



# MODULE 2

## SEGMENT 3



# Tips & Tricks For Writing Emails



# In This Class

## Do's and Don'ts

- How To Create “Open Rate Boosting” Subject Lines
- The Sole Purpose Of Any Promotional Email
- HTML vs. Text
- Spam Ratings and What To Avoid
- Sample Promotional Emails
- and More...

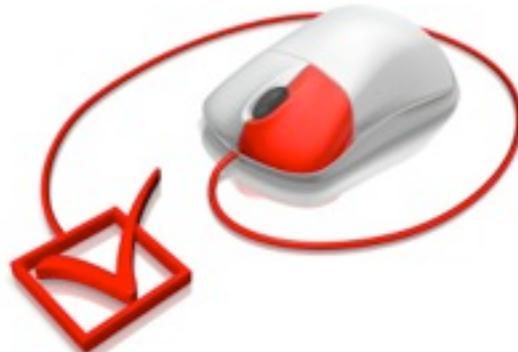
## Tip #1

**Construct Your Emails in A Text Editor Such As Notepad.** Do not write it in your autoresponder email editor!

- You may have many changes and edits before it's ready to go. It will cost you time trying to write it from scratch in your autoresponder editor. You'll have to save it as a draft, then have to search for your draft's stored location, then go through the steps to edit that draft, then publish.
- Don't Design Your HTML Newsletter in Microsoft Word and Paste It Into Your Template. Microsoft Adds Unnecessary Formatting Code.

## Tip #2

### **When Writing Promotional Emails...**



Your Only Goal Is To Get The “Click”!

Do NOT Attempt To Sell The Product  
With a Long Email. Sell The Click  
and Let The Sales Letter Do It’s Job!

Tip #3

Short. Is. Better.

- ✓ **Keep Promotional Emails Short.** Unless you're sending them useful content, your viewer will be turned off by a "sales pitch" that goes on and on and on.

### Tip #3

If You've Prepared A **Lengthy Content Email**, Consider Cutting It Short With a Teaser Paragraph or Two, Then Add a "[Read More...](#)" Link (or Invite Them To "Read More" and Provide The URL) That Takes Them To Your Blog For The Balance Of The Article.



## Tip #4

### Things To Avoid...



- “Hype” Language That Makes Your Email Appear Desperate For The Sale.
- Don’t Use A Lot of Graphics, Images, Highlighting, or Multi-Colors (in HTML).

## Tip #4

### **Avoid Spamy Words That Trigger Inbox Filters:**

- Free or F.ree (attempts to deceive filters)
- Opportunity
- Get Paid
- Buy
- !!!!! (lots of exclamation marks at once or at the end of every sentence.)

## Tip #4

!!!! (lots of exclamation marks at once or at the end of every sentence)

- OVER-USING ALL CAPS
- “Click Here”
- “Adult” Words
- Act Now
- As Seen On
- Earn
- Money Back

## Tip #5

### **Emails Not Getting To Your Subscriber's Inbox?**

- Check For Spam-Triggering Words (check Spam Score before sending). GetResponse Has This Feature Built-In With One Click. Or Use [www.EmailSpamTest.com](http://www.EmailSpamTest.com).
- Check To See If a Link In Your Email Is Blacklisted. Check Link Domains Using a Service Like [www.BlacklistAlert.org](http://www.BlacklistAlert.org)

## Tip #6

### **HTML vs. Text**

- HTML = Ability To Track Clicks, Can Use Images (Limit to 1 or 2), Use When You Want to Cloak Affiliate Links.
- TEXT = Easiest, Quickest, and Most Common.

## Tip #7

### Things To DO...

- Be Personable; Show Your Personality
- Address The Reader As If You're Writing To **One Person** (Use "You"). Don't Address As A Group (i.e., "Everyone", "Ya'll")



## Tip #7

Care About Your Reader And Demonstrate That By **Providing Value**.

- **Use Your Natural Voice**, Not Canned Email From Someone Else. (If You Wouldn't Phrase Something The Way A Pre-Written Email Is Worded, Edit It).



## Tip #7

**Break Up The Text** in Short Paragraphs of 2-3 Sentences.

- **Use Links Sparingly** – No More Than Two MAX. In Most Scenarios, 1 Link Will Suffice. Remember, You Want Your Emails Short As To Sell The Click, Not To Act As The “Sales Letter”.



## Tip #8

### **How To Create “Open-Rate Boosting” Subject Lines**

- Use Short Subject Lines. Try To “Say” What You Want In Fewer Words. (This May Take A Few Attempts).
- Evoke Curiosity. Model After Headlines As Seen On [www.Weather.com/news](http://www.Weather.com/news)
- REMEMBER: The Body Of Your Email Is Designed To Sell The “Click”. Your Subject Line’s Goal Is To Sell the “Open”. **Examples...**

## Example Emails Designed To Sell Opens and Clicks

SUBJECT: are you making.. this mistake?

SUBJECT: is your squeeze page outdated?

If you're still using outdated "old school" squeeze pages, it's important that you consider converting them to 2-step landing pages.

To learn what they are, "why" you should convert, and how simple it is to make this tweak, go to:

<http://www.LinkGoesHere.com>

## Example Emails Designed To Sell Opens and Clicks

SUBJECT: this attracts 30% more subscribers..

SUBJECT: weird landing page "trick"

If your current landing page is converting at 20% (that's 20 out of every 100 visitors), then with one simple tweak, you can start getting 50 people from those **same** 100 visitors.

Want to know the "trick"?

Just [do this.](#)

It only takes a few minutes to make this simple tweak ☺

In The Next Video...

A Review and Summary Of This Module

