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Transcript - Week 10
Email Writing Strategies

Hi this is Debbie and welcome to this week's video.

I'm going to be sharing with your how to format this emails so they look beautiful when they come into your lists Inbox.

I'm going to show you how to keep your emails out of your Lists SPAM or junk email folder. I am also going to show you how to write the best subject lines so your emails get opened.

Now before we begin lets just put this into context because I know you have a good sense of what is a well written email. Why? Because you get email all the time RIGHT? But let me ask you this. Now, just for a moment reflect back to an email that you remember really well or that you really enjoyed reading and clicked the link, your follow through with reading the emails. What emails do you really enjoy reading? Why do you like reading these emails? What is it bout them?

I want you to model these things that really resonate with you and to be aware of what makes good email copy. What makes you remember those emails? Maybe it was something personal. Notice what that was because this is exactly the kind for information I want you to begin modeling in your email writing.

First let's deal with this issue of SPAM. This is a challenge because you have done a lot of work to build your website, build your opt-in box, and done a lot of work to get your list started and now you want to communicate wit your list. Sometimes it just happens and email does get stuck in peoples SPAM folder. Sometimes we don't know why they end up three but there are some specific things you can do to avoid getting your emails stuck in SPAM.

The first thing is to check your emails against a SPAM filter. Here is a resource to check this with. SPAM checker is free software that you can use.

You can also look into SPAM assassin and all you have to do is once your have cut and paste your copy in there you jus run it through the system. It will give you a scale of 1-10 about how bad the email look to the SPAM filters.

Now, let's talk about formatting your email, you really have two options available to you. When an email is delivered to your audience's inbox it can show up as a text or as HTML. HTML is what allows you to add bold words in your copy and images. HTML is used for website coding. Are you asking "Which one is better?" It really depends on your audience. Text is quite easy to do. It is usually going to outperform the HTML.

Even if you have no technical skill you can do a test email, send it through your email management systems like the ones I recently recommended.

Now let's talk about formatting your email and here's the thing. Generally you want it to be easy to read. In general 60 characters long. In other words, the line of copy should not exceed 60 Characters long. That is a nice rule of thumb.

The next things you have to be aware of are that a paragraph really shouldn't' be longer than five lines long. In other words, there shouldn't be more than five lines stacked on top of each other in your email copy. Keep it short. Keep it easy to read and for people to easily scan through the email.

There are two get tolls that you can sue to format your emails. The first one is for MAC computers and it is called TEXTWRANGLER. The second is for PC's and the classic one there is TEXTPAD.com

Both are free.

In order for Word to create these, it actually has a program behind Word. You don't think of this but it's true, Word is a program and there is coding that is involved in making those things happen. What happens though is that if you cut and past this directly and put this into your email management system all of these little codes get messed up in the email management system.

You have sent this I am sure because sometimes instead of having a dashed line what will show up is oftentimes a question ark or some sort of weird symbol. That happens because people cut and past directly from Word into their email management system. That system can't read the same coding, the same program that Word is based on. We want to avoid that, so that is why we want to use a text formatter because what that does is it cleans thee slate.

It makes the text appears as text. There is no hidden programming. There are no fancy bells and whistles going on. It cleans up the whole copy and makes it easy to use. It will make it look perfect in your email management. System. What I always do is cut and past this. First go into your SPAM checker. Check all of that SPAM. Make sure it's all clean and then fro here I copy it and I go into what I'm going to use here is TEX PAD.com

The next thing I want to do is I want to clean out some of these programming issues that happen. What I like about TEXTPAD is that it changes my symbols and other symbols, my quotes, things that can get all funky looking, question marks and other weird symbols.

Before you actually go in to send this run a test and fix any of the glitches manually. It's fairly easy to do and you get fairly fast at this.

The next thing we want to talk about is your subject line. You want people to open it. How will they deice to open it? What is your hook?
How do you build curiosity?

Imagine that you are writing this email to one person. You are writing to good friends. This is a powerful suggestion. What would you put in the subject line to that friend?

