

HOW TO WRITE BETTER EMAILS BY THINKING LIKE A COPYWRITER



THINKING LIKE A COPYWRITER

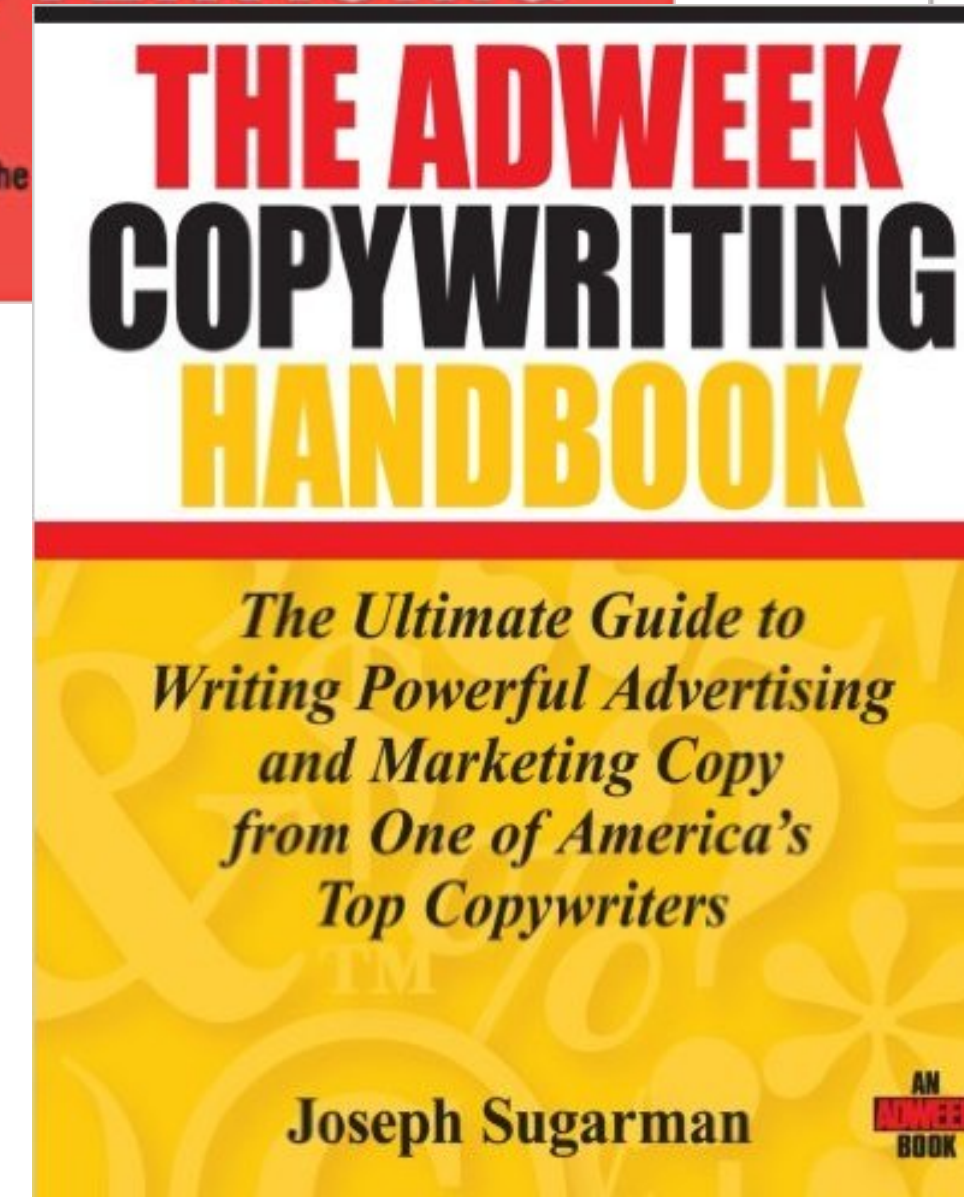
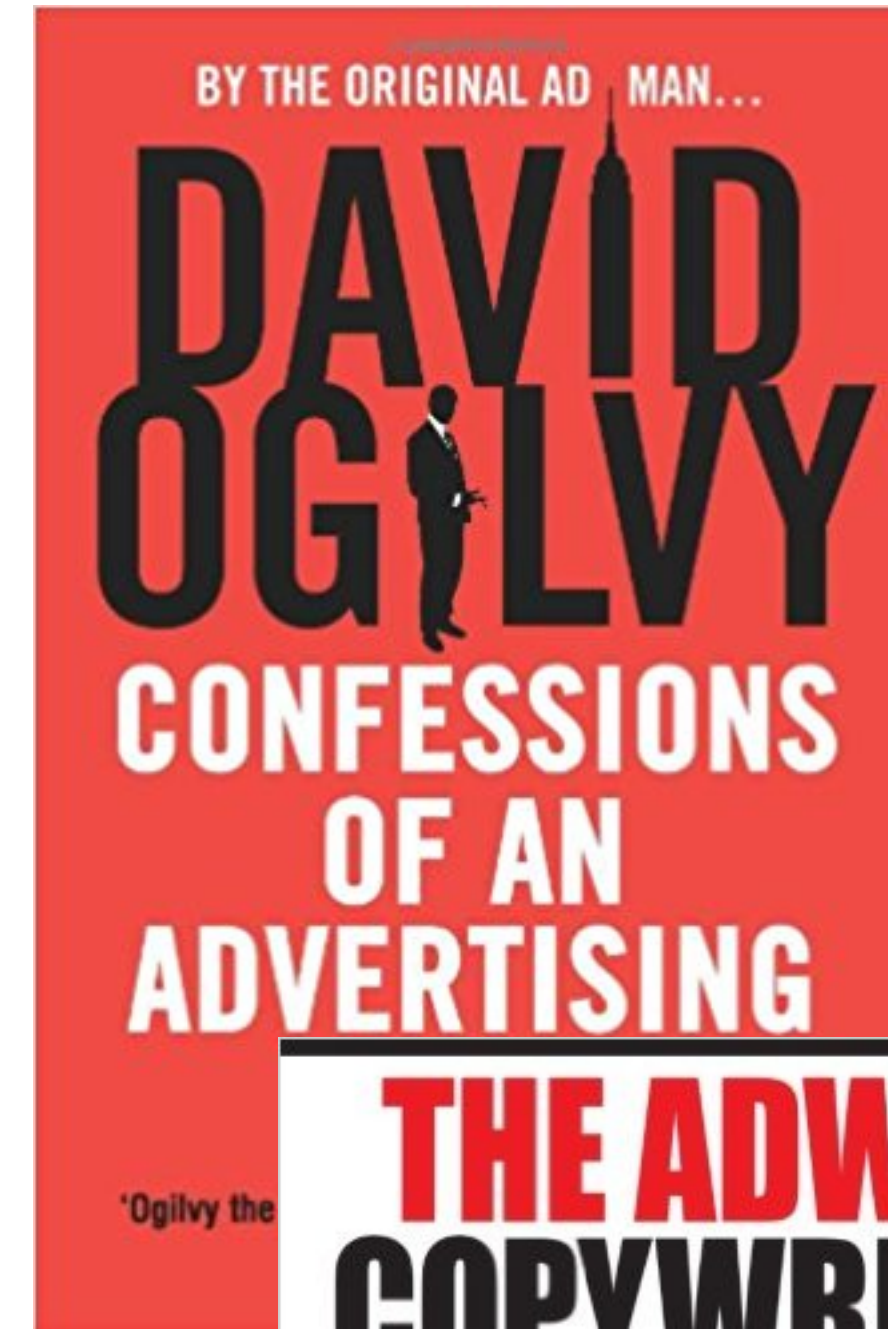
