Daniel Hall Presents

Episode 68

Get Your Emails in the Inbox of Your Prospects & Leads With Chris Lang

with Chris Lang

Welcome to this edition of the Real Fast Results podcast! This is a very special episode. If you are an email marketer, or if you use email in any part of your business, you are going to want to stick around. **Of course, regardless of the type of business that you have, you should be marketing with email.** It's vital for you to have an email list, but even more critical than that is being able to reach out and connect with your prospective buyers and clients.

Chris Lang is today's special guest. He is a full-time email delivery consultant, and the chief technical officer and co-founder of Send13.com. This is a new SMTP platform for marketers. Chris has made his living online for 17 years, and he's the author of two non-fiction, short stories and one non-fiction novel as well. He actually built three businesses before the Internet. These were all brick and mortar businesses, but that's not why he's here today. Chris is here because of his expertise in regards to email marketing. It's great to have you on the show, Chris…

Promise: Actionable Ideas for Your Email Marketing

On today's show, I'm going to show you 20 things that you can do which are completely independent of your auto-responder or how you're sending email. This includes things

that you put in your email, how you control your sites, indicators of quality, the destinations in the body of emails (links), and your home address. These are 20 things that you're going to be able to take action on today, and you are going to be able to deliver more email because of it.

These are all things that you control, not the auto-responder. It can't help you here. In 2015, I started saying that 50% of delivery were on the auto-responder and the other 50% was on you. In 2016, this changed even more drastically. It's now 60% you and 40% the auto-responder that actually sends the email.

Top Delivery Indicators of Quality

Today, we are going to cover the top 10 delivery indicators of quality that you control, and we are going to talk about some other things as well, like the Gmail Promotions tab and some of the other changes to email. **The most massive change to email in the last few years is that Gmail controls the largest cross-section of email delivery there is.** As a delivery consultant that consults to 30 different 7-figure marketers with lists consisting of anywhere from 100,000 to 1,000,000, Gmail comes in somewhere between 45% to as much as 72%. That's pretty shocking, but we need to get that out of the way because we'd be talking about Gmail quite a bit.

As previously stated, I am Chris Lang, the co-founder of Send13.com, which is an SMTP platform. Our tagline is, "Marketers Welcome Here!" We don't just talk about email deliverability. We actually send out millions of emails every week. In fact, we don't just test and send these emails, we look at the clients' side, and we know what's really going on and what works. That's across a large cross-section, and across many mailbox providers, ISPs, and domains.

What is email delivery and deliverability?

Delivery is your auto-responder. It's based upon your IP address and the quality of the mailing domain as well as the amount of spam buttons you click and whether you hit spam traps and if they are performing any list hygiene on your list. **Email delivery is a matter of the auto-responder's email server connecting to, say, Gmail.** They make the handshake, they are friends, and Gmail says, "Sure. Send me your email."

It's email deliverability that we'll be talking about today. They are things that you control in your email. We'll be talking about the Gmail Promotions tab and the Gmail Spam Folder as well as indicators of quality in the "From" address. Another really important topic that will be covered is the user whitelisting. You know, there's a lot of talk about opens in any conversation about delivery. Just look on Facebook.

People say things like, "I'm not getting any opens. Do I have a delivery problem?" Ten different people will tell them to delete "unengagers". This tactic is overused, and it's often performed too soon. There are 10 things that you should do before you consider

removing non-engagers. **Removing non-engagers is not the same as scrubbing your list.** In case you don't know what it means to remove "unengagers" or "non-engagers," these are people who have not clicked to open any emails within the last 2-6 months. This does have a great effect on delivery, but you don't want to delete these people off of your list until you do the 10 things that you are about to learn.

Again, removing non-engagers is not list scrubbing. That is performed by a piece of software that references certain indicators within the DNS. Don't think that just removing non-engagers is going to replace list scrubbing. It's not because spam traps can actually open emails and click links. You'll see this in the video replay, but here's a quick screenshot of data on a list scrub that we had. We started with almost 280,000 emails, and we found that only about 251,000 were great email addresses.

