

**Profit**  
ACADEMY

# MODULE 2

## SEGMENT 3



Dave Lovelace: Tips and some tricks for writing your emails. In this class, I'm going to show you several do's and don'ts about writing your emails and working with email. You'll learn how to create open, rate boosting subject lines. You'll learn the sole purpose of any promotional email – this one's very important. We'll talk about the differences between HTML verses text emails, which should you use and when. Talk about some spam ratings, what to avoid. Then I'll show you some sample promotional emails, okay?

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Tip number one, construct your emails in a text editor, such as notepad or notepad plus. Don't write it in your auto responder email editor. You may have many, many changes and edits and whole brainstorm session before it's ready to go. It usually takes me thirty minutes sometimes to write an email, just depends on the day and the situation, but that's an average time because I want to get it just right. I may come back to it later and get it just the way I want it. It's going to cost you time trying to write it from scratch in your auto responder editor. Why? Because you'll have to save it as a draft, then you'll have to search for your draft's stored location which isn't always the easiest. It could take you a few steps to get there and then go through several other steps just to edit that draft and get it published. It really is a waste of time. It's all about productivity and shortcuts – anything I can do to save time. Really, as a rule of thumb, make sure you do all of this editing prior to even getting into your auto responder.

Another tip for you here: don't design your HTML newsletter in Microsoft Word and then paste it into your template. Microsoft adds unnecessary formatting code, which will work against you. Not only will it be a pain to work with, but it will work against you as far as getting in the inbox too. When writing promotional emails, for our second tip, your only goal is this ... write this down. When writing a promotional email, my only goal [00:02:00] is to get the click. That's the only thing you're selling. Do not attempt to sell the product with some long drawn out email unless there's some useful content in there. Sell the click and let the sales letter do its job. Okay? Sell the click. That's your only purpose when writing a promotional email. So don't overdo it.

Tip number three, short is always better. Keep your promotional emails short, okay? Unless you're sending them useful content, your viewer's going to be turned off by a sales pitch that goes on and on and on. It doesn't look good on your part and it doesn't really need to go on and on and on if you're only trying to sell the click. Generate enough desire or curiosity to get them to sell the click and then the on and on and on part can be part of the sales page.

Tip three: If you've prepared a lengthy content email, consider cutting it short with a teaser paragraph or two and then add a 'read more' link. Or invite them to read more and then provide the link or the URL to wherever they read more. Remember, in a previous video I talked about taking them to your blog for the balance of the article, or taking them to your Facebook page or something along that nature. That encourages all the interaction and the social proof and all the good things, the awesome sauce about using these type platforms. So if you've prepared that lengthy content email, consider giving them a teaser paragraph and then say, "Want to read more? Go to my blog."

Tip four: Things to avoid, not to do. Hype language that makes your email appear desperate for the sale. Remember, I talked about ready-made emails and many times you're going to get these that are full of hype and things that are just not you, not in your voice, not in your personality and things that you probably wouldn't [00:04:00] say to your friends or family if that's who you're writing to? Although, hype is good in pieces; it has its place. But pure-nothing hype looks like you're screaming for, "Hey, give me your money."

Also don't use a lot of graphics. Images? Maybe one max if you're going to do that. Don't use any of this highlighting in your emails, or multi-colors. This is kind of a newbie mistake when writing emails. I remember getting some in my inbox in the past, where you have a bright red or a neon green and a blue and all this stuff in an email that's just a turn off. It has to be pleasant to the eyes to make people want to continue reading it. Just stick with the plain old black text.

Avoid 'spammy' words that trigger the inbox filters. Words like 'free', or attempts to deceive the filters by putting

either a slash or a dot between words, you see on the screen there – free. You've probably received emails that are like that. You're probably lucky if it hits your inbox. I don't know about lucky, if someone's sending you that type of email. It's obviously somebody who understands spam and they're trying to get around it, and they believe that what they're sending you is a little spammy I guess.

The word 'opportunity'; 'get paid'; anything about getting money is always going to be considered spam in a lot of cases. The word 'buy' could trigger the filters. Again, it's related to you getting money or spending money. Lots of exclamation marks at once, or at the end of every sentence.

Couple of others: Overusing all caps. It's okay maybe one or two words within your email, but this one is just too much. It's an overuse. That's an issue. The words 'click here', you want to substitute 'click here' with 'go to' or 'visit'. [00:06:00] Try to brainstorm some other words that say the same thing without actually having to say 'click here' or maybe 'hit this' or 'put your mouse on this', or something that just is different will help you.