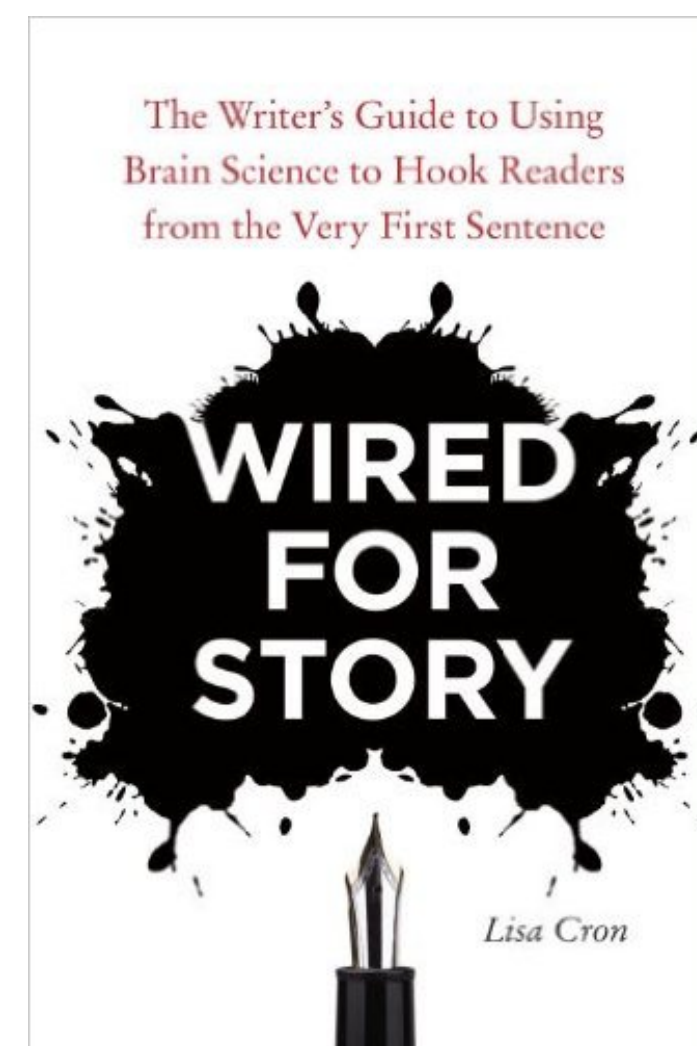
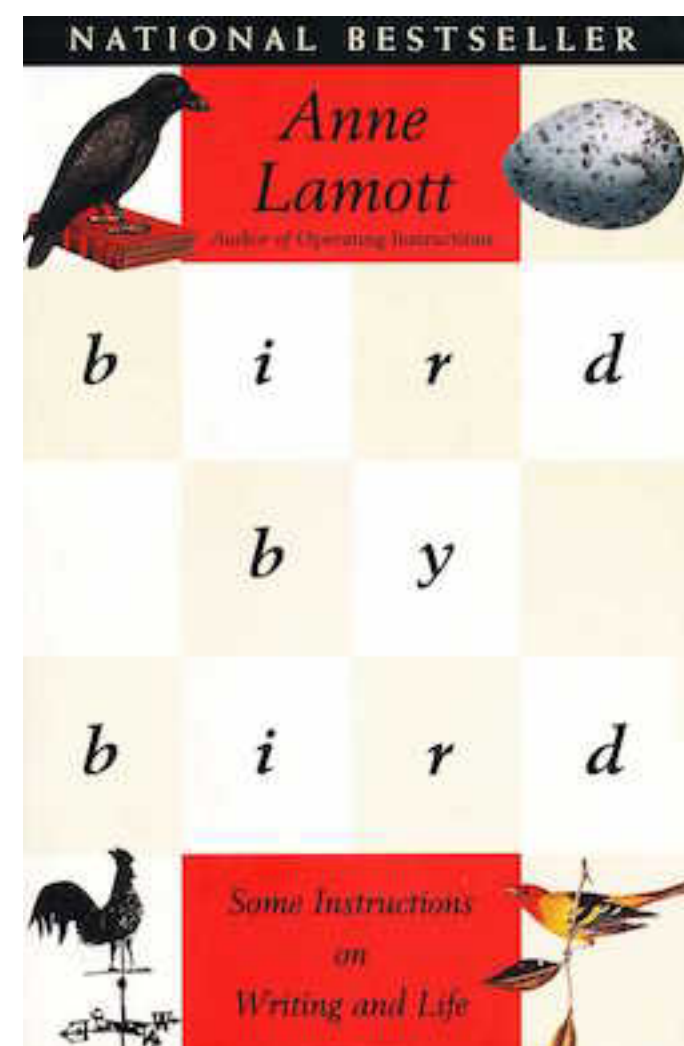
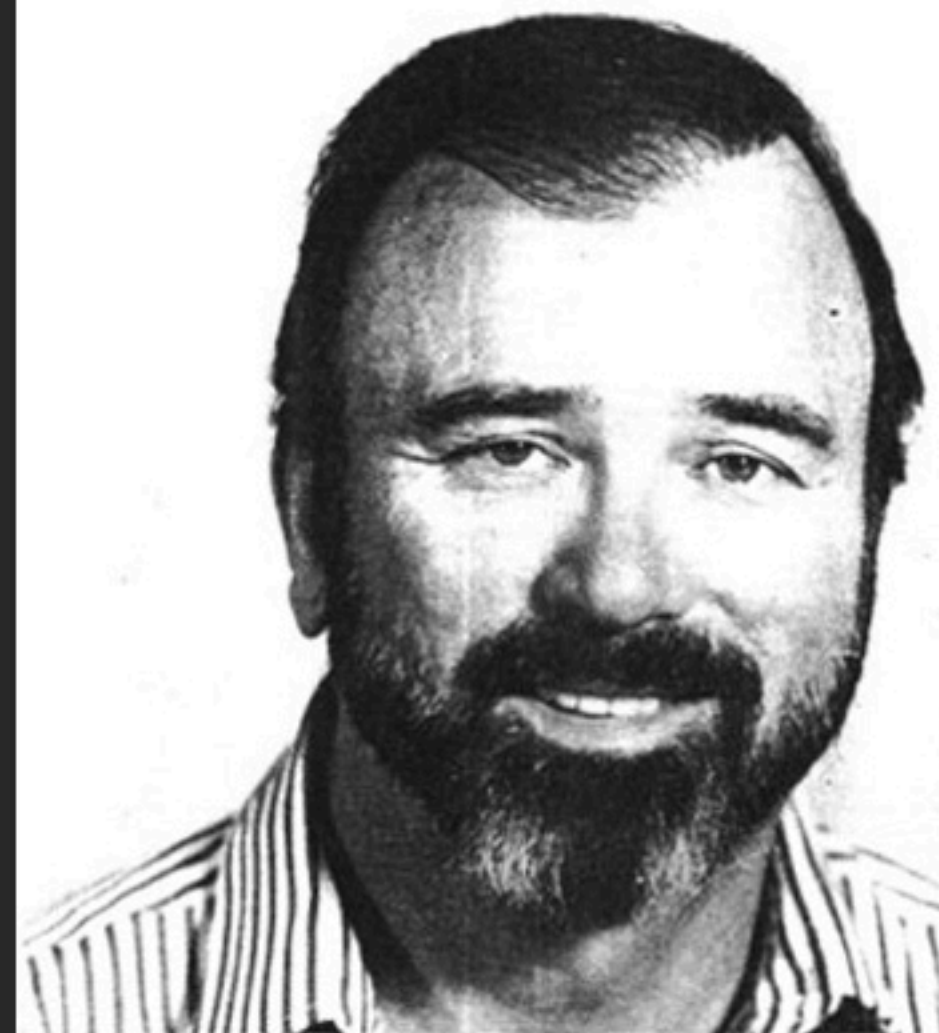