We found that 2,800 were completely invalid and should never have been mailed. There were 565 spam traps, 272 bots, 114 disposable emails, and 14 that weren't even typed in correctly and had invalid characters. They should not be on your list. All of these were being emailed at the time the screenshot was taken. We also found that Google, Gmail, was 31% of all the email addresses. They found that Yahoo was 21%, Microsoft was 12%, and AOL still maintains a good 8-10% footprint within most lists. They also found that 1% of the list were made up of Google Apps users. That makes up 32% of all the email addresses for this list being read in Gmail.

List scrubbing is where you clean out your list and remove email addresses that aren't ever going to reach someone. On the other hand, people who haven't opened up an email and clicked, or even just opened an email, those are the non-engagers. It's important that you can distinguish between those two. It's the email addresses that aren't ever going to reach anyone that need to be removed. The non-engagers may actually respond in the future.

The email platforms out there, the "auto-responders" as I generically call them, that have had great success with delivery in 2016 (which was the hardest year on record for accurate deliveries to Gmail addresses). I'm not an advocate of deleting. These people are still subscribed. They just don't need to get your constant emails. You may need to move them to a segment that you only mail once or twice a month.

Gmail has become really, really big on engagement. How many people open the email, and how many people click the link? How many people perform some of the emails of quality? **We're going to talk about how to go about whitelisting the email.** How often do they open it? Do they open it on a mobile device? How long do they leave the email open? Do they delete it without ever opening it? These are all indicators of engagement, and at after about six months, you have to remove people that never open your emails. That's a great move to make, but you want to make sure that you do everything that you can to be in the inbox before you remove anybody.

You will need to lessen your delivery, and there may be people who want to open your emails but don't see them in the inbox. They may see them in the promotions tab, and they may not see them at all in spam. Also, the point at which you should remove non-

engagers is usually defined by your auto-responder. Infusionsoft likes you to stop emailing non-engagers around four months, and Aweber will usually ask you to take action after about six months.

These guys know what's going on with their email services, and they know what's going on with their system. They know what affects their particular configuration and reputation. So, your auto-responder can tell you, and if they don't have a policy now, they will very soon because 2016 changed that. Gmail deliverability became even more about engagement.

You've got to get the email open. So, part of engagement is writing a great subject line. If you don't get the email open, you don't get any engagement because you don't fire off your open pixel. Scrubbing is about getting rid of malicious emails. The data that you see from my list scrubbing software is from a seven-figure list of 280,000 subscribers, and until recently, it was emailing out to 2,800 invalid emails.

When you are emailing out to non-existent email addresses, these may well be used behind the scenes as a spam trap that we can't identify. The email doesn't exist, but it should have bounced out. Something is going on here, and those emails need to be found through a reputable scrub and removed. That doesn't cost a lot of money. Four hundred dollars is the industry standard for a list scrub of 100,000 emails. If you are a small guy like me that only has a list of about 30,000, it's only going to cost you about $100.

Our list scrub is secure, it's not public. I have a dim view of public list scrub applications. If I'm a spam trap and blacklist owner, I'm just going to go to your list scrub and put a CSV in my spam caption to find out what you know about. I'm going to get rid of the ones that you know about, and I'm going to continue to deploy the ones you haven't found yet. So, this is a private kind of thing. No one else can use it unless we get to know each other and we decide you should do business.

I've heard good things about [Kickbox](#), and I've heard good things about a couple of others online. The ones that everyone recommends are the ones that I don't. If you like security, and you don't want to just give your list away to someone that you found through a Google search, then we should talk. If you are more interested in using something free or low cost and easily accessible, that's great. Go find something, but list scrubbing is an absolute must now.

