

## EMAIL MARKETING TIP

### Ask to share with a friend

Concept contributed to [this post](#) by Adam Franklin

**Time To Action:** Option 1 – 1min to action, Option 2 – 1min to action, Option 3 – 1min to action

#### Why is this so important?

There are two incredibly important goals in growing an online business. Well, any business actually.

1. Constantly growing your audience with the right people, in this case, by asking your email subscribers to share with a friend.
2. Converting those people into buyers.

*What do I mean by the 'right' people?*

They are people who have challenges and problems in line with those your paid offerings solve.

For example, if you sell bookkeeping services you need to be growing your audience with people who don't know where their financials are at. Perhaps they have a box of receipts and bills they've never opened, but they know they need to do something about it.

*Why does asking your email subscribers work so well?*

Your email subscribers are your 'right' people.

They've already demonstrated this by choosing to subscribe for your opt in.

(Your opt in incentive has to have the right focus of course.)

If your subscribers then share your email with someone they know it can help, you are almost guaranteed the person it is shared with will also fall within your target audience.

Make sense?

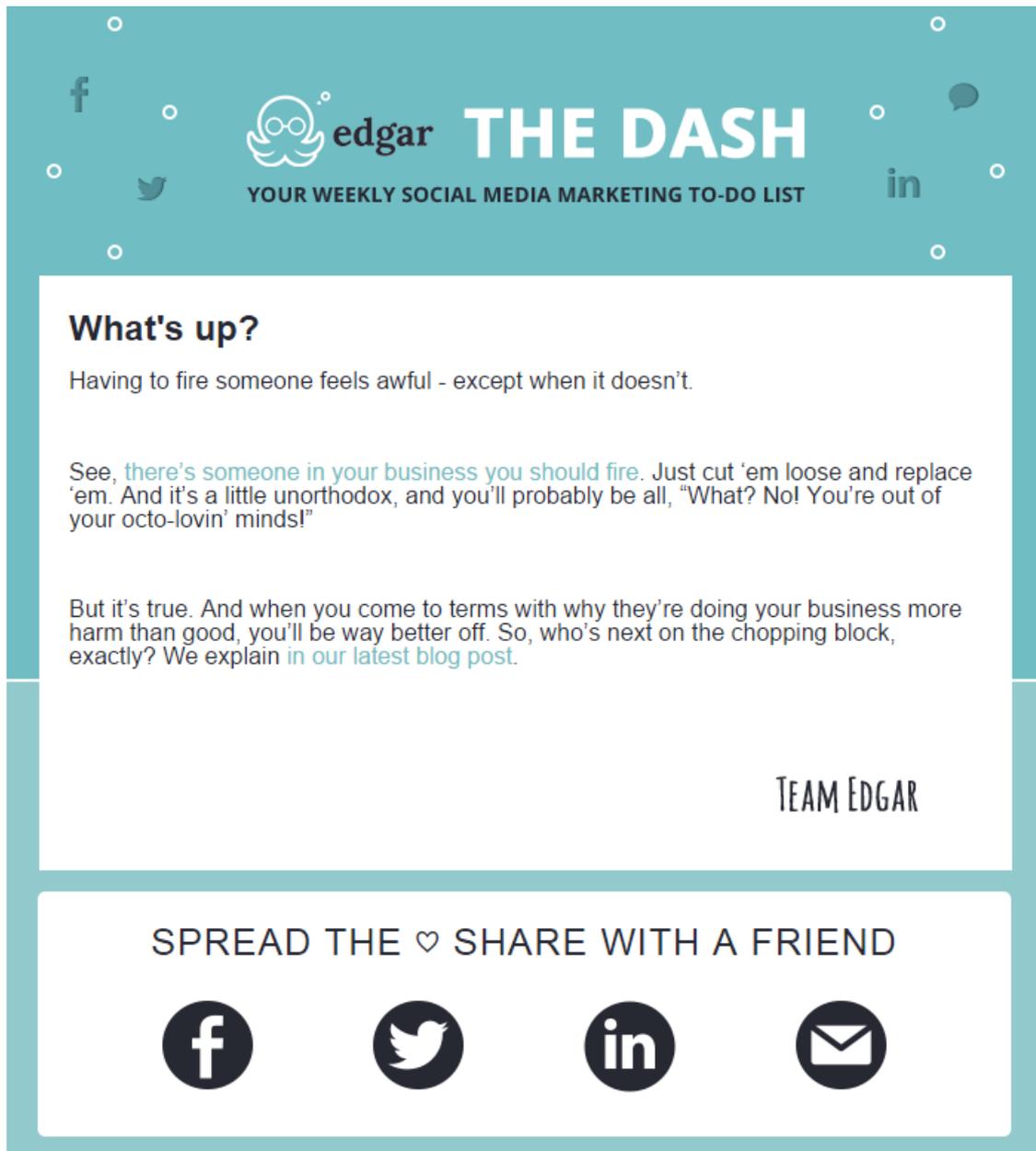


## Action this tip

Let's look at three options and how they work.

### Option 1: Social icons within your newsletter

This example email is from Meet Edgar, a social media scheduling service.



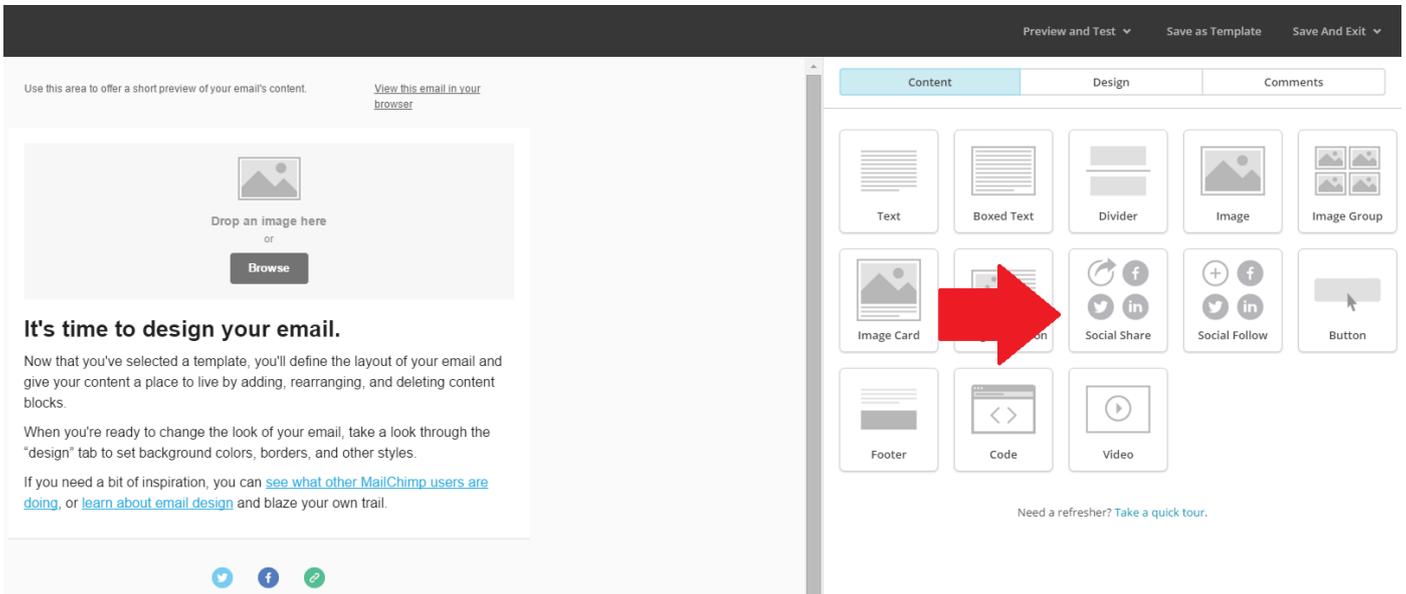
*(The newsletter did contain far more content but I've cropped it down to the key aspects).*

You can see in the image above, Meet Edgar includes social media icons and asks readers to share with a friend. This box appears at the end of each newsletter.

