

7 Genius copy writing tips for emails that actually convert

Email like a pro with this CHEAT SHEET

1 MAKE YOUR EMAIL SUPER-VALUABLE TO YOUR READER

How is this email valuable to the reader? ✓ Gives a great deal? ✓ Reveals a secret? ✓ Educates me? ✓ Inspires me? ✓ Gives me a chance to show up as I want to be seen and respected in this world? ✓ You can always tell when an email is of more value to the sender than you and you almost always “delete it.” Succinctly know the value of this email to your reader or don't send it. ✓ Bonus: Keep this tip in mind when doing your copy writing.



2 RULE OF ONE

One subject per email. Write to one person. One call to action. ✓ The rule of one has been tested. A lot. ✓ Emails with too many topics paralyze your reader rather than motivate. ✓ Write to one person that is your ideal customer or donor persona. Don't have a persona? Write as if it's to your best friend: keep it conversational. ✓ When readers are presented with too many call-to-action options, they don't choose any of them. Your email is wasted. ✓ Stick to one call-to-action with several links or buttons for that same call-to-action.



3 EMOTION SELLS; LOGIC JUSTIFIES

We all buy or donate based on emotion. It's human nature. We really only use logic to justify what we already emotionally decided to do. ✓ Be thoughtful and clear about which emotion you want to evoke in your email copy. ✓ Humor? ✓ Joy? ✓ Relief? ✓ Frustration? ✓ Prestige? ✓ Pride? ✓ Confidence? ✓ It's vital to be persuasive with emotion versus manipulative. Manipulation always backfires. Always. ✓



4 SECRET SAUCE: SEGMENTING

Want to see your email marketing REALLY soar? Segment your emails with whatever profile information you have about your readers. ✓ Best segmenting is by “behavior,” e.g. emails opened, last donated, just subscribed. ✓ Segment by interest of the reader or how they opted into your list. ✓ Segment by geographic region because we all identify with and are emotionally connected to where we live.



5 “HOW OFTEN SHOULD I EMAIL?”

Frequency doesn't matter as much as consistency. ✓ Send regularly to build your credibility. ✓ If you're running a promotional campaign, plan a series of two, three, or four emails in the promotion. ✓ “Blast” emails hurt your credibility. No more random “blasts!”



6 SUBJECT LINES THAT GET OPENED

Focus on benefits of opening the email. ✓ Ask a question. ✓ Make the subject line about your reader. ✓ Fix a problem. ✓ Spark curiosity. ✓ Piggyback on a current item in the news. ✓ Use numbers. ✓ Analyze your headline for emotional value with this free tool: <http://www.aminstitute.com/headline/>



7 “WHAT DO I SAY IN MY EMAIL?”

It's easy to get overwhelmed with all the options out there. Here's a good place to jump in. ✓ Start with “AIDA” for your promotional emails. ✓ **Attention** – grab your reader with a hook, question, bold statement, fun fact. ✓ **Interest** – hold your reader's interest by talking about them; often this means using the word “you.” ✓ **Desire** – create desire for your product, service, or mission through emotion and benefits (not features) ✓ **Action** – Ask your reader to act with a single call-to-action, because the real goal of your email is to get your reader to click-through to your landing page.



got questions? want to learn more? just
ask Mandy

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