Increasing Your Email Deliverability

List Scrubbing

Let's go over the amount of data that you could bring back with a really high-quality list scrub. List scrubbing is where you clean out your list and remove email addresses that aren't ever going to reach someone. **List scrubbing should always be part of your email list hygiene maintenance.**

Gmail Promotions Tab

Second, we are going to touch on the Gmail Promotions tab. I have a public article on this. In our testing, within three different major niches and all types of lists… Everything from a mommy blogger to a hardcore internet marketer. The Gmail Promotions tab will take anywhere from 5-8% off of your open rate.

The Gmail Promotions tab is very interesting. It's constantly changing. Nothing is absolute, but the more things you do wrong, the more chance there is for you to end up in the Gmail Promotions tab. Through our testing, we have pretty much proven to ourselves that it's factual that about 30% of the average Gmail user still use the promotions tab.

You don't want to have more than two links in your email. Get rid of those social footer links. Don't tell people about five different sites to go to. There shouldn't be more than two links, and they need to be the same link. One at the top and one at the bottom, to maximize click percentages. **You shouldn't use header images.** Everyone thinks that you need to have a big logo at the top of your email, but static images have been known to be one of the indicators that you are going to end up in the promotions tab.

Footer social links are basically candy colored exit signs. It gives a person an excuse to not do what you want them to do in your email, which is to click the link that converts. No more social footer links. Being moved from the promotions tab or added to the address book or contacts upon the first opt-in is an absolute must, and you must have a stable "From" address. No more having a different home address for every site that you have. **You need to have one "From" address, and you need to mention it in the whitelisting instructions, and you need to get your "From" address constantly added to address books across all ISPs and mailbox providers.**

I'll give you a link to my post in Russell Brunson's Click Funnels blog, which covers each of these points about the promotions tab.

Whitelisting

Next is whitelisting instructions. These are a vote for your email list. The more votes you get, the more likely the list is to appear more often in the inbox. You must find a way to use whitelisting instructions in your funnel. Most of my clients are large eCommerce business people and hardcore internet marketers.

"Funnel" has become a catchall phrase for what used to be called a squeeze page. A lot of people are using video sales letters (VSLs), and a lot of people are using first-contact purchase types of funnels. They are resistant to using whitelisting instructions. **Whitelisting is simply a page of instructions that tells people how to mark positive indicators about your email.** Marketing is not spam, and

if your first email should go to the spam folder, it should be dragged out of the promotions tab in Gmail to the primary tab.

This also involves getting added to address books, and things are changing quite a bit. It used to be that you would just add someone to your address book to whitelist them. A lot of email providers, such as Outlook, require a few more steps these days. There are some new processes coming about from Microsoft and Outlook. You'll learn more about what your whitelisting instructions should look like further on, but let's talk about how to do this.

Ryan Deiss sends out his first email in a follow-up series after you opt-in with a link to his whitelisting page. My friend Cory Shanes links to it on his upsell page, without interrupting the VSL in his funnel. Some of my clients actually use it as a "thank you" page, and they tell you that you have to go find the email to get your lead magnet opt-in bonus. There is a free whitelist generator that I invented eight years ago and have updated every year since, and it can be found at Whitelist.guru.

This is my shout out link, and on this page, you simply fill out three form fields. There are instructions on how to use this on your site, and Click Funnels did a nice training session for me in which they show just how you can use a Click Funnels page along with my whitelist generator. Let's take a look at a live page. These whitelist page instructions, this page is professionally coded, which means that I didn't write the code completely. It looks beautiful and pretty on the desktop, and it works very nicely on mobile.

Let's say that you are using the Gmail app on your phone, so you're on mobile. You click the Gmail app, and there are step-by-step instructions and screenshots. You get the code to host this on your own site, and I share screenshots on how to make this page remain as secure as the rest of your site. I released this in October, and in its first month of public release with no promotion, and not much more than just sharing with my followers, and with Click Funnels, which promoted me, we served six million page views. From zero to six million page views in one month.