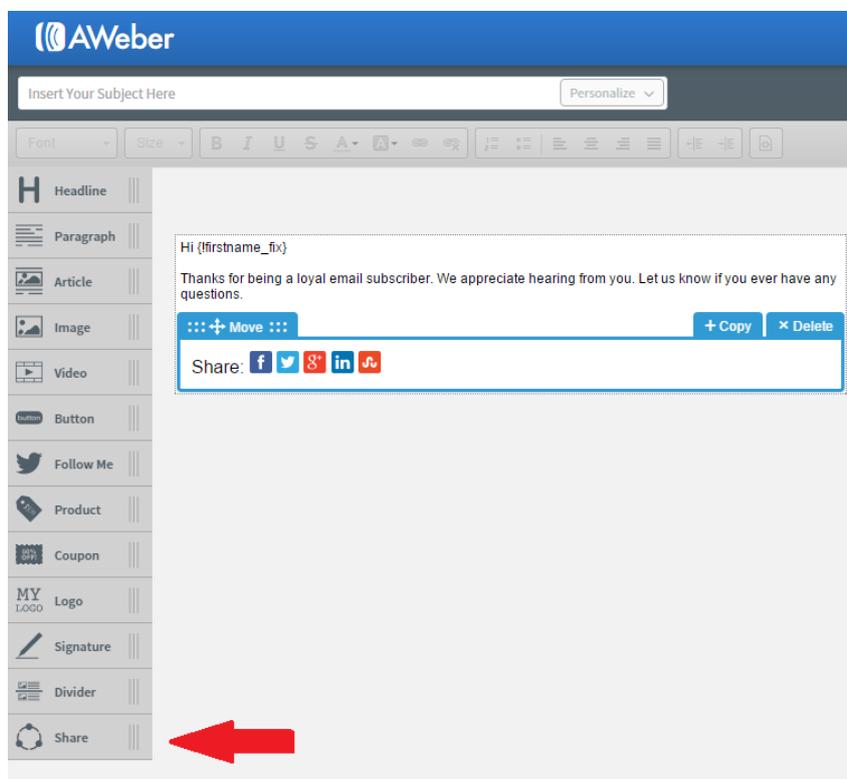


You should definitely incorporate this 'set and forget' element in your newsletter design.

To do this in MailChimp, create a new 'Campaign' and when you get to the design step choose the 'Social Share' option. Follow the prompts to complete.



To add social sharing icons in AWeber, create a 'Message' and when you get to the 'Drag'n'Drop builder' choose the 'Share' option. Follow the prompts to complete.



The issue with this option for generating social shares, is it becomes ‘part of the furniture’ and is easily ignored (just like the top links in Google results – we know these are ads and have been conditioned to ignore them.)

Hence the value of option two.

## Option 2: Request to share within your message

The beauty of including a specific request for your reader to ‘share with a friend’ within your main message is it’s far more likely to be acted on.

Hey ,

Do you struggle to get your emails opened? Wish more people would click your links?

What if I told you I asked the BEST email marketing experts from around the globe to share their favourite tips and tricks so you could leverage their brilliance?

Well, they came to the party. Big time.

The result is phenomenal (even if I say so myself).

[Get 46 Email Marketing Tips and Tricks That Get Your Emails Opened And Read Every Time.](#)



Whether you need help with:

- what to say and when
- increasing engagement
- building a community
- improving your conversion rates

all the answers are in this [blog post](#). Head over now and enjoy the awesome!

Wishing you business success,

Caylie x

P.S. Seriously, [read this post](#) and if you find it valuable please share it with a friend it will help.



