

Autoresponder Alchemy - Writing Emails

<http://NAMS.ws/alchemy>

☐ Step 1: Determine the Purpose of Today's Email

- Sell one of my products.
- Get them to click a link to visit my blog, video, Facebook, charity, etc.
- Subscribe to a sublist about _____.
- Visit an affiliate link and subscribe or buy their product.
- Share one of my content pieces with their friends, contacts, social media. ☐
- Register as an affiliate to promote my products.
- Create a special deal on my product or a JV partner's project.
- Give away a content piece that leads people back to sales inside it.
- Promote an event such as a seminar, webinar, interview, or contest.

Note: Just building "relationships" is not an excuse for an email without a purpose. Everything you create should have a call to action.

☐ Step 2: Find the Hook (story, illustration, methods, lesson)

- Has anything happened in the past week that would fit this theme for a story?
- Is there any past story in my journal that would fit the goal?
- Any emotional moments the past week (joy, anger, sadness, humor)?
- Have any questions come in recently from a prospect, customer, or client?
- Have there been any objections you've handled for your product recently?
- What "normal advice" is just plain wrong?
- Do you have a mentor or breakthrough story about a change in your life?
- Have you done any recent recorded interviews (that lead into your offers)?
- Do you have a story that illustrates why your offer is unique?
- What would be the absolute WORST thing someone could do on this subject?
- Are there a list of items, steps, resources that could help someone get started?
- Can you illustrate why others haven't identified with your passion on this subject?

If none of the above gives ideas...

- Scan your "newsletter" folder of emails from other experts and your incoming email questions.
- Search the top forums in your field for subject ideas.
- Review a social media aggregator like www.popurls.com

☐ Step 3: Write Down Your Major Points

- Create intro hook, a few points to cover, and the conclusion call to action.
- How do you get from the "hook" to the call to action at the end?
- What tips or "moral to the story" do you want to share?
- Is there any way to add credibility and proof for what you're sharing?

Note: DEMONSTRATION is better than telling. Stories, case studies, and word pictures are better than simply telling someone a fact.

❑ Step 4: Write a strong subject line combining benefit/curiosity

Method #1: Number of Tips

- "101 Ways to BIG Benefit."
- "3 Ways to Increase the Sales Price of Your Home"
- "5 Steps to Lose 10 Pounds This Month"
- "8 Secrets to Bring Romance Back Into Your Marriage"

Method #2: Hot News

- "Master persuasion tips from Obama"
- "I increased profits by 152% in the recession"
- "Is right now the time buy a new care?"
- "What I Learned At the _____ Seminar..."
- "5 Predictions for 2010"

Method #3: Trainwreck

- "The #1 Mistake Dieters Make"
- "Often ignored secret to stop a divorce"
- "College may be waste of time"
- "Gurus are stealing your money"

Method #4: Ask a Curiosity Question

- "Do You Make These Mistakes In English?"
- "Who Else Wants a Screen Star Figure?"
- "Whose Fault When Marriages Break Up?"
- "Is the Life of a Child Worth \$1 to You?"
- "6 Types of Investor - which one are you?"

Method #5: Controversy

- "Copy is King and Other Popular Lies"
- "Death of Internet Seminars"
- "Big Mistake in Using Video to Sell"

Method #6: Big Benefit

- Finding Your Life Purpose...
- JVs For List Building
- Google Analytics Installed On Your Blog

Method #7: Magazine cover Blurbs

- Visit <http://www.magazines.com>
- Pay attention to cover blurbs of top newstand magazines (Cosmo, Men's Health, etc.)
- Example: "Extreme Writing Strategies"

❑ Step 5: Write the Email

- Write like you talk. Some people simply use voice recognition software.
- Tell stories & use word pictures to make the message come alive.
- Never apologize for selling. Don't be a sales wimp.
- Write. Don't edit. Editing is later.
- Shoot for 300 to 500 words. Longer is OK but not necessary.
- Don't allow distraction to come in (no checking email, websites, or phone).

The toughest part is often the first sentence. Here are some first sentence starters:

- Have you ever wondered why... (state a problem)
- Recently I was out... (start a story)\
- What if you could... (benefit)
- Ever since I... (start a story)
- I am looking for... (qualify your customers)
- The "experts" say... (lead in for you to disagree).
- As you know...(confirm something they know).
- I need your help. (works good on requests)
- What if...(a nightmare or a dream scenario)
- Here's a shortcut for... (benefit statement).

Note: If you're bored writing it, they'll be bored reading it! Your best emails will be when you're having fun yourself while writing the message. Let the pressure off yourself. Do something fun right before writing period to loosen up and get relaxed.

❑ Step 6: Make a natural connection to your offer

- The purpose of the email is the call to action.
- This means thinking about this connection from the first moment till now.
- Does the story or lesson naturally flow into the offer?

Note: Is the information useful but incomplete - just a taste of the real offer? The ice cream shop doesn't give out a full serving...just a small taste. Don't "fill" your readers up to not buy the offer.

