Email Copywriting Essentials

The essential guide to crafting compelling emails that get results

© 2024

ALL RIGHTS RESERVED: No part of this publication may be transmitted, reproduced or copied in any form whatsoever, electronic, mechanical, including photocopying, faxing, recording or by any information storage or retrieval system without the express permission (written, signed and dated) of the author(s).

DISCLAIMER AND/OR LEGAL NOTICES:
The information presented herein represents the view of the author as of the date of publication.

Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions.

Any slights of people or organisations are unintentional. If advice concerning legal or related matters is needed in any way connected with this publication, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice in any way. You should be aware of any laws which govern business transactions or other business practices in your country and/or state. Any reference to any person or business whether living or dead is purely coincidental.

Contents

The Power of Email 5

Know Your Audience 9

Review Your Existing Data 10
Open Rate 11
Click Through Rate 11
Conversion Rate 11
Send Days and Times 12
Unsubscribes 12
Other Data 12
Conduct Surveys 13
Look at Your Competitors 14
Create a Subscriber/Buyer Persona 15

Set Your Goal 21

Maximise Your Open Rate 22
Get Openers to Read and Engage 22
Persuade Readers to Take Action 22

Craft an Irresistible Subject Line 24

Create Curiosity 25
Urgency and Scarcity 25
Emotional Appeal 25
Maintain Clarity and Relevance 26
Personalization 26
Length Matters 27
Avoid Spam Triggers 27
Killer Subject Line Ideas 28
Questions 28
How-tos 28
Numbered lists 29
Announcements 29
Curiosity 29
Scarcity 30
A/B Split Testing 30
Don't Forget the Preview Text 31

Write Engaging Body Copy 33

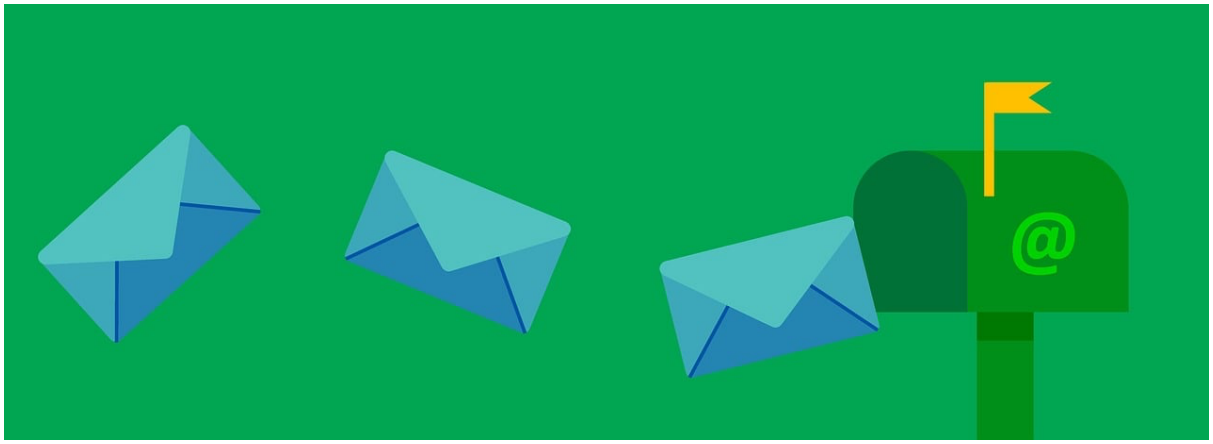
Know Your Audience 34
Make it About Them, NOT About You 35
Think Benefits, Not Features 35
Write a Strong Opening 37
Utilize Storytelling 38
Personal Stories 39
Problem-solutions Narrative 39
Customer Success Stories 39
Write Your Email for ONE Person 40
Craft a Compelling Call-to-Action 40
What is a Call-to-Action? 41
A/B Split Testing 43

Personalization Techniques 44

Why Personalize Your Emails? 44
Personalization Techniques 45

1. Personalized Subject Lines and Email Copy 45
2. Segmentation 45
Dynamic Content 47
Behavioral Triggers and Automation 47
Dynamic Recommendations 47
Final Words 48

The Power of Email



There's no doubt that email marketing is still hugely effective, even after all these years.

Blast out a quick email to your list and watch the sales roll in, or so the theory goes…

In reality? It's not always as simple as that.

A big part of the problem is that writing effective marketing emails is a lot harder than it first seems!

