

# Van Halen Self Promotion Secret Every Email Marketer Should Be Using

In the ever-evolving world of marketing, it's crucial for email marketers to always stay one step ahead of the competition. To grab the attention of subscribers and stand out from the crowded inbox, one must constantly explore new strategies and tactics. And when it comes to self-promotion, there's a surprising lesson to be learned from the legendary rock band, Van Halen.

## The Van Halen Story: From Rock 'n' Roll to Marketing Guru

In the 1980s, Van Halen was known for their extravagant stage shows and wild antics. However, the band was also famous for a specific clause that appeared in their performance contracts: the "Brown M&Ms" clause.

According to the contract, a bowl of M&M candies was to be provided backstage, but with one peculiar requirement – all the brown M&Ms had to be removed. This seemingly odd request was not just a rockstar whim; it was, in fact, a genius marketing strategy that had a much deeper purpose.



## Van Halen's Self Promotion Secret Every Email-Marketer Should Be Using by Kelvin Dorsey(Kindle Edition)

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Enhanced typesetting	: Enabled
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Print length	: 35 pages
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Van Halen's flamboyant stage setups involved complex technical requirements, and any missteps could lead to serious accidents or damage to their equipment. By including the Brown M&Ms clause, the band wanted to ensure that the venue staff thoroughly read and followed every detail of their contract. If they arrived at a venue and discovered brown M&Ms, it served as a red flag to double-check if other crucial safety measures were overlooked.

Now, you may be wondering, what does this have to do with email marketing? Well, just like Van Halen, email marketers can use a similar principle to their advantage - the power of attention to detail and self-promotion.

## **The Attention to Detail Advantage for Email Marketers**

In the world of email marketing, it's easy for your messages to get lost in the vast sea of other emails. To stand out and grab your recipients' attention, you must incorporate unique and attention-grabbing elements. One way to do this is by paying close attention to the small details that others may overlook.

Think of your email as a stage show, and your subscribers as the audience. Just like Van Halen's stage design required precise execution, your email must be flawlessly designed and curated. Every little detail matters, from the subject line to the content, visuals, and even the alt attributes of your images.

So, what exactly are alt attributes? Alt attributes, short for "alternative attributes," are HTML tags that provide alternative text descriptions for images on web pages. These descriptions serve several purposes, including accessibility for visually impaired users, improved search engine optimization (SEO), and crucially for this strategy, self-promotion.

Many email marketers don't give alt attributes the attention they deserve, often leaving them blank or using generic descriptions. However, by crafting relevant and descriptive alt attributes, you can enhance the visual experience of your email and stimulate curiosity among your subscribers. This can significantly increase the chances of your email being opened and clicked.

## **Using Long Descriptive Keywords for Alt Attributes**

While alt attributes are essential for visually impaired individuals, utilizing long descriptive keywords in these attributes can optimize your email marketing efforts further. By doing so, you not only improve accessibility but also increase the chances of your email appearing in relevant search engine results.

For example, let's say you are promoting a new line of environmentally-friendly cleaning products through an email campaign. Instead of simply adding an image of the product with the alt attribute "environmentally-friendly cleaning product," you could go a step further. Try using a long descriptive keyword as the alt attribute, something like "revolutionary all-natural cleaning solutions for a sustainable and eco-friendly home."

By incorporating long descriptive keywords, you make your email more search engine friendly. If someone searches for "revolutionary eco-friendly cleaning solutions," there's a higher likelihood that your email will appear in the results. This increases your brand's visibility and provides an opportunity for self-promotion.

## **The : An Email Marketer's Secret Weapon**

Speaking of self-promotion, there's another valuable lesson email marketers can learn from Van Halen – the power of a captivating headline. Just like the band's

provocative lyrics and catchy melodies, a well-crafted email subject line can make all the difference in enticing subscribers to open your email.

This is where the long tail comes into play. The long tail refers to longer, more specific keywords or phrases that are less competitive in search engine results. Clickbait, on the other hand, involves creating headlines that are intentionally sensationalized or intriguing to generate curiosity and drive more clicks.

Combining these two elements can be a game-changer for your email marketing campaigns. Instead of a generic subject line like "Check Out Our New Product Line," consider something more captivating like "Discover the Revolutionary Eco-Friendly Cleaning Products That Will Transform Your Home Forever."

By using long tail keywords, you not only pique your subscribers' curiosity but also improve your email's chances of being opened and clicked. This can lead to higher engagement rates, increased conversions, and ultimately, more revenue for your business.

In a world full of distractions and information overload, email marketers must find innovative ways to capture their audience's attention. Van Halen's Brown M&Ms clause serves as a reminder to pay attention to the small details that others may overlook. By incorporating relevant and descriptive alt attributes and utilizing long tail keywords, email marketers can effectively self-promote their messages and stand out from the competition.

So, the next time you embark on an email marketing campaign, take a page out of Van Halen's playbook. Embrace their self-promotion secrets and rock your way to email marketing success!



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If you write emails to promote your product or service, this will be the most exciting and relevant book you could read.

This book is 3,000 words long (short).

But it would be a big mistake to think this book is less valuable because it has less words than most other books.

This book is like Napoleon Bonaparte - short but powerful.

Judge it on its substance, not length.

Anyway...

Here's a little taste of what's inside this little book:

\*The number one mistake email-marketers are making that's killing their credibility and as a result, their sales.

\* Van Halen's "self promotion secret" that took them from complete obscurity to worldwide fame.

\* How to use Van Halen's "self promotion secret" in all your emails

\* How to blatantly pitch your product or service and have your subscribers thank you for it (Do it this way and you'll see what I mean)

\* How to get celebrities and other industry leaders to promote your product or service for you, at no cost to you whatsoever.

\* How to never come across as "salesy" or "spammy" to your subscribers.(this will separate you from almost every other marketer out there who don't know this secret, and therefore, are constantly pestering their list with their salesy emails.

\* PLUS, my special bonus: two FREE books:

The 10 Minute Copywriting Speed Course, and:

7 Secrets To Getting Your Subscribers To Buy Now.

Alrighty...

...see ya on the inside.

Or not.

Kelvin Dorsey - Email Marketing Maverick



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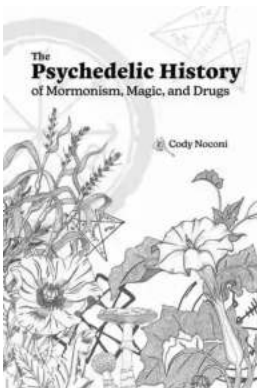
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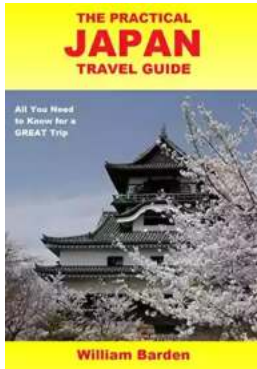
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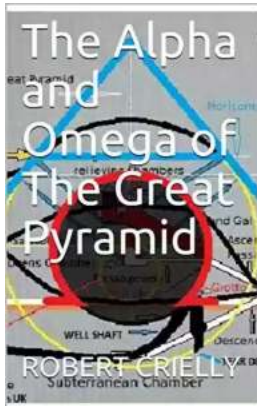
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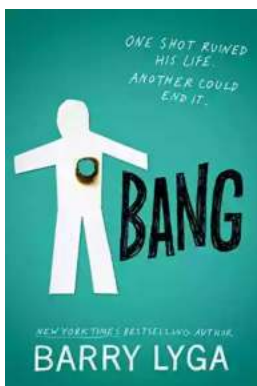
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