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# **How You Can Write Effective Promotional Emails**

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## Introduction

Email remains one of the most powerful ways in which you can sell things to your customers and potential customers. In fact, the return on investment is greatest for email marketing - much better than for web pages themselves. So, concentrating on getting your email marketing right can bring you huge dividends. This report looks at writing effective promotional emails.

## Email marketing today

Since that fateful day in late November or early December of 1971 when Ray Tomlinson sent the first email using a ARPANET (the predecessor of what we know as the Internet today), email has changed...a lot.

The email that Ray Tomlinson sent was sent to himself. It has been reported that the message was "QWERTYUIOP" but he says that it was more likely to have been "testing 1 2 3 4". It might have been the first email sent and possibly the last one that wasn't a marketing email.

Not really, of course but email is the primary communication choice of individuals and businesses world wide.

It became too popular for its own good. Everybody who had anything at all to sell or any message they wanted to promote discovered mass marketing email. Soon inboxes all over the world were overflowing with unsolicited marketing emails which came to be called SPAM.

In 2003 the problem of SPAM had become so big and so intrusive that the Congress of the United States passed the **CAN-SPAM Act**. CAN-SPAM is an acronym for **C**ontrolling the **A**ssult of **N**on-**S**olicited **P**ornography **A**nd **M**arketing.

The CAN-SPAM Act defines SPAM as **unsolicited bulk email**. Bulk email isn't SPAM and neither is unsolicited email. To meet the definition requirements of SPAM in the CAN-SPAM Act, email must be both bulk AND unsolicited.

The CAN-SPAM Act made it illegal for businesses to send bulk marketing emails to people who had not agreed to receive them. The "opt-in list" was born of the necessity to gain that agreement.

The opt-in list is the **backbone** of email marketing today and opt-in list building techniques are possibly the most discussed subject among Internet marketers.

## Writing powerful emails

So just exactly how vital is it that your emails are powerful? Let me count the ways that powerful emails make a difference for your online business.

The most used and the most effective method that is available to you as an online marketer for contacting your opt-in list members and selling your products and services to them is email.

You may have contact with your list by way of a webinar or a teleseminar and be able to speak directly with them occasionally but that doesn't happen very often. You may well publish a newsletter that you send to your list, as well, but that isn't for the purpose of convincing the members of your list to buy a product or service.

Email is the way that you contact the members of your list on a regular basis and do so for the purpose of selling them a product or service for which you are an affiliate marketer.

- 1. By writing powerful sales emails you will make a great many sales to your list.** By writing weak and ineffectual emails you won't make sales to your list.
- 2. By writing powerful sales emails you will increase the bottom line of your bank account.** By writing weak and ineffectual emails you will watch the balance of your bank account dwindle.
- 3. By writing powerful sales emails you will increase your credibility in the eyes of your list members.** By writing weak and ineffectual emails you will lose whatever credibility you had once established with them.
- 4. By writing powerful sales emails you will increase your value as a joint venture partner in the eyes of other online businesses and other Internet marketers.** By writing weak and ineffectual emails you will lose the respect of other marketers and become a less desirable joint venture partner.

## The most important purpose of your email

Why is it that you send a marketing email to the members of your opt-in list? Most likely you aren't sending email just for the sake of sending email or because you think that sending email is just a ton of fun.

You send email for just one purpose. That purpose is to convince those who receive your email **to act** on it. You want the recipients to buy what you are selling. You want them to click on the links you supplied, drag out those credit cards and buy what you are selling.

In plain English, the object of a marketing email is to sell the products or services that you are recommending in it.

There is a geometric theorem that says, "*The shortest distance between two points is a straight line.*" The object of a marketing email should be a straight line between point A (You sending the email) and point B (the recipient of the email buying the product or service that you are selling).

You don't want to send the members of your list by way of the scenic route. You want them to get on the freeway and go as quickly as possible from receiving the email to buying whatever you are selling.

If you lose sight of the main object of a marketing email that you send out to the members of your list, you are very likely to send them on that scenic tour and make them forget all about getting from point A to point B.

This is the reason that you need to keep your eye on your goal while you are composing your marketing email. Remember that the average email user does not actually read their email from you. They scan the email. Their attention spans are notoriously short and you just don't have the luxury of a long winded sales pitch.

**Long blocks of text will go unread.** Not only will it not be read it could be the cause of your email being eliminated by the delete button.

