

# How To Turn Sass Into Cash: The Secrets of Email Marketing!

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*Hey lady – this is your official CHEAT SHEET!*

**Kim Duke** is CEO and Founder of **The Sales Divas**, [www.salesdivas.com](http://www.salesdivas.com), she's an international sales expert who provides **savvy, sassy sales training** for women entrepreneurs and women in sales.

Her extensive sales background was based in the media – **15 years** working with **2** of Canada's **largest national television networks** in sales and management.

Now Kim is a successful entrepreneur – providing training for companies and conferences **internationally**. **She has presented for organizations such as the US Business Administration, the NBA (National Basketball Association), major Canadian and American franchises as well as women in business conferences around the world.**

She's an author, and speaker who's had numerous interviews for international **television, radio** and **print**. Kim is a national magazine columnist and 20,000 female entrepreneurs from 54 countries around the world eagerly await her sales tips each week.

Kim was recently in the TOP 200 itunes podcasts WORLDWIDE – this woman is on FIRE! She's bold, she's sassy and you're going to LOVE her tips to kick off YOUR SALES!

Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "The 5 Biggest Sales Mistakes Women Make" at [www.salesdivas.com](http://www.salesdivas.com)

## How To Turn Sass Into Cash: The Secrets of Email Marketing!

**Pssst! Remember The Sales Diva Email Marketing Rules:**



- 1) **Permission based only!** Otherwise..well...they hate you. It's that simple.

- 2) **Build And CONNECT With Your Database:** Email marketing is for current and past clients as well as those who are doing “The Helicopter Hover” (which means they are watching you but they haven’t BOUGHT anything from you, YET)



- 3) **Email Marketing is a Hors d 'oeuvre for your customers:** Free, No-Risk, Loads of Value (but you don't give away the FULL MEAL DEAL, cupcake) – it is supposed to be a VALUABLE TASTE/SAMPLE.
- 4) **Boring Email Doesn't Work.** Make your customers YAWN? They're GONE.
- 5) **Subject Lines Need To Make Me Gasp, Lean In and CLICK!** Or you're cooked.



## 2 Sassy Questions To Ask Yourself:

### 1) What Drives My Customers Nuts??

- What problems are they struggling with?
- What is holding them back from achieving success/goals?
- What do they hate doing?
- What are they avoiding?
- What is tripping them up?
- What do they wish their fairy godmother would take away?

This is where your ezine content ties in. Big Time.

### 2) What Are My Customers Glamorous Goals? Well – they may not ALL be glamorous but if they achieved them – they'd feel like a star!

- What do they wish for?
- Dream of?
- Fantasize about?
- What would make them JUMP FOR JOY?

More email marketing content ideas, sister.



## **Consistency is EVERYTHING.**

You can't fool time. ( I know, I know – it sucks)

You need to be sending out a valuable, kick-ass e-newsletter once a week. Not once or twice a year. Or even once a month. You just get lost and forgotten.

But send out valuable, kiss-ass e-newsletters on a consistent basis, and then your subscribers can COUNT ON YOU – you'll see higher conversion rates, higher sales, more leads and oh-so-many-other-wonderful-things.

***Now. If this has tempted you for MORE Sales Diva info on the subject of email marketing (and other cool topics) – then I highly suggest you head here: <http://salesdivas.com/webinars>***

1 very detailed 60-minute webinar where you can watch LOADS of Sassy Sales Advice with EVEN MORE wonderful sassy advice on EZINES. Honestly – you may even need wine afterward! Your mind will be buzzing with ideas! <http://salesdivas.com/webinars>

Love from your bossy Sales Diva, Kim