Keep this subject line at 50 characters or about two to six words. Usually fewer than six words are best. Here is a good tip for creating a subject line. First I want you to create your content. Write your email first. Then scan your email for two – six words used that can peak interest. You want your readers to think "Oh wait a minute what is that?!

Then but and paste those two to six words and use this for your subject line. I have some suggestions in your action sheet today.

Here is another tip for your email writing strategies.

This tip is about your greeting. Your objective here is a friendly connection. Imagine you are talking to one person when really you are talking to your entire list but make it a warm and friendly greeting.

I say something like Dear but you may want to begin with Hi then the person's first name or some will say nothing. They just begin the email I personally think you should start with a greeting.

Again, look at the emails you currently receive.
Maybe they begin with Hey and a comma.

The next tip is about your opening hook. Imagine your are reading the first chapter of a really good book. This part has to grab your attention. This is the first part, that first sentence of your email.

This is a really important part of your copy because email viewers email it actually shows in the subject line and then it will show the first few hundred characters of that email.

This is one way some people scan through their email. You want to have this as a very compelling, interesting hook to drive them to open up and read your email. Here is where you really hook them into reading the rest of the email.

Again your objective here with this opening hook is to hook the reader to read the rest of the email and ultimately to click the link that you are giving in the email because remember your objective of this overall email in a solo blast is that person to click the link. You are not there to sell in that email. You are there to sell the click, so hook them.

Say something interesting, peak curiosity and say something provoking. Maybe start a story.

Here is another winning element for email writing. This is the body of your copy. What you simply want to do is hint at the offer. In other words, your objective is to build curiosity so they want to click the link. Hint at the idea and the benefits of your offer without telling what the offer actually is. This I really important.

The function of this email is to get the person to click the link not sell them.

Curiosity is one of the most motivating human emotions out there.

Use this to your advantage in your copywriting. Start to sprinkle in elements of curiosity throughout your writing and you will see a big response from your audience.

You really want to grab your ready and you want them to be thinking "HEY before I delete this I better…"

You may even want to tell them to read XYZ before they click the delete button.

Never tell your reader "Maybe in the next few days you will have time to read and then click on this." Bes specific. Make them feel like they only have this one day to read and click on the link.

You do need to make this real and believable. Don't give a fake reason.

The next winning tip is your sign off. This is how you close your email. Keep it friendly, natural and allow your personality to always kind of come through on these things. I always sign off with Love and Dental Practice Success. I will sing an email to a friend or family with Love and a comma. I am talking to dentists I want to be my client and I want them to have a successful dental practice so this is how I came up with my sign off.

Even if you won't be meeting them personally, you do want to create a sense of meeting up with them in the future. You can sign off and say "See you soon." I say this when I create a video. This is my video sign off.

My final email writing strategy is your postscript. This is actually apart from the subject line. This is the second most important part of your entire email because the people actually read the postscript. For some weird reason, ad we all do it, we oftentimes scroll to the end and see a postscript and hat is what we read first is the postscript.

You have to make this something juicy and tempting and always have that link in the solo email that you want them to go right below the postscript. In this postscript you simply want to prep them for what they are going to see when they click the link.
Again, tease them. And give then a sense of the whole message of the whole email. This is summed up on the postscript.

What you can also do here is go to that page you are sending them to find some interesting reference. Maybe tell them in your postscript. "This is what to look for when you go to this page." Or you can tell them very simply what the end result of that the offer is. Hint at it. Make it fun, make it light, and always add that link just below the postscript.

Your action steps for this week are to imagine the email you are writing is to *one person in particular* when you write to your entire list. I don't want to make this complicated but I do want you to at least schedule a time to begin writing your next or 1st email using this formula I gave you as a guideline. Start to enhance and play with your writing style. You will begin to see how easy it is to engage with your list in this new conversational way.

That is all for this week on Email writing strategies. I look forward to connecting with you next week. Have a wonderful week and I will talk to you soon. This is Debbie Signing off.