

Rules Of The Road Interview

Interview Data:

Interviewer's Name: **Jim Edwards**

Publication / Project Name: **I Gotta Tell You Podcast**

Expert's Name: **Heather Seitz**

Target Audience (SINGULAR): **Email Marketer**

Target Audience (PLURAL): **Email Marketers**

Keyword Theme of the interview: **email marketing**

Topic of the Interview: **how to succeed with email marketing**

Payoff Of The Interview (For Target Audience): **how to avoid problems and make more money with your email marketing**

Call To Action of the Interview: **EmailDelivered.com - How Email Marketers Consistently Get Their Email Messages To Their Prospects' Inboxes**

Introduction

Hi everyone and welcome to the **I Gotta Tell You Podcast**

(Today's interview is sponsored by **EmailDelivered.com - How Email Marketers Consistently Get Their Email Messages To Their Prospects' Inboxes**. Helping **Email Marketers** with **how to avoid problems and make more money with your email marketing** and other important **email marketing** topics. Check out **EmailDelivered.com** for more.)

The title of today's Interview is: **"Email Marketing: Rules Of The Road For Success!"**

My name is **Jim Edwards** and today I'm talking with **email marketing** Expert **Heather Seitz** about the **email marketing** rules every **Email Marketer** needs to understand and follow.

Welcome **Heather!**

Heather Seitz is a well-known expert on the subject of **email marketing** and has graciously consented to this interview to share extensive knowledge and experience to help us stay on track in this area so every **Email Marketer** can understand the rules for **how to avoid problems and make more money with your email marketing**.

Heather, thank you again for joining us on this live interview.

Let's just jump right.

Questions

My first set of questions is about your background and experience in the field of **email marketing** so the **Email Marketers** in our audience can understand who you are, where you're coming from, and how you can relate to where they are right now.

Then we'll jump into those specific rules when it comes to **email marketing** so our audience can understand how to keep themselves straight.

1. Could you tell us a little about yourself in terms of background, education and experience in **email marketing**?
 - a. When did you get started? **2000**
 - b. Have you had any formal training or education in **email marketing** or has it all been on the job training?
 - c. What kinds of things have you done / experiences have you had in **email marketing** that are relevant to our audience of **Email Marketers** and our topic of **how to succeed with email marketing**?
 - d. Were you an overnight success, or did you have to work for it?

Well, it's obvious you're the right expert for us when it comes to **email marketing!**

Let's dive into those rules to success for every **Email Marketer**.

2. What's the #1 **RULE Email Marketers** need to follow with **email marketing**?

Message → Market → Timing

- a. Why is this the #1 rule?
- b. Why is it a hard and fast rule that isn't made to be broken?
- c. What happens if you break it? What are the consequences?
- ✓ d. Are there every any situations where you DON'T follow this rule?
- e. How do you fix it if you've broken it already?
- f. How do we stay on the straight and narrow with this one?
- g. Any tools or insight to help people get results faster, easier, more efficiently?

Relationships

3. What's the #2 RULE for **email marketing** success?

Tracking

Open Rate?
↳ Delivered?
Clicks?
↳ ↓ Bad Copy

- a. What is the rule exactly?
- b. Why is it a hard and fast rule that isn't made to be broken?
- c. What happens if you break it? What are the consequences?
- d. Are there every any situations where you DON'T follow this rule?
- e. How do you fix it if you've broken it already?
- f. How do we stay on the straight and narrow with this one?
- g. Any tools or insight to help people get results faster, easier, more efficiently?

Compare Trends, etc.

Name → Open → Clicks → Sales

4. What's the #3 RULE **Email Marketers** need to follow with **email marketing** so they can be successful?

Be Authentic) Write great Email Copy

- a. What is the rule exactly?
- b. Why is it a hard and fast rule that isn't made to be broken?
- c. What happens if you break it? What are the consequences?
- d. Are there every any situations where you DON'T follow this rule?
- e. How do you fix it if you've broken it already?
- f. How do we stay on the straight and narrow with this one?
- g. Any tools or insight to help people get results faster, easier, more efficiently?

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CHANGE → PAY ATTENTION

5. Are there any other critical or important RULES about **email marketing** we need to let our **Email Marketers** know about?

6. Is there anything I haven't asked you about the **email marketing** that you'd like to share?

- a. Maybe about mindset, preparation, hidden opportunities?

PLAN Marketing OUT

Conclusion

Thank you **Heather** for a great interview. I'm sure all the **Email Marketers** in our audience have a MUCH clearer understanding of the rules they need to follow to find success with **email marketing**! So thank you very much for sharing your expertise and experiences so graciously.

Can you tell us a little bit more about **EmailDelivered.com** and how your help email marketers consistently get their email messages to their prospects' inboxes? Specifically how does it help **Email Marketers**?

So again, thank you **Heather Seitz** for sharing with us... and thank YOU all the **Email Marketers** in our audience for joining us for this amazing presentation about the **email marketing** rules for success.

I'm **Jim Edwards** and thanks for joining us on the **I Gotta Tell You Podcast**.

I'd like to invite you to check out **EmailDelivered.com - How Email Marketers Consistently Get Their Email Messages To Their Prospects' Inboxes** today for more on how YOU can succeed with **email marketing**.

Have a great day!

Additional / Supplemental Questions (If Needed)

- What are some **email marketing** tools or resources you think have become or are becoming obsolete? What or who is on the way out?
- Where do you see **Email Marketers** wasting a lot of time in **email marketing**?
- What is a mistake that costs **Email Marketers** a lot of time and wasted effort?
- What is a mistake that creates a lot of mental stress and anxiety for **Email Marketers**?
- What is the #1 thing **Email Marketers** waste time on with **email marketing** and get no or low results?
- What's the #1 paid resource / service / tool **Email Marketers** should be using and why is it a mistake to NOT use it?
- What's the biggest rule you ever broke as a **Email Marketer** when it came to **email marketing** and how did you fix it / recover?
- What are the things **Email Marketers** are most likely to overpay for and how can they avoid having their money sucked out of their pockets?
- What is something critical every **Email Marketer** rushes into and needs to slow down a little bit before they run off a cliff? Where do they need to put on the brakes a little bit?
- What is the thing that most **Email Marketers** refuse to face and just bury their head in the sand, try to ignore, and hope it just goes away?
- What is something important many **Email Marketers** typically "blow off" because they think they are too busy, yet it's extremely important? How can they easily find the time?