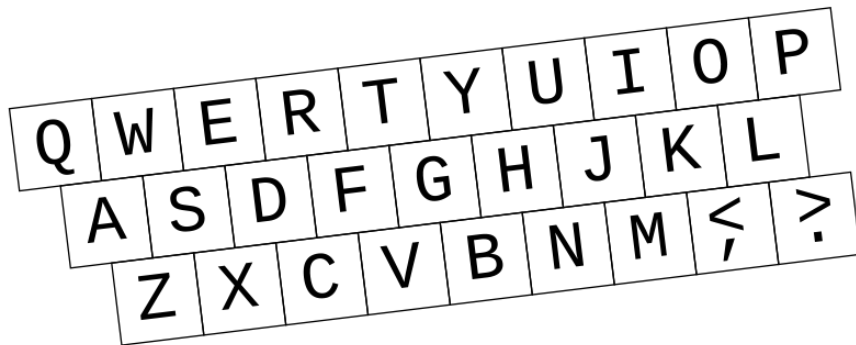


Email Copywriting Essentials

The Essential Guide to Crafting
Compelling Emails That Get Results



**Email
Copywriting
Essentials**

The Power of Email

- Email marketing is still hugely effective – even after all these years
- **BUT writing effective emails is a lot harder than it first seems...**
- Learn copywriting to write effective emails that generate results

Learn, Practice, Implement

- The uncomfortable truth: Writing effective emails takes practice
- Email copywriting is a skill, like anything – and one you'll get better at over time
- That doesn't mean it has to be overly difficult
- **Don't be afraid to get started!**

Know Your Audience

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

Know Your Audience

- Basic research will show you:
 - 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 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

Know Your Audience

- Start by reviewing your existing data
 - Email analytics
 - Social media metrics
 - Website analytics
 - etc.
- Conduct surveys
- Look at your competitors
- ...The idea is to look for trends and patterns

Know Your Audience

- Create a subscriber/buyer persona
 - A fictitious profile of what you imagine your ideal subscriber/customer to look like
- Means you'll know who you're talking to every time you write an email
- Ensure your message is always in tune with your audience

Set Your Goal

- Important to establish a goal for every email you send
- Means you'll know whether or not the email was a success
- Helps you write more effective emails
- Three basic goals of every email:
 - Maximize your open rate
 - Get openers to read and engage
 - Persuade readers to take action

Craft an Irresistible Subject Line

- Critical to your success!
- Your ONLY chance to stand out in crowded inboxes
- Remember: You'll never make any money if nobody ever opens your emails!
- Need to grab the reader's attention from the get-go

Craft an Irresistible Subject Line

- What makes a good subject line?
 - Create curiosity
 - Urgency and scarcity
 - Emotional appeal
 - Maintain clarity and relevance
 - Personalization
 - Length matters
 - Avoid spam triggers



Craft an Irresistible Subject Line

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.
- Examples:
 - “Are you making this mistake?”
 - “What does success mean to you?”
 - “Tired of being tired? Try this”

Craft an Irresistible Subject Line

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.
- Examples:
 - “How to build your list fast”
 - “How to survive your next long-haul flight”
 - “Need more clients? Here's how to get them”



Craft an Irresistible Subject Line

Numbered lists

- You can use numbered lists to make it obvious you're sending some juicy content
- Examples:
 - “3 easy steps to get more sales today”
 - “101 ways to feel healthier”
 - “5 easy steps to your dream website”

Craft an Irresistible Subject Line

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.
- Examples:
 - “Brand new from me (ONLY for subscribers)”
 - “Introducing our new app!”

Craft an Irresistible Subject Line

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.
- Examples:
 - "Well, that was unexpected!"
 - "Has this ever happened to you, Michelle?"
 - "A little-known trick to instantly boost your credit score"



Craft an Irresistible Subject Line

Scarcity

- You can capitalise on people's fear of missing out by crafting subject lines that create a sense of scarcity and urgency.
- Examples:
 - “Hurry! Doors close at midnight”
 - “Only 2 spots left and then this closes forever”
 - “25% off – only 24 hrs left”



Craft an Irresistible Subject Line

- Importance of A/B split testing – can help you know what works and maximize your open rate
- Don't forget the preview text – another opportunity to stand out in inboxes

Write Engaging Body Copy

- Keep them reading by giving them what they want in an engaging manner and encouraging them to take the desired action
- Subject line and body copy should be in close alignment with each other – don't use a clickbait headline and then launch into unrelated content
- Job of each sentence is to motivate them to read the next one

Write Engaging Body Copy

- Remember: know your audience!
- Make it about them, not about you
- Think benefits, not features
 - Use the 'so what?' question to instantly make your emails more compelling
- Importance of strong opening
 - Attention-grabbing statement or question
 - Address pain points or needs
 - Personalization



Write Engaging Body Copy

- Utilize storytelling
- Write your email for ONE person
- Craft a compelling call-to-action – make it clear exactly what you want people to do

Craft a Compelling Call-to-Action

- **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.



Personalization Techniques

- Why personalize your emails?
 - Increased relevance
 - Improved engagement and conversion
 - Enhanced customer experience
- Techniques:
 - Personalized subject lines and email copy
 - Segmentation
 - Dynamic content
 - Behavioral triggers and automation
 - Dynamic recommendations

Conclusion

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