

# EMAIL COPYWRITING

# 101

Writing Killer  
Emails That  
Get Results

**EXECUTIVE SUMMARY**

# Emails Are Easy Right?

- **The business and marketing emails that get the best response are those that have been carefully, even lovingly, crafted.** Much thought has been put into them and they don't get sent until they're nearly perfect. The emails are personalized, relevant, and get the reader to take action.
- **Not so easy, right?** It's even a little intimidating. How can you know what makes for a great subject line and compelling body copy? Should your emails be brief or long? Should the subject line be simple and to the point or more creative?
- **In this eBook, we're going to lay out the best principles of email copywriting.** We're going to talk about:
  - How to get inside the mind of your reader
  - How to craft the perfect subject line
  - How to create compelling body copy that gets readers to take action
  - How to personalize your emails
  - And more

# The Ultimate Goal Of Every Email

- **Ultimately, your goal with each email is to be engaging.** You want your emails to get the reader to do something, whether that's reply, click a button, or something else. When it comes to business and marketing emails, you're not sending them just for the purpose of keeping up with people.
- **What do you want?**
  1. **First, you want the reader to open the email.** That's why you need to work hard on your subject lines.
  2. **Then, you want the reader to actually read the email itself.** This is why you must work hard to craft the body of your copy.
  3. **Finally, you want the reader to take action,** which is why you need a strong, compelling call-to-action with every email.
- **Email is a two-way communication tool.** Even if you're emailing a large list, you want your readers to engage with your emails. You want them to feel as if you're talking to them individually, not just blasting out an email to a large list.
  - If you can't get people to open your emails and read them, then ultimately you can't make sense to your audience.

# Step #1: Get Into The Minds Of Your Readers

- **Most people don't even take the time to consider the psychology of their readers.** Rather, they simply dive right into their email, hoping that if they send out a large volume of emails, they'll generate at least some sort of response.
- **Remember, there are real people at the end of your emails.** When you send an email without considering what your reader is thinking, you risk coming off as spammy.
- **So how do you get into the mind of your prospect?**
  1. **First, remember that you're ultimately trying to convince an individual.** When writing your emails, consider the emotional state of your prospects. What are their hopes, dreams, fears, and struggles?
  2. **Second, consider *when* you send the email.** How does your prospect typically work? Are they the kind of person who will be in their inbox all day or do they only do email in batches?
    - Consider sending your email either early in the morning, to get their attention first thing in the day, or later in the day, so that they see it before they head home for work.

## Step #2: Craft The Perfect Subject Line

- **The subject line of your email is like the headline in a newspaper.** It's what gets people's attention. It creates curiosity in them and compels them to read the rest of the email.
  - A great subject line can result in a very high open percentage on your emails, while a mediocre subject line will almost always produce mediocre results.
- **If you want people to actually read your emails (which is the whole point),** it's essential to spend a fair amount of time crafting the perfect subject line. So, what makes for a great subject line? **Use these ideas:**
  1. **The Question.** Questions make for outstanding subject lines because they force the reader to stop and think for a moment. They make the reader ponder how they will answer the question. And they create a sense of curiosity. They make the reader want to know how you will answer the question as well. Examples:
    - Can you relate to this?
    - Do you feel like this too?
    - What do you think about this idea?
  2. **The How To.** People love to learn new things that are especially relevant to their lives. Using a how to subject line piques people's interest, especially if it's really relevant to them. Examples:
    - How to quickly get 1,000 email subscribers
    - How to get that nasty stain out of your shirt

- How to make 10 sales every single day
3. **Scarcity.** People are always afraid of missing out on something good. If you can create a sense of scarcity with your subject line, there's a greater chance that people will click on your email.
- Examples:
- Only 2 days left!
  - Almost out of stock! Get yours now!
  - Only three hours left to register
4. **The Announcement.** Announcements trigger something in us. We want to be in the know, up to date, and always on top of things. We don't want to miss out on any important information.
- Examples:
- New: a faster way to get paid
  - Introducing the best way to create beautiful photos
  - An invitation just for you
5. **The Numbered List.** It's no secret that people absolutely love lists. We like it when things are quickly broken down for us to scan. When things are presented in list format, we can easily get a sense of the entire thing. Examples:
- The 4 best email marketing tools you need to be using
  - 7 ways to beat anxiety today
  - 15 ways to quickly build your email list
6. **The Curiosity Gap.** Websites like BuzzFeed constantly create curiosity with their headlines. They'll write something strange in

their headline and then answer it in the body of the article. You can use this same tactic with the subject lines of your emails.

Examples:

- A little-known trick to bust belly fat
- He asked me a question that I couldn't answer
- Well, I certainly wasn't expecting this

7. **The Surprise.** We like to be surprised, and if you can surprise your readers with your subject line, there's a much better chance they'll open your email. How can you surprise your readers? Make them laugh. Force them to think about something unexpected. Cite a surprising statistic. Examples:

- What Elvis Presley can teach you about email marketing
- Unexpected lessons learned from a bout with the flu
- I'm so frustrated!

