Speaker 1: Welcome to Build Your Tribe with your host, Chalene Johnson.

Chalene: Yo, what is up? This is Build Your Tribe 2.0. Where I answer your questions about anything related to owning, operating, and growing your business. My name is Chalene Johnson and you name it, I've done it in business, from selling knives, door to door, to infomercials, to used car lots, to online businesses. I have either done it or I've coached somebody else to a level of success that you, too, can achieve. You just need the formula, to have a little persistence, and some inside information. That's what we're going to do here. I'm going to answer your questions, no question too small, no question too big. If I can't answer it, I'll tell you where you can probably find the answer. You can ask your questions by going to chalenejohnson.com\askchalene. So let's get to it y'all.

Speaker 3: Hey Chalene, this is Bri Noble. I work with musicians to help them promote their music and also to build their business. I'm a fellow podcaster. I have the women of substance music podcast, where I play music by female independent artists. I have a freemium that I have created at femusic.com, where people come and they get some information on some different income sources that they can use for their music business. I'm having some trouble with my email. People are not getting my emails. It's getting stuck in the spam folder. It makes me feel terrible, because people think that I'm not keeping my word and sending the freemium that they asked for. I'm wondering if you have any suggestions on how to stay out of the spam folder. Thanks a lot, Chalene.

Chalene: The dreaded spam folder. Trust me. I know all about the spam folder. We had a couple nightmares on our hands this year. Brett and I, together, coach so many entrepreneurs, who are in network marketing organizations ... Wow ... A lot of them got hit hard, because they were with email service providers who suddenly just made a blanket rule that they were no longer going to provide service to anyone who was in a network marketing organization and we were like ... What? Who does this? Why do this? When we searched a little further, what we found out is that there ... It's just like anything ... When there is one bad apple, they can ruin it for everybody. Here is what I can say about the spam folder.

 Number one, it's getting tougher and tougher not to end up in a spam folder, because most people know that if it's something that we need from a friend, etc, we can just filter for it and we can find it. Most spam filters are getting much better at filtering out any type of email that we're not interacting with or intentionally opening. The email filters have become, in my opinion, overzealous. I get emails from friends that end up in my spam folder all of the time. I understand your frustration.

 Let's talk about how we can do whatever we can to avoid summarily being lumped into the category of spam. Now, there are the obvious and you mentioned some of them in the complete message, which by the way we edited to shorten this up for the show. I think most people not to use words like "Act Now" or "Open quickly. Limited time offer". Let's talk about the things that are not quite as obvious.

 Number one, avoid using the terms that are simply not going to appear in a friends email. In other words, these are phrases that email filters have identified as being associated with spam or sales related emails. You have got to write these down. I suggest that you do so. Click here. Buy Now. This is going away. Expiration. Just a couple of hours left. I know what you're thinking. Well, Chalene, we have seen all of those terms in your emails. I know. Sometimes there is just no other way to tell people, except to tell people that this is a limited time offer.

 Nonetheless, it's how you do it. It's how often you do it. It's making sure that it actually is very conversational. You want ... The best advice I can give you is you want is to avoid things that sound [salesy 00:04:24]. Spam filters now can ... They don't just look at the filter of your subject line, it actually looks at the whole text, and the pictures, and every piece of your email. It can filter out things that don't sound conversational. When you're texting a friend, or emailing a friend, you're not going to put six dollar signs and then save money now and then six more dollar signs and then four exclamation marks. No. What you will probably do is say, dude this is like a huge no brainer. Things that sound very conversational.

 Some other surefire ways to make sure that your email ends up in the spam folder is by purposefully misspelling words, either in your subject line, or purposely misspelling keywords. For example, many marketers figured out that their were certain words that most filters would pick up. Rather than using new words, they would take the word, let's say, sale. They would replace the a with the at icon. The filters are very sophisticated now and they pick up on stuff like that. They pick up on spelling errors and grammar errors and pretty basic stuff, I know that. These spam filters, they can differentiate between legitimate emails and spam emails. It's kind of crazy.

 You want to avoid sending messages with one big image. This is a really common practice, once people ... Marketers ... The bad guys ... Once the bad guys figured out that spam filters were picking up certain words, what they decided to do was to send an info-graphic with everything that they wanted to say. Of course, now that's not going to work either. The other thing you must make sure you are doing is, make sure, that the people you are sending your email to have actually subscribed to that email list, because if you don't, just a few people, who receive it and they are annoyed. If they are like, wait a second, I didn't ask to receive any emails about x-y-z. In other words, let's just say, that your veterinarian, all of a sudden just starts sending you emails about a local food event. You are like, what is this? I didn't opt into this. You report them as being spam. Then most likely, almost every email that that veterinarian sends is likely to end up in some kind of a spam filter. So be sure to avoid sending anything to anyone who didn't ask for it.

