Most folks tell me they get more value from the information provided when they can curl up on the couch to read and discuss with their spouse. Besides, I've provided space for you to take notes.

Pretty simple. I also use this copy in the opening of the report itself.

IN your email follow-up, use copy that gets their nose into the report:

Many investors are currently real keen on 5 different areas. Check out page 12 of the report for a detailed breakdown... and why one area may be the worst investment decision you could ever make. You don't want to make a move until you read this.

This will get them back into your whitepaper, actually read it, and have them gaining value from their interactions with you.

Now, what if they simply registered to gain access to your housing data? Help them use the tool they registered for.

Tell them tips for searching for homes using the tool, how to filter results, or red flags and good indicators that may be in property descriptions.



Even if some of the tips seem like common-sense or “well, they should know to do that” share them anyway, you’d be surprised at how many of your subscribers will appreciate it. And even if they do “know how to do that,” they’ll recognize the fact that you’re there to help them.

How much value do you deliver?

Here’s the thing, the more value they receive on the front-end with their initial contact with you then the more credibility, perceived value, and trust you build for yourself on the back-end. And the more likely you are their #1 choice when it comes time to purchase a home.

Use consumption emails in your autoresponder series and you’ll find more subscribers gravitating to you, asking questions, and moving themselves towards becoming your clients... on autopilot.



CONVERT YOUR EMAIL SUBSCRIBERS USING SOCIAL PROOF

If you sent me email over the past couple days then, you may not have known it, but you helped to break my email reader.

Obviously, you didn't mean to. But, a few days ago, someone got wind of one of my blog posts and spread the word. The resulting 217 incoming emails have slammed me and my inbox.

Here's a sample of what came in:

"Dude, you are a genius. Thanks for helping me realize what I can do to ramp things up."

"I've been in real estate for a long time so it's not often I'll take the time to read many blogs about it. I'm glad I did this time around. Thanks."

and then there was this one:

"Mark, this is your mother. Stop playing on the internet and get a real job."

...

Okay, the "email" from mom probably gave me away (although I wouldn't put it past her) but what just happened up there is an example of creating social proof.



What is Social Proof?

[Wikipedia](#) has this definition of Social Proof:

Social proof, also known as informational social influence, is a psychological phenomenon that occurs in ambiguous social situations when people are unable to determine the appropriate mode of behavior.

Making the assumption that surrounding people possess more knowledge about the situation, they will deem the behavior of others as appropriate or better informed.

Basically, social proof means that we tend to use the behavior of others as an indicator of what we should do in a particular situation.

How about a few examples:

- People following the moving crowd at a ballgame rather than asking for directions
- Lines outside of night-clubs. "The place must be bangin' if all those people are waiting to get in."
- People stopping to stare at the sky because they saw someone else doing it

Proof you're the expert

What I did in the opening of this article is establish that 217 other people (people just like you and I) found one of my articles insightful and useful, even taking the time to email me.



Setting it up this way, I created a framework for you and other readers to think of me – as an expert.

You should be doing this with your marketing to build yourself as your market's expert of choice... "if others say you're their expert of choice, then I'm safe in picking you as my expert, too."

When you inject social proof into your real estate marketing you build value for yourself simply by showing that others perceive value in you.

Social proof should be developed throughout all of your marketing but especially in your follow-up email campaigns to your prospects.

Obviously, testimonials and case studies are prime for building social proof but you can do more...

Proof by Credibility Source

If your name's in the paper or other news source – flaunt it, baby.

In last week's City Tribune I was quoted on the effect Hollywood films were having on local home prices.

Proof by Association

By mentioning your name with a recognized authority, celebrity or expert you "borrow" their credibility.

In last week's City Tribune *Mayor Quimby and I* were quoted on the effect Hollywood films were having on local home prices.



Proof by Numbers

Over the past 7 years, 82 families have found their home sweet home with me.

So, here's the thing... people instinctively look for social proof (ever Google someone to see how many results they have and on what websites?) to help themselves make a decision. It's natural and we all do it without thinking about it.

What's your social proof?

What I encourage you to do is to be conscious about it and look for areas in your marketing to further build social proof for yourself.