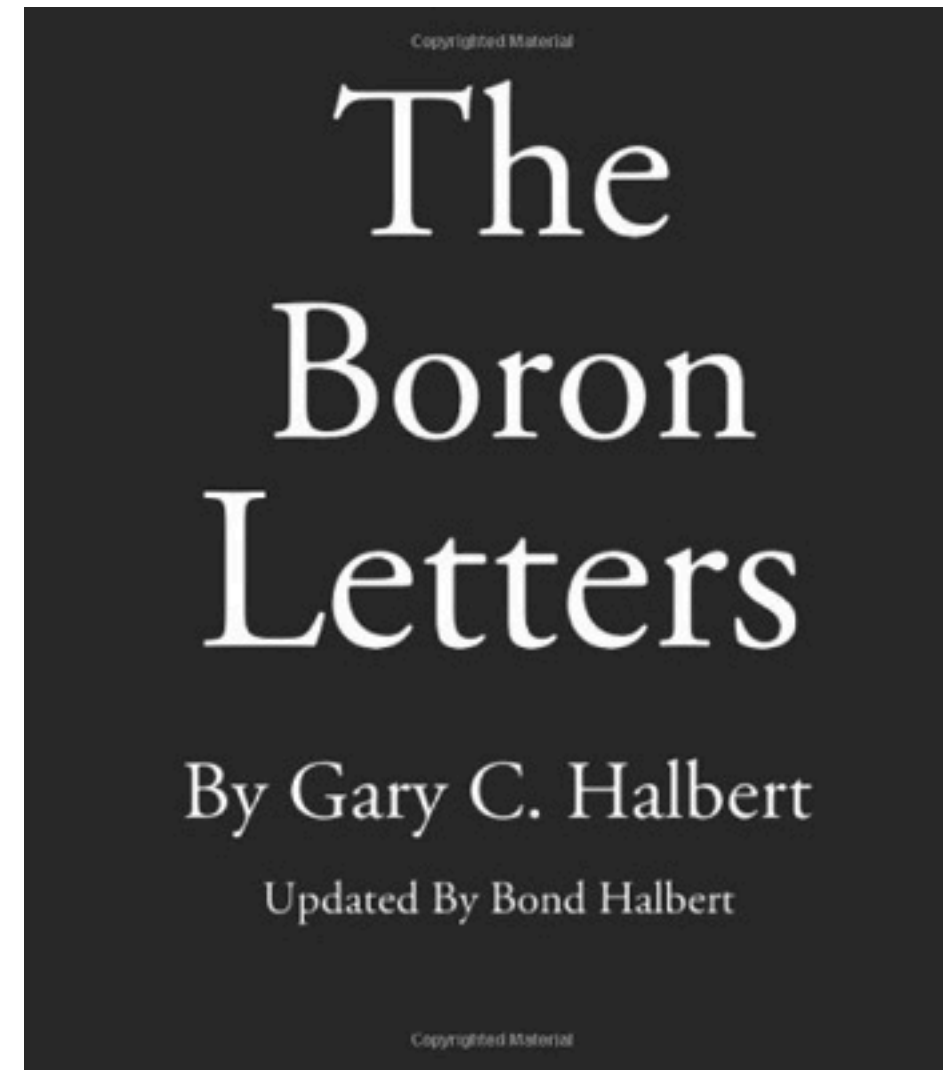
Typical Trap Sales People Fall In

