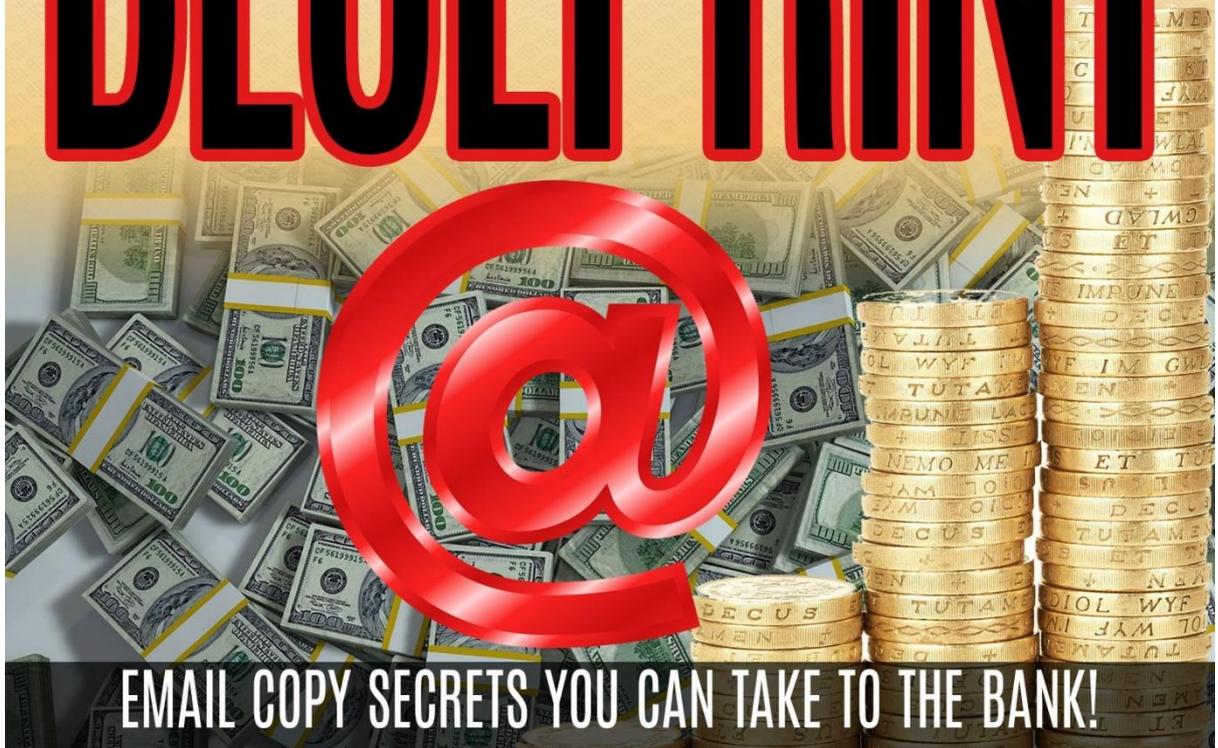


EMAIL COPY BLUEPRINT



EMAIL COPY SECRETS YOU CAN TAKE TO THE BANK!

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A Short Introduction

Hey, thank you for downloading this awesome Email Copy Blueprint!

You have taken a big step towards revolutionizing your email marketing. And raking in the profits you truly deserve.

Just who is this blueprint for?

It's designed for three groups of people.

1. Those who are building a brand new email list. If that's you, congratulations! With this blueprint, you can get your email copy done right from the start.
2. Those who have an existing list. Large or small. And who want to learn how to create a better connect with that list. Which of course, can lead to bigger profits down the line.
3. Those who have a list that's gone stale. Maybe they haven't emailed them in a while. And now they want to try to re-engage with at least some part of that list. This process can help with that.

So if your email marketing business falls into any of those categories, Email Copy Blueprint can help. Big time.

What markets will this process work for?

Just about any market or niche. As in, weight loss, dog training, golf, dating, horticulture, home improvement or anything else.

Including of course, the Internet marketing / make money online market and its various niches.

How Do Email Marketers Usually Try to Maximize ROI?

Broadly speaking, there are a couple of different ways people try to squeeze the maximum money out of their email lists and / or traffic in general, whether free or paid.

The first option is to send lots and lots of different kinds of offers. And to see what works the best.

Then send more of the kinds of offers that worked well. And keep sprinkling in other types of offers in between.

This is often what affiliate marketers with lists of all sizes tend to do. Now, this can work. But this may not be the best way to get the max mileage out of your lists or other available traffic.

Sure, if you keep testing this way you may eventually find a few offers (or kinds of offers) that resonate with your traffic. Then you can focus on those.