If you want your emails to generate solid results (as in actual clicks and sales), it's definitely not just a case of typing out a few words, hitting send and hoping for the best…

To begin with, you'll need to set a clear goal for every email and have an in-depth understanding of your target audience and what appeals to them.

By the way, you shouldn't just guess this info – because the likelihood is you'll get crappy results if you do. You can know all the copywriting tricks and tactics in the world, but it'll count for little if you don't know exactly what your audience is looking for.

Next, you'll need a winning subject line to get people to open your email in the first place (tricky), followed by compelling body content and a strong call-to-action to entice the reader to take the next step… and that's just for starters.

Typing out a quick work email to your colleague is one thing. Crafting an effective marketing email that elicits a solid response is quite another!

That's where this book comes in.

We'll be showing you how to write captivating broadcasts and follow-up emails that help you get the results you're looking for… Emails that engage your audience and help drive those all-important clicks and sales.

From goal setting and audience research to crafting stellar subject lines and well-structured content, you'll learn how to get inside your audience's heads and uncover some of the most effective email copywriting techniques to help maximize your impact.

The best bit? You can use these tips to boost the effectiveness of pretty much any marketing email you write. Whether you're penning an initial

welcome message, a targeted product launch broadcast or a re-engagement email designed to warm up a dead list, this information should help ensure your email sequences and campaigns generate a solid response.

Learn, practice, implement

Before we begin, let's cover off an uncomfortable truth…

Writing effective emails takes practice. Even if you devour and implement every single principle in this book, you probably won't turn into a world-class email copywriter overnight.

Rather, practice makes perfect. Copywriting is a skill – and one you'll get better at over time as you write more and more emails.

Our advice? Learn, practice and implement what you're learning straight away. **There's no substitute for just getting started.**

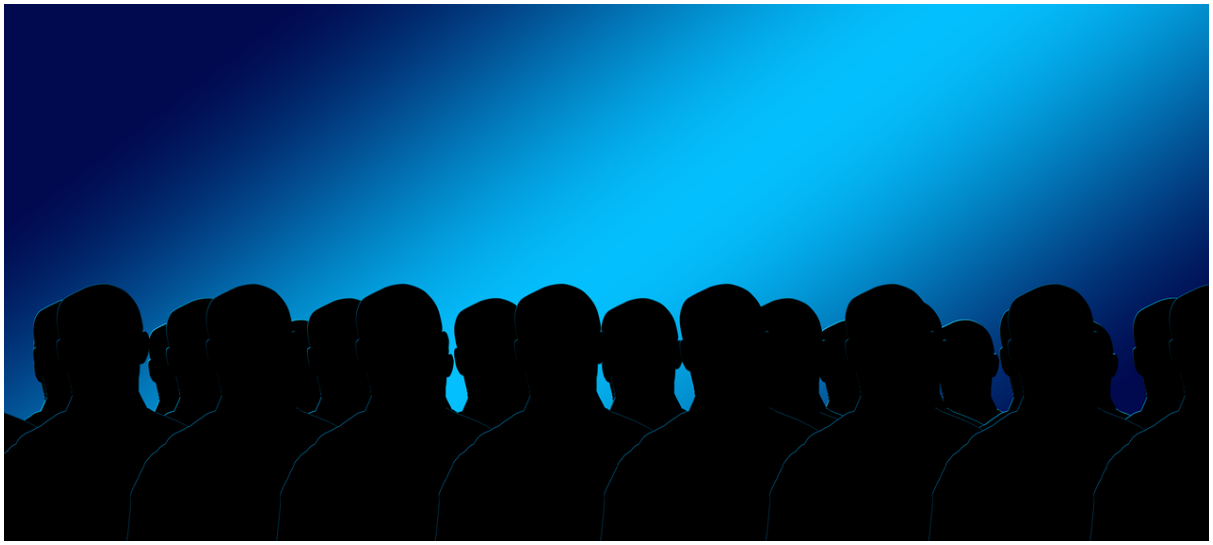
What's more, your campaigns will become more effective over time as you start to learn what generates the best results for YOUR subscriber base. It's an obvious point but everyone's list is different, meaning what works well for one audience won't necessarily work for another.

Your results may also change as you nurture a stronger relationship with your audience and adapt your strategy based on earlier responses. Over time, you'll begin to find your feet and develop your own unique style.

All this is to say it's SO important to track, monitor and analyse the results of your emails. If something works well, whether that's a topic, subject line or content piece, it's probably a clear sign you should do more of whatever it is. Equally, you'll build up an idea of what turns your audience off (every bit as important!).

So, without further ado, let's get into it.

