

# **Dental Consultant Master Academy**

evolve ■ emerge ■ influence

## **Action Sheet - Week 10** **Email Writing Strategies**

**Think of this as your retirement account!**

**Note: Subject lines with All Caps will end up in SPAM**

### Common Words That Trigger Spam Filters

#1 Affordable	Cost/No cost	Decision
100% Satisfied	Dear friends	Profits
Act Now!	Do it today	Real thing
4U	Extra profits	Removal
Affordable	For free	Risk free
All new	Free and FREE	Sales
Apply online	Free membership	Satisfaction
Bargain	Free preview	Save Money
Best price	Full refund	Save \$
Call	Get it now	See for yourself
Call free	Giving away	Success
Can't live without	Guarantee	Special Promotion
Cents on the dollar	Here	The following form
Check	Hidden	Unsubscribe
Claims	Increase sales	Urgent
Click/ click here	Information for you	US Dollars
Click to remove	Requested	Win
Compare	Insurance	Winner
Congratulations	Investment/no	Work

### Write your email

- The next or 1<sup>st</sup> email you will write to your list, write it as if you are only writing to one person.
- Try writing your next email using the 8-part formula given today.

### Sample Subject Lines

- I was wrong.
- weird little tool increases the patient's health.
- Oops! I made a mistake
- hey check this out
- please help :-)
- important (please watch)
- I'd like to publicly apologize
- we had it backwards :-(
- good things in life are free?
- Interesting story (with weird idea!)
- Shh... Just between you and I
- Dancing With the Stars Have & Dentistry
- I've Never Told Anyone This Before...
- What's the Problem?

- You've gotta see this video--especially now that
- Pizza and a treadmill (weird dental experiment). . .
- Are we seeing a worldwide tipping point?
- Must see videos about the dental office.
- Your Future in the dental office
- Rags-To-Riches-Then-Rags-Again
- New Blog Post: Why I Got Rid Of All My Toothbrushes
- Seen this yet?
- I Told You So! :)
- An Eye-Opening True Story Of Two Dental Marketers
- If you're a dentist read this now...
- [SPOTLIGHT] Want a big change? Take a big action...
- It's NOT about a bigger game...
- It's happening all around you...
- My true INSIDE story...
- Oh Starry Night... (Spectacular 4-minute video you need to see)
- to love and to "like"
- This video gave me chills (in a good way)
- Cool 10-minute dental resource
- Cinderella time...
- Out with the OLD
- Reminder (for that thing I told you about)
- The advice you should've gotten a long time ago...
- I cannot believe Dr. Richmond said this to you...
- This is new...
- I'm answering questions right now...

### Sample Opening Hooks

- ... STOP. You need to see this...
- You do realize Social Media represents the biggest, largest, and fastest opportunity to explode your business and profits since Al Gore invented the internet itself, right?
  - If you would like to master the ONE skill that has allowed my clients to achieve an increase in their profitability, you'll be interested in this...
  - At this very moment, there's a REVOLUTION happening around the world.
  - Wow!
  - So yesterday I finally went to the beach for the first time in 2 weeks.
  - Go here and read the first chapter (free) of this book that just came out.
  - OK. I admit it. I am officially jealous of
  - Hey - I'm making some cool NEW free videos for you and I need to make sure I'm giving you the right stuff.
  - Do you feel helpless about all the bad things happening in the world? In a world gone crazy, is there anything you can do that will REALLY make a difference with your patients?
  - Did you catch the recent announcement from (Name of a person in the news), Founder of (Name of a company)?

- Do you ever wonder why some people seem to succeed so effortlessly while others (perhaps you) struggle just to get by?
- Are you ready for this?
- When the recession hit the dentist down the street from me starting to hire.. In hindsight, a very GOOD move.

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