However, how can you be sure that those offers are what your list really wants? Perhaps they want something else altogether. Something you missed.

Something that could have made you boatloads more money.

The second thing people do is they try to maximize response to one single offer. Often, it's a product or service they own.

They split test the heck of out the offer. Test the price, the bonuses, the positioning.

The headline. The opening. The closing. The guarantee. The images. Font color. Order button design & text. And on and on.

This lets them eventually zero in on the best combination of sales elements that will best sell the offer.

But again, the issue is, how do you know that this particular product or service is really what they want most (which usually translates into more money for you)?

In other words, you may have figured out the best way to sell product A. And you manage to sell 100 units of product A every day.

But what if product B, similarly split tested, would have sold 500 units per day and made you 8 times the money?

As you can see both these approaches suffer from fundamental flaws. They both miss the crucial "X-Factor" that all but guarantees success.

Section 1: The Mysterious “X-Factor” – The Key To The Kingdom Of Email Marketing Profits

The “X-Factor”?

In two words: **Deep Understanding!**

You heard of it before. And you didn’t really bother to get it. At least, not the way that ensures optimal results.

The basic thing is, you don’t really know exactly what each subscriber who signs up to your list wants.

Sure, we all think we know. That assumption is why we usually make far less than we should from our email marketing. Or any kind of marketing.

So burn this into your brain: **You DON’T really know what your list subscribers or your customers really want!**

Let’s say you are in the small business loans market.

You want to help small businesses with bad credit get the financing they need to start and run their ventures.

You put up a squeeze page that says “Discover how your small business can get all the funding it needs in the next 48 hours – even with bad credit!”

And you have the following bullet points:

- How to get web-based micro-lenders to give you financing on the spot, despite your bad credit
- Ways to raise money quickly with a crowdfunding business loan
- Use equipment financing to get the funding you need

You say, “To get my 20 page report showing you how to do this, click here.” And you have an email capture form where the subscriber can opt into your list.

So what would be your assumption here? You would assume that everyone who signs up to this list is a small business owner with bad credit and that he would be helped by one of the three options listed above.

It is certainly true that there will be commonalities among the people who sign up to your list.

Where we may be seriously mistaken is in **thinking that we automatically know what those commonalities are.**

Let's look at some concrete examples now.

Your Traffic Source Can Throw a Spanner in the Works

Let's say, you had written an awesome article about factoring (a type of financing for businesses). And you got the owner of a prominent, high-traffic blog to put your article on his site. With a link back to your blog.

You get a lot of traffic from that blog post.

The people landing on your squeeze page from that post are looking for either more information on factoring or deals from factoring companies.

They are not really looking for web-based micro-lenders, crowdfunding or equipment financing for their businesses (which are the bullet points on your squeeze page).

They see the bullet points and some of them think "Ok, I don't really want any of these right now, but maybe it can help me later. I'll sign up and find out what this guy has to say."

So a percentage of those visitors sign up to your list.

Now, all of your email messages – and offers / deals – are about micro-lenders, equipment financing and so on. But the folks on your list are looking for help or deals relating to factoring.

In that case, nothing you do will induce these folks to buy into your offers in large numbers!

Now, out of that list, maybe one person decided to consider equipment financing. That night, he saw an email from you with some information about equipment finance and a special deal from a lender.

He liked what he saw. So he goes ahead and gets his funding done from that lender. This results in a nice big commission for you.

You got your first sale from that list!

You are excited now. Your squeeze page is working. Your marketing awesome. You want to ramp up your whole operation five-fold.

Unfortunately, you are getting excited about one single person on your list who is in no way typical of the folks on your list!

Think about it.

Another Traffic Scenario

Let's say you are buying Pay Per Click (PPC) advertising on a major search engine. You drive the traffic to a landing page where you get them to sign up to your list.

You did your homework. You identified good keyword candidates. You tested and honed your campaign and zeroed on a bunch of profitable keywords.

Your landing page is converting well. The email follow up campaign is producing results and you have a profitable operation.

Let's say you decide to scale up and want to get into other types of traffic. You are paying \$2.50 per subscriber on your PPC campaign so you decide to pay the same amount per subscriber for an email campaign to big email list providers.

You find that you are getting subscribers for about that amount. Your list is getting bigger with each email campaign blast.

However, the needs and outlook of the people signing up to your list via email campaigns is very different from those that came from the PPC campaign.

I don't mean that one is better or the other is worse. I just mean that they are ***different***.

As a result, the email follow up campaign – which proved so profitable with PPC subscribers – bombs completely with traffic that came in from email blasts.

You are in a net loss with the email list traffic.

And you have no idea why.

