

The Beginners' Friend

Making Money Online With A Little Help From A Friend



Email Magic: The Sorcery Behind Effective Emails

Lesson 3

CONTENT IS KING

Today we are going to start looking into the content of the mails you send.

We will look at what you should write and how you should write it to ensure you have the best chance possible of engaging your readers.

Obviously, it is of paramount importance that your subscribers read your mails, so that you can:

- ✓ build the rapport I have been banging on about.
- ✓ get them to understand why clicking on the link you have supplied would be beneficial to them.

OK with that said, you have a blank screen in front of you, where are you going to start?

START WITH THE END IN MIND

The first thing you need to have clear in your own mind is what the objective of your mail is.



You must be clear about why you are sending the mail and what you want to achieve by sending it.

So, for example, do you have an affiliate offer that you believe will help your readers and so you want them to click your link to go to the sales page?

Or is there something about you that you want to communicate in order to build the relationship with your subscribers.

Whatever it is you want to achieve make sure you are clear about it from the offset and it will make writing the mail so much easier.

WRITE TO A FRIEND

Some people ask '*How can I write and appeal to everyone on my list?*' and the answer is you CAN'T.

As someone once said, '*you can't please all the people all the time*', so why even attempt to.

Believe me, trying to please everyone is just not possible and you can tie yourself in knots attempting to do it.

The answer is, write in your own voice, and write as if you are writing to a friend.



Think about a friend of yours and imagine you are writing the mail directly to that person.

By doing this, the process of writing suddenly becomes far easier, because now you

are not trying to write a 'marketing' type mail, you are just shooting the breeze with a mate.

Try it and see how much easier writing emails become.

The double bonus of this method is that by writing in an informal friendly way, you automatically continue the rapport building aspect of your communication.

INCLUDE YOUR PERSONAL LIFE

But what can you include in the emails as content I hear you ask?

Well the obvious source should be your life; Experiences you've had, things you have done, goals you have achieved, lessons you have learnt, mistakes you have made etc etc

You are the expert in your life and so **it's a great place to start when looking for things to write about...**

...and yes, the more your subscribers get to know you, the more the relationship and the rapport grow.

Including your real life makes you into a real person and not just some faceless marketer.

There are two very important areas to consider when you are using your



personal story as content for your mails.

The first is, to make sure you keep things truthful.

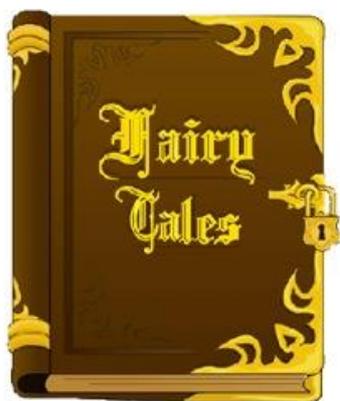
It is OK to focus on the bits of your story that back up the point you are trying to make, BUT don't be tempted to tell untruths to make yourself seem more successful or experienced than you are.

As eggs are eggs, those little lies are bound to come round and bite you on the bum.

The first time you are found out to be lying, there goes all the hard work you have put in to build the relationship with your subscribers.

The second warning I would add is that although admitting some mistakes you have made will make you more human; make sure there is some learning point. You don't want to come across as an idiot 😊

STORIES



A great source of content for your mails is stories, whether true or fictional.

As long as the story can be tied into the objective you have for the mail

you are on to a winner.

Stories take the reader on a journey and helps capture and keep their attention.

You might want to use funny stories, that are just designed to entertain (all work and no play makes Jack a dull boy). However if you do just be a little careful as sometimes humour doesn't always travel very well.

You might want to use a story with a moral or one that illustrates a theory or concept you are trying to get across. This is a method that has been used throughout the ages to get across a message in a subtle 'under the radar' way...

...and still works beautifully today!

EDUCATION, EDUCATION, EDUCATION



A classic type of content that always goes down well with subscribers is the provision of information or education that will help them.

'How to' type emails work at a deep psychological level and use the idea of reciprocity.

Put simply, this is the scientific version of 'you scratch my back; I'll scratch your back'.

When someone does something for us, it has been shown we feel there is an obligation to return the favour.

