

How to Resend Only to Those Who Did NOT Open the Email Message

(00:01):

All right, everyone. I am so pumped and excited to teach you this particular technique and tactic, which will definitely allow you to make more money with your existing email list. So what am I talking about? I'm gonna show you how to resend the exact same email to the exact same list, but only send it to those subscribers who didn't open up the email the first time it landed in their email inbox. So how do you do that? First thing you wanna do? Make sure you're on the right list. In my case, I want to be on the list named traffic tips. Next, I want to go to messages. I'm gonna click on messages and in this particular, okay, now I'm at messages. I want to go to broadcasts. These are messages that have already been sent out. Drafts obviously are messages that have not been sent out. I wanna go to broadcasts. And in this particular case, I want to click on how to use Canva testing. Email only. That's the subject line of that particular email. Seven people own opened it. 11 subscribers received that email. So I'm gonna click on the email title, click on the title. Once again, ...

(01:14):

You can see that 11 people were received. The email. I sent it out to 11 subscribers. Once again, this is my demonstration account. Obviously only seven opened up. So now I wanna send the exact same email out to the four people that did not open up that first email. Okay? So these are the seven people that open the email and you can see that is under the opened tab. I wanna click on unopened and you can see there are four email addresses for the people that didn't open up the email at all. So I'm gonna create a segment of these subscribers of those four people, and I'm just gonna call it, "The 4 People Who Did NOT open Canva Email."

(02:05):

So you can call it whatever you want at whatever you want. You can call that segment. Just something that makes sense to you. You're going to delete it at the end anyways, because you're not gonna have that sitting around your success. Your segment has been successfully created. Okay? So the next thing you want to do after you create the segment, you want to copy the email that you wanna resend to the people who didn't open. You wanna copy it to drafts. So I'm gonna click here, copy to drafts. Now how to use canvas testing email. That was the subject line. That email has been copied to drafts. I'm gonna click there. Now, if you weren't fast enough to click on that link and the little green pop up and you want to get to drafts, obviously you make sure you're on the right list. Go to messages, click on drafts. It brings you to the exact same place. Now I'm going to, this was just created nine seconds ago. Now, one of the reasons that people didn't open up on Saturday might be because might be because they did not see the email. They just didn't check their email or that account On Saturday.

[\(03:09\)](#):

There were other people that may have seen the subject line and it just didn't interest or intrigue them. So you might be saying, you know what, I'm gonna leave the body of the email the same, because I spent so much time crafting that email, but I'm gonna change the subject line. So just click on the subject line of the email and you can go in and change the subject line, 'how to use Canva for marketing, marketing mastery'. Okay? And they might now they're connecting the Canva to marketing. You can edit the body of the email, tweak it a little bit, or you can just leave it the same. I'm gonna click save and exit. And there you go. How to use Canva for marketing mastery. We just modified that three seconds ago. I wanna send that to the four people that didn't open. So let's click schedule.

[\(04:05\)](#):

Who should receive this message? Right now It's gonna go to the current list, traffic tips, which is good, but it's only it's gonna send it to the segment of all active subscribers, which is not good. That's not the point of this exercise. So I'm gonna click edit. And once again, the current list, it's going to the current list. But instead of all active subscribers, I only wanted to go to the 4 people who did not open canvas email. You can name that segment, whatever you want. You can just say the people who didn't open it up on Saturday, whatever makes sense to you. This is the email list. This is the segment I'm gonna click apply. Now I can schedule that to go out the next morning. I can schedule it to go out immediately. That is totally up to you. Now I'm going to click send message. Now, are you sure you want to send this broadcast? And as we know, it's only gonna go to the four people that didn't open the email on Saturday. You cannot undo this action. I'm gonna click cancel because this is just a demonstration and it's a demonstration, AWeber account. I'm gonna click cancel again. Now we created a segment and the segments can pile up. As we go and you may wanna get rid of them. So what you wanna do to delete a segment is you click on subscribers, right?

([05:31](#)):

You scroll to the bottom, you go over this part and you scroll to the bottom and these are the segments. So this would be the four people who did not open up. So these are, this is everybody on the list. You wanna make sure you're on the correct list, which we are. And then you want to go to down here, click once on that segment, that segment shows up here. These are four people that did not open the email and to delete the segment. I just click on the red circle with the X in it. So I'm gonna delete that. Yes. Are you sure you wanna delete this subscriber segment? Yes. Okay. Now it's important to note that the four, the segment is deleted. The email addresses in the segment are not deleted. I didn't just delete four emails from the traffic tips email list.

(06:29):

I did not delete any emails at all. I just deleted that segment. So once again, the reason this will make you more money. If you're promoting as an example, you're doing affiliate marketing, you're helping somebody promote their launch. They've got a five day launch. You spend a ton of time crafting the perfect email to get people, to click on your affiliate link. So every time you make a sale, let's just say it's a \$50 product or \$47 product. You make half, half of that. \$23.50. Every time, every time someone clicks on that affiliate link and buys the product. Well, that's a case where you don't wanna have to rewrite a brand new email to send to people who didn't open the first day. So on Saturday, you send up the email 200 people open. You make of that a certain percentage by you wanna send the same email out on Sunday to everybody who didn't the 800 people who didn't open and you can change the subject line.

(07:30):

You can tweak the body of the text, but essentially you've cut down on your workload. Tremendously. You just sent to the people that didn't open on Saturday. And those people typically are not offended or annoyed that you're resending the same email because either they didn't see it on Saturday or they didn't have time to open it. Or now it's got a new subject line. So now it looks like a different, more interesting email, whatever, this will make you money. And it's a great technique. Most people, like I said, just don't know how to do it. Many people have used AWeber for many years. Don't know how to do it now. You know how to do it, and you'll use it from now until the rest of your life. Thanks so much for listening. Take care, have a great day. And I'll see you in the next video.