The fact is – the precise wants, preferences and mindsets of the people who came in from your first traffic source was very different from the precise wants, preferences and mindsets of the folks who came in from your second traffic source.

This applies to all kinds of traffic sources. Facebook traffic may not have the same profile of people as those coming in from PPC campaigns.

Heck, if you create a second Facebook page, with a different slant or positioning, you will find that the traffic coming in from the second page will not produce sales at exactly the same rate as that coming in from the first Facebook page.

The people from the second FB page may convert better or worse than those from the first FB page.

The same thing can happen with any other traffic source. Forum traffic, media buys, whatever.

Why?

When you change the words on the Facebook page, you attract a different group of people to your list. This is true even though both groups of people are part of the same broad market.

Many marketers in this situation end up blaming Facebook, or PPC or email traffic or whatever.

That is not the real issue.

The real issue is that the marketer did not take the time to correctly identify what subscribers from each traffic source wanted – and then give it to them.

Marketing 101, isn't it? Yet is something most people miss out on.

Your Marketing Message and Other Elements Matter – A Lot

Let's look at another scenario.

Say you purchased a banner ad on a blog in your market which has good traffic.

You are getting a 100 visitors a day from that banner ad to your squeeze page.

Out of those 100, 40 opt in to your list. So you have a 40% opt in rate.

Those subscribers respond well to your email follow up campaign. They buy the stuff you are recommending. Life is good.

After a while, the opt in rate drops to 25%. This happened because many of the visitors to that blog had already been exposed to your squeeze page. There's a bit of saturation that has set in.

So you rework the headline and the bullet points on the squeeze page. Do a bit of testing. Maybe you try different font colors, a different background image. And you manage to get the opt in rate back to 40%.

But now, they no longer respond to your email campaign. Sales and commissions drop dramatically.

What happened?

You see, when you changed the headline, bullet points, image, font, etc., a different group of people were opting into your squeeze page.

They have a different psychological profile, needs and preferences. And thus, their response to your email campaign was different.

Of course, it could so happen that changing the squeeze page elements ***could increase the new subscribers' response*** to your email campaign, rather than decrease it.

Or the response could have remained unchanged. All these scenarios can happen.

All of the above examples and illustrations reiterate a basic truth:

You DON'T really know what your list subscribers or your customers really want!

I've spent quite a bit of time driving home that point. Hopefully you are sold on that by now.

Hopefully, you are convinced enough to make some fundamental changes to the way you approach email marketing.

Or marketing in general.

If that's where you are right now, congratulations! You have the beginnings of the X factor that makes all marketing remarkably more effective.

The next section is on how to put this knowledge into practice. It's a step-by-step blueprint that makes it easy to translate your new understanding into action.

Section 2: The Email Copy Creation Process – Step By Step

By now, you know for sure that the default approach to producing email copy is well, seriously out of touch with reality.

(If you don't think so, you need to go back and re-read the whole of Section 1.)

The default approach can be summarized this way:

Sit down and write an email series from scratch. And hope like hell that everyone likes it.

This section is all about what to do ***instead of the default approach.***

By the way, there's one other thing you should remember to do.

Let's say you are building a brand new list. And you have just started getting subscribers onto your list.

Should you be sending out emails to your list at this stage? When your list has only two-and-a-half subscribers on it?

The answer is a resounding **YES!**

Why?

Well, let's say you are getting 3 subscribers a day to join your list. And you decide it's not worth your while to send any email follow ups to your very small list.

You want to send out emails only after your list reaches 200 subscribers, for example.

At 3 subscribers a day, it will take you 67 days for your list to reach 200 subs.

So you reach 200 subscribers, hoot with joy and send out your first email.

Result? You get a bunch of unsubscribes, several spam complaints and a few folks writing back to you asking where you got their email address from.

This is despite the fact that you happen to have a double opt in list.

By the time you sent out that email on day 67, the people who joined on day 1, 2, 3, etc. have completely forgotten who you are. They don't remember opting into your list and downloading your free video or special report.

So they respond by deleting your email without opening it or clicking the Spam button or unsubscribing.

And you end up thinking your whole list stinks.

This is one reason why you need to send out regular emails.

Ok, let's get into the process itself.

Action Plan: Day 1

Let's say a new subscriber or two has just joined your list yesterday, on Day Zero. They receive the free download of the ebook, video, software or whatever you promised them in the squeeze page.

You are now on Day 1.

What should you do now? Should you have a pre-created automated email that goes out to them?

(I'm not talking of the email that gives them the download link to your freebie – that should definitely be automated.)

You'll get to automation eventually, but there's some work to be done before that.

What you should do is to send them a hand-crafted email.