It's being used. People think that they don't have time for this. People think that no one is going to read them. No. Six million page views do not lie. And, we cover things like email clients. We cover popular apps on a phone and security software. It's all 100% updated as to how all of these applications work. So, like with Gmail, we're talking about it being added to the address book. There's no forced opt-in. It's free. It's the industry standard, and almost everyone has used my whitelist generator at some time in the last eight years.

We cover a lot of things on mobile too. I made some major changes to talk about mobile. We made some major changes to talk about the iPhone mail app, which is really kind of hard to figure out. So, we have screenshots. This is all dynamically created for you. Where it says Chris Lang, your name will appear. That's what they whitelist generator looks like, and that's what it does. We have three ways to host that. So, that's a little bit about the whitelist generator. It's an absolute must.

I changed the wording on the whitelist generator this year, and I encourage your new subscriber to check their spam folder, and if they find you there, exactly how to mark you as not spam in the particular application. That's the big change in 2016. Your first email may just go to the spam folder because most email delivery is being based on machine order. I'll tell you a little more about that later on. So, that's using whitelisting instructions.

Form Address

Next is your "From" address. Now we're going to start talking about some interesting and little-known indicators of quality. **First of all, your "From" address is not a brand.** Your "From" name is a brand. The "From" address is a piece of data. When people see "Chris Lang," in their email clients, they are going to open it, or they aren't because they are tired of hearing from me. The point is, they are looking for "Chris Lang". They aren't looking for your email address. This is why you don't need to have a different email address and brand for every website you have. Many of us have 8, 9, or 10 websites and many products, especially if you are in internet marketing.

Let's talk about what your "From" address is. **Your "From" address is a road sign.** It says, "Turn here to find Chris Lang." It says, "Turn here to find Russell Brunson." It says, "Turn here to find [You]." What does the turning? The machines do because they are going to look at the possible indicators of quality that can be returned through blacklists, online reputations, and things like SPF records in your DNS. So your "From" address is talking to the machines. Your "From" name is talking to your subscribers.

I'm really out to break the idea of using multiple "From" addresses, and I'm getting there. People are starting to change. There have been a lot of these webinars out there, and people have tried it and see that it works when they combine it with whitelisting. You cannot use whitelisting instructions if you do not have one "From" address for the list. If you're sending five "From" addresses, it doesn't work. You need to use one "From" address, and it needs to be whitelisted at the first point of contact.

SPF Records

Now, these machines are going to be taking a left turn when they see your email to look for indicators of quality. One of these is your SPF records. This is based on your "From" address. This isn't a magic bullet that will save you from the spam folder. It's a required tool. It's akin to not having a screwdriver on Christmas eve to put your kids bike together. That's something you have to have before you attempt to put the bike together, and just like that, your SPF records are something you have to have before you begin to send email.

Also, if your SPF record is broken, then you have no SPF record. If it throws an error, or it times out, or if you have one that's improperly formed, then you have no SPF record and the machines will be unhappy with you. You need to ask your auto-responder if

they have a particular include, and documentation of such, that they want you to add to your SPF record. This is easily found and edited within your DNS zone within your hosting. If you don't know what any of that is, your auto-responder can help you through it. Your hosting support will tell you how to do things.

Now, it depends on the particular auto-responder exactly what you need to add and if you absolutely must add it. Infusionsoft is an absolute. The way that Infusionsoft forms its emails, it requires you to have an SPF include or reference on your website, basically, pointing back to Infusionsoft. Again, we cannot tell you exactly. It's going to depend on your auto-responder because each platform is different. GoDaddy has a customized version of the site administration dashboard, correctly called C-Panel. It all depends on where your hosting is.

Like I said, your auto-responder will help you. Your hosting provider is there to help you. If you have never heard of a DNS zone or an SPF record, your first stop is your auto-responder. Chat with support or send an email ticket. They will send you back into the documentation, and then the next step is to talk to your hosting provider. This is not hard, and you can't break it. If you do, they'll help you fix it.

