

Are You Making This DUMBO Mistake with Email?

Link to original post: <http://www.themcmethod.com/dumbo-mistake-email>

John McIntyre: Hi, John McIntyre here again, the Autoresponder guy, coming to you from themcmethod.com with another email marketing update. Today I want to talk about something that's very under-looked in the world of email marketing. OK, and a lot of companies get this wrong, big time, OK? Now what is it? It's the from name.

So what is the from name? When an email hits the inbox, OK, you've got the subject line, and right next to the subject line, there's also a from name. So it might say, from your mom, it might say your mom's full name, and then it has the subject line next to it. If you received one of my emails in your inbox, it would say John McIntyre, and then the subject line, OK? So you see who it's from, and then you see the subject line, OK? So this is the from name.

OK, now what do a lot of companies do? Well, what they do is this: they use the from name to put their business name. Problem is, is how many businesses are, you know, what sort of business sends a personal email? So this is why the person, receiving your business name, they assume it's a kind of promotion, or offer, or something like that. They don't really- it's harder to build a relationship to a business than it is to a person.

So here's what I suggest you do. Take that from name, and use your name. If you use your- use someone in the company's name. Or you can use, say, John, comma, company name. Something like that. Make it more personal. If you want people to build a relationship with you, or someone in your company...alright, because people do business with people, OK? And what's going to happen, like I said, I've said this in other videos, that over time as people enjoy your emails and build a relationship with you, they're going to open your emails just because they're your emails.

So this is another easy, straight-forward way that's very over-looked, and rarely talked about. It's a way to get people to recognize your emails as soon as they get in them. It's like "Oh, it's, I got an email from John McIntyre from the McMethod."

OK, that's it for today. I'm John McIntyre, the Autoresponder Guy from themcmethod.com with another email marketing update.