



Day 11

[ClickTrackProfit](#)



We're talking....Numbers!

And by using HitsConnect or your favorite tracking tool, we are trying to narrow down our 'UHP' or unique hit percentage.

This is a great metric for learning how much traffic is headed our way and how unique it is!

When you have completed this task: _____ Check it off!

[ListNerds](#)

Yesterday we spoke about adding bullet points to our emails, instead of big blocks of text!

Today, let hammer this point home...

Remember, people aren't reading your emails to JOIN or sign up to what you are offering. Especially in a viral mailer environment....**Wait what?**

Nope, they are there to earn more credits so that they can mail and send **YOU** offers....

So it's critical that you market to this audience in....Super short and to the point messages!

This is why bullet points are effective but *not the only* way to get action on your emails...

Tailor the message (*the short and sweet message*) with a big benefit to them...

A free giveaway, a lead magnet of sorts....To entice them to check you out and what you have to offer.

Remember, they are there in a viral mailer to serve THEIR needs...

So guess what you need to do as a marketer....Serve their needs ;)

When you have completed this task: _____ Check it off!

Plus1Success



Did you start that book from the last lesson? Or pick something up to read over the next month?

Today is a great habit to get into each and every day because when you are reaching out and TALKING with your network, you are reminding them that they are of massive value to you!

The fortune's in the follow up, but not the fortune you may be thinking....

It's the RELATIONSHIP you are trying to build!

And you don't building relationships without...Communication!

Every single day!

When you have completed this task: _____ Check it off!

That's Day 11

So now, get out there, tell the world you have completed today's challenge and use that hashtag to bring others to *#3StepsNoExcuses* :)