EMAIL COPYWRITING
Best Practices

Email Copywriting Best Practices

Just because something has been around for many years doesn't mean it no longer works. Email is a powerful marketing tool because it works. When someone signs up to receive emails from you they've given you permission to market to them. If you don't, you're missing out on a huge opportunity. Let's look at some reasons email is such a powerful marketing tool.

- **Helps Build Relationships** – Once someone opts into your list, you have an opportunity to build a relationship with them. You do this using the messages that you send them to educate, inform, and engage.

- **Easy to Personalize and Target** – You can personalize and target your messages to subscribers based on their behavior. Segmenting technology triggers an action based on the subscriber's behavior. This is available through most autoresponder services.

- **Keeps Your Brand at Top of Mind** – People visit websites, social media pages, and more all the time. Unfortunately, they usually forget about it the minute they leave. Getting them to sign up for your email list will help you stay in touch with them which long after they are gone. You can bring them back to your website, to your social media platforms, and keep your name in their mind.

- **Super Inexpensive** – Email is still one of the least expensive types of marketing that you can do. Buying an autoresponder service doesn't cost much when first starting out. You can do it for under $50 a month if you choose something like Aweber.com, Mailerlite.com, or Convertkit.com. You'll pay more as your list grows but if you send the right type of messages it will pay for itself. According to a study conducted by the direct marketing association, every dollar spent on email marketing returns an average of $38.

- **Spur Action** – An email is a perfect place to put your calls to action. You can put more than one in an email if it's relevant. Try to keep it to fewer than three per email but try to find a way to monetize each email to make it pay for itself. When you include the right action words with your CTAs it'll make a big difference.

- **You Can Track & Measure Results** – All the popular autoresponder software offers the ability to track and measure results. Being able to look at data to find out what is working and what is not working will save you a lot of time, effort, and money. Use the analytics that the service offers to improve all your campaigns.

- **You Own It** – Social media platforms come and go but one thing is clear. Having an email list is an asset that you cannot lose. You own the list. No matter what happens to various platforms you're going to be able to move your list to a new one if you need to. Look at the most popular online marketing experts and businesses. You'll see they've taken the time to build and nurture a targeted list of interested parties and customers.

Email is a powerful marketing tool. Because you own the list, it's a way to stay in front of your subscribers. You can get closer to your audience by building relationships with them on an individual basis too.

Need proof?

According to the Direct Marketing Association, over 66% of purchasers claim they made a purchase based on an email marketing message. This tells you that email marketing is very important.

In fact, according to McKinsey & Company, email marketing is almost 40 times better at new customer acquisition than Facebook and Twitter combined. The Direct Marketing Association reports that marketing managers, on average, earn an ROI of 38 dollars per every 1 dollar spent on email marketing.

Marketers will tell you that "the money is in the list" and they're not joking. It's true. When you have a healthy, targeted email list where you promote relevant products and services, your income can grow exponentially. However, you need to learn to write attention-grabbing, result-oriented emails that are opened, read, and acted upon.

Fundamentals of Successful Email Copy

Copy, of any kind, generally has five core components. While shorter pieces, like advertisements, may not embrace all these components or fundamentals, most will and emails most certainly should. The fundamentals of successful copy include:

1. Identify the Problem
2. Know Your Audience
3. Benefits/Value
4. Credibility/Logic/Facts
5. Call to Action

Let's start with identifying the problem and look a little closer at each fundamental.

Identify the Problem

What problem does your product or service solve? Let's say a product was offering to help people lose 10% of their body weight, then the problem is relatively apparent - an inability to or a desire to get rid of unwanted body fat.

What problem does your product, service or the product or service you are promoting solve? This is an important step and it's the foundation for which the rest of your email will be written on. Your subject line and all your supporting copy will show reader how this product or service solves this problem.

Know Your Audience

Email copy needs to be able to not only speak to the problem that your audience is challenged by, but also to their emotions. You need to know your audience so that you can speak their language and communicate with them in a way that they feel connected to you.

You also must know what motivates them and why they buy. Knowing your audience is just as essential to good copywriting as being able to identify the problem that they're having and how your product or service solves the problem.