Your email subscribers are prime candidates since they're at the evaluation stage in the real estate

process and are more receptive to social proof elements.

Now, I've listed a few ways of building social proof. What others can you think of?

HOW TO GET X-RAY VISION-LIKE INSIGHTS FROM EMAIL MARKETING

When I was a kid I'd flip to and pour over the ads in the back of comic books with as much excitement as when I actually read the adventures of Batman or the X-Men.

The secret from the back pages of comic books

It was these ads and the comic books that they appeared in that actually got me hooked on marketing. Yeah, while most kids were growing up wanting to be an astronaut or policeman, I wanted to become a copywriter (sans superhero spandex).

In the back of many of these comic books was an ad for x-ray goggles. Man, who wouldn't want those? The ability to see hidden items or secret treasures... to know things beyond the obvious and superficial.



Now, here's the million dollar question: how do you get the power of x-ray vision in your marketing?



Peek inside your prospects' minds

Imagine getting a peek inside the minds of your prospects – discover their true frustrations, the challenges they need help overcoming, possible objections they may have, and their emotional hot buttons.

Think that level of insight could better help you to not just market to them but also better serve them? For sure.

Now, I use this technique a few different ways but one that I like best is adding an email to an autoresponder drip campaign. This way all subscribers receive the email and I potentially get feedback from all subscribers.

Basically, I may use copy similar to this:

Recently I've received a number of questions from folks curious about various parts of the home buying process.

What a great incentive for me to compile and answer a list of the most Frequently Asked Questions about buying a home.

Here's the thing, I want to make sure your questions get answered. Go ahead and hit **REPLY** right now and let me know:

—> What is your single biggest question about buying a home in a down market?

Do that now before you forget and I'll do my best to answer your question. Just hit **REPLY** and type away.



Now, this isn't something I recommend doing early in your autoresponder sequence. You want to make sure you've created some rapport in your previous emails first.

Do this and you'll be surprised at how many people will shoot you back an email.

The benefits of super-hero insight

You're probably already getting some ideas of how to use this info:

- uncover new, hot topics for blog posts
- ideas for special reports, whitepapers, workshops, etc.

- points to make in your marketing copy
- unmet needs in the marketplace

Here's another very cool thing this technique does for you: by replying, your email readers open the door for continued interaction and we all know that once someone takes first action they're more prone to repeat it. You're now set for conversation.

As you can see, this type of email in your autoresponder sequence can set you up to win in a number of ways. It's super simple, interactive, consumer-centric and no x-ray goggles required.

Now, I figure the best way to close this post is to invite continued conversation:



What's your most burning question about using email in your real estate marketing? 😊

HOW TO REMOVE PROSPECT ANXIETY WITH A SINGLE EMAIL

Pull on your gloves and grab that can of grease because we're about to add some "extra slick" to your autoresponder's drip email campaign.

First off, the goal to any marketing funnel is to make it as slippery as possible. This means removing as much of your prospect's anxiety as possible so that they don't get hung up on doubts, questions, or objections.

Getting started is simple

The technique your about to learn is pretty simple. It's just a matter of

taking what's already a standard practice elsewhere and tweaking the way it's used and deployed.

As a REALTOR you no doubt get hit with questions all of the time...

- How much is my home worth?
- Do we buy a dream home or buy small and remodel?
- When's the best time to buy?

You've probably got a FAQ (Frequently Asked Questions) list compiled on your website, maybe even a handout you provide your clients that address these questions.



The unasked questions that can hurt you

Then there are the questions they don't ask you:

- How much should I pay (will I lose) in commissions?
- My sister's friend's brother is a REALTOR, why not just go with him?
- Should I sell my house without a REALTOR?
- ... and on and on

Now, do you think that, depending on the answer, it could cause your prospect to slam the brakes? Yeah, that'd suck.

Automated answers

So, here's what we do: use your email marketing skills and insert a FAQ email into your autoresponder drip campaign.

