Email Magic: The Sorcery Behind Effective Emails

Lesson 2

PART 1: SUBJECT LINES

In the first part of this training, we looked at the importance of sending regular engaging emails…

…and why it is so important to create rapport with those emails.

In this part of the training, I want to look at getting your subscriber through the front door. In other words, get them to open your mail in the first place.

Fail at this hurdle and it doesn't matter how well your email is written or how useful the information is within it, your efforts have effectively been wasted.

Grabbing Your Subscribers Attention

It is fair to say that most subscribers on your list will also be signed up to a number of other lists.

This means that your subscribers will probably be receiving many mails into their mailbox on a daily basis.

If your mail doesn't stand out from this crowd there is a very real danger that all your hard work will be for nought.

The obvious way of attracting your subscribers and getting them to open your mail is via the subject or title you use, and I will be covering this in detail in a moment.

HOWEVER, the subject line <u>isn't</u> THE most important thing that will get your emails opened.

The most important thing was the topic of my previous lesson.

The most important thing, <u>*bar none*</u>, is your relationship and rapport with your subscribers.

If people like you and what you have to say, *your name will be enough for them to open and read your mails.*

Of course, the big problem is that we now have a chicken and egg situation.

To build up your rapport with your subscribers, you need them to read your mails…

…BUT until you get that rapport it is less likely they open your mails; a 'Catch 22' situation.

It is for this reason that the subject line is so particularly important.

With it you can attract people to open and read your mails, which will then give you the opportunity to build the rapport.

Your subject line is the shop front that is either going to attract people in…

…or scare them off.

It therefore makes sense that you spend time and effort getting your subject lines as good as they can be.

So, with that said, let's have a look at some ways that you can attract the attention of your subscribers.

1. QUESTIONS

There is interesting psychology behind the effect of questions on us.

We are hard wired to *not* like not knowing.

When a question is posed, we WANT to know the answer to the question.

Just think about the times you have seen the 'question' technique used on the TV.

A presenter asks a question before the commercial break and then tells you they will have the answer following the break.

They know that people will be keen to know the answer and therefore are more likely to stay with them rather than flick to another channel during the break.

A question within your subject line 'hooks' the interest of your subscribers and makes them WANT to open the mail to get an answer.

For example…

"How did he add 1000 to his list in a matter of days?

"Will this be right for you?

"Have you ever seen anything like this?

Curiosity didn't just kill the cat; it also got the mail opened. 😊

2. The 1-2-3 of Headlines

Research has shown that people love subjects/headlines that contain numbers.

'6 Top Tips for Success'

'Success in 3 Simple Steps'

'5 Top Tips'

People like the certainty that numbers bring and therefore they are a great way to get people opening your emails.

3. Time is Ticking

Like the previous tip, adding a specific time to a title focuses the mind of the reader.

'Double the Size of Your List in Just 30 Minutes'

This is especially the case if you are introducing a time limit and therefore the chance that the reader might miss out on something.

'The Offer Closes At Midnight - Forever'

Again, it has been proven that we are hardwired to hate the idea of missing out on something, so putting a time

limit in your subject line tends to focus the mind of your subscriber.

(This comes up again later when I discuss scarcity).

4. Use Vibrant Vocabulary

Let's face it, life is too short to be bored, therefore we need to ensure our Subject line contains vibrant, exciting, positive words or phrases.

'Get Your Hands on This Powerful Secret'

'An Exciting New Strategy To Attract Customers'

You want to suggest that you are enthusiastic about what you are doing and what you are writing about (let's face it, if you're not, why should your subscriber be).

5. Introduce Scarcity

As I mentioned earlier, we are all designed to hate missing out on something. (FOMO – Fear Of Missing Out).

Therefore if you introduce some sort of scarcity in your headline you are guaranteed to capture a lot of attention.