People are not patient. The goal is to get them to make a purchase and not bore them to death in the process.

The very best marketing emails are short, one-page letters. They have short sentences. They have short paragraphs and they have bullet points that outline the top three or four main selling points of the product or service that you are promoting.

There is actually a good one word description of a sales email that is directed at the main purpose of making a sale. That word is 'succinct'.

The dictionary defines 'succinct' as: expressed in few words; concise; terse.

Remember what your goal is when you are composing your marketing email message and remember the definition of 'succinct'. They go hand in hand.

There are several very important factors to consider when you are composing an email that is succinct and on target. The first is, of course, convincing your list to buy what you are selling but there are other factors as well.

Your marketing email always needs to be formatted correctly.... that is it should only use ASCII characters, have only **65 characters per line** and should not contain word-wrapped links. This formatting makes your emails readable in all email programs.

An attention-getting subject line is vital, as well. If you can't convince the recipients of your email to open it, they can't act on it no matter how great it is. Additionally, every word needs to be spelled correctly and the grammar needs to be impeccable.

The ONLY goal of a marketing email is to sell the product or service being advertised.

## Before writing your email

Writing powerful marketing emails **take practice**. You will look back someday on the first marketing emails that you write and not only laugh but wonder why anybody bought anything in the first place.

The first and most important thing to keep in mind when you are composing your marketing emails is that **real, live people will be reading them**...or at least you hope they will be reading them. You aren't sending email to email addresses. You are sending email to people.

The real people behind the email addresses on your opt-in list may not have a lot in common with one another. A housewife in Salisbury, a business executive in Manchester and a farmer in Norfolk might not choose to have lunch together but they do have at least two similarities.

They are all human beings and they all opted into your mailing list. If you direct your marketing message to any one of them, the message will go right over the heads of the other two. Concentrate on the two similarities of all of them and direct your message to those commonalities.

There is no doubt that you have heard this question many times and phrased many ways...*"What's in it for me?"* That is precisely the question that the readers of your marketing email want answered...and they expect you to answer it quickly.

The members of your opt-in list want you to quickly answer the 'what's in it for me' question. They don't want you to list reasons for them to buy what you are selling. They want to know how the product or service can help

them achieve their goals, make them feel better, look better, answer pressing questions, solve their problems or answer their questions. They honestly don't care why YOU think that they should buy the product or service that you are offering. They want to know what is in it for them.

A simple way to keep your marketing email focused on the ways that the product or service that you are offering is focused on the needs of the recipients of the email is this; **there is no 'I' in 'sales'**.

Reread the marketing email that you have written. Every time you have said, "I" change it to 'YOU' and rearrange the sentence so that it makes sense. If the sentence can't be changed...remove it. It's counterproductive.

The third thing to remember when composing your marketing email is that you need to always use the right 'tone' when you are speaking to your prospective customers. For example: You would not speak to your boss in the same tone of voice or use the same words or phrasing that you would use if you were speaking to your child or your spouse or a stranger on the street. Each person that you speak to requires that you use a different 'tone' so that your words are effective and understood.

The most effective tone for a marketing email is friendly but business-like. You don't want your emails to sound stilted and formal. On the other hand, you don't want them to sound too familiar or too casual. Either extreme would be a turn-off for some of the members of your list. Choose words and phrasing to convey your message in a friendly but business-like tone.

The fourth thing that you should keep in mind when you are composing your email messages is that spelling and grammar count. Misspelled words and poor grammar make you sound dumb and uneducated. You have a spell check program on your computer - so use it. Most spell check programs are very good but they are not perfect. The grammar check may also miss errors - so nothing beats printing out your email and reading it several times.

## Tools you must have

If you are an Internet marketer, you simply must send marketing emails to the members of your opt-in list. There really isn't any other better choice. Your marketing emails will generate more sales for you than all of the advertising you do put together.

As you most likely know by now, your [autoresponder](#) requires that your marketing messages be in a specific format. There is a very good reason for this formatting requirement. That reason is that not all email programs are created equally.

Some email programs will scramble lines of text that are longer than the prescribed **65 characters**. What your members get is an email that is mostly just gibberish. Some email programs accept only plain text mail. That means that your message must be made up of only ASCII characters.

**ASCII** characters are those that you see on your keyboard. When email programs that only support ASCII script are presented with characters that they don't recognize, they often do strange things. A quotation mark, for example, might be sent as the number '0'.