Here's an example of some copy you can swipe for your email (stuff in {} are my editorial comments) :

Over the past few days I received a couple of interesting emails with some excellent questions and I thought you may be interested in the answers... after all, they may help you with your home buying decision. {keeps them reading}

QUESTION: I'm really blown away by the current market and all the attention real estate's received. {acknowledge the major

media reports that may very well be conflicting with your local area}

MY ANSWER: Well, I won't argue... guess who navigates the real estate market every day 😊 {showing you're the man on the scene... the real expert in the trenches}

QUESTION: My gut tells me that this really is a time to buy... But, this is a major investment and I don't want to make a mistake. {this is a pretty ninja line. it keeps them emotionally connected to what they truly want, while acknowledging their fears}

MY ANSWER: Yes, it's ALWAYS wise to be careful when making large investments.

Personally, I think the current market is THE best time to steal your dream home. If anything, it's worth exploring the opportunity, which is why I'm so busy helping folks right now. {acknowledging their concerns, show that if they wait they may miss out, and that other people are taking action now}

QUESTION: Why should I work with you? {let's get down to business}

MY ANSWER: Well, to be totally transparent, I may not be the right REALTOR for you. However, I have helped over 72 families find their homes over the past few years and here's what one of them had to say about the experience:



“INSERT RELEVANT TESTIMONIAL”

{moving away from the stereotypical sales approach. let’s face it, you’re probably not going to sell them in an email anyway. but, you can build credibility and proof}

Now, even though I’m working with real estate all day, I’m not jaded about the market at all... in fact, I can’t wait for a house over in Grayhawk to go on the market.

That’s it... if you want to discuss your questions more in-depth, here’s my number:

(123) 456-7890

{call to action}

Pretty easy-peasy. Very easy-going, not your typical “let’s buy a house” noise. But, very powerful when used, wouldn’t you agree?



HOW EMAIL CAN IMPROVE YOUR BLOG

Whether you're looking to build a community or generate leads online then you're probably using a blog as your marketing hub.

The unfortunate side-effect of blogs

The unfortunate side-effect of blogs is that they can lull someone into a false sense of productivity and engagement when it comes to marketing... especially if you're not using the following tool.

In the past, many bloggers ignored the benefits of email and relied solely on RSS to connect with visitors offsite.

This is mostly because blog platforms publish RSS feeds out of the box.

The blogging benefits of email

However, even the savviest of bloggers have begun incorporating email marketing for a number of very valid reasons:

- **Increase Readership** – when a visitor signs up for your email newsletter they've effectively given you permission to market to them. This doesn't mean you should be self-serving; I advocate leading with content over promotion. But, when you send out your blog newsletter you'll find your visitors returning to consume more of your site.



- **Build Community** – email allows you to give your loyal readers a little extra love that your regular readers just don't get. When you give them that extra bit of information they'll feel more included for the insight. I often send out extra marketing tips, videos, I even gave away a free pass to Real Estate Blog World to my email readers.
- **Improve Market Reach** – you're probably using some widget on your blog so your readers can "Share This." Through your email newsletter you can do the same thing... encourage your readers to forward the newsletter to a friend. You'll reach new readers that you never would have if you solely relied on a blog widget.
- **Email is Familiar** – relying on RSS to connect with your readers assumes (that they even know what RSS is!) they're going to take the extra steps of logging into their RSS readers, find your feed among all the other feeds they've packed into their reader, and read it. Don't know about you but I oftentimes just hit "Mark All As Read." Because email is such a part of our online experience, it's far easier and more reliable to connect with someone through email

Monkey-jenius simple email

Setting up your blog for an email newsletter is pretty monkey-jenius simple....

One answer: [Aweber](#).



All you need to do is to point Aweber at your RSS feed and it will grab and broadcast your posts as your blog email newsletter. You can have it sent whenever you wish: instantly, hourly, daily, weekly, or monthly. Nifty, eh?

It's obvious, when you use an email newsletter for your blog you engage your readers more and increase your blog marketing results.

Are you using email for your blog?
How's it working for you? If not, what's holding you back?



MY HIGH-PERFORMANCE CHOICE FOR EMAIL MARKETING

You're in the body-gripping seat of a powerful sports car, knuckles squeezing the leather steering wheel, the engine roars with anticipation. Your foot lowers onto the accelerator and... *gasp *gasp *choke.

