

# Best Practices for Emails Containing GoldMail<sup>®</sup> Messages

## Email subject that gets attention and gets your email opened

- Provocative
- Enticing
- Humorous
- Asks a Question
- Personal
- E.g., *“Why are you still ...?”*

## Personalize with recipient’s name, if possible, e.g. “Hey Greg,”

## Keep lead-in text brief and focused on getting them to click on the GoldMail link or image

- Tell them the value to them if they play it
- Tell them how long the message is (best to keep it under 2-minutes – 2:00 or less)
- Tell them to click the link or the hyperlinked image

## Include a hyperlinked image with a Play button hyperlinked to your GoldMail message

- Makes message more friendly and approachable, especially if it’s a picture of you and the recipient knows you
- Minimizes concern with clicking a potentially odd looking link / URL
- [Creating & Adding Hyperlinked Images to Your Emails](#) (5:37 tutorial)

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## Real-world Example *(even better if the lead-in text stated the length of the message, e.g. 2:00)*

**From:** "Frank Rumbauskas" <newsletter@nevercoldcall.com>  
**Date:** Tue, 23 Sep 2008 08:04:54 -0400  
**To:** chuck mache<chuck@chuckmache.com>  
**Subject:** "Why is Chuck still using email?"

Hi Chuck,

Seriously, why are you still using email? As far as I'm concerned, traditional email is becoming as obsolete as cold calling.

Click on my picture - or the link below it - for a quick message on a greatly improved version of email I've been using that will get you more meetings, help you close more deals, and explode your sales - without cold calling.



If you can't see the image above, go to <http://nevercoldcall.com/goldmail>

All the best,  
Frank Rumbauskas  
[www.NeverColdCall.com](http://www.NeverColdCall.com)

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