So adult words, right, or the adult campaigns or products or services not rated for this presentation. I think you can get the picture there. The words 'act now' or 'as seen on'. 'As seen on' typically implies an ad because an 'As seen on TV' is generally where that came from. The word 'earn', big no-no. 'Money back', let the sales page talk about money back, don't put that in a part of your email.

So emails not getting to your subscribers' inbox? There's a couple things to check on. First, check for spam triggering words within your autoresponder. You could do a spam score check before sending it. In fact, GetResponse has this filter ... excuse me ... feature built in with one click and I've got a screen shot here. This is right after you type out your email, or copy and paste it into the editor and you're just about ready to go to the next step. You'll look at the bottom of the screen; you'll see a test message. When you click on that, you have some options. Send the test message to yourself to see what it looks like in your inbox or do an inbox preview using several of the email clients out there ... the most popular ones ... or the third option, spam score. When you do that, a

little window's going to pop up and it's going to give you a score with the highest being five. If you get a five, it's going to say chances are you're email's going to be considered as spam. Okay.

Alternatively, you can use a site like [emailspamtest.com](http://emailspamtest.com). Here's a brief demonstration. So when you go to the page, you're going to see this 'getting started' button right here. It even checks the subject title, so we'll put that in. We can paste in the html source code. So if you're using html, go to the source code part of it – and it's going to be all in foreign looking code – and just come in here and paste it in. [00:08:00] Then put the plain text email version in this box. I haven't created an html version of this. I just did the text. I'm going to see if it checks for it without having include the html source code; if not we'll know it's primarily for html.

All right, then we'll just click on the 'check for spam' button. See what happens? Okay, so based on these results, it looks like this site is more geared toward html, because I just put the text in and I purposely wrote it kind of spammy, using the words and things we shouldn't do and it's only giving it a .8 out of 5. No potential related issues found in your links. I didn't actually have a link in there. That could be a part of it, too, but I did use some words that really shouldn't be in there. If you're using html, certainly a good source, otherwise, check your built in feature such as the one that GetResponse has that checks your spam score as well. Of course, you can always go to your friend Google and type in 'spam checker' and see if there are other sites like this that may work a little bit better or in addition to what you're already using.

Tip five: If you're having trouble getting email delivered and everything seems to be on the up and up (you've checked it for spammy characters or words), you can check to see if a link in your email is being blacklisted. Now sometimes, affiliates can get domains that are related to affiliate product blacklisted because they're just not using good practices, or they're really truly going out and just sending spam emails with a raw link, which is a good reason why you should be cloaking your links whenever possible. One thing to do is go to blacklistalert. [00:10:00] org. You can check link domains

using that service. As you see on the screenshot at the bottom where it says 'enter' ... it doesn't say enter ... or it shows that IP address, you can enter an IP or a domain. Just put in the domain there and then click on 'check' and it will give you the what's up on whether that domain is blacklisted or not.

A second ago, I referred to cloaking your link. One way to do that is create a redirect page. That redirect page is going to contain your affiliate link. Here's how it works. Now, you can do the search for this code. You're going to name the page PHP instead of .html. Now, there's html redirect as well, just whatever you're comfortable with, but you can go to Google and type in PHP redirect code and you'll find it or html redirect code. If you're looking for html, just remember to name the page 'dot html'. If you're using PHP – which I like because it's less code and it's quick and easy, just prefer it – type in 'PHP redirect code'. Copy and paste it into a notepad like so. Then, where it says 'location' before the quotes, you come in here and put in your affiliate link. You highlight it and then paste your affiliate link after you've copied it from the affiliate vender, okay?

Once that's done, you come in here and highlight everything. I'm going to right click and copy. What I've got opened here is my html editor. What I want to do is go into the code and right here between the body ... you see this open body tag, and this close body tag ... I'm going to paste that code right here. Actually, you know what, that's not what we are going to do. I'm going to highlight everything and the only code on that page is going to be this redirect code. That's really all we need. Once that's ready we want to go to 'file', [00:12:00] and we want to go 'save as'. When we go to 'save as', give it a name. It could be gift.php or it could be recommended.php or something related to whatever you're sending people to. Just make sure it makes sense to you when you use it or recognize it in the future when you see it up on your file list. When you go to your server, on your web post you're going to know what it is because you named it appropriately, so you would know in the future.

Let's just say we named it gift.html. Here's what you would do as far as the link goes. If your domain is johndoe.com ...