Know Your Audience



Don’t even think about writing a single word until you’re clear on exactly WHO you’re talking to.

The better you know your audience, the more effectively you can tailor your emails to their needs, interests, desires, and pain points.

You’ll be able to give them exactly what they want, which in turn should help you get better results.

Pretty obvious, right?

Knowing your audience is an essential part of being a successful email marketer, but you’d be amazed by how many people send out haphazard emails with little thought to precisely who they are talking to. No wonder they don’t get the results they’re looking for!

Some basic audience research can help you to find out things such as:

- The topics your audience is most interested in > so we can give them more compelling content.
- Their biggest challenges, obstacles, and pain points > so we can help our audience to overcome them.
- Trends within the market/niche > so we can tap into hot topics.
- What readers like about you and your content > so we can create more content in that style.
- The specific language your audience uses themselves > so we can incorporate it into our email content.

1. Review your existing data

If you have it, start by delving into your email analytics and looking at your previous results. If not, review your website and social media analytics instead.

Our goal is to **spot patterns** that give us invaluable clues about what engages our audience – and what makes them zone out.

For example:

- Does a certain topic always seem to generate higher-than-average opens and clicks?

- Do your subscribers spend longer reading certain types of emails (e.g. newsletters vs. one-off content pieces vs. promotions)?

- Does personalization impact your conversions?

- Perhaps you used a subject line one day that worked better than anything else you'd ever tried before? What can you learn from this?

Open Rate

Start with the basics. Look at your open rates to see which subject lines and send times perform best. Analyze trends over time to identify patterns that indicate subscriber preferences.

Click Through Rate

Identify which email content and call-to-action (CTA) buttons generate the highest CTR. What makes them effective?

Conversion Rate

Monitor how many subscribers take the desired action after clicking through. This could be making a purchase, signing up for a webinar, or

downloading a resource. Identify which emails and CTAs lead to the highest conversion rates.

Send Days and Times

Analyze the best days and times to send emails. For example, you might find open rates are massively higher when you email in the afternoon vs the morning, or that Sundays garner much better results than Mondays. This will be different for everyone.

Unsubscribes

Keep an eye on unsubscribes and spam complaints, then look at what types of emails seem to trigger these responses. High numbers in these areas may indicate that your content isn't meeting the expectations of your subscribers.

Other data

Don't limit your research to only email…

- What most engages your audience on social media?
- Which are the most popular pages/posts/content/products etc. on your website or blog?

- What are your best-selling products? Your most watched videos?

Honestly, you can learn so much by looking at the numbers across different platforms and identifying exactly what's working. If it's effective, now could be the time to ramp it up.

2. Conduct surveys

Don't just guess what your audience wants… ASK them!

Surveys are a fantastic way to uncover fresh insights about your audience and their preferences, including stuff you might never find out from analytics alone like opinions and suggestions.

You can use surveys to discover what your readers are looking for and the problems they are facing, what they like about your current offerings (and what they dislike!), satisfaction levels, and so much more.

You can then use the results to validate product ideas and shape future campaigns for improved performance.

Plus, you can even use your survey results to segment your list and give your subscribers specific content/offers based on their individual preferences. This is hugely powerful because it allows you to get the right eyes on the right content.

As for creating surveys, many email autoresponders include their own basic tools and templates – or you might want to look at dedicated survey tools like Typeform or Survey Monkey if you need a richer set of features.

3. Look at your competitors

Simply reading other marketing emails is undoubtedly one of the best ways to learn and get better at your craft.

Subscribe to email newsletters in your niche and notice:

- Topics/themes
- Subject lines and content
- Sending patterns/frequency
- Offers and promos
- Tone of voice/language use
- Lead magnets, upsells, one-time offers

etc.

Which content hooks YOU in? Why?

Do you notice trends in terms of the content they send out?

How do these marketers structure their emails?

What language do they use?

Again, you're looking for patterns and common themes.

You'll soon start to see how other creators do things and gain an idea of what appeals most to their audiences.

Make it your goal to subscribe to as many different newsletters in your niche as possible and constantly monitor what these marketers are doing. Read and learn – it's that simple.

4. Create a subscriber/buyer persona

One of the best ways to ensure your emails are always on-point is to create a buyer persona (sometimes called a pen profile).

Quite simply, this is a fictitious profile of what you imagine your ideal subscriber/customer to look like, including things like their demographics (age, gender, location, occupation, education, etc.), interests, goals/pain points, online behavior, etc.

This is hugely powerful exercise because it allows us to gain absolute clarity on who we are talking to, so we can then craft emails and offers designed to appeal to them.