Benefits and Value

In the world of online marketing and entrepreneurship you probably hear a lot about benefits and value. In addition to understanding what benefits and value your products or service offer, you want to be able to connect them with your audience. Learn the difference between features and benefits and then leverage the information in the body of your copy.

For example, the benefit of an alarm clock is that it helps you make it to work on time. A feature of an alarm clock might be the blaring sound it makes when the alarm goes off.

Credibility, Logic & Facts

Earlier we mentioned that people buy based on their emotions and they back up those buying decisions with logic and facts. You can use customer feedback and reviews to support your copy. You can also provide charts, statistics, and other relevant data. The keyword is "relevant." Any facts or data that you provide must be related to the problem your audience is facing and the solution you're offering.

Call to Action

A call to action is a statement that tells your reader or audience member what steps they can take next. It's the simple "buy now" button or invitation. No copy can succeed without it. It's an essential element and it likely will be one of the components you need to test most often.

These five fundamentals are the core of any sales copy. Understand them and make sure they are integral to your emails.

The good thing about succeeding with email marketing is that you don't have to reinvent the wheel. You can follow the steps that have already been proven to work. Let's start with getting your emails opened.

How to Get Your Emails Opened

Before you see good results from email marketing, your list needs to full of targeted and interested audience members. Once you have that, your next job is to get your emails opened. Let's explore the different ways in which you can entice your audience to open your emails.

Build Trust and Relationships

From the moment a prospect provides their email address to join your list, your job is to establish trust, promote your expertise, and build a relationship with each them. You can accomplish this by understanding the process your prospect goes through once they provide their information. Then use each step of that process to reinforce what your promises are.

- **Thank You Page** – Depending on how you have set up your system your audience may be taken directly to the thank you/ download page to download the opt-in. This is where you can explain what they can expect from your email messages, along with the download instructions. This page not only provides info but shows respect and appreciation to your subscriber, which is important to building a trusting relationship. You can also use this as a chance to introduce bonuses and related offers. At no other time will you have the targeted engagement of your prospect so soon after he opt's in for your system. Take advantage of it but don't overdo it!

- **Double Opt-in Message** – If you're using an email system that requires a double opt-in message, readers may be taken to instructions about opting in for your list so that they can receive download instructions. You begin to build trust by explaining that you use the double opt-in for their safety and security as well as to verify that they want to receive the info requested. I've found you will lose prospects however as many will not see the confirmation message, see it after they interest in your offer has waivered or never see it because it's in their spam or junk folder which they clean out every 30 days with an automated filter. Single opt in has served me well over the years.

- **First Email** – Once someone opts-in and/or verifies the opt-in, you will need to send the first email, also called the "welcome" email. Although you may have given the reader all of the information needed, it's important to remind them of the info and links in an "official" message. Be sure to thank them and let them know when to expect the next email. These first messages are often part of an autoresponder series.

Remember, when you make these promises to your prospects you need to stick to them. So, don't blow smoke. Tell them exactly what to expect, when to expect it, how it will work, and follow through. Let them know how often you'll send emails, the type of information they will contain, and other pertinent information. The next thing that helps get emails opened is the subject line.

Create Actionable, Personalized Subject Lines

If your subject line doesn't resonate with the person receiving it, they're not going to open it. If it looks like it's from someone they don't know, like, or trust they're not going to open it. These tips will help you create subject lines that really make sense to your recipients, ensure more emails are opened, which means your audience is more likely to answer your calls to action.

- **Tell Them What's Inside.** The best subject line tells the viewer what's inside and why they want to read it. Put the most important words first so your audience sees it's important. Make them want to open it by using action words and emotional trigger words.

- **Be Clear Not Clever** – When you create an effective subject line ensure it both considers your audience and your goals while conveying a sense of urgency. The more you can personalize the subject line the better. Avoid the use of puns, unless it really works with your audience, because you want them to know what's in the email.

- **Ensure Your Subject Line Matches Your Email Copy** – Don't try to trick your email recipients into opening an email with a subject line that doesn't match the copy of the email. What is the email about, who is it to, and what is the benefit for them to opening it? Try to express that in the subject line.

- **Use a Friendly Reply Email** -- Don't use a "no reply" or look too corporate with your reply email address. When possible, use your name. People are more likely to open your email message if they feel it came from someone that they know. You want your audience to be able to hit reply to send you a message if something in the email resonates with them. It builds trust.

