

Bulk Emailing The Easy Way For Agents

Buy an email list that is yours to use as many times as you like. Beware of those that only allow a one-time use. If you pay more than 10 cents for each email, you are paying too much. Be sure to get VERIFIED Email Addresses... These are email addresses that have been checked to be good.

Make a New Folder on your computer labeled EMAILS and put your lists in that folder, in this way you will be able to find it when you need it.

Secure a Bulk Emailing Program that allows you to use purchase lists. Most Email Services like Constant Contact, MailChimp, etc. only allow those email that have opted in or someone that has given you permission to email them.

Use a Bulk Emailing Program that DOESN'T charge per email sent. You will want one that charges you by the month and not by the email. This is a big mistake that most newbies don't realize and get ripped off on.

The Bulk Emailing Program that meets the above criteria and one that we highly recommend because we have been using them for years is www.BulkEmailingProgram.com They also have great learning videos on the site on emailing, if needed.

Start off slow and learn what works and what doesn't work. We always recommend that you start off with the least expensive option on monthly programs and build your way up.

For Best Email Results:

It's all about the subject line to get prospects to open the email – make it enticing.

Keep the body of the email simple with no more than 3 or 4 sentences total, remember you can send them multiple emails so take baby steps to build a bond.

Great Lines: Are You Receiving All Of The Benefits That You Qualify For? Get The Benefits & Services That You Want, Need & Deserve...

Your Goal is to get them to reply to your email for more information NOT to sell anything...

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Repetition: As you may have noticed with our emails, we send them out at least 3 times so they will be seen, people are busy and may miss the first or second one. We recommend that you do the same. Be sure to honor opt outs...

For Those That Reply, put them in a special folder on your email provider (that way you will be organized from the start and save a lot of time later on)

Refer To Helpline: Always refer to your Phone Number as a Helpline as people will be more likely to call a Helpline as oppose to just an Agents Phone Number

Disclosures & Opt Outs?

Be sure you have an opt out option at the bottom of the email for prospects to opt out, and be sure to opt them out if they request to opt out.

You also need to have a mailing address at the bottom of the email. (Bulk Emailing Program will do both of these things for you, just ask)

What Disclaimer Does CMS (Centers for Medicare & Medicaid Services) Require?

CMS requires the following Disclaimer displayed at the bottom of the email:

We are not associated, endorsed or authorized by the Social Security Administration or the Center for Medicare and Medicaid Services nor do we claim to be.

We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-MEDICARE to get information on all of your options.

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Emailing should be a vital part of your Marketing and hopefully you already have your current clients' emails, in a Special Folder, for Healthcare & Extra Benefits Updates throughout the year! Emailing is the easiest way and most cost-efficient way to gain new business year after year with the least amount of time and money.