

Workbook

*7 Genius Email Persuasion Tips*

**To Turn Your Email Readers  
Into Buyers**

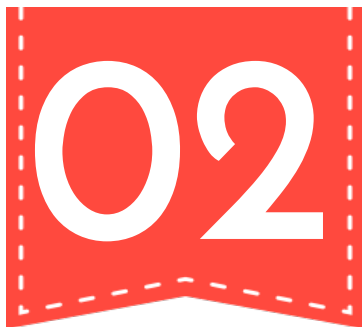
*By Mandy O'Neill*

# 3 Ways to Get Massive Value

## FROM THIS WORKBOOK



**PRINT** this workbook and use it during our master class to stay fully engaged and take notes on the email tips you want to use right away. If you want to save some ink, don't print the first page.



Think of **ONE QUESTION** you want answered while we are live together. If I don't answer your question during my training, you can ask it during the Q&A session.



Training works best when you take **ACTION**. This work book is designed to help you write an email because taking action right away will give you instant momentum to start seeing **BIG** results.

Print out this worksheet to use during our training. Save a copy to use AFTER our training for more emails. I promise this takes the “ugh” out of writing emails.

## 1. WHAT IS THE VALUE OF THIS EMAIL TO YOUR READER?

Does this email give your reader a discount? Is this important information? Breaking news? A cure? Solves a problem? Relieves pain? Offers humor? Saves them time? Great parenting?

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## 2. RULE OF ONE

- What is your ONE topic for this email? \_\_\_\_\_

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- Who is the ONE person you're writing to? \_\_\_\_\_

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- What is the ONE thing, or call-to-action, you want your reader to take?

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### 3. WHAT EMOTION MOST MOVES YOUR READER TO ACTION?

Don't want to lose out (Loss Aversion)? More free time? Pride (I want to look good)? To be popular? Wealth or financial freedom? Love of family? Fear? Security? Fun? Relaxation? Feeling healthy?

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### 4. LET'S GET WRITING USING A SIMPLE TEMPLATE "AIDA:"

There are a lot of email copy writing models you can use, but let's start with AIDA because it's a proven copy writing model and is anything but boring to your reader.

- **Attention.** Grab your reader in your first sentence or paragraph with a bold statement, controversial statement, an "idyllic" scene, the ending or a killer offer, a cliffhanger, a quote, or a question. Just don't be boring or corporate!

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- **Interest.** Now that you've got the reader's attention, here's how you hold their interest (hint: talk about them and use the word "you"):

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- Stir Desire with the benefits to the reader of what acting will do not features. Confused on the benefits versus feature thing? You're not alone. A lot of people are. Here's a quick worksheet to help you turn "features" into benefits:

What's the Feature?

Benefit - what the feature "does" for your reader

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- Action. Now that you've created "desire" what's the one call-to-action that sums it what you want your reader to do in a direct and kind-of-bossy way:

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## 5. SUPER-CHARGE: SEGMENT YOUR LIST USING WHAT YOU'VE GOT

- Behavior, including opens emails, clicks emails, buys, or even never opens emails, is a strong way to segment your emails. What behaviors might you segment your list by?

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- How or why your reader subscribed to your email list in the first place. Did they buy something, donate, attend a webinar, register, opt-in for a freebie? These are just a few of the ways a subscriber might end up on your email list.

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- Interest - do you already know what your reader is interested in, or do you have software that allows you to see their interest by online clicks and opens? How might you segment by Interest?

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- Geography - readers feel strongly about where they live and work. Did you know that geography often tests higher for opens/clicks than personalizing emails by your reader's first name? How can you segment by geography?

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## 6. HOW OFTEN SHOULD I, OR CAN I EMAIL MY LIST?

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## 7. SUBJECT LINES THAT GET OPENED

I encourage you to always want to measure emails by action taken or click-throughs more than opens. That said, people will never click-through what they don't open, so do spend some time on getting good at summarizing the value of your email (that we worked out in tip #1) in a few words, phrase, or sentence.

I encourage you to write at least 5 subject lines and pick the best one.

- Subject Line: \_\_\_\_\_
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- Subject Line: \_\_\_\_\_

The email "sender" plays a **HUGE** role in whether your email gets opened. Only major retail brands can get away with a corporate brand name as the sender. The rest of us need a human or a human, comma, corporate brand name.

- From: \_\_\_\_\_

## PULL IT ALL TOGETHER FOR YOUR FIRST DRAFT

Take all the information you just created in this worksheet and put it together for a really great first-draft of your email using the template on the next page.

You'll want to tinker and edit this email, maybe add images, but you've done it!

You drafted a high converting email!

To: \_\_\_\_\_  
From: \_\_\_\_\_  
Subject: \_\_\_\_\_

## Opening "hook"

Bold statement, question, offer, cliffhanger, or startling fact to name a few

## Interest

You, you, you...

## Desire

What are the benefits?

## Call-to-Action

Simple, straightforward, direct

## P.S.

Last chance to for emotion, urgency, main benefit, and linked call-to-action