'Only 6 Left and They Are Going Fast'

'Last Few Spots Remaining'

'Must End Tonight'

...And Finally

If I were to give you a bonus 6th Tip, it would be that there is nothing stopping you using several of these techniques in one title to multiply its effectiveness:

'Are You Going To Miss Out On One of the 6 Remaining Slots?'

I also wanted to add a word of warning here.

Despite all of the ideas I've shared with you being valid ways of getting the maximum number of people open your emails, you do have to be careful.

It is extremely easy to veer over into HYPE.

If you have been around for any length of time, I'm sure you know what I mean. The subject lines that just go way over the top. The subject lines claiming fantastic rewards for very little effort.

It would be very easy to destroy any credibility or rapport you have with your subscribers by using this type of mail. So just be careful when using the ideas above, that you also combine it with the concept of using your own voice when writing to your subscribers.

OK, now we have looked at the subject line, let's get on to tips around making sure your content gets read…

PART 2: GETTING YOUR CONTENT READ

Once you have got someone to open your mail, you then want to get them to read the contents.

If, however, they are presented with a solid block of text, with no breaks, going on line after line…

…there is a distinct possibility that they will just exit and move on to the next mail in their mailbox.

As my in-laws say, you are 'over facing' them. 😊

The answer to this is twofold.

Use the KISS Principle

Firstly, don't overdo the contents.

Use the '*Keep it Short and Simple*' principle.

If you have a lot to say, consider writing a blog post and linking to this.

Alternatively split the contents over several mails.

In this day and age, people don't (think) they have the time to be reading a 'War and Peace' type email.

Although every rule has it's exception, it is a good idea, on the whole, to **keep your emails between 200 and 500 words long.**

Any shorter than this and it is very difficult to have anything of any significance in your mail; any longer than this and it is a bit of a trial for the reader to plough through it all.

As I say, although this is a good rule of thumb, sometimes I quite deliberately go above and below this number of words for specific circumstances.

Do the Splits

The second idea is to have short paragraphs of no more than a sentence or two.

When you are reading something online, splitting it up into these short paragraphs makes it look far less intimidating and much easier to read.

The upshot is that it is more likely to be read, which of course is what we are after.

Formatting

Another way to make text more appealing is to use formatting.

You will notice in my emails (and in this training), as well as short paragraphs, I also use *italics*, **bold**, and <u>underlining.</u>

This not only enables me to emphasise key points, but it also allows me to make the text more interesting to look at…

…and therefore, more appealing to read.

Be careful though with the formatting, sometimes less is more.

Having every other word formatted is just going to make the text look messy rather than appealing!

In Summary

In summary to get your mails opened and read you need to consider the following:

- ❖ The most important thing to get your mails opened is the rapport you have with your subscribers.

- ❖ If you have not had chance to build a rapport yet, you are reliant on your subject line to get your mail opened.

- ❖ To get your mails opened, use questions, numbers, timings, vibrant vocabulary and scarcity.

- ❖ Don't be frightened to combine the types of subject lines

- ❖ Take care NOT to make your subject lines too hypey

- ❖ Keep the body of the mail and the paragraphs within it short and simple.

In the next lesson I will be going into detail on what to include within your mails to ensure your subscribers are fully engaged…

…and are therefore more likely to read everything you have to say and act on any suggestions you give them.

Let Me Do It All For You…

If you like the idea of **someone else writing your regular, engaging emails for you**, why not check out my subscriber only AR Mail Genie v3.0 membership.

This is where I provide you with a month's worth of emails each month based upon successful emails, I have used in my own business…

…*emails that have created $1000's in sales for me.*

All the emails include the strategies and psychology I share within this training.

All you need to do is add your links and your name and you are ready to go.

(Of course, you can edit, or mix and match the emails if you wish, it's up to you).

I even provide you with the first week free of charge so that you can check them out and see if they are as good as I say they are (*they are* 😊)

(You will need to sign up with your payment details, but you have my word that you won't be charged upfront and, if you cancel within the 7 days, you will not be charged at all *AND you get to keep the initial emails.*)

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