Your computer already has a program that will produce text in only ASCII characters. It's your 'NOTEPAD' program. Notepad is not to be confused with WordPad. They are two different programs. In order to meet



the ASCII character requirement of your auto responder, type your email messages in your Notepad program.

You can type them in another program first, if you wish and then copy and paste them onto a note pad document. All formatting will be removed by the note pad program and all characters will be ASCII. You will then still have to shorten your lines to 65 characters.

There is a program that you can download from the Internet at <http://www.notetab.com> called **NoteTab**. This program will produce type in only ASCII characters and will also allow you to format your line length. There is a free basic program on the site. Additionally, you will find some programs that have added features that you might well find useful enough to merit spending a few pounds to get.

Another point of correct formatting for autoresponders is that full URL's must be used rather than be word-wrapped. As we all know, some URL's are very long indeed. That turns into a problem but there is a solution. Long URL's can be reduced to simple URL's at <http://tinyurl.com/>. The service is free and you can link to the site if you wish.

In order to achieve the formatting requirements set forth by your autoresponder you need to use the correct tools. The tools that you should use are:

1. Either the Notepad program on your computer or the [Note Tab](#) software.
2. The URL reducing program that you can find at [Tiny URL](#).

Another site that you might find very useful is [Wordtracker](#). On this site you can identify your best key words for use in your marketing emails.

## Different types of promotional emails

The beautiful thing about promotional emails is that they are limited only by your own imagination. There are many different kinds of promotional emails and you can probably think up many that won't be listed here. These are just a few types of promotional email that you can write and send to your opt-in list members:

### **1. Promote your own product**

If you have a service or a digital product that is your own, you can send an email to your list promoting your own product.

### **2. Promote a product for which you are an affiliate marketer**

The more products or services that you can sell to your list, the higher your income will be and the more valuable you become as an Internet marketer. Often, the percentages that you agreed to when you became an affiliate for a product or service will be increased according to the number of sales that you make.

### **3. Promote a webinar or temeseminar.**

Webinars and teleseminars are big right now. People happily pay for the privilege of getting to participate in them.

## **5. Selling membership access to a membership website**

Membership websites that are dedicated to in depth information and the exchange of ideas about a topic that is near and dear to the hearts of the members of your list aren't hard to sell.

## **6. Send a quiz or survey questions**

Post the answers on your website so that the people will visit and buy something.

## **The purpose of your subject line**

You get a lot of email yourself, don't you? What is the first thing that you look at when you receive and mail in your own inbox? The first information that you want is to know who the email is from, right? That's what most people look at first. The second bit of information that you look at is the subject line.

The subject line is the determining factor as to whether an email is opened and read or whether it is simply deleted unopened and unread. You must always consider the importance of your subject line when you send marketing emails to the members of your list.

Everyday thousands of online businesses send marketing email to the members of their opt-in lists that are simply deleted without ever being opened, read or acted upon. Those emails are completely useless.

The purpose of the subject line is to entice the recipient into actually opening, reading and acting on the information in the email so you should never discount the importance of those few words.

Some magic subject line words are 'free gift' 'take the quiz' and 'test your knowledge'. You've probably been told that the word 'free' is ineffective, but it isn't. People like 'free'.

Often the subject line of a marketing email is just thrown in at the last minute without much thought being given to it but that is a big mistake. Much thought should be put into those 50 words. Those 50 words are the ones that will determine whether the other 3 or 4 hundred are read or not.

Testing the effectiveness of variations of a subject line on small segments of your opt-in list is a wise thing to do. You can determine which variation is the most effective one and actually produces the desired results.

You can also test the emotional value of your subject line at:

<http://www.aminstitute.com/headline/>.

## **Attention-grabbing subject lines**

Is there a magic formula for creating a subject line that is so attention-grabbing that it will guarantee that recipients will open your marketing email every time?

It would be nice! Unfortunately there is not a magic formula. There are, however, some techniques that you can use that will help you create attention-getting subject lines for your marketing emails.

### **Technique 1: Prepare to compete.**

The first and most important piece of information that you need to have permanently implanted in your mind is that you are not sending email to email addresses. You are sending email to real, live human

beings. These humans that will receive your email are much like yourself. They all are busy people who weren't sitting there with baited breath waiting for your marketing email message to arrive in their empty inboxes. Their inboxes overflow at the same rate that yours does. If you want them to open and read your marketing email, your subject line is going to have to compete with dozens or even hundreds of other emails for their attention.

