

## Why EMAIL Is Your Biggest Opportunity

Link to original post: <http://www.themcmethod.com/your-email-opportunity>

John McIntyre here, the Autoresponder Guy and I'm here with another McMethod video session. Today, I want to talk about why email. I've been asked this question a lot. I've been on podcasts; I've done a lot interviews where people say, "Why email marketing? Why is it important?" It's actually incredible. I've met people via email and in person, who have massive email lists. Maybe they've got a product and they've got tens of thousands of customers, but strangely they don't email them. This is incredible because there is so much money in that list. I know at the end of the day, it's not all about the money, right? But the money is a great way to measure the impact you're having.

That email list is an incredible way for you to have an impact on your audience and obviously make a lot of money in the process. So many people, even really ... I know of smart savvy businessmen, smart marketers, who have all the front stuff worked out, they've got a great website, great sales pitch, they've got all that stuff done and they're making a lot of money, they're happy. They've got an email list that's worth way more than what they're doing in the front, but they don't know how to use. So it's like, "Why email?" Again, a lot of people know that you should be collecting email addresses. I'm not going to address that. If you're not collecting email addresses, you better start soon because it's so valuable. Once you've done that, the question is, "Why email marketing? Why send the emails? Why send the emails once a month, once a week, once a day," like I do. Instead of just ... Some will do, yeah, I'd say once a month. A couple times a year is what the average person does.

Here's why I think email is so powerful and it's still ... This is 2014. It is still more powerful by that three times, three hundred percent more powerful in terms of ROI generated than social media. You can tell that to the social media gurus that you see online. Social media is good. It's good for building or branding and all that stuff, but if you want to make money, if you want to generate sales, there's nothing better online than email marketing. Think about why ... Let's do that real quick. Email marketing is a direct connection to the most private sacred zone that your prospect has on line. Facebook, Twitter, all these sites, they're so cluttered now with advertisements, all these stuff that we don't really care about. The email inbox is becoming more sacred. That means if you can get in there, if you can find a way to be valuable enough that your prospect wants to hear from you via email, you've got a direct connection into them.

As for why you do this regularly, why you email them regularly, well I think it's crazy that some people ought to have tens of thousands of people on their email lists, but don't email them often a couple times a year. When you have a

good friend, you email them ... You don't email them, you contact them. You keep in touch regularly, every day, every few days, whatever it happens to be. You don't just stop. You don't just stop after a couple of days and you go, "All right, well, you haven't replied. I haven't heard from you in a little while and so I'm never going to talk to you again." That's how people treat their email lists.

Why email is that business and helping people is about relationships and email is a great way to do that. When you email someone regularly, once a day, a couple times a week, it gives you that connection to your audience especially when you build in things like: you ask them to reply to your emails; you ask them to click things. You really solve problems as well as you pitch that product. You're building this incredibly dynamic relationship with your audience. It's just amazing. That's it for today. I'm John McIntyre, the Autoresponder Guy and you're watching McMethod video sessions.