

The Beginners' Friend

Making Money Online With A Little Help From A Friend



Email Magic: The Sorcery Behind Effective Emails

BONUS Lesson

SIMPLIFYING AND IMPROVING

In this bonus part of the training, I will not be telling you what to include in your mails.

Instead, today the focus is on how you can go about simplifying and improving the process of writing mails to send to your subscribers.

Even with the information I have given you over the past few days, staring at a blank screen, knowing that you need to come up with a mail to send to your subscribers *can be daunting to say the least.*

So, let's have a look at some of the things you can do to make life a little bit easier.

USING AFFILIATE SWIPE MAILS

Let me be clear about something straight away...

...DO NOT SEND STANDARD UNEDITED SWIPE MAILS OUT TO YOUR SUBSCRIBERS.

OK, now that's out the way we can continue.

Most product launches now will come complete with swipe emails you can send out to promote the product.

However, there are several problems with these:

1. Everyone and their dog will be sending exactly the same mail.
2. The mail will be written in the words of the product creator *(or more accurately, in the voice of the outsourcer they hired to write the mails)*

3. The tone of the mails tends to be very hypey and full of marketing speak.

All the issues above are likely to adversely impact the success you have using the mails.

On the other hand, though, the mails will tend to be written by someone who is used to writing mails and therefore the content and the structure will usually be solid enough.



So why not use the work that has already gone into the creation of the mail to your benefit.

We all know that amending something that is already there is a damn site easier than having to start from scratch.

So, spending some time editing an existing swipe mail is going to be much easier than creating your own mail, especially if you are not yet used to writing your own mails.

Some of the things you might consider when updating the source swipe emails are:

Look to Include Your Personality - Are there opportunities to insert your own stories or experiences within the mail.

'Translate' the Mail – it is likely the mail will have been written in 'marketing speak'.

It will use words and phrases that only ever seem to be used in marketing circles, so personalise it by amending the most obvious phrases and terms into the language you would use if you were writing this mail to a mate.

Beginning And End – It has been shown people remember the beginning and end of things, and therefore the time to spend most of your editing time, is with the introduction and summary of the mail.

LEARN OFF THE EXPERTS

There is a great free resource available for everyone to use to improve their writing skills.



The resource I'm referring to is the other email marketers around you!

One of the things I did in the early days (and still do now

to a degree), is to sign up to as many lists as possible.

This was not to get their free offer, but instead to see how they market to their list.

Once I had received a few mails I would know whether they are my sort of marketer or not; if they weren't, I just unsubscribed.

For those remaining marketers, I viewed the emails they sent, and moved the ones that really struck a chord with me, into my 'Swipe' folder.

The thinking here is that if something appealed to me, it is likely to appeal to those on my list.

Once you have collected emails in this way, it is just a matter of using use these mails to understand the methods, terminology, phrases etc that make you want to click on their links...*and once you have done this, include the same methods within your own mails.*

In the early days you may even use a specific mail as a template for creating your own mail.

I must stress at this point, that unless you have express permission, DO NOT JUST COPY!

Take the mail you like and go through paragraph by paragraph and rewrite in your own words and using your own personality.

The more you do this, the easier it becomes to write your own mails from scratch.

EARN WHILE YOU LEARN

I have already mentioned my [AR Mail Genie v3.0 membership](#) in this training.

It is a great resource for anyone who wants short cut the process of communicating with their list.

However, a benefit you might not consider is, as well as saving you time and effort, *the emails can also be used as a great training resource.*

Initially you might just want to add a sentence or two at the beginning or end to introduce a bit of your personality.

When you become comfortable with this, you can start editing more and more of the mails.

Eventually they are basically your own mails and the idea of writing a mail becomes second nature.

Obviously at this point you could cancel your membership and be self-sufficient...

...and d'you know what I'd be pleased as punch that you did, as I'd know I'd helped you move one in your online efforts 😊



This brings me to the end of the training.

I hope it is of help and if you do have any questions about anything, I have sent you over the past few days, please get in touch and I will personally get back to you as soon as I can.

Now what are you waiting for, start sending those mails



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