Email subject lines that are actionable, personalized, and relevant are more likely to be opened than emails that use trickery to get people to open them. Sure, we've all been fooled by an interesting subject line that tricked us to open it, only to find information that was not relevant. This is not a good practice for a business owner who wants to earn money through email marketing.

Keep Your Audiences' Interest

How would you feel if you joined an interest group and the leader talked about interests that were not relevant? You'd likely feel frustrated, disappointed, and/or mad if you signed up for information about coloring and heard more about knitting. To ensure that you stick to your niche follow these rules.

- **Know Your Audience** – When you get to know your audience you'll be able to match your skills and products to their needs. While it's true that your audience may have other interests, those other interests aren't why they signed up. They signed up because they want information and solutions regarding the niche you marketed to them. They signed up because they thought you'd provide a solution to them and information to them about specific pain points.

- **Know Your Products** – Whether they're products you've created, or you promote via an affiliate program doesn't matter. You need to know and understand how they fit in with your business model and niche. It's imperative to know what the products do for your audience and how they solve the pain points that your ideal customers have.

- **Use the Right Vocabulary** – When you really know your niche and your own expertise you'll be able to use the right vocabulary in your email messages to truly communicate with and engage with your audience on a whole new level.

If a topic comes to mind that has nothing to do with your audience, your products, or the products you promote then it's not the right email to send. Remember why people signed up for your list and stick to that topic. Keep it narrow and on point for the best response to your email messages. If you get off topic, your audience may stop opening your emails and will likely unsubscribe to your list because they'll believe they're on the wrong list.

Send Emails on a Regular Basis

Knowing the right number of emails to send to your list is critical to your success. Too many emails and your subscribers will get irritated and unsubscribe. Too few and they may forget about you and unsubscribe when you finally do send something. It seems like it's hard to do this right but it's not.

- **Train Your Audience** – Whether you plan to email them daily or weekly it's important that they know this in advance and that you stick to that schedule. You may need to test your audience to find out how often they'll accept emails. You can be sure that most of the time more than daily is going to be too much.

- **Have a Reason** – Don't just email for no reason. The reason you email should be focused on the audience's needs, not yours. Sure, you send email because you want to make money and sell something to them. However, from their point of view, they want emails that benefit them and don't really care if it benefits you or not.

- **Include Occasional Valuable Benefits** – Make at least one of every three emails a non-promotional or resource based email. The reader is more likely to open every single email when they feel your emails aren't all about getting their money. A few resources to consider are checklists, cheat sheets, sneak peaks, and exclusive opportunities.

If you're not sure what to send to your list, study your audience more. Send worksheets, checklists, cheat sheets, short videos or offer your list members a behind the scenes look at what you do every day. The more exclusive your email list feels the more likely they are to open and act on the emails you send.

How to Write Attention-Getting and Engaging Emails

Once you get your subscribers to open the email, you want to ensure that you deliver an effective email message that helps your list member. When you focus on delivering value, you'll not only ensure that your audience is happy with your messages, but you'll ultimately make more money too.

- **Immediately Show Relevancy** – When you created your subject line you ensured it was relevant to the topic in the email message. Show that relevancy within the first sentences and paragraph to make sure that the audience sees that the message has something to do with the subject line. This will help develop trust that what's in the subject line is inside the message.

- **Talk To Them** – When it comes to writing copy for an email message, it's important to use words like YOU, YOUR, and YOUR'S. Make the copy focused and personal to them. If you write in the third person, the email will feel impersonal. Use a combination of 1st and 2nd person in all your email messages. "I know you're going to absolutely love this." Instead of, "This is loveable."

- **Benefits Over Features** – When you discuss anything about a product, service, or idea always focus on how it benefits your readers and not how it helps you or about all the features it has. It helps to focus on the problems the feature solves for the customer. For example, if you are promoting done for you PLR content what benefit does that content provide the reader that will make them want to click through and buy it?

- **Keep it To the Point** – Emails should not be long. Know who you're sending the email to, know what you want to convey to them, and make it actionable. If you have a lot to tell people, it may be best to put it into a blog post rather than an email. Emails should

not require a lot of scrolling. People are often reading them on their smartphones and it's a lot easier to read if it's not too long.