For example, let's imagine you're in the internet marketing or 'make money online' niche. Your persona might look something like this:

Alex is a 35-year-old graphic designer with a strong desire to break free from his 9-to-5 job. He's also been working as a freelance designer for a few years but wants to explore opportunities to make additional income online. He's drawn to the idea of financial independence, flexible work hours, and being his own boss.

Goals

- Achieve financial freedom and reduce reliance on client work.
- Build an online business or side hustle that generates passive income.
- Learn about various online money-making strategies, such as affiliate marketing, e-commerce, and digital products.
- Network with like-minded individuals and entrepreneurs.

Pain Points:

- Overwhelmed by the abundance of information and "get-rich-quick" schemes in the make money online niche.
- Limited initial capital for investments or starting a business.
- Concerned about scams and fraudulent opportunities in the online money-making space.
- Lack of experience in online marketing and business management.

Online Behavior:

- Regularly consumes content related to entrepreneurship, passive income, and online marketing on blogs, YouTube, and podcasts.

- Actively participates in online forums and communities dedicated to making money online.
- Follows online business gurus and experts on social media platforms.
- Researches and compares various online business models and strategies.

Favorite content:

- Enjoys inspirational success stories and case studies from entrepreneurs.
- Interested in step-by-step guides, tutorials, and courses for learning new skills.
- Trusts recommendations from successful entrepreneurs and authentic reviews.
- Prefers platforms like YouTube, Medium, and online forums for information and discussion.

Shopping Behavior:

- Cautious and sceptical when considering investments or purchases related to making money online.
- Tends to start with free resources and gradually invest in courses or tools once trust is established.
- Open to joining online communities or mentorship programs to accelerate learning.
- Values transparency and credibility in the sources of information and products he considers.

Now let’s imagine you’re in the yoga niche. Your buyer persona might look something like this:

Maya is deeply passionate about yoga and holistic wellness. She's been practicing yoga for over a decade and has transitioned from being a dedicated practitioner to a certified yoga instructor. Maya embodies the principles of mindfulness, balance, and spirituality in both her personal life and her teachings.

Goals:

- Deepen her knowledge and expertise in various yoga styles and meditation techniques.
- Create a supportive and inclusive community centred around yoga and wellness.
- Expand her yoga business through workshops, retreats, and online courses.
- Help her students find mental and physical well-being through yoga.

Pain Points:

- Finding time to balance her own practice, teaching, and personal life.
- Ensuring a steady flow of clients and attendees for her workshops and retreats.
- Seeking tools and resources to enhance her teaching methods and curriculum.
- Managing stress and burnout while maintaining a calm and centred presence for her students.

Online Behavior:

- Actively engages in online yoga communities, forums, and social media groups.
- Follows influential yoga teachers and wellness advocates on Instagram and YouTube.
- Subscribes to yoga and mindfulness podcasts and blogs for inspiration and learning.
- Uses meditation apps and online platforms for her personal practice and teachings.

Favorite Content:

- Enjoys in-depth articles about yoga philosophy, anatomy, and advanced practices.
- Values authentic and relatable stories from fellow yoga instructors and practitioners.
- Interested in online workshops, virtual retreats, and downloadable resources.
- Engages with visual content like instructional videos, guided meditations, and pose demonstrations.

Shopping Behavior:

- Invests in high-quality yoga gear, eco-friendly mats, and sustainable yoga apparel.
- Values recommendations from trusted yoga influencers or teachers when purchasing products.
- Willing to invest in professional development courses and certifications.

- Prefers platforms that offer a sense of community and ongoing support.

Can you see how powerful this is?

Once you know who you're talking to and what appeals to them, you can really start to give your subscribers EXACTLY what they want.

Doing this simple exercise helps you focus your content on the stuff your recipients will be interested in and provides valuable insights you can use to ensure your messages tune in to what's most important to them. It can help you come up with new content ideas, customize your content for different personas, refine the language you use to ensure it appeals to your target audience, develop offers and promotions that are closely aligned to your ideal customers, and so much more.

Please don't skip this step!

Researching your audience inside out is probably the single most important aspect of crafting compelling emails that get results. Know your audience.

Set Your Goal

There's something else we need to cover before we get into the fundamentals of writing showstopping emails…

Establishing a goal or goals for every email you send.

If you don't know what you're aiming for, how will you know if your email was a success?

Equally, you can't write an effective email if you don't know what it's supposed to do. Everything that goes into your email should be working towards achieving the specific goal you have set – from the subject to the body copy, layout, images, CTA, etc.