#### **Technique 2: Answer the 'what's in it for me' question**

You've got 10 words in a subject line to answer that question. You must give the recipients of your marketing emails a very good and substantial reason for taking their valuable time to see what it is that you have to say to them in your marketing email. Think about subject lines that get your attention. All of the subject lines that grab your attention and entice you to open an email are the ones that promise to help you in some way. They answer the question, 'what's in it for me' and they do it in the 10 subject line words.

#### **Technique 3: Don't promise more than you can deliver**

Don't be overly zealous in your subject line. You can't deliver world peace, so don't make a promise that you can't keep. Keep it real. Keep it on point.

#### **Technique 4: Study newspaper headlines**

Newspapers have headline writing down to a fine art. Pick up your local newspaper and note how headlines are written. Pay attention to the ones that grab your attention. You will note that all newspaper headlines state the most important point of the topic and do so in the fewest possible words. A newspaper headline and the subject line of your marketing emails are kissing cousins. The object of your marketing email is to state the content of your email in the fewest possible words and hit the most important part of the information that your email provides.

#### **Technique 5: Don't practice recycling**

That may not sound very environmentally friendly but we aren't talking about plastics or paper; we are talking about marketing email subject lines. Just because a subject line that you used last month was effective, it doesn't mean that you can simply change a word or two and recycle it. Language is a fluid...it is not a solid. The buzz words that were hot last month are this month's flat liners. Keep your subject lines fresh.

#### **Technique 6: Test! Test! Test!**

The way to always outdo your competition is to take the time and put forth the added effort to test your subject lines. It will serve you well when you begin an email marketing campaign to add an additional day or so to your time table that will allow you to test your subject lines for effectiveness. Send two or three variations of your subject line to selected members of your opt-in list. Log in to your autoresponder account and see which ones have the best open rate.

## Examples of powerful subject lines that work

Do you remember the virus that went around through email several years ago? The subject line was, **"I love you"**. People simply could not resist.

They opened the email even though they did not recognize the sender and, presto, their computers were infected. The sending of the email was deplorable but the subject line was pure genius.

We all hate those kinds of emails and fortunately today's antivirus programs catch and dispose of most of them before they ever appear in our inboxes. However, we can learn a lot from them.

The very best subject lines are the ones that **make a recipient feel that if they don't open and read the email they will be missing something vital**. They should feel like that if they don't open and read an email message from you that they will be missing out on something really important and may even be 'out-of-the-loop'.

Curiosity is a strong and powerful human trait that email marketers need to use to make their marketing emails pass the 'must-open, must-read' test.

The other very human characteristic that Internet marketers need to understand and use is 'me'. The recipients of marketing emails that you send want you to answer one very important question. That question is the age old, 'What's in it for me?' The key word is 'me'.

Let's say that you are marketing tax software. What kind of subject line would you write?

***"Don't miss out! We are getting down to the business of tax. Learn how to save money on your taxes today. A special \$10 offer is included."***

*Yuck!* That is a terrible subject line. The first thing that is wrong with it is that it is **vague**. The second thing that is wrong with it is that **it doesn't clearly state what the email marketing message is**. The third thing that is wrong with it is that it **doesn't tease the recipient**. The fourth thing that is wrong with it is that the word business is **misspelled**. The fifth thing that is wrong with it is that it is **far too long**. *Phew!*

**Result:** That subject line would quickly get the email deleted rather than opened and read!

So what would be a good subject line, you ask?

***"Get £10 finding out how you can pay less tax!"***

I don't know about you, but I'd open one that promised me some tax relief and a bonus to boot! The first reason that this subject line is good is because the very first word is an attention-getter. Everybody is concerned about money. The second reason that it is so good is that it is aimed directly at the recipient. The third reason it is so good is that it makes an offer of something for nothing. The fourth reason it is so good is because it is short. Short is a very good thing.

Examples of good subject lines are ones that are:

1. **Brief**....and the shorter the better
2. **Direct** - use the most important word first
3. **Ask a question** that the reader wants to know the answer to
4. **Have a tease quality**. Remember 'curiosity' is a common human trait
5. **Tie into current events**. In the example above, the email would tie into the tax year.

It is common practice to stick a subject line on a marketing email almost as an after thought. The best practice is to start with a subject line that will meet all of the above listed requirements.