 The next step that I have for you ... Although, this is difficult to do. You really need to say goodbye. You need to from time to time, purge your mailing list. We do it all of the time and it kills me. I'm like, no. We can't get rid of anybody, but you have to. Inactive subscribers, those are the people who haven't opened up an email or haven't clicked on an email from you in a long time. Everyone has their own standards by which to evaluate this. By getting rid of inactive and un-engaged subscribers. What you are probably doing is creating a better email list, number one.

 Number two is your email providers can tell what percentage of your emails are being opened. If somebody reports your email as being spam or just not opening it, it's very likely that your provider may start to flag you as someone who is sending you spam. They don't want to put themselves out of business. They have way too many clients to worry about someone who might be spamming and using their email provider service. Does that make sense? That's why when that backlash happened for a lot of people who are in MLM's and network marketing organizations, and I'm not going to name the company because I believe they've reversed their position. I will say this, they just came out and said, listen, if you are in a network marketing organization and or an MLM ... I'm talking about things like Beach Body or Advocare, Avon, Cooking Lean, these are all network marketing organizations. This email provider just came out and said, hey, if you are in an MLM, we are not giving you our service. Sorry, Charlie, buh-bye. Wait a minute. How can they do this?

 They could do that because even though it was a substantial number of their customers, they couldn't risk having all of their customers have their emails end up in a spam folder, because they were being sent by a provider ... Are you following along? ... They were being sent by a provider, who was also providing their email provider service, or CRM, to those who were spamming. And so just to clarify, that doesn't mean if you are in an MLM and you send an email that that's spam. This is pure speculation. Again, let me be clear ... Pure Speculation on my part, based on emails that I have received in the past. As in any industry ... so let's say you have signed up to buy candles on AutoShip from someone who is in an MLM. Then, they decide they want to become an affiliate for another program or they want to perhaps represent a different MLM. Then, suddenly, you start receiving emails for that product or service. Legally, you can't do that.

 If somebody opted in to an email provider in expectation of receiving a certain type of information, and then you start sending them something that is completely unrelated, which they did not request. People will un-subscribe. You will likely be reported for spam. Most importantly, you lose your integrity. If you want people to opt into another list, you can do that, but you need to specifically invite them to do so. In other words, one of the email opt-ins that I have is fitness related. I ask people or I give people a free diet book. They go to cj7j.com and I give them a really amazing complete guide on how to basically prepare yourself to eat clean the rest of your life ...

 Really what you need to do in the next 7 days, if you're the kind of person who does this all or nothing and you don't want to transition over a period of six months or a year or a couple of years, you're like I'm ready to start eating clean and exercising. We have prepared a complete guidebook, along with exercise regimens, what to eat, shopping lists, etc. Now, if somebody opts in for that and then suddenly I start sending them notifications about smart success, or I start offering them something that they didn't ask for, I could be reported for spam. The best thing and what we often do is we send a series of emails, so they kind of understand where we are in terms of a business, that we, Team Johnson, specifically specializes in personal and business development. Then, we will suggest to them, we would love for you to become a part of our 30 day challenge. Click this link to opt in. Now, they are on another list. I know we are really covering a lot right now on emails, aside from even just spam. That same individual would be in my email system, but they would have two tags. Each one of those tags would represent the things that they have said yes to. I hope that makes sense.

 I know this sometimes seems complicated. You are like ... Woah ... Am I going to have to be an IT expert? You really can't imagine how great the customer service is with almost every email provider. I will say that. Of the big guys, Mailchimp, Infusionsoft, Aweber, and so many of them. I'm not going to list them all here ... Really exceptional customer service ... If you can't figure it out on the website, by clicking on the FAQ, and if you don't belong to a forum, like Marketing Impact Academy, and you have to figure this stuff out on your own, do a Google search first. I suspect that you will find some really great YouTube videos, that will walk you through a tutorial of how to do this with your particular email service provider or CRM as we often call them. Then, worst case scenario you just call customer service, but they are really good about it.