Broadly speaking, the three basic goals of every email you send are as follows:

1. Maximise your open rate

The first goal of every email is to get people to open it. After all, you can't generate clicks and sales if your email sits unopened in their inboxes!

That's why the subject line and preview text are so important (covered in detail below), but they are not the only things to consider. For example, you'll want to nurture a good sender reputation (no spam!), otherwise your emails might not actually be delivered to your recipients at all.

2. Get openers to read and engage

Once the recipient has opened your email, you obviously want them to read the content inside.

This means crafting body copy that captivates the reader from the opening line and keeps them hooked right until the end. To put it simply, the job of every sentence is to encourage them to carry on reading.

3. Persuade readers to take action

You probably want the reader to take some sort of action as a direct result of reading the email, whether that's to check out your product, download your lead magnet, book a call, read your latest blog post, etc.

To achieve this, you'll need a solid call-to-action inside the email body – but that's only one element to consider. In reality, the whole of your email should be crafted with this goal in mind. We'll show you how to do this later.

Craft an Irresistible Subject Line

The subject line is critical because it's your *only* chance to stand out in a crowded inbox. To put it bluntly, you won't make any money if nobody ever opens your emails!

The simple truth is that a well-crafted subject line can send open rates soaring, while a poorly chosen one may lead to a large proportion of people hitting that delete button before they've even had a second to check out what's inside.

To be effective, the subject needs to grab the reader's attention from the get-go and give them a compelling reason to open it.

What makes a good subject line?

There are many ways to grab someone's attention. You can pose an intriguing question that forces people to stop and think, pique their interest with a bold statement, or use words that create a sense of scarcity or urgency. Those are just a handful of possible techniques we'll cover shortly.

While there's no one-size-fits-all formula for writing the perfect subject line, here are some useful tactics to keep in mind.

Create Curiosity

Curiosity can be a powerful motivator for a subscriber to open an email. Pose a question, hint at a secret, or offer a teaser to make recipients eager to uncover what's inside.

For example, "Is THIS sabotaging your success?" or “Your Exclusive Invitation is Inside.”

Urgency and Scarcity

Nobody likes to feel like they’ve missed out on something or gotten a worse deal – and this is something we can tap into as marketers.

Phrases like "Last chance," "Limited time offer," or "Hurry, before it's gone" can encourage people to open your emails and check out your offers immediately, rather than waiting until later. Hint: Later will probably never come!

Emotional Appeal

In the same way, it’s useful to leverage other emotional triggers like excitement, fear, and joy.

For instance, "Experience the Magic of Venice" or "Don't Miss Out on This Exciting Opportunity”

That being said…

Maintain Clarity and Relevance

Creating a sense of curiosity and excitement is great, but there's a golden rule you should also keep in mind at the same time:

Maintaining clarity and relevance.

Yes, the subject line needs to attract attention, but it should also simultaneously hint at the email's content.

Why? Because vague or misleading headlines can erode trust and lead to a flood of unsubscribes. There's nothing more annoying than clicking on an email and discovering the content inside is nothing like you imagined – ie. The subject line was designed *only* to capture your attention.

That's not to say you can't pique their interest, but generally try to avoid clickbait.

Personalization

Personalization can be another great way to encourage opens and engagements – e.g. "Your exclusive offers, Dan"

Another common tactic is to tailor the subject to their preferences or behavior – e.g. “Recommended just for you.”

Length Matters

Remember to keep subject lines concise, as most email clients display only a limited number of characters.

Gmail	70 characters
Outlook	50-70 characters
iOS	40-65 characters
Android	50-70 characters

As a general guide, consider aiming for a maximum of 6-8 words or around 40-50 characters to keep it visible across devices.

Avoid Spam Triggers

Keep in mind that spammy words and excessive punctuation (!!!!) can trigger spam filters and harm your email's deliverability. If you want to avoid triggering spam filters, be cautious with terms like "free," "guaranteed," and excessive use of capital letters.

Killer Subject Line Ideas

Questions

Questions often make for great subject lines because they make people think and interrupt their thoughts as they scroll through their inbox, thereby attracting attention.

“Are you making this mistake?”

“What does success mean to you?”

“Tired of being tired? Try this”

How-tos

There’s a good chance your subscribers are on your list because they want to learn from you, meaning how-tos are a great way to pique their interest and create value.