## Making your first email catchy

When you begin an email marketing campaign, you don't start with an overt selling email, do you? If you do, you are really missing the boat on this one. Internet marketing email campaigns do not begin with a marketing email. They begin with an opening email. The actual marketing email doesn't come until later.

First you make the recipients of your opt-in list aware that something is about to happen.....something **good**....something **exciting**. You've heard about using a tease in your subject line but what we are talking about here is a whole email that is meant to tease and to entice and cause anticipation.

This kind of email is called a "**pre-sell**" email. The object is to advertise and extoll the virtues of a product or service that isn't yet 'available' and to make the members of your list see the advantages to themselves that this product or service can provide for them. You need to have them eagerly anticipating the arrival of your actual marketing email....the one that will send them scurrying for their credit cards because they already know that they want and need the product or service.

If you do the actual marketing email correctly, it will be very short. It will contain only short sentences and short paragraphs. It will have bullet points. That kind of email doesn't afford you the opportunity to do much convincing. The convincing needs to have been already accomplished.

Your pre-sell emails can prime the pump, so to speak. They give you the opportunity to list the value you can provide to the members of your list. You afford you the opportunity to list the virtues of the product or service that you will be marketing well in advance of the actual marketing email and you can do it more than once.

You aren't limited to sending only one pre-sell email to your list. You can send more if you want to and you should most likely want to. Repetition works. Repetition of a sales message is a proven selling technique. Indeed, you may need to send up to 21 emails just to get one message through.

Do remember, however, that when you send pre-sell email messages to your list that they still need to conform to the same standards that marketing email messages should adhere to.

Your first pre-sell message can announce the fact that this product or service is on the horizon or 'Coming Soon'. The second pre-sell message can announce that the arrival of this product or service is imminent...but not quite here yet. You might even offer to let the members of your list pre-order the product or service so that they are sure to get it.

Pre-selling a product or service isn't just important. It is a vital part of online marketing and one that you need to use and perfect if you are to become an effective email marketer.

If you pre-sell your product or service effectively all of the selling will have already been accomplished and you can move on to counting your sales and your profits.

## Writing the body of your email

The subject line of your marketing email is a vital part of the total email. You couldn't find a single email marketer or anyother kind of Internet marketer that would disagree.

However, while the object of the subject line is to convince the recipient to open and read the email, the object of the body of a marketing email is to convince the recipient to take action and actually purchase the product or service that is being recommended to them.

It is vitally important to recognize and accept the fact that most of those who recieve your marketing emails and actually open them are not going to READ them. They will not read them word for word at any rate. They will scan them. They will read only enough words to get the idea of what is being sold at first.

IF (and 'if' is a very big word) you can convince them when they scan your marketing email message that they might be interested in what you are selling, then, and only then, will the really read everything that you have written.

### Keep your marketing email short

To the chagrin of email marketers, the attention span of the average computer user is extremely short. We have become an impatient world. We want instant gratification as well as instant information. We do not want to bored with a lot of tediousness. Back years and years ago there was a radio program, Dragnet, that even made it to the TV screens of Americon for awhile. The main character was Sgt. Joe Friday. One of his famous lines was, "Just the facts, ma'm. Just give us the facts." This should be your mantra as you compose the body of a marketing email. "Just the facts!" Each one should be stated as succinctly as possible and they should be bulleted.

### All sentences should be short and simple

Do not use run-on sentences that present more than one idea. The paragraphs should also be very short. One sentence paragraphs are fine - but never more than 20 words in each sentence Three sentence paragraphs are about the maximum.

### Avoid the use of all capital letters

All capital letters are the email equivalent of real world shouting or yelling and nobody likes to be yelled at. Not only is it rude, it is ineffective. You've no doubt seen television commercials that are made by the owners of the businesses being advertised. You know the ones....'Honest Joe's Used Car Lot'. Honest Joe seems to think that if he yells loud enough, somebody will believe him. It is fair to compare marketing email messages that have a lot of sentences that are all

capital letters to an 'Honest Joe' television commercial. They are equally rude and equally ineffective. The one gets muted and the other gets deleted.

### **Go easy on the exclamation marks**

One exclamation mark says that the sentence is emphatic. The use of several at the end of a sentence either means the sender hit the key too many times or is shouting at the recipient. Neither is good. A single exclamation point is a good thing. It indicates that an important point is being made in the preceeding sentence. The use of many exclamation points negates the value of one exclamation point. Many exclamation points do not make the preceeding statement more emphatic. They actually make is less emphatic.