- **Be Authentically You** – Finding your business voice is important because it's going to be a lot easier getting to know people if you are yourself. People want to know, like, and trust you and they can't do that if you are trying to be someone else. You are your brand. Only you can do what you do. No need to try to be someone else.

- **Include an Actionable CTA** – You don't have to sell something in every single email, but a call to action of some kind is important to include. Whether it's clicking through to read a blog post, clicking through to grab a coupon, a freebie, or buy something putting one in every email is important because it helps build trust.

- **HTML Includes an Attractive Button** – If you choose to send HTML messages an effective way to present a CTA button is to make a nice attractive button that stands out. Make it big enough to stand out. However, remember that most people are reading your messages via mobile device so make sure it looks right.

- **Use the Right Words on the Link or Button** – Whether you use a link or a button the words on the link or button matter a lot. Instead of putting things like "click here" or "buy now" or "sign up" put something actionable like, "Yes, I want to change my life right now."

Writing effective emails means that you need to know who your audience is, why they signed up for your list, what their pain points are, and how you are the right person to help them with their problems. Then present everything in a way that is easy to digest by keeping each email short and to the point while also engaging your audience. Let's talk a little about writing effective CTAs for your email marketing messages.

How to Write Result Oriented Calls to Action

Consumers are smart. They know when they're being sold to and they know when you're not being authentic. That's why it's so important to learn how to craft effective calls to action for your email marketing messages. A well-crafted CTA will help you to encourage your subscribers to take the action that you want them to take. Let's look at some tips for writing effective CTAs.

Type of CTA

Within an email, there can be two types of CTAs. They can be hyperlinked text or an image that is linked to the landing page you want them to go to. Whether you choose to use an image-button or hyperlinked text depends on the type of emails you send.

If you typically send text-based emails, you'll need to use a long link that doesn't always look great, but if you use a hyperlinked image, sometimes the image button will be blocked. One way to fix this problem is to send text-based emails and use pretty links that explain what the link is going to.

For example, **www.yourwebsiteurl.com/getmoretimenow** or you can use a shortening service like TinyURL.com or a WordPress plugin such as [Pretty Links Pro](#) to create your links so that they look nice. If you are in a very visual niche, your audience may not block HTML based emails. In which case, using button-linked images will work fine. **Hint:** Test.Test.Test

Placement

Where you put your CTA in an email is also very important. If your audience doesn't see your CTA, they can't take the action you want them to take. You can place your CTA above the fold, within the copy of your email, after your email, and even in the postscript of your email message. It's important to place the CTA in the right place, based on your audience's reading and click-through habits.

Size & Color & White Space

If you use a button it's important that you surround it with plenty of white space to make it stand out. Even with hyperlinked text, it's important to make sure it stands out by using whitespace and color effectively. You can also make the hyperlinked text a little larger.

The point is to use the tools that you will make your CTA stand out so that people see it and want to click it and follow it. Ensure that your colors match your branding, look great on mobile devices, and that the size is right for any type of device or browser that your audience is using to read their emails.

Reduce Risk

It also helps to include copy that helps reduce your audience's feeling of risk by clicking through to see what you're offering to them. Mention any type of money back guarantees, or words that imply a lower risk to the customer. This type of wording will ensure that more people will click your CTAs. Remember not to blow smoke, and be honest about the benefits and the risks.

When you take the time to create calls to action that get results it'll pay off by ensuring that more of your audience receives the benefits of your offers, increases your return on investment, and will keep more of your audience interested in staying on your email list. Another thing that will help you get the most out of email marketing is to understand more about copywriting.

Copywriting for Email Marketing

Effective email copy is a type of copywriting. There is a science to copywriting, which will help you create effective messages. You don't need to be a copywriter to use their techniques. You can move the potential customer from curiosity to purchase, when you implement sound marketing and copywriting strategies.

- **Understand Your Product's Benefits** – Not only should you understand your product's benefits you should understand them from your client's perspective. What problem does the email solve for your audience? Will it save them time, make them money, or help them with something else?

- **Know Your Competition's Weaknesses** – It might seem strange to need to learn about your competition to create amazing emails with good copywriting. However, looking at how your competition forms their emails can help you fill in the gaps and do even better for your audience.