So when you tell your subscribers a neat trick to increase their conversions or make more from their promotions, they will feel more inclined to carry out any requests you have of them (i.e. asking them to click on an affiliate offer link).

You've done something for them, i.e., supply them with useful information, and so subconsciously they feel they should do something back for you.

Even if you feel there is not much you could tell your subscribers, think again.

You have possibly the biggest and best library at your fingertips with the World Wide Web.

Just search for '*top tips to...*' or '*how can I improve...*' etc and you will have site after site offering information you can use.

I must stress at this point that I am DEFFINITELY NOT suggesting you plagiarise any information you find (i.e. don't just copy and paste).

However, there is nothing stopping you reading something

and then rewriting in your own words.

OK so now you have ideas of what you can include as content, I want to cover what you can do to maximise the chance of them reading what you have written.

IT'S ALL IN THE PRESENTATION

As touched on in the last lesson, reading on a computer/phone screen is quite different from reading from a sheet of paper.

Therefore, one of the things you can do to help people with their online reading is to use short paragraphs.

If your mail is just one slab of solid text, there is a good chance the reader will take one glance at it and click exit.

The paragraphs should be no longer than a sentence or two. This ensures the text is broken up and easy on the eye and in consequence easier to digest.

BE POSITIVE

In terms of the language you use, be confident and upbeat.

No one is going to listen to someone who is wishy washy and uncertain in the real world and the same is true online.

Focus on what can be achieved and not what can't.

POSITIVE MIND
VIBES
LIFE

Allow people to see what is possible and they are much more likely to want to listen to what you have to say.

VARIETY IS THE SPICE OF LIFE

I will end this part of the training with the idea that there is no ONE way, or ONE length for your mails.

Mix things up.

For example I will sometimes write with educational content and then another day just write with a straight suggestion for an affiliate product, and the next day a quick joke or story.

Keep it Different, Keep it Interesting.

Vary the length of the mail, from very short reminders or heads up type mails to longer story based email (my mails tend to vary in size from 200 to 500 words).

Vary the objective.

In most cases your objective is probably going to be to get subscribers to click on a link within a mail.

However what about requesting feedback from them about challenges they have (to help with your product creation), or to get them to fill out a survey, or even just to build your relationship with them.

Whether it be content, or length, or format or type of mail, make sure you are including variety in your mails.

Never be predictable and your subscribers will never get bored with you...

...and if they are never bored, they are MUCH more likely to open AND read what you send them.

IN SUMMARY, IN THIS LESSON YOU HAVE LEARNT:

- ❖ A great type of content for your mails is giving them tips or techniques that will help them and their business.
- ❖ You can also search on the web for ideas for the content
- ❖ Make paragraphs a maximum of a sentence or two to avoid presenting your reader with a slab of text.
- ❖ Use language that is positive and up beat
- ❖ Make sure there is variety in what you send out, whether that be in objective, content, style or length.
- ❖ You should start with the end in mind. Make sure you are clear with what you want to achieve with your mail.
- ❖ Imagine you are writing to a single person (preferably a friend)
- ❖ Include aspects of your life to create yourself as a real person rather than a faceless marketer.
- ❖ Use stories (true or fictional) as a content relating to the objective you have for your mail.

Make sure you look out for tomorrow's lesson email as I will be providing you with **the lowdown on one of the most powerful ways to get readers doing what you want them to do!**

All that in tomorrow's lesson!

A handwritten signature in blue ink, appearing to read "Andy W.", with a stylized flourish underneath.

Let Me Write Your Emails For You...

If you find writing effective engaging emails that get read and produce results...

...or you just like the idea of someone else doing the hard work, then why not check out my [AR Mail Genie v3.0 membership](#).



The membership incorporates all the strategies included in this **Email Magic** training (along with one or two other tricks I have up my sleeve 😊).

You can try it out for 7 days at no cost to see if it is as good as I say.

(you will need to 'commit' to paying the \$17 membership fee, but no funds will be taken until the 7 days are up. Cancel and you will not pay a thing AND you get to keep the trial emails)

Just one sale made from one email a month will cover the cost of membership...

...meaning everything else is pure profit for you.

In other words, you are getting a month's worth of PROVEN engaging emails for LESS than the price of outsourcing the writing of just one email.

[Click HERE To Get Your Trial Membership](#)