8. **Personalization.** We all love to hear our own names. You can use this to your advantage in your email subject lines. A recent study on subject lines found that including a person's name increased the open rate by a whopping 14.68%! Examples:

- Tim, Elvis Presley can teach you about email marketing
- John, most people get this question wrong
- I don't understand why this keeps happening, Mary

9. **Use your name in the from section.** When setting up the "From" section of your email, use your name and not just the name of your company. You don't want your email to look like it's just coming from a company. For example, your "From" section could

look like, “John @ Company X”.

10. **A/B test your subject lines.** A/B testing is simply testing one subject line against another to see which one gets the best results. When sending out an email you should always A/B test email subjects against one another.
  
11. **Pay attention to your preview text.** In addition to your subject line, it’s also essential that you pay attention to the “preview” text of your email. The preview text usually shows up next to the subject line in the email. If you don’t manually enter preview text, it will simply show the first line of the email.



## Step #3: Create Compelling Body Copy

- **Once you've crafted an extremely compelling subject line, it's time to write the body copy for your email.** In some ways, the body copy has to also do what the subject line does: keep people reading.
- **Each line of the copy should motivate people to read the next line.** If your body copy is boring, people won't make it past the first line. So how do you write compelling body copy? **Use these tactics:**
  1. **Get to the point quickly.** From the outset, it should be very clear to readers *why* you're emailing them. Avoid making the reader scroll through lots of text in order to figure out why you're emailing them.
    - One way to make your emails relevant to your readers is to begin by asking them a question. For example, if you're a business growth consultant, you could open your email by asking, "What if I told you that you could double your revenue over the next year?"
  2. **Talk in the second person.** Writing in the second person means using the pronouns "you", "your", and "yours". Doing this makes the copy about the reader, NOT about you. If you find yourself using the words, "I" or "We" a lot, there's a good chance that you're talking too much about yourself in the email.
  3. **Talk about benefits, not features.** The issue with many emails is that they only focus on features, not benefits. In other words, they make an announcement or proclamation, but don't tell the reader

how that announcement benefits them.

- Your goal is to paint a picture of the good life for the reader. You want them to feel like they would be foolish to not take advantage of what you're offering. Show them just how much purchasing from you will make a difference in their lives.

4. **Be brief.** If a long email appears in our inbox, we almost immediately delete it. Why? Because it's simply too overwhelming to read. In light of this, try to keep your business and marketing emails relatively brief.

- Ideally, you should be able to quickly summarize your main points and then let the reader click to a web page where they can get the full information.

5. **Delight your readers.** If you can convey your message *and* delight your readers at the same time, there's a much better chance that you'll be able to get them to actually take action. Email can be a great way to let your brand personality shine through and build a relationship with your readers. **How can you delight your readers?**

- Share a compelling story
- Use GIFs and photos (which also serve to break up the text and catch the eye)
- Use humor
- Reference current events
- Make fun of yourself (in an appropriate way)
- Admit when you made a mistake

6. **Have a compelling call to action.** Almost every email should have a call-to-action (CTA). If your email doesn't have a CTA, ask yourself why you're sending it in the first place. After all, your goal should always be to get the reader to take action.

- In your CTA, use actionable language. In other words, tell people exactly what to do.
- Also, make your CTAs very obvious. Make it clear what you want the reader to do.

7. **Optimize your emails for mobile.** Somewhere around 60% of all emails are read on mobile devices. This means that your emails need to be easily readable on mobile devices. **How can you ensure that they are?**

- Use a bigger font size
- Use lots of page breaks and white space
- Test your emails in multiple email clients
- If possible, even test your emails on different devices

## Step #4: Personalize Your Emails

- **We already discussed the power of personalizing the subject line of your emails**, but you can go much further in terms of personalizing the emails themselves. The more you personalize the emails, the more likely it is that people will respond to them.

### Use these strategies for greater personalization:

1. **Use the person's name.** Throughout the body of your email, use the person's name at least once or twice (once in the subject line and once in the body of the email).
2. **Be conversational.** As much as possible, make your emails conversational. Avoid talking in stiff, industry jargon. Rather, talk as though you were talking to a friend.
  - When you're selling something, think and write as if you were recommending a product or service to a good friend rather than trying to make a sale to a complete stranger.
3. **Focus on them.** The focus of your email should always be *the reader*, not you. Avoid telling your readers all about what you're doing. Rather, focus on how you can bring them value.
4. **Segment your list.** Instead of sending every email to every member of your list, consider sending different offers to different segments of your list. Why should you do this? Because not every email is going to resonate with every member of your list.

**Consider segmenting by:**

- Location of subscribers
- Demonstrated behaviors, such as clicking a link or opening emails
- Purchase history
- Downloaded lead magnets