

The Beginners' Friend

Making Money Online With A Little Help From A Friend



Email Magic: The Sorcery Behind Effective Emails

Lesson 4

IF YOU DON'T ASK, YOU DON'T GET

Welcome to the four part of my Email Magic training.

Hopefully you have started to utilise what you have learnt already and are seeing a difference to your results.

In this lesson I want to cover a small but HUGELY important element of your email s.

Get it wrong and you will drastically decrease the amount you earn from your email s.

THE 'CALL TO ACTION'

First things first; what is a '*call to action*'?

Quite simply, a call to action does exactly what it suggests.

Its only reason for existing **is to get the reader to take some form of action.**

In terms of what you are doing as an email marketer, the action most required is for the reader of the email to click on a link to the product or service you are promoting.

It sounds obvious, and it is, however you would be amazed how often this one simple element is missing or done incorrectly.

The Keys To A Good CTA

The first thing to say is simply HAVE ONE!

Yep, as simple as that.

I suggest to you that EVERY email that you send out should have a call to action.

Whatever the content of the email, ensure you always provide a call to action.

I personally think it is a waste of an email if you don't have a link to a product or service you believe will help the reader in some way.

This call to action could be in the body of the email or even just in a PS.

For those that say, *'but I don't want to be constantly selling to my list'*, my response is to say that you are a marketer, and the most successful marketers will use every opportunity to offer useful products or services to their potential clients...

...it's all about the way you do it.

Here is one type of email you can use to ensure you include a 'call to action' but don't get accused of spamming or just 'using' your subscribers:

THE 'TWO STAGE' EMAIL

A great way to avoid being someone who just sends promotion after promotion is to intermittently send a 'two stage' email.

The best marketing is about creating a WIN - WIN situation.

So in this type of email, you write the main body of your email with good, none promotional content (training, motivational story etc).

i.e., you are providing value.

Then following your sign out, include a separate section, perhaps delineated with a border, or perhaps just a 'p.s.' connecting the content of the main part of the email to whatever product or service you think would help them.

You can see you are providing good quality content that will benefit your subscriber AND you are also offering something of use that will help them that they can invest in.

The fact that the elements of the email have been deliberately separated into information and then promotion makes the promotion less in your face.

DON'T BE SUBTLE

The final thing to say about the 'call to action' is to NOT be too subtle.

Don't be frightened to tell the reader EXACTLY what you want them to do.

A lot of research has been done about the effectiveness of getting people to take action and it has been shown the most effective way of achieving this is to **be clear and up front.**

For example, don't just include a link, makes sure the text preceding it tells the reader what to do and why:

'Click on the link below for more information:'

'Click below to find out more:'

'To get your own copy, click the link below:'

IN SUMMARY

So, in summary, make sure the emails you send out, contain a link to a product or service you know will help your subscribers and make sure you tell your subscriber to click on that link.

Provide value in your emails to 'earn' the right to send the reader to an offer.

In the last part of the training I will be providing you tomorrow, I reveal how you can simplify and streamline the process of writing regular engaging emails to send to your subscribers.

Make sure you look out for my email (and if you haven't already 'whitelist' my emails to make sure they get through to you.

Until then if you have any questions, please feel free to get in touch with me, by either popping over to my blog:

www.TheBeginnersFriend.com

...and clicking on the *Contact Me* option.

Or alternatively you can email me directly at andrew@thebeginnersfriend.com

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

Fancy Piggybacking On My Success?

If you are someone who likes the idea of making your life simpler, of working smarter and not harder, you need to [check out my 'Done For You' AR Mail Genie v3.0 membership.](#)

As I have mentioned, all of the information I have been providing in this training is based upon the stuff I ACTUALLY use in my own emails.

I use these methods because they create results.

For example (when I was doing primarily affiliate marketing) I featured on launch leaderboards even though I was up against marketers with lists much bigger than mine...

My emails also made untold affiliate sales that resulted in \$1000's in commissions.

And now you get the chance to get a month's worth of my emails every month!

Yep, the VERY emails I used to send to my list.

(I have obviously rewritten them slightly to take out references to me and my life so that anybody can use them.)

Click below to get your free trial (you will be asked to commit to pay the membership fee, but don't worry, this will only be taken after the 7 day when you are happy to proceed):



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