Littered alongside the internet marketing highway you'll find plenty of similarly sputtering email campaigns. Limping along not from lack of persuasion or rapport but from a cut-rate email service...

I've been there and here's how I made sure it never happens again.

In this ebook you learned how to powerfully use autoresponders and winning emails to bond with, nurture, and progress your relationship with your prospects.

To drive home your winning campaign you've got a lot of choices in front of you when it comes to the software or service you use to deliver those client pulling emails.

You may be using the email marketing service that came packaged with your website or maybe you send out emails through your CRM.

I just want to point out the service I use and why.

My High-Performance Choice

One word: [Aweber](#).



Why Aweber?

Since I first started using them in 1999 they've added a bunch of tools and features that actually complement the service, not add bloat. They do one thing – email – and they do it very very well.

- **Deliverability** – with other services I've received as much as 15% non-deliverable emails. Pretty crappy when your business depends on reaching your subscribers. Obviously, this is a big deal. With Aweber the highest my undeliverables have reached are 1.8%. Excellent.
- **Blog Newsletters** – this is one of my most favorite features. Basically, you can automagically have [Aweber](#)

email your latest blog posts to your email subscribers (ditch Feedburner's email, please!). Point [Aweber](#) at your feed and it will grab your RSS and send it out instantly, hourly, daily, weekly, or monthly. Pretty killer automation.

- **Unlimited lists and emails** – you can have any number of lists you want (investors, buyers, sellers, partners, prospects, clients, etc) and send out as many emails as you want. Many services restrict your email lists or charge you extra for the expanded capabilities that [Aweber](#) provides by default.
- **Autoresponders** – not only can you send out you broadcast messages and blog newsletters, you can also use drip campaigns with the



autoresponders. Oh yeah, no extra charge here, either.

- **Personalization** – you have the ability to personalize your email with any bit of info you have from your subscriber – city, state, name, address, phone, dates, and any custom field you ask them for.
- **Scheduling** – while you're off playing around (or working) you can have your emails sent out according to a schedule you determine. Very cool and automated.
- **Analytics** – [Aweber](#) has some stellar tracking and reporting features. Of course, you can track which links are clicked in your emails, but you can also:

- split-test different versions of your email to see which works best
- test which subscription forms work best
- what time of day your subscribers are most active
- send emails only to specific subscribers
- and more

Now, the question may come up...

Why A Paid Service?

I get ya, I totally do. There are free alternatives out there. Heck, you probably have email marketing



bundled in with your web hosting if you have a template site.

But, here's what it came down to for me:

- A large part of what I do all day involves email marketing (for myself and my clients). I can't afford a service that doesn't get the message delivered... [Aweber](#) does that better than any other.
- Spam is so much a problem that many ISPs simply blacklist entire email providers. [Aweber](#) works with all the major ISPs and email clients to make sure they're not blacklisted – so my legitimate email gets through.
- Since email is all they provide, their resources are focused solely on that

– not on creating new templates, hosting, web design or anything other than email.

- I can actually call them up, speak with someone, and say "This isn't working. Fix it."

So, there you have it. Granted, there's a lot of options out there but since I keep talking about the How and Why of effective email marketing I thought I'd best shine a light on why [Aweber](#) is my choice for high-performance email marketing.



ADDITIONAL RESOURCES

The HomeStomper Newsletter

I'd love to have you in my small army of StomperAgents. By [joining my newsletter](#) you get what some folks actually consider to be one of the finest sources of marketing know-how available. If you'd like more of the kind of information you found in this report then you should [sign-up today](#).

Hire me

If you'd like to discuss how I might help you with your email marketing or to have me speak at your event, then drop me a note at [Clickfluence](#).

Contact me

To get a hold of me about this ebook, [leave a comment on HomeStomper](#), or [follow me on Twitter](#).

The Source for Real Estate Technology

To learn how to leverage technology – gadgets, online services, blogging, social media, seo, email, you name it – then you really should [check out REtechSource](#). The savvy faculty there will definitely show you how to get the most out of technology.