“How to build your list fast”

“How to survive your next long-haul flight”

“Need more clients? Here’s how to get them”

Numbered lists

In a similar way, you can use numbered lists to make it obvious you're sending some juicy content:

"3 easy ways to get more sales today"

"101 ways to feel healthier"

"5 easy steps to your dream website"

Announcements

Keep your subscribers in the loop about what you're up to. As well as making them want to find out what's inside, this tactic can make your subscribers feel like they're part of an exclusive club.

"Brand new from me (ONLY for subscribers!)"

"Introducing our new app!"

Curiosity

We're naturally curious creatures, so a highly effective tactic can be to create curiosity in the reader's mind and then provide the answer in the email body.

“Well, that was unexpected!”

“Has this ever happened to you, Michelle?”

“A little-known trick to instantly boost your credit score”

You just have to open the email to find out what this ‘little-known’ trick actually is – or just what was so unexpected.

Scarcity

Remember we talked about people’s fear of missing out? You can capitalise on this by crafting subject lines that create a sense of scarcity and urgency.

“Hurry! Doors close at midnight”

“Only 2 spots left and then this closes forever”

“25% off – only 24 hours left!”

A/B Split Testing

Want to really maximize your open rate?

One of the best ways is to run an A/B test (or split test) to find out which subject line is most effective using real world data.

Quite simply, this is where you write two different subject lines, with one sample of your subscribers receiving the first version and the second sample receiving the alternative. Once the best performing one has been established, the email is then sent to your entire list.

This is super easy to do with most autoresponder tools like Aweber and GetResponse and helps you compare stats between different versions to determine a "winner."

Don't Forget the Preview Text

There's another very important element that sits directly alongside your subject line in the inbox – the email preview text.

Also referred to as the preheader, this is the short snippet that gives people a glimpse of what's contained inside the email.

If you don't write your own preview text, most email clients will draw text from the body of your email – but it's a good idea to include your own custom snippet because this can lead to higher open rates. It's your chance to draw people in and extend your subject line by offering additional context or value.

While preview text can be up to 150 characters, it's well worth making it as short as possible if you want to fit on smaller mobile devices. Try to avoid repeating what's already in the subject line and instead use it to create additional interest, for example:

- Subject Line: "My best traffic source"
- Preview Text: "Use this to drive targeted traffic in any niche."

- Subject Line: "The real key to success?"
- Preview Text: "The gurus are lying. Here's what it really takes."

- Subject Line: "Last chance to get 40%"
- Preview Text: "Great offers on all your everyday essentials"

- Subject Line: "Join Us at the Annual Gala Fundraiser"
- Preview Text: "An evening of elegance for a great cause."

Write Engaging Body Copy

If your subject line is the thing that grabs the recipient's attention and intrigues them to find out more, the body copy is what delivers on the promises you've made.

Ultimately, you want to keep them reading by giving them what they want in an engaging manner and encouraging them to take the desired action - whether that's checking out your product, making an enquiry, etc.

For this to happen, it's important that the subject line, body copy and CTA are all in close alignment with each other. As we touched on earlier,

you don't want to trick people into opening the email with a clickbait-type subject line and then launch into completely unrelated content in the body of the email. That's the fastest way to annoy your subscribers and erode trust.

Instead, they should follow on from each other and encourage the reader to keep reading…

In fact, the job of each sentence in your emails is quite simply to motivate them to read the next one.

Here's how to do it…

Know your audience

Yes, we're back to this point again because it's SO important.

In fact, every single line of your email should be crafted to consider the recipient's demographics, interests, pain points and preferences.

As you sit down to write your email, you'll want to keep in mind the buyer persona we created earlier so that you can make sure each sentence closely aligns with this person's motivation and desires.

Once you know who you're speaking to, you'll be able to write in a way that resonates with this person, showing them that you understand what

they’re looking for and empathize with their problems, wants, needs, desires, etc.

Make it about them, NOT about you

When writing your email, you’ll mainly want to use the second-person narrative – or the ‘you’ perspective.

This means using second-person pronouns like ‘you,’ ‘your,’ ‘yours,’ and ‘yourself,’ rather than ‘I’ or ‘we.’

That’s because you want your emails to be about the reader, not about you.

A basic rule of copywriting is that most people are only interested in themselves and what you can do for them. They don’t really care much about you.

Having said that, there IS room to talk about yourself – such as when telling a story or talking about your journey, etc. The trick is to then bring it back to the reader and show them how it applies to their situation.

Think benefits, not features

Following on from this, you'll want to focus on benefits rather than features.