I'm going to pull this over and then I'm also going to make that a larger font so we can see that a little bit better. [Http://www.Johndoe.com](http://www.Johndoe.com) and then forward slash the name of your redirect page. Okay, so obviously, if you're root domain is johndoe.com, you want to upload gifts into the root of that domain and that is always going to be under public.html, like so. When you log into your C panel and you go to your files, or if you use your ftp and pull up your server that way, you'll see public.html. Just click on that. That'll open up everything in your root folder and then upload gift.php into public.html. This is what you'll have.

So what happens here? This is the link that you can put in your domain so you're not using a raw affiliate link that may or may not have been blacklisted by irresponsible affiliates. This is real important to know. You can also use tracking information code in the pages [00:14:00] if you like. That helps you know how many clicks you got and that sort of thing. I just wanted to show that to you. It's been a question that's come up, "How do I create one of those redirects so I can use them in my emails?" That's how you do that.

Moving on to tip number six: Html versus text. Html equals the ability to track clicks. You can use images. Make sure you limit it to one or two max and use when you want to cloak affiliate links. So, where the link is going to say 'click here' or the text is going to say 'click here' and it's clickable, all they're going to see is the text 'click here' and not your link, as opposed to just typing in a raw link in the email, okay? If you can't figure out the redirect, go ahead and use that method. Then, check the tracking option in your auto responder if they have it. I'll show you GetResponse's in just a second. Turn that on and then that link is going to be cloaked by GetResponse. It's going to be this long link, maybe with a lot of letters and numbers in it, so they'll do that for you.

The point is here that html allows you to track click through rates that you can't get with text by default. Okay so, with your html you'll not only be able to find out how many people opened your email, but also how many people clicked on the link within that email. That's a big advantage with using html. You can use html to where it appears like it's just

plain text. It's obviously, from a formatting position, going to look much nicer, but that's the primary purpose for html. A lot of people use it because it just looks better anyway. It's up to you. Text: easiest, quickest, most common, fewer steps. If you're in a hurry, just put a text email out there.

Here's a screen shot of html tracking in GetResponse. After you've copied and pasted your email into the editor and you're ready to go to the next step, at the bottom of the page you're going to see these options. You can see the first one is click through. Make sure that says 'on', and not grayed [00:16:00] like you see next to it in the Google Analytics. If you see it like this with the off, just click on the blank side and it's going to turn on like so. Just make sure that's on and you're good to go with the automatic tracking within GetResponse.

Tip number seven, things to do. Be personable. Show your personality. Don't be afraid to be you. Address the reader as if you're writing to one person. This is another huge tip. I see a lot of people say, "Hey everyone," or, "Hey y'all." Big no-no, because people don't feel like they're special if you're talking to a group. Now, that's something maybe you can do if you're on a Facebook group, or private group, where people understand that it's kind of a group setting. For the most part what you need to know is you need to pretend that there's one person on the other side of that email just like you're sending it to a friend or someone you know. Always address it by 'You' instead of 'everyone' or 'y'all' or that sort of thing.

Care about your reader, and demonstrate that by providing value. This goes back to the balance of content in promotional emails. Just don't make it all about promotion; show that you actually care. Give them some information that proves that you're providing value that helps them reach their goals, even if there's not a pitch associated with that. Another element is using your natural voice, not canned email from someone else. If you wouldn't phrase something the way a prewritten email is worded, edit it. Break up the texts into short paragraphs of two to three sentences. All right.



Use links sparingly. I've seen some emails where there's four or five links. That's completely unnecessary. It's almost as if people who write those emails believe that their vision is only a paragraph. Their view or their area, what they can see is only about a paragraph from top to bottom. [00:18:00] That's just crazy and it's going to keep those emails from getting in those inboxes. Don't be that person. Just remember, usually one is enough because you're not really writing emails long enough that you should be including a lot of links in there. So keep them one to two, max – should be plenty. Remember, you want your emails short as to sell the click, not to act as the sales letter. If you're doing that and you're following that rule. These emails aren't going to be long and drawn out, so there's really no need to put a lot of links in there. One should suffice, two max. Again keep your paragraphs short, two to three sentences as a rule of thumb. In just a second, I'm going to show you an example of an email that has these things in it.

Now, let me show you this. How to create open, rate-boosting subject lines. Use short subject lines and try to say what you want in fewer words. Now this could take you a couple of tries, okay? You may have to spend a little time – five or ten minutes – on this. Write it out. Don't worry if it's long the first time because you want everything out. You want everything on paper, in your notepad, that you want to say and then go back and edit that. Then ask yourself, “How can I say this in fewer words?” One thing you really want to do is evoke curiosity, okay? Mysteriousness or curiosity is always going to get people to open. Let me show you weather.com because there are headlines that they use, brilliantly, that make you want to click and see what that story is about.

