

Does Your Audience Even Receive Your Emails?

I created this report to summarize what I learned over several months about a topic that was limiting my client's coaching business.

I found that content readily available on the internet was not adequate to form a fully effective improvement plan.

I received the best information directly from two different postmasters from two different, major email marketing platforms.

While every coaching business is unique, hopefully these learnings will help you identify if you have an email deliverability issue and, if so, how to fix it.

What happened?

My client experienced a drastic drop in email open rates, from a stable 40% to about 20%, over three months. Initially, we examined her content and messaging, but it turned out the issue was deeper—an email deliverability problem.

What is Email Deliverability?

Email deliverability determines whether your emails make it into the recipients' inboxes, go to their spam or junk folders, or get deleted altogether. This decision is made by the recipient's email service provider (ESP) and involves a series of checks and algorithms.

Key Components of Email Deliverability

1) Email Authentication

Email authentication checks are crucial. They involve three standards—SPF, DKIM, and DMARC. Adhering to these standards helps ESPs identify legitimate emails and makes it more likely they end up in the inbox.

2) *Spam Filters*

Each ESP has its own spam filters with proprietary criteria to decide what constitutes spam. They can send your email to the spam folder or delete it without notifying you or the recipient.

Recent Changes in Spam Filtering

In fall of 2023, Google and Yahoo announced stricter spam filtering rules starting in 2024. They say it will affect senders who send more than 5,000 emails per day. Here are the major changes:

- 1) *Enhanced Email Authentication*: Bulk senders must adhere to robust authentication best practices.
- 2) *One-Click Unsubscribes*: Recipients must be able to unsubscribe from mailing lists with one click.
- 3) *Honoring Unsubscribes*: Senders must honor unsubscribe requests within 48 hours.
- 4) *Low Spam Complaint Rate*: To maintain a good sender reputation, less than 0.3% of your emails should be marked as spam.

What You Need to Do

Focus on a Warm Audience

It's essential to send more emails to the warmer segments of your list and fewer to the colder ones. Here's a step-by-step approach:

- 1) *Segment Your Audience*: Use your email marketing platform to identify subscribers by their last activity, typically their last click on your emails.
- 2) *Ramp-Up Email Sequence*: Start by sending emails to those who have engaged recently (last 30 days), then progressively to older segments (60, 90 days, etc.).

- 3) Recurring Sunset Sequence: Re-engage cold subscribers with targeted messages. If they remain unresponsive, unsubscribe them to maintain a healthy list.

Utilize Email Deliverability Tools

Tools like GlockApps can help monitor where your emails end up—whether in the inbox, spam, or undelivered. This information is invaluable for diagnosing deliverability issues and making necessary adjustments.

This is how I was able to determine the drop in email open rates was most likely caused by poor deliverability.

Google Postmaster Tools provide insights into your domain's reputation and complaints. This feedback is critical for maintaining a good sender reputation and ensuring your emails reach the intended recipients.

Conclusion

Understanding email deliverability and adjusting your tactics accordingly can significantly impact your life coaching business. Following the steps above should help you improve your email open rates and make sure your valuable content reaches your audience.

This guide should shed light on the importance of email deliverability and provide actionable steps to ensure your life coaching business thrives despite external changes.

If you need help with this process or want to boost your email open rates, [schedule a free mini-session with me](#). Let's get your emails back where they belong—your audience's inbox.