Notice in the above example, I've included a P.S. at the bottom of my text with very specific instructions telling the reader what to do.

There are two reasons for this:

1. People are busy and tend to scan emails. Using a P.S. breaks up the text and grabs the reader's attention.
2. To motivate people to act you must tell them exactly what to do.

If your reader has received value from your email they will be willing to help you, but if they have to think about how to help, you've lost them.

In the example, I support my call to action to share with a friend once they've read the article with 'Click to tweets.' A click to tweet allows you to create a pre-filled message the reader can then share (see below).

## Tip No. 30 – Ask To Share With A Friend

Adam Franklin of [Bluewire Media](#) says:

Ask your readers to spread the word to a friend. The key is to deliver value first and then be specific in how you ask. It works especially well when you get the reader to think of one specific person who would benefit from that email. And be sure to have a way for their friends to subscribe if they read to the bottom of the email.

Here is an example:

If you have a marketing friend who would benefit from today's social media template, please feel free to forward this email on to them.

Cheers,  
Adam

very specific

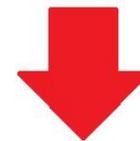
CTA

PS. If you've been sent this by a friend, you can click here to sign up to the Bluewire News and join 17,606 fellow marketers all over the world.

CTA for friends to  
subscribe

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PS. My book [Web Marketing That Works](#) is out now



One relevant share of your email is more valuable than 10,000 irrelevant. @franklin\_adam...

CLICK TO TWEET 



Speaking of Click-to-Tweet...

### Option 3: Add a click to tweet within your message

Creating a click to tweet is super easy for you and makes sharing beyond simple for your reader.

Start by heading to [Click-to-Tweet](#), log in and enter the tweet you want your readers to share.

The screenshot shows the Click-to-Tweet dashboard. At the top, there's a navigation bar with 'clicktotweet' logo, 'Tour', 'Downloads', 'Basic Link', 'Help', and a user profile 'Welcome, CaylieBBBL'. On the left, there's a sidebar with 'Dashboard', 'Settings', 'My Account', 'Logout', and 'Download All Stats (CSV)'. The main content area has a 'Message you would like tweeted' section with a text input field containing 'So excited for Presence & Purpose on December 8th. Want to come with me? http://www.presenceandpurpose.com.au/'. A red arrow points to the input field. Below the input field, there's a message 'You are at your link limit. You can only create basic, untracked links.' and a green 'Generate Basic Link' button, with another red arrow pointing to it. Below this is a 'Dashboard' section with a list of tweets and their click counts.

Link	Message	Clicks
5fZPv	The best time to start was yesterday, the next best time is after you read this... http://bit.ly/1zLdanj	56 clicks
bV799	Be a #boss. You get to choose when to call a do-over. http://bit.ly/1zLdanj	53 clicks
84bZW	No more guessing about skin care. I just took this fun quiz. You can too! http://ctt.ec/84bZW+	1 clicks
Fvxu5	WOW, these 46 email marketing tips are just so good. Check them out! #46emailtips http://ctt.ec/Fvxu5+	1 clicks
JOUd5	46 fab #email marketing tips too good to miss. Check them out! http://ctt.ec/JOUd5+ #46emailtips	42 clicks

Once you've got your link from Click-ti-Tweet, hyperlink the call to action in your email.

The screenshot shows the 'Basic Link Created!' confirmation page. It features the Click-to-Tweet logo and navigation bar at the top. The main heading is 'Basic Link Created!'. Below it, there's a message: 'Share this link to easily let people 'click to tweet!'' followed by a text box containing the link 'http://ctt.ec/5Fud4'. At the bottom, there are two links: 'Create another basic link?' and 'Return to Dashboard'.



## Your turn

How powerful is this tip?

Perfect if you are trying to sell tickets to an event; to get more eyes on an epic piece of content or to recruit more subscribers.

Choose your preferred option or a combination of the above then implement in your next email.

