



LOUISE HENDON

# 3 Secrets

## To Skyrocket Your Email Profit

(You Can Implement  
Almost Everything Within  
60 Minutes!)





# Hi, I'm Louise

Hi, I'm Louise, and over the last 10 years, I've built 7 very different businesses.

I've built a food company, 2 magazines, an agency, and several e-commerce companies -- all in very different niches. I've sold 3 of those businesses, shut down one of them to travel the world, and I'm still growing and running 3 businesses. I've sold tens of millions of dollars of products and courses - all very profitably.

My companies have been on the Inc 500 lists for multiple years, which is the top 500 of the Inc 5000's Fastest Growing Companies in the US.

My companies have also been featured in tv and publications like Forbes and Fox & Friends.

And the single most important aspect of pretty every business I've run is ...

**EMAILS!**

And no wonder...even recent (2021) studies show that email **STILL** generates \$36 for every \$1 you spend. That's a 36 times return on investment!

But like me when I first started, you're probably wondering how the heck you can monetize your email list to generate that much profit.


Well, in this short e-book, I'm going to cover 3 secrets to skyrocketing your email profit. And best of all, most of these can be implemented by you in less than 60 minutes!





## Secret 1:

Let every new subscriber to your email list know about your best or most complementary product or service.



Most new email subscribers join your email list in pretty much the same way. They enter their email address into a form typically in exchange for an ebook (like this one) or in exchange for something else (a webinar, a free download, 10% off discount etc).

After they click the button to submit their email address, they're redirected to what's called a Thank You page. Typically this page says "Thank you for subscribing. Check your email, your ebook will arrive in 5-10 minutes."

But this page can be so much more than just boring "check your spam folder if you don't get the email" instructions...

Your email subscriber is at their most engaged at that moment in time. They're currently thinking about exactly what you're offering and they're super interested in you and how you can help them.

So, that Thank You page is the perfect place to tell them more about how you can help them immediately.

If you sell products, you can take them to some popular products of yours.

If you sell a service like consulting or coaching, you can direct them to schedule a free consultation call.

The only time you don't want to redirect email subscribers to a Thank You page is if you have an e-commerce store and you're offering a discount code for subscribing. In that case, the discount code should appear on the popup so they can copy it and then they should be able to close the popup and continue shopping from the same page.





## Secret 2 :

Let your email subscribers know about your products and services way more often than you think you should!

Ever noticed that every time you sent an email promoting your products or services, you made money??

This is literally the key.

No one can pay you for your help if you don't tell them that's possible!

But before you shy away from this, let me point out that there are many ways to promote your products without sounding salesy, without that yucky feeling, and without annoying your subscribers.

So here are 3 steps to selling more through your emails...

### Step 1:

If you typically send content in your emails and you want to keep it that way, then just add a simple PS footer to your emails letting them know how you can help them.

I really love Taki Moore's method of doing this...

His emails always end with "P.S. Whenever you're ready... here are 4 ways I can help you grow your coaching business:" and then he lists the 4 different ways along with how to take action to purchase or get more info about those products immediately.



## Step 2:

Email your subscribers about your most popular product/service within the first 7 days of them joining your email list.

This can be the same product/service you told them about on the Thank You page.

You may want to give them more information about the product/service as well as a discount to purchase it in the first few days to incentivize your email subscribers to take action immediately as well as giving them a good refund period so they can test it out.

Do at least 2 dedicated emails about your product or service during the first 7 days of them joining your email list.

## Step 3:

Send at least 1-4 dedicated sales emails per month. If you have enough different products or services, then just send emails about your own products/services. If you've only got a few products, then look into products you like that you can promote as an affiliate. Many apps and softwares you use have affiliate programs and many e-commerce stores also have affiliate/influencer programs.







## Secret 3

Segment your email list so you can send emails relevant to each subscriber.

If you're worried about annoying your email subscribers with products or services they don't care about, then segmentation is the key. Not only will your email subscribers thank you for this, but you'll also find your open and click rates improve dramatically.

There are various ways to segment your email list:

- Based on their previous purchases.
- Based on which lead magnet they came onto your email list from.
- Based on how recently they've opened any of your emails.
- Based on the email topics they've previously opened emails.





## Bonus:

Test different subject lines and email copy to improve your profit per email.

For emails that promote a product, test different variations of the subject line and email copy to see which converts the best.

Many email services have A/B split testing capabilities. But if your email list is under 30k subscribers, it may not be worth running split tests just yet because your data will most likely not be statistically significant (which basically just means you don't have enough data to make a good conclusion about which email did better).

But you can test a different way...

If you send an email promoting your coaching services today, then you can send the identical email in 1-2 month's time with a different subject line and compare the open rates. It's not a perfect test, but it would get you into the habit of thinking about testing different subject lines.

You will also want to test different types of emails. In general there are 5 types of emails that can all promote a product...try writing several of these and seeing which converts the best.

1. Content (e.g., if you have a fitness product, then you can write an email about 3 exercises to strengthen your glutes and end with letting readers know that they can find a lot more exercises to strengthen their glutes in your fitness product.)
2. Product Benefits (e.g., if you have a fitness product, then you can write an email about what people will gain as benefits from purchasing your product...benefits like losing weight, gaining muscle, looking leaner, less likely to have injuries etc.)
3. Bonuses included in the product (e.g., if you have a fitness product, then you can write an email about the bonus personalized meal plans people will also receive for free if they purchase the product.)
4. Testimonials (e.g., if you have a fitness product, then you can write an email about how much weight one of your customers lost or how much muscle they gained after using your product.)
5. Sale (e.g., if you have a fitness product, then you can write an email giving your readers a flash sale like 50% off if they purchase in the next 24 hours.)





LOUISE HENDON

*Work with me!*

Need help writing profitable emails, creating the best segments, and planning your email calendar to maximize sales without annoying your email subscribers?

Then, schedule a free 30-minute consultation with me and my team. We'll put together a comprehensive email plan for your company to help skyrocket your email profit without sacrificing your reputation or harassing your email subscribers.



Go here to schedule your free 30-minute email strategy consultation:

[louisehendon.com/email](https://louisehendon.com/email)