This is one of those things that you can't be scared of. It's like the first time you were ever on a Hangouts video doing a webinar. You were scared to get in front of that video camera, but you did it a couple of times and it was easy after that. This is just one of those things that you cannot say, "Oh, I'm not technical enough." This is one of those things that you just have to do. It's the toolbox for the kids bike at Christmas time.

Dedicated IPs

Dedicated IPs. There are two kinds of dedicated IPs. **We are going to be talking about a dedicated site IP. This is the IP address that your domain is associated with.** We are going to talk about dedicated IPs first when sending email. Several auto-responders offer dedicated IPs. This being said, all of your email on your server goes out through one IP address.

Dedicated IPs are not for everyone. You have to keep that IP warm with stable volume, and you've got to mail at least three times a week. If you enter into a new dedicated IP for your auto-responder, it takes a period of warm up. You can't just begin blasting to your list. Basically, what I call "batch and blast". You can't import your list from your old auto-responder, and just start sending everything. There's a warmup process.

Really great pool IPs might be for you. These are auto-responders like Aweber, Infusionsoft, and ActiveCampaign. Now, if you do email three to four times every week, and if you do have a list of at least 20,000-30,000 or so, it might be worth the effort to warm up a dedicated IP at a particular auto-responder that offers such. We don't need to go into that anymore. I just needed to tell you what a dedicated IP might be in the form of a dedicated IP at your auto-responder. What's going to affect you is dedicated IPs on your site.

Now, let's jump back to site IP address. This is very different from a dedicated IP address for your auto-responder. A dedicated site IP address is the IP associated with your domain. This is kind of like having a store in a bad part of town. If you open up a store in Cracktown, nobody is going to come to it. So, when you have your site on cheap hosting, and you have 682 other sites hosted on the same IP address, guess what? You're in a bad part of town because if any one of those other site's WordPress install is hacked, and it begins sending spam, then the IP address that all of those sites are on are going to be listed in blacklists.

It's very easy to get a dedicated site IP address. You call your host and tell them you want it. It costs $5 a month. GoDaddy put all of my sites on a dedicated IP in 15 minutes for $5. You have to be careful, though. When you get the support person, they'll try to tell you that you need to move up to a VPN dedicated hosting for $79 a month. You tell him that he's full of crap and that you want a $5 dedicated site IP and that Chris Lang told you to. I've seen it happen so many times. You want a dedicated site IP, and this insulates your domain from being listed in blacklists because somebody else hacks the site and starts sending spam.

Time of Day

"Time of Day". You have got to get the emails open to get engagement. **If you send your emails at any time of the day, when people are busy and do not open them, you are already killing yourself.** You don't have to look far on Facebook to see someone asking what the best time of the day is to send emails. There isn't a specific time because it's unique to your list. You need to know your list, and you need to know when the best open time is.

When I was a tech blogger in 2008, I mailed every day, and I wrote a blog post four or five times a week. I knew I had to have that blog post done by 7 a.m. It had to be finished and proofread. I knew that I had to send an email out to my list about it 7 a.m. and 8 a.m. because I lived in Arizona, and 8 a.m. there was 10 a.m. Eastern. Sixty percent of the U.S. population lives on the East Coast. If you are marketing in the United States, you probably have that same footprint. So, you need to know what your best time is, you need to get to know your list, you need to pay attention to the metrics within your auto-responder, and you've got to send your emails out at a time and day that people will open them.

In most auto-responders, there's some kind of report that shows you a map and then highlights where your subscribers are. Let's say that you're in Australia, and you are marketing to an English-speaking list. Well, guess what? You're probably talking to Americans. So, it would be best for you to send your emails out at a time that your list opens. Open rates are not an indicator or delivery. They are an indicator of engagement, and open rates will help to tell you when your time of day is.