For example, a feature of a laptop might be that it has 16GB of RAM. The benefit is you'll experience smooth and efficient multitasking, with enough memory to ensure you can run multiple programs simultaneously without slowing down the system.

The 16GB memory is a **feature**. What does this do? It allows you to enjoy a seamless computing experience and increase your productivity (the **benefit**).

See the difference?

By focusing on benefits, you'll instantly make your emails more compelling and show the reader exactly why they should be interested.

A simple trick that can help with this is to keep asking the 'so what?' question. For example:

Feature: The coat is made from a waterproof material.

So what? It'll help you stay dry on rainy days.

So what? You'll have peace of mind knowing you are prepared for any weather and will stay comfortable and protected if the day turns wet.

Keep asking ‘so what?’ until you’ve found the main benefit(s) of whatever you’re talking about.

Write a strong opening

The start of your email is SO important because it’s what will hook the reader and encourage them to keep reading.

Remember, the attention span of email recipients is limited, so make those initial lines count. The goal is to immediately captivate their interest and make them eager to continue reading and explore the entirety of your message.

There are many ways to do this, such as:

Start with a strong, attention-grabbing statement or question
For instance, you could begin with a thought-provoking statistic, a surprising fact, or a relatable anecdote. You might pose a question or tease an interesting topic that you'll address in the email. Whichever approach you take, this first sentence should help create curiosity and encourage the reader to keep going.

Address pain points or needs
Identify a problem or need your audience faces and address it immediately in the opening lines. Show that you understand their

challenges and have a solution to offer, helping you resonate with recipients and compelling them to read further.

Personalization

You can also use personalization techniques to make the email feel tailored to the recipient. Mentioning their name at the beginning of the email helps create the feeling that you value the recipient as an individual and not just another email address on your list.

Utilize storytelling

Stories are undoubtedly one of the simplest ways to transform bland and faceless emails into compelling humanized pieces that draw people in and drive action.

The simple fact is that people relate to stories. They make you seem more real and help you build a deeper connection with your audience because they can see that you are an actual human being.

If people can empathize with a story or situation, it's hugely powerful because it feels like the brand or individual sending the email is talking directly to you. They understand you, they know what you want… Perhaps they've been where YOU are.

What's more, you can use stories to firmly establish your personality and values in a way that helps you rise above other marketers and capture people who share those values.

Personal stories

Weave first-hand stories and experiences into your emails to demonstrate your points. For example:

- Success stories
- Things that have gone right – and wrong
- Funny anecdotes and embarrassing situations
- The time you tried…

And so on.

Problem-solutions narrative

Frame the email around a common problem your audience faces and then introduce your product or service as the solution. Tell a story that illustrates the pain point and how your offering can alleviate it.

Customer success stories

Share real-life experiences of your customers using your product or service. Highlight their challenges before using your offering and how it helped them overcome those challenges. This helps create relatability and demonstrates the value of your product.

Use metaphors or analogies

Compare your product or service to something familiar or use analogies to explain complex concepts. This can make your message more relatable and easier to understand.

Write your email for ONE person

You might be sending your email to hundreds or possibly even thousands of people, but that doesn't mean you should put that across in your actual email…

Nope – instead, you should approach it as though you're writing for just one person – like a friend or family member. This might seem strange but trust us when we say *this works*!

Craft a compelling call-to-action

As we alluded to earlier, you probably want the reader to take some sort of action as a direct result of reading your email – like checking out and buying a product, or filling out an enquiry form.

In marketing, one of the most important points to remember is that there's absolutely no room for vagueness!

You need to tell the reader in no uncertain terms exactly what you want them to do.

And that means writing a compelling call-to-action (CTA).

Hold tight, because this is important…

What is a call-to-action?

In short, a CTA is simply a prompt that tells the reader to do a specified thing – like 'Buy Now,' 'Sign Up' or 'Enroll Today.'

In marketing emails, CTAs are often links to a landing page where the reader can get more information and take a further action. For example, the CTA in your email might be 'Get Full Details Here' – and then the user is taken to a web page selling an ebook which has the CTA 'Get Instant Access Now.'

Some examples:

- **Action-Oriented**: "Shop Now" - This CTA prompts immediate action, directing recipients to explore products or services.

- **Benefit-Focused**: "Get 20% Off Your First Order" - This CTA highlights a specific benefit, enticing recipients with a discount to encourage engagement.
- **Urgency-Driven**: "Limited Time Offer - Claim Your Spot Today!" - This CTA creates urgency, motivating recipients to act swiftly before missing out on an opportunity.
- **Personalized**: "Discover Recommendations Just for You" - This CTA tailors the experience, encouraging recipients to explore personalized suggestions or content.
- **Engagement-Driven**: "Join the Conversation" - This CTA invites recipients to participate, encouraging them to engage in discussions, surveys, or forums.

