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LINKS YOU CAN USE NOW



This Month –Email Marketing

Email marketing is a powerful tool to keep relevant, generate new leads and create sales. Here are tips for cultivating an active email database that grows organically.

Best Practices for Growing and Maintaining Your Contact Lists

Discover top tips for maintaining an engaged contact list. More: <https://tinyurl.com/link052101>

Lead Magnets: What They Are and How They Can Work for You

Rapidly grow your email database by employing lead magnets. More: <https://tinyurl.com/link052102>

High Email Unsubscribe Rate? Here's Why That's a Good Thing

Find out why unsubscribers can actually be a blessing in disguise. More: <https://tinyurl.com/link052103>

Email Frequency: Best Practices for Email Marketers

Walk the fine line between over- and under-contacting customers with these tips to find your perfect balance. More: <https://tinyurl.com/link052104>

How to Design Your "Unsubscribe" Page to Hold Subscribers Anyway

Take advantage of every contact point. Here's how to utilize your unsubscribe page to your benefit. More: <https://tinyurl.com/link052105>

4 Email Marketing Mistakes You Don't Want to Make

With all of the effort that goes into making a quality email that looks good, keeps your customers engaged and expands your reach, getting noticed in your recipients' already-flooded inboxes is a goal that often gets put on the back burner. Here are critical mistakes to avoid for a successful marketing email.

Ignoring spam complaints. Keep your spam complaints as low as possible. Along with several international laws regarding opt-ins (and "-outs"), individuals who flag your email as spam impact your "sender reputation." Keeping this reputation score as high as possible is the best way to bypass touchy spam filters and keep your emails both opened and acted on.

Using image heavy designs. Emails that contain several images take longer to load, making people likely to bail out while waiting for the email to open or automatically delete these emails containing larger file sizes when de-cluttering inboxes.

Overlooking "trigger words." There are certain hackneyed phrases that spam filters look for and actually trigger your beautifully designed email to head straight into the trash bin. Phrases that make exaggerated claims or create unnecessary urgency, like "Save Up To 50% ..." or "Act Now!" are common triggers. Keep up to date with the latest "trigger words" when composing your email.

Forgetting your brand. Building a strong brand requires consistency in every medium. Through your design, word choices and the overall attitude of the email, make sure that you are holding true to your brand's personality across the board. This is especially true for your email's subject lines. Help your recipients to easily identify you in their mountain of emails.

Quotes on ... Focus

Whenever you want to achieve something, keep your eyes open, concentrate and make sure you know exactly what it is you want. No one can hit their target with their eyes closed.

Paulo Coelho

Concentrate all your thoughts upon the work at hand. The sun's rays do not burn until brought to a focus.

Alexander Graham Bell



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How to Identify and Develop Your Leadership Style

Your leadership style is a piece of your personal brand that continues to grow and change throughout your lifetime. By being authentic, introspective and confident in what you bring to the table, you'll be able to open up doors at an accelerated pace and move more harmoniously forward, aligned with yourself and your career.

Watch your own replays.

Separate from your overall personality, these traits are the facets of your style characterized by what you do, how often you do it and when you do it. The people around us are excellent resources to poll for open feedback. This is the practice of being genuine with yourself; if it were easy, everyone would be doing it. Be brave enough to be sincere with yourself.

Identify.

Having some tangible definitions around your leadership style is key for both personal growth as well as helping to give others cues about what to expect when interacting with you. With so many assessment options out there (and many for free), from psychology-based measures to Enneagrams, Myers-Briggs assessments, and zoo animal analogies, you are bound to find one that most resonates with your organic style. Not sure where to start? Try this out: <https://tinyurl.com/lead05211>

Play to your strengths.

It's important to excel at our strengths so we can open ourselves up to fill the gaps by harnessing the strengths in the community around us. Similar to seeing our own "replays," those within your immediate personal and professional proximity are also invaluable to help you discover your strengths. You can also try numerous personality and aptitude tests, such as the Strengths Finder® assessment.

Pragmatic development.

We all have room for improvement; remember to be gentle with yourself. There's no need to be a bull in a china shop trying to be something that's a bit foreign to you. You're allowed to be who you are as a leader, and you're allowed mistakes as you grow. It's in that sweet spot of honest investment in your personal growth and an honest heart for the overall wellbeing for your team where the real magic happens.

Contact me today:

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Worth Quoting ...

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This Month's Quick Quiz Question

For an answer, email me at info@g3cpa.com or call 856-727-0100.

Who was the first woman to receive a patent?