You can do other things as well, like looking within your auto-responder and checking where you are actually delivering your emails to. Most people listening to this are probably English speakers, so we are talking about the U.S. Some people have

international clients, like when I was a Hangouts Google beta tester. We had a lot of people in Europe trying to watch our shows that we were putting out at 2:00 in the afternoon in the U.S. You need to know your list, and you can simply run a survey and ask people where they are.

Auto-Responder Link Tracker

Use the auto-responder link tracker. If you are not using the auto-responder link tracker that registers a click for each email uniquely, then you are only getting open data, and you're missing a large part of your engaged list. That's because you have no click data within the auto-responder. Your non-engagers are based on no clicks and no opens. A lot of people have been told to skip the auto-responders link tracker for better delivery. You simply cannot do that anymore. You need to use that link tracker so that your clicks are associated with email addresses and so that you can save more of your list, should you try to un-engage.

Removing Un-Engagers

In case you don't know what it means to remove "unengagers" or "non-engagers," these are people who have not clicked to open any emails within the last 2-6 months.

Now, we're getting into #1. Guess what? This is removing un-engagers. **But, before you get to this point, if you have not:**

- Scrubbed your list
- Learned how to avoid the Gmail Promotions tab
- Been pushing whitelisting for at least two months (because whitelisting is a vote for your site)
- Been using one "From" address and asking it to be whitelisted
- Know that your SPF record is sound
- Gotten a dedicated site IP
- Been tracking clicks within the auto-responder
- Been maximizing opens with great subject lines and sending it at the best time of day for your list

You are not ready to start removing un-engagers. **So, if you haven't done any of the things above, and you've only done some of them, then you've got a couple of major pieces missing.** Let's say that you have not been pushing for whitelisting. Over the next two months, you need to get these 10 things in place. You'll want to be sure that you:

- Get whitelisting
- Track clicks
- Have a clean site
- Are not on blacklists
- Do your best to get out of Gmail spam, or intermittently, the Gmail Promotions tab

Now you're ready to talk about non-engagers. No clicks, no opens defines a non-engager. This period can be anywhere from four to six months. If you have never thought about this before, remove no clicks and no opens prior to the last six months, and move that to a new segment just to see how things go. I think you'll see open rates go up. I think you'll see click rates go up. They certainly will because you won't be sending to as many people that never open your emails.

You can delete them. A lot of people recommend this all the time on Facebook, not to move them to another segment. Let's make sure that your auto-responder is going to be happy with you making this move before you just delete people. You can move them to a re-engagement campaign, or you can move them to a segment that you don't email so often. I never recommend making drastic changes.

I recommend testing, and most of us don't have time for split testing or even understand how that works, but you'll see an increase in opens. Here's the big thing. If you get more opens, Gmail will like you more, and then you'll get more opens, and then you'll get more opens, and then they'll like you more, and then you'll get the maximum amount of opens, possible. Then, you can try to recede some of those non-engagers back in. After all, they may have been an engager and just never saw your emails because the email went to spam and they ran out of time to check the spam folder.

It's an interesting process. Anybody should be able to do this. You can't just "batch and blast," as I used to call it, and still do. That means depending on the auto-responder to do all the work. I just proved to you that there were 20 things that you didn't know about and you weren't doing. Most people in internet marketing had never heard of these things, even if they have been at it for a long time.

Connecting with Chris

You can visit BetterCallLang.com. This is my consulting landing page. You can get in contact with me there. If you have a large list, I'm warning you, I'm not easy to afford and I don't accept every client. But, if you want it done for you, with a complete analysis, tracking, and documentation, and you have enough of a list to profit from it, I can do it for you.

If you'd like to generate that whitelist, you'll want to visit http://RealFastResults.com/ejedi. You just saw 20 things that you didn't know about email delivery. I made a total checklist of 101, with 81 that you didn't get that are even better! These are more things that affect Gmail delivery of your emails. You can find that at http://RealFastResults.com/ejedi.

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