THE SENDING MATRIX . . .
BASIC . . . BUT EFFECTIVE

	Warm	Existing	Lapsed
Month 1	1 x Relational 1 x Promotional	1 x Relational	1 x Awesome Promotional Offer
Month 2	1 x Relational 1 x Promotional	1 x Relational (with an offer)	1 x Relational
Month 3	1 x Relational 1 x Promotional	1 x Promotional	1 x Relational (with an offer)

	Warm	Existing	Lapsed
October	**Relational** Subject: Outline: - - - - - - - - - - - - - - - - - - - **Promotional** Subject: Outline: Offer:	**Relational** Subject: Outline:	**Awesome Promotion** Subject Outline: Amazing Offer:
November	**Relational** Subject: Outline: - - - - - - - - - - - - - - - - - - - **Promotional** Subject: Outline: Offer:	**Relational** (with Offer) Subject: Outline: Offer:	**Relational** Subject: Outline:
December	**Relational** Subject: Outline: - - - - - - - - - - - - - - - - - - - **Promotional** Subject: Outline: Offer:	**Promotional** Subject Outline: Offer:	**Relational** (with Offer) Subject: Outline: Offer:

2018

Month	Theme	Warm	Existing		Lapsed	
January	Weightloss	**Relational** Subject: Outline: - - - - - - - - - - - - - - **Promotional** Subject: Outline: Offer:	**Segment 1 Relational** Subject: Outline: - - - - - - - - - - - - - - **Segment 2 Relational** Subject: Outline:	**Segment 3 Relational** Subject: Outline: - - - - - - - - - - - - - - **Segment 4 Relational** Subject: Outline:	**Segment 1 Relational** Subject: Outline: Awesome Offer: - - - - - - - - - - - - **Segment 2 Relational** Subject: Outline: Awesome Offer:	**Segment 3 Relational** Subject: Outline: Awesome Offer: - - - - - - - - - - - - **Segment 4 Relational** Subject: Outline: Awesome Offer:
February	Skincare	**Relational** Subject: Outline: - - - - - - - - - - - - - - **Promotional** Subject: Outline: Offer:	**Segment 1 Relational** Subject: Outline: Offer: - - - - - - - - - - - - - - **Segment 2 Relational** Subject: Outline: Offer:	**Segment 3 Relational** Subject: Outline: Offer - - - - - - - - - - - - - - **Segment 4 Relational** Subject: Outline: Offer:	**Segment 1 Relational** Subject: Outline: - - - - - - - - - - - - **Segment 2 Relational** Subject: Outline:	**Segment 3 Relational** Subject: Outline: - - - - - - - - - - - - **Segment 4 Relational** Subject: Outline:
March	MakeUp	**Relational** Subject: Outline: - - - - - - - - - - - - - - **Promotional** Subject: Outline: Offer:	**Segment 1 Promotion** Subject: Outline: Offer: - - - - - - - - - - - - - - **Segment 2 Promotion** Subject: Outline: Offer:	**Segment 3 Promotion** Subject: Outline: Offer - - - - - - - - - - - - - - **Segment 4 Promotion** Subject: Outline: Offer:	**Promotional** (Unbelievable Offer) Subject: Outline: Unbelievable Offer:	
April	Massage	**Relational** Subject: Outline: - - - - - - - - - - - - - - **Promotional** Subject: Outline: Offer:	**Segment 1 Relational** Subject: Outline: - - - - - - - - - - - - **Segment 2 Relational** Subject: Outline:	**Segment 3 Relational** Subject: Outline: - - - - - - - - - - - - **Segment 4 Relational** Subject: Outline:	**Segment 1 Relational** Subject: Outline: - - - - - - - - - - - - **Segment 2 Relational** Subject: Outline:	**Segment 3 Relational** Subject: Outline: - - - - - - - - - - - - **Segment 4 Relational** Subject: Outline:

The Anatomy of an Email

1. Email Address
2. Subject
3. First Paragraph
4. Call To Action
5. Body
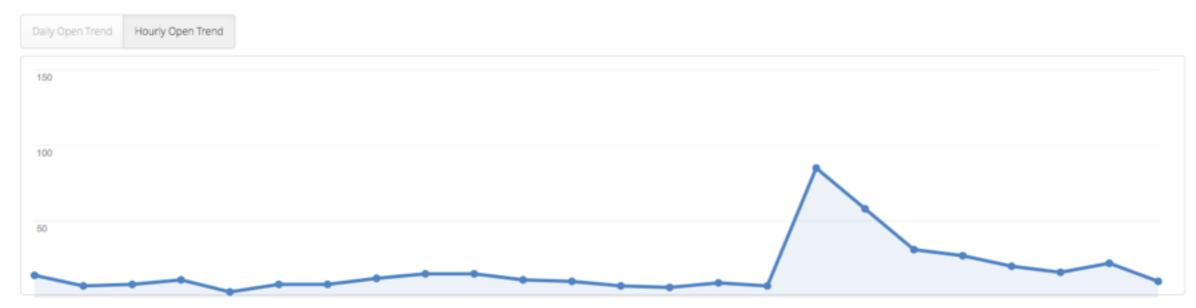6. Post Script
7. Signature
8. Image
9. Social Links

SPAM FRITTERS . . . I MEAN SPAM FILTERS

- Use a good email service provider (Active Campaign)
- Avoid These Words In The Subject. . .
  - Sale
  - Superlatives (Perfect, Good, Wonderful)
  - Donate
  - Help
  - Assistance
  - Two many Numbers
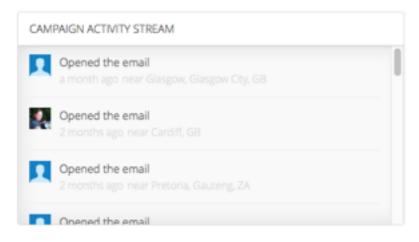 - OMG
  - Hashtags
  - False FWD: and RE:
  - ALL CAPS

- Report
- Webinar
- Book
- Learn
- [Insert Name]
- The Wrong Name
- Improper Use or Over Use of Exclamation Marks, Question Marks and Colons
- [Anything in these] or {These} or <These>
- Two many emoji's
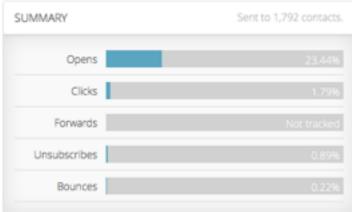- Swear Words will get you blocked pretty much for sure!

Reports

Resend Options   Share

Daily Open Trend   Hourly Open Trend

Campaign Sent: 06/11/2017 16:45 (Details)

CAMPAIGN ACTIVITY STREAM

Opened the email
a month ago near Glasgow, Glasgow City, GB

Opened the email
2 months ago near Cardiff, GB

Opened the email
2 months ago near Pretoria, Gauteng, ZA

Opened the email

SUMMARY   Sent to 1,792 contacts.

Opens		23.44%
Clicks		1.79%
Forwards		Not tracked
Unsubscribes		0.89%
Bounces		0.22%

ENGAGEMENTS

● Opened ● Unopened ● Bounced

Ongoing Tracking . . .

List Size: (increasing)

(Pro) Segment Sizes: (increasing)

(Pro) List and Segment % Growth:

Unsubscribe Rate: (constant/decreasing)

Open Rate: (constant/increasing)

Click Rate: (constant/increasing)

Revenue:

Earnings Per Lead:

Free Tracking Sheet