

EMAIL MARKETING TIP

Give them more than one chance to click

Concept contributed to [this post](#) by Greg Ciotti

Time to action: 2mins

Why is this so important?

1. We are all time poor. We receive crazy amounts of email every day. We scan emails rather than read word for word.

As a result, it's vital you give subscribers more than one opportunity to click through to the additional content you are linking to. Link just once and they may well miss it during their scan.

2. Different people respond to different benefits, calls to action and/or phrasing of your content. It's similar to segmenting your email list to better match the needs of the individual. By including links in a variety of places, a higher percentage of readers are likely to click a link.

Action this tip

Once you've drafted your email, look at the content and identify opportunities to link.

Can you add a link:

- To where you've mentioned a benefit in your email.
- To the P.S. (very effective because readers know the important messages are repeated in the P.S. to grab their attention).
- To your call to action (this is a must do)
- If you've mentioned the name of something you're linking to.

Aim for 2-4 links per email but not more – you don't want to trigger spam filters.

Here are a couple of examples for inspiration:



Hey Caylie,

Last time we caught up I was giving you (and me) permission to take care of ourselves. To take a step back from the shoulds and musts.

Let's say definitely it works.

In just July and August my business earned MORE THAN the entire previous year, even with that year also being a record breaker. Holy moly!

The best bit is it was easier than I expected.

Here's what I discovered:

Sure, it took focus and putting the right things in place but...

I could also take two weeks off to spend with visiting family members; play tourist around the Hunter Valley and Central Coast of New South Wales; and catch up with friends for dinner an average of four times per week (in between netball, squash and the gym).

Yeah, definitely NOT all work and no play for this chicka!

I know you have amazing gifts to share. I know the world needs what you uniquely offer. But perhaps you're not being financially rewarded for your efforts.

If you are ready to truly launch your business forward.

If you are ready to take a big step up income wise.

Now is the time.

To find out how you can do the same in your business [let's chat](#). I'd love to share what worked for me and the best path for you.

You CAN do this.

Much love and business success!

Caylie xx

P.S. You can [organise a catch up here](#). Don't wait another six months while you 'think about' acting. I guarantee that come February you'll be wishing you'd started now.

The links in this email invite subscribers to book a call with the email sender.





Hey Caylie,

Ever caught yourself saying the words:

"I've tried lots and my skin seems to like this one"

"I like it because it makes my skin feel nice"

OR THE STATEMENT I DREAD THE MOST...

"I tried (insert product here) and I broke out but when I switched to this one nothing happened so I know my skin likes it"

If you know you've uttered these or similar words your skin wants you to [read this RIGHT NOW.](#)

Like yesterday actually.

And if your skin's wailing doesn't convince you, [find out why skin care is like wine.](#)

Got your attention now don't I?!?!)

Love always,
Robyn xx

P.S. If you missed the [skin types video](#) in the first email [watch it now.](#) :))

This email is part of a launch sequence for a skin care course and has the goal of driving subscribers to additional content that demonstrates the expertise and authority of the author. The links in this email relate to a blog post and video.

Your turn

Review each of your newsletters and autoresponders before sending to make sure you've included at least two links. If not, start adding them in.

Once you've done this the first time, [email me](#) and we can celebrate!