### **Use bullet points**

Bulleted points make it easy for the recipients of your marketing email to pick out important facts. Remember that short attention span? They will look at the bulleted points and then decide whether to read the rest of your message.

### **Spelling and grammar counts**

Check it carefully and remember not to stake your reputation on your spell check program.

## **Moving your readers to take action**

There can be many distractions when you are an email marketer. When you are writing an important marketing email you can get distracted by the necessity of using the right form or keeping your sentences short or a dozen other things. The 'ball' or the 'prize' that you need to keep your eye on is that the objective of your marketing email is to entice the recipients to act on your recommendations and, in fact, drag out those credit cards and buy what you are selling or perhaps to visit your web site and take advantage of a free gift that you are giving away.

It is important that the message be clear and that the main points are in bulleted form so that the email can be scanned easily by the recipients. Remember to use, short sentences and short paragraphs. Don't use all capital sentences and curb your enthusiastic use of exclamation points.

Sometimes the whole problem can be summed up in just one word: procrastination. We seem to be a nation of procrastinators. We never do today what can be put off until tomorrow or, even better, indefinitely. Can you imagine what would happen to the tax system if April 6<sup>th</sup> were only a suggestion and not an absolute deadline?

Wouldn't it be nice if there were some sort of tried and tested formula for getting the recipients to take action and buy what you are selling or download what you are giving them immediately? Maybe you should not suggest that they buy what you are selling when they get around to it or downloading what you are offering at their convenience. Perhaps you should be a bit more emphatic and a bit more specific, set limits and set deadlines.

By telling you to be more emphatic, I am in no way suggesting that you use a lot of exclamation points or a lot of big capital letter sentences. No. I'm suggesting that when you write your marketing email that you use bullet



points that will cause the recipients of your marketing email to take action and to take it immediately.

A bullet point that says:

- *For a limited time only!*

isn't going to be all that effective.

A bullet point that says:

- *This offer expires at midnight on November 10th!*

will be much more effective because it gives a specific deadline.

A bullet point that says:

- *This is a limited offer!*

isn't going to be very effective either.

But consider one that says:

- *This offer is limited to the first 200 applicants!*

This might just get some action. Everybody wants to be first...even though they also will procrastinate given the opportunity. The point is to provide the members of your opt-in list with an very good reason to take action and to take that action immediately.

Remember that the main objective is to get the members of your opt-in list to click on the links you provide in your marketing email message. Give them plenty of reasons to do just that.

## How to write a powerful "PS"

There are several parts to an email. First there is the 'from' line. This is where your name or your company name goes. This tells the recipient who the email is from. Next there is a subject line. This is an important part of an email message. Then comes the body of the email message.

After the body of the email comes the **signature**. The importance of the signature is rarely mentioned but it is also an important part of a marketing email. Be certain that you make those signature lines count. Use your name, your company name, a link to your webpage, as well as, a link to the product or service that you are selling.

Next comes your last opportunity to make your point and sell your product or service. It's the **PS line**. PS is an acronym for '**post script**' which means '**after the signature**'. People read the PS even if they haven't read the body of the email. So it is a vital part of your marketing message.

View the PS as an **opportunity to get in the most important reasons as to why your readers should take action**. Using your P.S. line to '**set the hook**' means using it to hit the main selling point made in your marketing email one more time.



For example:

**PS** *Don't forget that this product will save you both time AND money. (And provide the URL to the sales page once more.)*

Another example would be:

**PS** *Don't forget that this offer ends at midnight on November 16<sup>th</sup>. (And again, provide the URL to the sales page.)*

Yes another example would be:

**PS** *Don't get left out! This offer is limited to the first 200 applicants. (And provide the URL to the sales page.)*

Using the PS line as bait is a rather simple but very effective sales technique. When I say 'bait' (a word that I really dislike), what I am referring to is a tease or an incentive.

Once example of a P.S. line being used as 'bait' is:

**PS** *Don't miss the next newsletter. There will be an offer that will amaze you! (Add a link to your subscription opt-in box.)*

Another example of a P.S. line being used as 'bait' is:

**PS** *You don't want to miss finding out why I got sent to jail which will be revealed during this teleseminar. (Add a link to the squeeze page for registering for the teleseminar.)*

## Common mistakes when writing emails

There are at least as many ways to get a promotional email wrong as there are ways to get it right. One of the first mistakes that email marketers make when writing their promo emails is that they:

### **Lose sight of the objective**

The ONLY objective of a marketing email is to sell the product or service that you are promoting to the members of your opt-in list. Every word of the email needs to be directed at realizing that ONE objective.

