

7 **D**eadly Email Marketing Secrets

Sales–exploding strategies
so simple you'll slap yourself
for not using them sooner

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About This Guide

In 2007, I launched an investing newsletter that generated \$200,000+ a month at its peak.

I thought people subscribed because my writing was featured all over the New York Times and Wall Street Journal.

I was wrong...

Those folks only hit “Buy” after receiving emails.

Back then I thought selling over email was spammy and obnoxious.

I missed the most obvious thing in email marketing - that people give you their email addresses because *they want* email from you.

Prove value and you make money.

And since I transitioned from writing to marketing, I’ve used email to promote everything from Tweets to \$7,500 person live events.

Yes, as I’ll explain on page 4, you should use email to promote individual Tweets.

That’s just one of the 7 super simple email hacks you’re about to learn.

How did I pick these 7?

I’ve tested hundreds of email marketing tactics over the years.

And these 7 can give you the biggest results with the least amount of effort.

Now turn the page and start reading.

-Michael Comeau
michael@michael99.com



1. The Second Knock

This trick is so simple I can't believe it's not taught in every paid email marketing course on the planet.

After you send an email, wait 24 hours.

Then you resend the email to anyone who did not open the original, with a different subject line.

You can increase your email opens by 25% or more.

In turn, you make more sales.

Say you sell a Twitter growth course.

And you send an email to 10,000 contacts with the subject line "How I gained 5,000 Twitter followers in 8 days."

4,000 people open your email in the first 24 hours.

That leaves 6,000 people who open the email.

You should not count them out just because they didn't open your first email.

So you resend the original email with the subject line "Turn Twitter Into Your Personal Money Machine,"

Do not be surprised if you get an additional 1,000 email opens on that second email.

Best of all, it takes about 30 seconds to send a new email using a platform like [ActiveCampaign](#). (my preferred platform)

2. The Viral Helper

Most people think about using social media to generate email leads.
Nobody thinks about using email to drive social media traffic.

And I'm not talking about putting social media icons in your emails. (those NEVER work)

Instead, do this.

Use your email account to send traffic to social media posts you'd like to promote.

You can do this for:

- YouTube videos
- Twitter threads
- Instagram posts
- TikTok videos

Remember how social media algorithms work.

They spread things that get high engagement.

Your email contacts will give you that high engagement.

This can kickstart algorithms into pushing your content.

This is best done in an automation.

For example, 3 days after someone joins your email list, you email them a YouTube video you want to push.

**Did you notice that I'm giving each strategy a weird name? You'll learn why on page 10.*

3. The New Year's Eve

Want to add of urgency to your sales promotions?

Use a countdown timer.

I like [Sentric's](#).

These create a countdown clock, just like when you're waiting for the ball to drop on New Year's eve.

Just remember to not overuse them.

Anything beyond 48 hours is useless in my experience because people think "oh I've got plenty of time to sign up."

Simple, but super effective.

And you better have these on your sales pages too.

4. The Double Up

If an email promotion is going well, send more emails.

Say you plan on sending 4 emails in 2 days.

And the first email works like gangbusters, generating way more conversions than you expected.

Double your email count to 8.

Yes, 8.

You “Double Up.”

Sometimes, things work way better than you can imagine.

And you won’t always know why.

But who gives a shit?

If people are buying, you better ride the momentum.

One time, I had an offer convert so well that I sent 6 emails in one day to a list of 80,000+ people.

That’s 480,000 sends.

You’re probably asking “will I get spam complaints?”

In my experience, if your emails are well-written, you will not receive spam complaints.

Out of that 480,000 sends, I got 11 spam complaints.

I bet some of them were accidental.

5. The Call to R

Asking people to reply to your emails is a great way to draw out buyers.

I call this strategy the “Call to R.”

R stands for reply.

You send an email explaining the benefits of your services, and you end by asking people to reply to the message.

Say you’re a personal trainer.

You send an email explaining how you help people get in better shape.

And at the end, you say “To learn more about how we can get you ready for bikini season, reply to this email.”

This also works with products like online courses.

Say you sell online photography classes.

Send an email listing your different courses, and close by saying “If you need help figuring out which course works best for you, just reply to this email.”

You can also include a “Call to R” at the end of your regular email sends.

Just do a P.S. at the bottom.

6. The Repeller

A great way to attract your dream client is to say who you DO NOT work with.

Why?

Because saying “no” puts you in a position of power.

Most businesses are so desperate for customers that you stand out like crazy when you turn away money.

And you also let the right people know they’re in the right place.

Say you’re a guitar instructor. And you only work with beginners.

Send an email to your list saying you do not work with intermediate or advanced guitarists.

This works great in combination with the “Call to R.”

You can say something as simple as this:

Just wanted to clear something up. If you have more than 1 year of guitar-playing experience, we won’t be a good fit. I specialize in building foundations for rapid growth. So if you’re new to guitar and you want to start on the right foot, reply to this email.

A message like that will stand out to every beginner on your list.

7. The Tom Cruise

Stick some pop culture in your emails!

When “Top Gun: Maverick” came out, I was writing emails like “What Tom Cruise Can Teach You About Baking Cakes.”

Just look at the news.

Does Taylor Swift have a new album out?

Write “Taylor Swift’s A+ Trolling Strategy.”

Is Pete Davidson getting married?

Write “I’m Happier Than Pete Davidson’s Wife.”

Look at what’s trending on Twitter or Google News, and apply it to your industry.

You’ll blow up your open rates and add some entertainment value to your emails.

This strategy really helps when you have trouble coming up with a topic.

Now turn the page to talk about how we can work together!

What I Can Do For You

If your email marketing strategy is not increasing your sales while making your customers happier, you are missing out.

Email me at michael@michael99.com with the word “Consultation” in the subject line.

We’ll talk about getting you to the next level.

You can also email with any random email questions you have.

My Email Service Provider of Choice...

I’m an [ActiveCampaign](#) guy.

Why do I love it?

1. It’s easy to get started, even if you have no email marketing experience
2. It’s inexpensive, starting at \$9 per month (the Lite plan is fine)
3. It has amazing automation and testing features when you’re ready to get advanced

And yes, [this is an affiliate link](#), meaning I receive a commission if you purchase through my link.

I love ActiveCampaign, but you should be aware of this relationship.

Why I Gave My Email Strategies Funny Names

Because I want you to remember them and associate them with my name, Michael Comeau.

I learned this from a martial arts instructor named Eddie Bravo who gave his moves crazy names like “Electric Chair” and the “Pimp Hand.”

Plus, they add intrigue to the optin page. Everyone wants to know that a “Viral Helper” is.

Now, did I invent all these strategies? Of course not. Some I stumbled onto, and others I learned from emails I received.