❑ Step 7: Edit the Email

- Is it entertaining (story, emotion, humor, etc.)?
- Is it useful but incomplete (does it point back to something else you're offering)?
- Do you have a call to action of what they should do now?
- Are all paragraphs 5 lines or less?
- Does your story and examples prove your empathy (you understand)?
- Do you present an aura of authority (wishy-washy not allow)?
- Does this email give any example you're a real person (not just a robot)?
- Does your website link work?
- Did you read the email once out loud?
- Remember the 3 E's of email. Entertain - Educate - Earn. Every email should find a way to do all three.

Storytelling

Brainstorm Stories You Can Use For Persuasion

Childhood Stories

- Where did you grow up?
- Do you have any heartwarming moments with your parents?
- Where did you like to go when you were a child?
- Who was your childhood hero?
- Who was a mentor in your life (family member, teacher, neighbor, etc.)?
- What significant moments do you remember from school?
- Did you play any sports?
- What other events did you participate in?
- What were your hobbies when you were a child?
- Did you have chores or work?
- What subjects did you excel in or were you poor at?
- Any gifts that were special to you?
- What would you say about your worst boss?
- What is your favorite holiday?
- Why do you do your current job?
- Why are you passionate about what you do?
- What is your favorite way to spend your day off?
- When did you decide to become your profession?
- What mentors have helped you get to here?
- When did someone try to stop you or discourage you from succeeding?
- Is there anything you collect?
- What's your favorite restaurant?
- Which older movie do you remember seeing for the first time?
- What about a song that has spoken to you?
- What accomplishments are you most proud of?
- When was a desperate moment of your life?
- What do you remember as a turning point?
- Has anything happened to you while out in nature?
- Any experience with police, law, courts?
- Are there any smells or tastes you remember?

Major Life Changes

- Did you go to college?
- Where and why?
- What events stood out to you there?
- If you're married, how did you meet?
- What dating stories do you have?
- When did you pop the question (or say yes)?
- What was your wedding like?
- Where did you go for your anniversary?
- If you have a child, what happened when they were born?
- What about their first step, school day, or word?
- How did you choose their name?
- Do you have pets? How did you choose them?
- What have your pets done that makes you say "How cute?"
- What was your favorite vacation?
- Do you have any memories of a river or the ocean?
- What sports/hobbies do you have now?
- What was your first job?
- What was the funniest thing that happened at work?

Daily Stories

- What did you laugh about in the past week?
- What did you learn this week?
- What or where did you eat?
- What excitement interrupted your daily routine?
- What happened at work?
- What did your spouse, child, or pet do?
- What movie or TV show did you watch?
- What major news jumped out at you?
- What did the expert say (doctor, consultant, teacher, etc.)?
- What questions have customers asked?
- What goals are you shooting toward?
- Where you discouraged any time this past week?
- Did you get angry/annoyed and why?
- What are you thankful for this week?
- What made you feel most creative/independent?

5 Methods for Writing Email Subject Lines And 10 Winning Sentence Starters

If we can't get people to open our email, no one will ever see your brilliance in action.

There are numerous ways you can put together a winning subject line, but let's cover a few simple ways to get you started.

Method #1: Review Headline Blurbs

- www.Magazines.com
- www.Aol.com
- www.Digg.com
- www.thesun.co.uk
- www.nationalenquirer.com
- www.alltop.com
- www.weeklyworldnews.com

Method #2: Number of Tips

This is a very simple model of writing subject lines. Don't use it all the time or it will be overused. Use it SOMETIMES.

- "101 Ways to BIG Benefit."
- "3 Ways to Increase the Sales Price of Your Home"
- "5 Steps to Lose 10 Pounds This Month"
- "8 Secrets to Bring Romance Back Into Your Marriage"

Method #3: Hot News

Often I'll check out the news on Google or Yahoo every day. Tie your email into hot news everyone is hearing about.

You could write something like:

- "Master Persuasion Tips From Obama"
- "How to Increase Profits By 152% in the Recession"
- "Is It Time to Buy a Car During an Auto Bailout?"
- "What I Learned At the Big Seminar..."

Method #4: Trainwreck

Be negative or controversial.

- "The #1 Mistake Dieters Make"
- "3 Ways to Stop a Divorce"
- "Why College May Be a Waste of Time"
- "3 Ways Gurus Are Stealing Your Cash"

Method #5: Ask a Curiosity Question

Question headlines can work as long as they push the curiosity buttons in your readers.

- "Do You Make These Mistakes In English?"
- "Who Else Wants a Screen Star Figure?"
- "Whose Fault When Marriages Break Up?"
- "Is the Life of a Child Worth \$1 to You?"
- "Six Types of Investor - Which Group Are You In?"

Great Sentence Starters For Your Emails

- Have you ever wondered why... (state a problem)
- Recently I was out... (start a story)
- What if you could... (benefit)
- Ever since I... (start a story)
- I am looking for... (qualify your customers)
- The "experts" say... (lead in for you to disagree).
- As you know...(confirm something they know).
- I need your help. (works good on requests)
- What if...(a nightmare or a dream scenario)
- Here's a shortcut for... (benefit statement).