### **See their list as email addresses**

An opt-in list is much more than a list of names and email addresses. It is a list of people! Real, live, human people are what make up your opt-in list. You must market your product or service to humans and not email addresses.

### **Fail to provide themselves with the right tools for the job**

If you are painting a room, you need paint brushes, paint rollers, paint trays, etc. If you are send promotional emails, you need the right tools

for the job, as well. The right tools for the job of sending promotional emails include:

Note Tab Light  
<http://www.notetab.com/>

Tiny URL  
<http://tinyurl.com/>

1ShoppingCart  
<http://www.1ShoppingCart.com>

### **Use weak and ineffective subject lines**

Most autoresponders allow you to use up to 50 characters in a subject line. That's too many; effective subject lines are short, to the point, have a tease quality and never promise more than what will be delivered in the attached marketing email.

### **Use all capital letters**

The use of all capital letters in any kind of email is the equivalent of shouting or yelling at a person that you are having a real world conversation with. It is rude and completely unproductive. Don't yell at the members of your opt-in list. All capital letters do not draw attention nor convey excitement.

### **Use a lot of exclamation points**

One exclamation point at the end of a sentence means that the sentence is an exclamatory one. Multiple exclamation points at the end of a sentence are another form of shouting and they do not denote added excitement. They are taking up valuable space in your marketing email and maybe even irritating the recipients.

### **Never use bullet points**

It is a known fact that people don't read marketing emails word for word. People scan marketing emails. Marketing emails need to be easy to SCAN. The use of bullet points makes it easy for recipients to easily identify the important information that is contained in the email. You should always use bullet points for the main points that you are making in your marketing email.

### **Make their emails too long**

Marketing emails should be short. They shouldn't have a scroll bar and they should only be 300 to 400 words long. They should never contain large blocks of text. It won't be read.

### **Fail to use the PS line effectively**

The PS line of a marketing email appear last but they are as important as the first word of a marketing email. The PS line needs to be used to highlight the most important aspect of the email again or as a tease for an upcoming email.

## More tips on getting your email read

Email marketers depend upon having their emails opened, read, and acted upon. Unless those three things happen, well, you may as well not bother. If you have formatted your email correctly and it is readable in all email programs, then you just need to be certain that you have done everything possible to encourage the recipients to:

**Open the email:** The subject line is one of the two determining factors of whether an email is in fact opened or sent unopened and unread to the deleted file of the recipient. The first factor is who the email is from. Since the recipient opted onto your list, it is fair to assume that they want to get email from you. The second factor is the subject line. Personalize the email in the subject line. Your autoresponder will allow you to do this. 'John, you can save money and get a free gift!' is much more effective than just, 'You can save money and get a free gift!' So first, personalize your subject line. The word, 'free' has been maligned but don't believe everything you hear. People like free. Everybody likes free....poor people, middle class people and maybe especially rich people. There are other words that have proven to be effective in subject lines as well. Ease or easy, magic or magical, are some of them. You must use some mystery and some tease in your subject line, in order to get the recipients to open them.

**Read the email:** Once the recipient has been convinced to open the marketing email from you, the next trick is to get them to **read** what you have to say. The problem is that most computer users do not in fact READ anything. They SCAN. So it is up to you to get them to actually slow down and really read what you have to say. The email must be interesting. If you can start with a story....and I'm not talking about a novel...I'm talking about a two line story, you can get their attention. "Bill thought of himself as a loser until he tried our product." This is a story. You must include bullet points in order to make your marketing email easy to read. You don't ever want to include large blocks of text. Short simple bulleted points that list the advantages that your product can provide will make it easy for the recipients to see the important facts at a glance.

**Act on the email:** Once you have convinced the recipients to open and read your marketing email, the next step is to get them to actually act on your suggestions you have made, (i.e. buy what you are selling). The first thing you need to do is to make the link for ordering your product or service easy to see. Remember - never word-wrap links. All email programs don't deliver email with word wrapped links. The second thing to do is to either make the offer for a specific limited time (midnight on Thursday, November 30<sup>th</sup>) and not just say 'limited time' or to limit the offer to a specific number of people (this offer is limited to the first 200 applicants) and not just limited space is available.

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