- **Answer the Reader's Question: *What's in it for me*?** – Know the goal of the message and then frame the words to express what's in it for the reader. How will the information make your reader's life better? Will they save money? Will they get more time? Will they feel happier?

- **Focus on the Reader** – It's tempting to use the word "we"; but, it's important to focus on the person who is reading so use "you" in your copy. Instead of saying "We all experience frustration", say, "You feel frustrated when …" so that you can make it very clear that this is about that particular person.

- **Keep Some Things to Yourself** – Effective copywriting lets the audience know just what's need to understand and get the benefit. Whether it's making a purchase, contacting you for more information or something else good copywriting keeps unneeded details away to focus the customer on the one thing you want them to know and do. Too much information just clutters the situation.

- **Use the Right Words** – Good copywriting uses repetitive, though concise language, from the customer's perspective to get the point across. Learn the words that make your audience feel what you want them to feel. Using words like you, imagine, and other words that really put a picture in your customer's minds.

- **Remember Your CTA** – Always include a well thought out call to action. The call to action is the entire reason for sending your email message. If you don't know what your CTA is, there isn't much reason to send an email. A good CTA creates urgency and provides instructions on what the reader should do next.

When you use the right words and phrases, you can calm their fears, excite their imagination, and compel them to follow through on your call to action, that's good, motivational copywriting. Copywriting takes practice, testing, and some prep work but, it's not difficult. Make sure that each email has a purpose, uses the words your audience understands, and lets them know what's in it for them.

A quick recap…

If you want email marketing to work, you must create attention-grabbing and engaging emails. This includes:

Subject Lines – The best subject line tells the viewer what's inside and why they want to read it. Put the most important words first so your audience sees it's important. Make them want to open it by using action words and emotional trigger words.

Personalize – Use your autoresponder system's tools to personalize your messages. Studies show that the more personal the email message, the more likely people are to answer your CTAs. You can put personalization in the subject line plus within the message too.

Opener – From the moment your audience opens the email you want to get to the point. Create an opener that's engaging and personalized. Give them a heads up on what the email is about and why it's important to read it. If you can tie a personal story of your own or someone else into the message that's even better.

Body – Keep emails short. The body of the email needs to be meaty and not long and drawn out. Tell them what you want to tell them. If you need to give them more information link them to the rest of the story on your website.

Keep it Clear – When you send an email message to your audience you want the message to be clear. You want the reader to have no illusions about your reason for sending the message. Clarity is more important than cleverness when it comes to creating attention-getting and engaging emails.

Using Links – Make your links stand out in an email. Identify them with a label, tell readers where the links are going. Keep relevant links toward the top and the bottom of each email. If you're using contextual links, ensure you're using a straight link too. This is important for people who are reading email only as text. Put links that aren't relevant to the email at the bottom in the P.S. area. There should be at least one link in every email.

Signing Your Email – Always include a closing in each email. It's important that to understand what type of relationship you have with the recipient and act accordingly within the sign-off your email. Use an appropriate salutation, your full name, a link to a landing page on your site such as your "about you" page or a special landing page and keep the same type of voice in the closing as you use in the email.

I hope you have enjoyed this email training. It's by far my favorite subject and the one I train on the most.

Here's a short webinar I recently did that I think you will enjoy and learn a lot from. **Follow – Up: The Key to Success In Online Marketing**.

Enjoy.
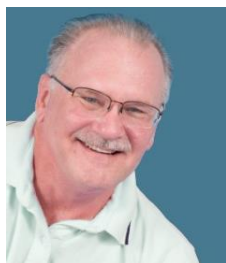
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P.S. – A great way to include more information and little reminders is to include one or more "P.S." at the end of your email. This is a great place to include any upcoming events, reminders of promotions that are almost over or to ask them a question to encourage engagement. (Example:

Come to my Facebook Group to Discuss)

Ensure that your email messages are relevant to the audience receiving them. No one likes to open an email message and feel tricked. Keep your subject line related to your message, the body of the message related to the subject line, and your call to action related to your message.

Now it's time to put what you've learned into action. Remember not to make it too hard. Each email you send doesn't need to be as long as a blog post, or as deep as a novel. Provide the relevant information using the words that resonate with your audience staying on topic based on the sort of information they signed up to receive. If you do this, you'll be very successful.