 I suspect that the reason why there was this very sudden, and very abrupt, and very aggressive decision, that was targeted at people who are in networking organizations ... By the way, who are fantastic people. I mean, my sister is in one. My best friend is in one. My mom is a distributor in a multi-level marketing organization. There are people who know how to do it legitimately. They don't spam or send a bunch of emails. Even if they did, that is not an infringement. The problem is when you start sending people, who have opted in for one list, information, or content for things that they didn't subscribe to.

 Listen, there is bad guys in every industry. You name it. There is somebody that is going to think that they can trump the system and they are going to blow it for the rest of us. I have since heard that they have reversed their decision. Other things you want to make sure that you do is you have got to include your physical address in every email. If you don't do that, you are in violation of FCC rules. You, also, want to make sure again that your subscribers, or anyone that receives your email, understands that they can un-subscribe and that you will honor that within 10 days. That's the law. People really do get fined for this stuff.

 Now, I'm going to blow through some really fast tips. Number one is be honest in your headers. Don't try to trick people to open up your email based on your header. Be creative, yes, but don't trick them. Number two, make sure you are actually using a verifiable IP address as your return email address, so that when people are going to reply, it's legitimate. In other words, you can't use a fake IP or a fake email address. Oh, here is a big one. Don't include a disclaimer that your email isn't spam. This is pretty funny. I didn't know this. If you are trying to have some sort of disclaimer that your email is not spam, it is kind of a red flag that your email, probably, is spam. Isn't that funny? If you think about it, well, of course, because you are not going to send your friend and email and say by the way this is not spam. It is just an automatic red flag. What we found is that a lot of people have added that to the end of their emails and pointing out that you are not sending spam is actually landing you in the spam file.

 Here is a surprising one. How you space your paragraphs out is tripping some spam filters. There is a way that we write and we kind of write this long continuous paragraph when we are writing to our friends, but it has become kind of a best practice, lately, to write your emails in a way that they are very narrow paragraphs, like 5 or 6 words. Then, return so that the paragraphs are very narrow and they read very easily on just about any mobile device. Then, space big, lots of spacing between paragraphs. Well, if you are doing too much of that and a lot of the spacing out of words, it's just another way that the spam filters are going to pick up your email and put you in the spam folder.

 I know this is, probably, really obvious, but I am going to point it out anyways. Sometimes, you forget that it's even in the body of your email, because it's not what you're talking about, but one of these words ends up in your email. Rolex watches, anything about sexual orientation, boobs, butts, booty, drugs, anything about debt, making more money, making money fast, those kind of things, unless their topics directly related to your email, you should definitely try to keep them out of the body of your text. Viagra, porn, debt, mortgage, and even some words you probably wouldn't assume like transformation, break through, success, advantage, any of those words, basically, are a surefire way to make sure that your email ends up in the spam folder.

 One thing I encourage you to do, especially when we're new to this, we tend to sometimes just copy what other people are doing ... Which is a great way, it's a great method. Especially if, you're looking at the copy of someone, who you love the way they write. It's very natural. You like them. You like their style. You like their approach and they're having great success. That's the key. Make sure they are having great success. Sometimes, we copy what they do. I know I have done that. The mistake we can make though, which I don't want you to make, is that, I've copied people, who I'm like, this is my mentor, so if I write my email just like them, certainly I won't get caught in spam folders, etc. I still did. Here's why.

 That person is, probably, losing a ton of subscribers and emails that aren't being received, too, but they also have maybe close to a million people or five hundred thousand people on their list, when I was copying some of my mentors. They are not going to care as much as we do when you're just building your list and every single email counts. Every single subscriber who un-subsribes, it feels like it's so personal. Why? Why did you leave me? Why did you break up? Was it my punctuation? Did I send you too many emails? Please, come back. You really feel like that. You should at first. Then, you have to learn to let go of it.

 There is good news. There are a few really great both paid and free services where you can just copy and paste the email you want to send. Not only will it tell you what things may trigger a spam filter, but it will also show you what email will look like on a variety of devices. Why would that matter? I'll tell you why it matters. You and I have both opened up an email before, we're like, I can't even read this on my phone. I'll look at this later or I'll delete it. Those sites that I would recommend to you are sendersource.org, sendforensics.com, emailreach.com. Actually, quite a few of the major email service providers or customer relationship management programs, places where you keep track of all your emails, most of them actually have this filter provided for you. You can find it on their websites. It is definitely worth doing every time in the beginning, when you first start sending emails. You work so hard for every subscriber, you just can't lose one, because you have made a mistake and violated a regulation, or you've done something that you shouldn't have and didn't realize you weren't supposed to do it.

