

# HOW TO WRITE EMAILS THAT CONVERT CHEAT SHEET

*secrets to emails that convert...*

The hardest part of email marketing is writing the emails.

I just made your life easier.

This **How to Write Emails that Convert Cheat Sheet** is designed to make writing really great emails, that truly convert, a whole lot easier for you.

This cheat sheet is for beginning email marketers but is a great reference for more advance email marketers too.

Does this cheat sheet cover everything you need to know about email marketing?

No.

There are more advanced email marketing strategies than this.

This isn't an entire email marketing plan.

But, here's why you're going to love this...

This cheat sheet cherry picks the best proven email marketing strategies based on real science and testing, so you get better results... with less stress... right away.

This is doable!

## HOW TO USE THIS CHEAT SHEET

Fill out the worksheet questions with brief answers.

Pull all your answers together for your first draft in the space provided.

Use the check list on the last page to verify you've got your bases covered.

You're done and ready to edit your email knowing that you're saying the right things to inspire your reader into action.

## What's the ONE big idea or topic of my email?

Too many topics and you lose the reader. One topic per email. Hint: What is the value in this email for my reader?

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## What EMOTION am I intentionally triggering?

Because your email isn't really about your desired action: it's really about the underlying emotion that drives that action. Logic has nothing to do with it. We all make decisions based on emotions.

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## What does my reader privately fear, desire, or believe that I can give voice to? You build trust when your reader thinks "she gets me, or they get me!"

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## Who is the ONE person you're writing this email to?

Be conversational and write to an 8<sup>th</sup> grade level -- no big words! Write to one person. Know the persona that you're writing to, e.g. 35 year old working suburban mom of two that lost a family member to cancer. If you don't know your "persona," write to your best friend.

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## How do I SEGMENT my list?

This is the unsexy real secret to great email results. Your best results come from segmenting ("sorting") your email list by behavior, or personal interest, or geographic location, or all three. This customization makes your email more relevant to the reader and boosts your conversion rates.

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## What is your email CAMPAIGN?

One-time email blasts are hurting, not helping you. How does this email communication fit into an overall email or marketing campaign? Connect the dots for your readers. Otherwise, one-off email blasts look random, desperate and like you're just throwing mud at the wall to see what sticks.

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## What is my ONE call-to-action?

Too many choices paralyze your readers and they don't take action. Offer links in both text form and buttons. ONE call to action offered in multiple places in your email will boost your conversion rates. Buy. Donate. Learn more. Sign a petition. Share. Download. Watch video. Sign up. Save money today.

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## What is my URGENCY or SCARCITY (if this is an action email?)

If this is an email requiring action, use a Deadline, Early Bird Registration, Bonuses, and Lifetime Access

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# AIDA (Attention, Interest, Desire, Action)

Now we get to the good stuff.

Veteran copywriters along with newbies love using this AIDA model to write email copy because it gets you past the block not knowing what to write.

It's a proven model—not a fit for all email communication—but man-o-man, you want this one in your toolbox. It has saved my neck more times that I can count.

AIDA is really great for email copy specifically because it's direct and to the point.

AIDA is structured to help you focus on what to write to get conversions—and nothing else. This is not newsletter style, this is for conversions.

You can start writing without second guessing or self-editing. Go...

## ATTENTION

Grab your reader's attention right away in your opening sentence or paragraph. Some attention-getting ideas: I created a picture of your role in our mission. I asked a provocative question. I posed an unconventional or unexpected situation. I asked a question. I shared a story. I used sensory details to paint a picture. I created suspense. I used a quote.

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## INTEREST

Now that you have your reader's attention, keep their interest by talking about them... and using the most powerful word in email marketing: "you." BE AS CLEAR AS POSSIBLE WHAT'S IN IT FOR THEM in this section.

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## DESIRE

This is where you use emotion, social proof, and benefits (not features) to build desire for your products, services, or mission. If you're stuck, think about how they might brag about good or smart they are because of you. Who are you endorsed by? How have other people benefitted? What is the expected return on investment?

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## ACTION

Have one call-to-action, which is generally to get your reader to click to your landing page. Tell me why I should act today. Are spots filling fast? Does the live training program begin on Monday? Does early bird registration end this week? Explain what I will "look like" after I join.

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## Image

Not all emails need an image. Products usually need images in their emails, but professional services, nonprofits, and coaching emails that are written as personal letter can often be more powerful without an image. If your image adds emotion or value, use it. If not, skip it.

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## Final Check-List ✓

- My opening line grabs my reader
- I'm using emotion to be memorable and persuade
- There is real value for my reader in this email
- This email is only ONE topic
- My singular call-to-action appears at least once above the fold
- Call-to-action link is in both text links and button form
- My image is "real"
- My image packs an emotional punch or is educational to the reader
- Image caption (read 300x more than body copy)
- Alt-image text is a good text description of the image in case the image is blocked
- I strike a conversational tone writing to one person, no acronyms or business jargon
- Word economy: my email is edited to remove "wordy belts"
- Social proof is in the copy to reduce friction and boost trust
- There are no links other than call-to-action (and unsubscribe link in the footer)
- P.S. (if applicable, sums up value and asks for action)
- This is not a one-time email blast. It's part of a campaign or series
- If possible, I'm segmenting this email to my list based on behavior, or interest, or geography, or whatever data I have available about my list