You've probably heard this before. Model these headlines for your subject lines. Let's jump over to weather.com. All right, so here we are at weather.com and I'm actually on the news page, but if I got to the homepage they usually have [00:20:00] snippets of the news page there on the front page. All right, so this is actually being pulled from the news page, but we'll go over there separate and look at some more, but let's just see if there's anything that just stands out that maybe we could use, because some light bulbs will come on.

Some ideas will pop into your head once you read some of these.

If I look at this second row, this first one stands out. Ten places that you should avoid for your own good. You could use that as a template for numerous things. "Ten \_\_\_\_\_ that you should avoid." We don't want to use something with dollar amounts in it, per se. Your bucket list is about to get a lot bigger. How can we change that up? Your blank is about to get a lot what? A lot easier? You could use a number of things there. So take these and use them as templates that you can fill in the blank with and brainstorm with. Just remember to keep them short as possible. Have you witnessed this unusual ice phenomenon? "Have you witnessed \_\_\_\_\_?" Fill that in with something that's related to your niche market.

Let's go over to the 'news' category. I just clicked on news at the top, I don't know if that showed in the video there. Here's some other headlines. Horrifying footage of car. I don't know. Horrifying footage of something else or blank footage of... just brainstorming as I read some of these. They found this on mars. How about they found this on something else.

Let's look over to the right hand side of the page. Here's one. It says, "We asked, you shared, incredible." That'd get people popping over to your Facebook or blog page wouldn't it? Probably use that [00:20:00] as-is. It invokes curiosity, that's for sure. Top ten anything, really. People love lists. You could use that for sure.

"Forget the iPhone. Next." Love that one. We could turn that into, "Forget the \_\_\_\_\_." Or, for instance, maybe there's a product out there that's well known, but now you've discovered one that's better than the one that's getting all the attention. You could address it right here. Take something that's in the news. "Forget \_\_\_\_\_," or something that's trending or top that most people will probably know and if you put 'Next' that's going to make them open that email to see what you're talking about.

That's just a few ideas. Just jump over to weather.com. You'll get lots of brainstorm ideas that you can use; templates. Copy and paste these and put them in a swipe file and then

edit them for some great subject lines in the future. Now just remember, the body of your email is designed to sell the click. Your subject lines goal is to sell the open.

Subject line: open.

Body: click.

Now, let's give you a couple of examples before we rap up.

Here's a short email I wrote that would promote a new style of squeeze page. A couple of subject lines, I wrote down some options. One is, "Hey, are you making this mistake? Is your squeeze page outdated?" Anyone who's using squeeze pages to collect leads is going to want to know. "Is it?" I don't know! That's going to get some opens.

"Are you making this mistake?" You can never go wrong with 'this mistake' because no one likes to be wrong. No one likes to be wasting time or doing things they shouldn't, so that just works. That's going to get opened. Now, you can see I've only got a two line sentence and a two line sentence. Two paragraphs – that's it. [00:24:00] Then a link. It says, "Hey, 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 ..."

It's not a 'click here'; It's a 'go to'.

So it's a teaser. It's not blind copy so they know what it's about. It's addressing specific people who are generating leads and using squeeze pages, but it's also telling them, "Hey, you're probably not doing what you should be doing, and to find out what you should be doing, go here." What am I doing? I'm selling the click. When I get that click, they're going to go on over to the sales page and then they're going to find out all the benefits and get all the answers, so it's an appetizer before the entree.

Here's another, "This attracts thirty percent more subscribers." At first, I wrote that with this: "gets thirty

percent more subscribers.” Then I thought 'attracts' is a more powerful word, it has a little more umph to it. This one I've seen – that I've borrowed from a swipe file – from many ads I've seen that are getting a lot of high click through rates and that's using the word 'weird', especially in the weight loss industry – fat belly, that type thing. Usually you see these little cartoon sketches and it has a 'weird trick' and maybe an animated gif with a belly growing and coming back down, or something like that. Anyway, "Weird landing page trick" in quotes. That's going to get opens. Either one of those will work fine for me.

A short email, "If your current landing page is converting at twenty percent, hey, that's twenty percent and that's twenty out of every one hundred visitors! But with one simple tweak you can start getting fifty people from those same one hundred visitors. If you want to know the trick, just do this. It only takes a few minutes to make this simple tweak." See? I'm getting right to the point. I'm not giving them a long drawn out email. There's nothing sellsy in it. It's giving them a benefit, but it's invoking curiosity [00:26:00] and it's selling the click, which is our goal.

All right, that's it for this lesson. Hope you had a lot of notes, something you can use and take away right away. In the next video, a review and summary of this module.