Don’t be afraid to instruct the reader on what they should do.

If you want them to click on a button, tell them to click on it and make the button super obvious.

If you want them to fill out a form, tell them to fill it out right away and provide a compelling reason for doing so.

- **Make sure the benefit is clear**
- **Keep it short:** 2-5 words often works best.
- **Use action words:** e.g. discover, unlock, instant, etc.
- **Use design elements to draw the reader’s eye**: e.g. a brightly colored CTA button

A/B Split Testing

We covered this in the section on writing subject lines but it's worth repeating here:

If you want to maximize your results, it's well worth split testing different parts of your emails to find out which versions and elements garner the best results.

As we mentioned at the beginning, you'll also want to make sure you keep a very close eye on your email analytics so that you can monitor and analyze the results of your campaigns. Doing this on a daily basis will really help you to improve the performance of your email marketing over time.

Personalization Techniques

We've touched on personalization already (like inserting the subscriber's name into your subject line and email body), but it's worth delving into this subject in more detail because it's one of the single best ways to boost your results and help create a much more engaged subscriber base.

Why personalize your emails?

Increased Relevance

Personalized emails are more relevant to recipients, addressing their specific interests, needs, and pain points. This relevance leads to higher engagement rates and better response.

Improved Engagement and Conversion

The simple truth is that emails that resonate with recipients' preferences and behaviors are more likely to be opened, clicked, and acted upon. Personalization can therefore lead to increased conversion rates and sales.

Enhanced Customer Experience

Tailored content makes subscribers feel valued and understood, fostering a positive customer experience that can strengthen brand loyalty and trust.

Personalization techniques

1. **Personalized Subject Lines and Email Copy**

Perhaps the most obvious method is incorporating the recipient's name in the subject line and email body.

This is a built-in feature of most autoresponders and is easily achieved by using some simple code. For example, in Aweber it works like this:

First Name	{!firstname_fix}
Full Name	{!name_fix}

The information is pulled from the subscriber’s initial signup details, so you’ll need to have a ‘name’ field on your opt-in form to be able to do this.

2. **Segmentation**

Segmenting your list is an absolute must if you really want to maximize your email marketing results.

Quite simply, this is where you divide your subscriber list into multiple chunks (segments) based on things like their demographics or previous actions/behaviors. This means you can then send different emails to different segments of your list, rather than every subscriber.

For example, you might want to send a follow-up sequence to people who have purchased a certain product from you. If someone buys a book on blogging, you can be pretty certain they'll be interested in other products on blogging, right? On the other hand, subscribers who purchased a course on YouTube might be more interested in learning additional video marketing techniques. You could segment your list to send targeted follow-up emails based on which product they purchased.

Segmenting your list allows you to send targeted and personalized content, helping increase engagements and conversions.

You may segment based on things like:

- Demographics
- Behaviors
- Preferences and interests
- Stage of the customer journey
- Engagements

And so on.

Dynamic Content

Following on from this, you can also use dynamic content blocks within your emails to display different content to different segments of your audience. Show products based on previous purchases, recommend related items, or showcase content aligned with their preferences.

Behavioral Triggers and Automation

Set up automated emails triggered by specific actions or behaviors, such as abandoned cart reminders, welcome series based on sign-up date, or re-engagement emails for inactive subscribers.

Dynamic Recommendations

Use algorithms to generate personalized product or content recommendations based on each subscriber's past behavior or preferences. This encourages engagement and drives conversions.

Final Words

Every successful marketer knows that email marketing can be hugely effective… But only if you know how to write compelling emails that engage your subscribers!

Hopefully, this book has given you some food for thought and provided you with a collection of actionable techniques you can use to improve the results of your email campaigns.

Ultimately, success with email marketing comes down to knowing your audience and presenting them with compelling offers in a way that resonates with them. Do that and the sky really is the limit when it comes to what you can achieve with your campaigns!

1. Know your audience – so you can tailor your content to their wants, needs, desires, pain points, etc.
2. Make sure you use compelling subject lines to maximize your open rates. Don't be afraid to experiment!
3. Be clear on your goals and make sure you have a compelling call-to-action.
4. Personalize your emails (e.g. through name and segmentation) to make your emails more relevant and maximize your results.

All these things should help you boost the results of your campaigns and get more opens, clicks and engagement.