- The typical sales person assumes they are AMAZING at *writing* because they believe they are good with people
- Writing and verbal communication are totally different skillsets

Copywriting 101

- Definition of Copywriting: the art and science of strategically delivering written words that get people to take some form of action

Copywriting 101



Copywriting 101

- Good News: It's simple to learn the fundamentals to get people to respond to your emails!

Copywriting 101

- Goal: Get prospects to respond to your email and schedule a meeting with you!

Copywriting 101

- The first thing prospects read in a cold email is the **HEADLINE**
- So the goal of the **HEADLINE** is to get the prospect to read the **first body sentence**
- The goal of the **first body sentence** is to get the prospect to read the **second body sentence**

Copywriting 101

- Continue to get the prospect to read every sentence one by one until they reach the end
- At the end of the email, you will ask the prospect to take an **action** and hopefully they will schedule a meeting with you!

WRITING EFFECTIVE

SUBJECT LINES

Subject Lines

- **Goal of Subject Line**
 - Get prospect to open your email
 - Clearly communicate why you're reaching out
 - Get enough of the prospects attention to get them to read the first sentence of the body paragraph

Subject Lines

- Appeal to emotions (mainly **PAIN**)
- **Latent Pain:** pain a person experiences but may be unaware of the pain or if a solution to the pain exists
- **Realized Pain:** pain a person is conscious of and may actively be seeking to solve

Subject Lines

- **Common pains most business experience**
 - want to save time
 - want to save money
 - not making enough money!

Subject Lines

- Make sure you're speaking your prospects' language
- Don't use jargon your prospect does not understand

Great Subject Lines

- [unique value] for [prospect]
 - Generate More Leads for Your Sales Team
 - Increase your online sales with Facebook Ads

Great Subject Lines

- [unique value] - [company name]
 - Generate more sales with direct mail - Lob

Bad Subject Lines

- Hey
- Coffee?
- Touching Base
- Your Help?
- I have a GREAT deal for you!
- GET FREE LEADS FOR A LIMITED TIME

Question Subject Lines

- Question subject lines can work if you inspire curiosity
 - Example: Is driving more traffic with Facebook a focus right now?

HOW TO ADDRESS A --- PROSPECT

How to Address a Prospect

- **Good ways to address a prospect:**
 - Hi [first name],
 - Hey [first name],
- **Bad ways to address a prospect:**
 - Not addressing the prospect at all... “Let me tell you about...”
 - To whom this may concern,
 - Dear,
 - Yo,