

## Email Tips

1. Email goes to the smartphone and many people check email multiple times per day
2. When sending 1 to 1 emails give thought to the subject line
3. Send a personalized email when you can – versus copy/paste
4. I like short emails – Think Twitter
5. Having an email list is one of your greatest business assets

How to create a breakthrough – Spend time on higher producing activities

We often resist what is new

Get yourself to spend time on those things that can move you forward

GW Coaching example about Mail Chimp/ Constant Contact

Bonus Video – How an opt in Works - <https://youtu.be/H83cOmHaXDE>