 That's my recommendation to you. I'm still mastering this stuff. I like to say, I'm still learning, everyday. Our last launch that we did, we had a lot of spam reports. There is no avoiding it. We had a glitch and we were trying to switch between two email providers and kind of going back and forth. There was a little bit of operator error. I wish we had tested things before that launch. What happened is a lot of our customers received several copies of the same email. I'm assured by the numbers and statistically speaking that it was no big deal. It wasn't a lot of subscribers. Nonetheless, I still have that mentality, like ... Oh, no. How could anyone think of me as a spammer? I'm just trying to help you. I'm not trying to sell you viagra or a rolex watch. It still hurts. That's motivation for me to get it right.

 I want to read to you a couple of the reviews on iTunes, my favorite reviews. I want to thank you, by the way, for those of you who are going to build your tribe and leaving reviews, because it's really helping. The show showed up in what's hot this month in the business category, actually, this week. That was because of you. 100%, 100% because of you. You were kind enough to give me a gift. My love language is words of affirmation. You don't need to draw a picture of me or send me a weird creepy present. I get enough of those. If you really want to make my day. If you really want to make my heart swell. My love language is words of affirmation. Which is great news for you, because it is free. You can do that by just simply going back to iTunes or wherever you listened to this podcast, might be Stitcher, if you have an android, and right me up a review. Let me read you a couple of my very favorite ones.

 This one comes from dcford. The value of information here is phenomenal. The message focuses on building yourself as you learn how to attract the kind of people that you want to have in your life. The business Chalene teaches you to build around your life is not full of sales pitch or sales pitchy stuff, the goal is to build real relationships. There is nothing else quite like this. You have nothing to lose and everything to gain from every single episode. Wow. What are you waiting for? Start your Chalene binge right now. That's so awesome. Thank you, so much. Dcford, I just have to thank you. I want to keep this brief and bright so I won't continue to read this amazing review, but it's kind of a nice little book. It really does feel like a love letter. Guess what I'm going to do dcford? Dcford, you have won yourself, not because of the review, but because I randomly selected yours and it just happens to be the most awesome review ever. You my friend have just won a scholarship to the Marketing Impact Academy. That is a $2,000 scholarship. Congratulations. When you hear this message, please be sure to leave us a speak pipe. Letting us know your name, and the episode that you were featured in.

 If you, too, would like to be eligible for our random drawing each month, in order to have your name submitted, all you have to do is write a review. I hope it's a five star review, but it needs to be an honest review. Leave me an honest review. Let me know that you know you would love to be a part of this free drawing. You do so by making sure that your review includes the hashtag, #IwantMIA. We select one random person who's left a review, even if it's not a five star review, because that's the way to do it, every month. For those of you who wrote a beautiful review, and you didn't win the scholarship this month, you know what you did win? You won my heart. I love you. You're awesome. I promise you to be brief, to be bright, to be fun, and to be done. Y'all I'm done.

 This episode has been sponsored by courageousconfidenceclub.com. It's a club that I've created specifically to help people, who struggle with confidence, and insecurities, and social settings, and just standing up for themselves, being yourself, and feeling good about it. All of us could benefit from having more confidence. I would love for you to just experience a taste of it. Please be my guest by going to chalenejohnson.com\confidencetips. If you don't feel like writing that web address down, or remembering to go there later, all you have to do is, while your listening from your phone, send me a text message. The number is 949-565-4337. That is for US residents. Then just send me the word confidence. I will send you access to this video.

 This video will help you to eliminate self doubt and just feel more confident in any situation, whether it's work or personal, or just your social interactions. Every one of us can benefit from having more confidence. There you'll submit your email address and I will immediately send to your inbox, my latest training video, where I teach you step by step, how to feel more confident in just about any social setting. I think you will find this incredibly useful, whether it's business or personal or just in your everyday interactions. Confidence is something that makes life easier. It helps you to raise more confident self efficient children. It allows us to speak our mind, to stand up for ourselves, to do the things that otherwise, we are paralyzed by fear. We just allow our own thoughts to stop us. By learning how to overcome self doubt and fear of success, you can learn to become that confident person that others are attracted to, the person you want to be, the person you deserve to be, the person that you know is inside of you. Thank you for checking out my tools by going to chalenejohnson.com\confidencetips.