A very casual, friendly email. Maybe something like:

Hi,

This is Mary here.

I saw you subscribed to my list yesterday and I'd like to personally welcome you.

Is there anything specific that I could help you out with? Maybe something in particular you want to know about (insert your list topic here).

By the way, you should have received the download link yesterday. If you didn't, here it is again:

<http://www.yourdomain.com/download>

Now, this isn't meant to be a cast-in-stone template by any means. Please feel free to use your own. It'll probably work better for you.

Now, when you send this out to a small handful of subscribers, no one may respond. Or you may get the 1 or 2 responses back.

What you should do is to create a document where you record:

1. The copy of each email you sent out
2. The number of subscribers you sent it to
3. The number of responses and the kind of responses you received

Why do this? Because you are going to keep up this process for 90 to 120 days. Mailing 4 to 7 times a week. (Don't worry – you are not sending the same email for 120 days! :)

Each day, record the email you sent out, the number of subscribers you sent it to and the response rate.

At the end of that time period, you would take your very best 15, 20 or 30 emails and you would put those into your autoresponder.

The point is to use your very best emails – **as determined by response from your list** – in your automated campaign.

Can you see how this is far better than sitting down and writing an autoresponder sequence you **think** will do well? That approach is pure guesswork.

The process outlined here eliminates guesswork completely.

Maybe on day 3 you sent an email to 18 people and 7 responded. On day 20 you mailed 42 people and no one responded.

If so, you would likely want to automate the day 3 email and trash the day 20 email. And so on.

By the way, you need not wait 90 or 120 days to start automating your emails. If your first email produced a good response, go right ahead and put that into your autoresponder.

Action Plan: Day 2 and Beyond

So what do you do on day 2? And on an ongoing basis?

You could do a couple of things. If your email on day 1 got a good response, first off, you could automate that email, as I mentioned above.

In fact, I just go ahead and automate the Day 1 email, regardless of response. So on Day Zero, they receive an automated email from me welcoming them to my list, giving them the download link. And also letting them know a bit about me.

This is followed by the Day 1 email, also automated, inviting feedback and giving them the download link again. This way you should receive a continual stream of responses as new subscribers keep joining your list.

Next, look at the responses you received. Then craft an email based on those responses.

If a few people on a list asked questions or raised concerns, send out an email answering those questions or concerns. If they wanted to know something related to your topic, give them some inputs about that.

On the other hand, let's say you did not receive any response at all to your day 1 email. This can happen quite often.

You could send out another quick and short email.

Hi,

Mary here with a quick question.

What is your biggest concern / challenge regarding (your niche)?

What stops you from doing (whatever the folks in that niche are trying to do / get / achieve / overcome)?

If you could send me a one or two liner response, that would be awesome!

People generally respond to this sort of question.

You will likely end up getting a variety of responses. Some of the challenges your subscribers face may fall into one or two “boxes”, so to speak. But there will be others as well.

Your subsequent emails could pick out one challenge or issue per mail and address that.

Invite feedback in each of your emails. This will provide you with further material for writing your emails.

Broadly, this is the process you should keep doing for 90 – 120 days or so. There are a couple of other things too, which I will get into in subsequent sections.

Continue to keep records as I detailed earlier.

Keep identifying the good emails – i.e., the ones that produced the best responses. Automate those mails.

If you keep this up for 90, 120 or more days, you will have a solid autoresponder sequence that will produce excellent responses – and profits.

Monetizing Your List

You now have a rock-solid foundation for creating a winning email campaign.

But there's still one element missing – monetization. After all, you want your list to produce profits. And plenty of it! 😊

There are basically two ways to monetize your list. Promote high quality products as an affiliate. Or create your own products, services or coaching.

Affiliate Promotions

Ideally, you should wait till you have several responses from your subscribers before you attempt to promote products / services as an affiliate.

Why?

Because when you go through a variety of responses, you will get a feel for what your list likes. And does not like.

This will clue you onto the kinds of products you can successfully promote to your list.

If you are like most people, you open your email, scan through it quickly **and mass-delete all new emails EXCEPT** for just a few that you want to read.

That's exactly what I do.

Which are the emails that survive the culling process and get read?

Apart from emails from customers and personal emails, **the only emails people open are from marketers / businesses they trust.**

Your subscribers DON'T trust a majority of "email marketers" out there.

That's not a bad thing. That's actually good for you. If you know how to be one of those few trusted marketers.

And – if you are willing to go the distance to become one of them.

One of the keys to earning trust is to **only ever recommend those products and services you are certain will help your subscribers.**

This means you need to buy (or at least, get a review copy) of whatever you are thinking of promoting to them.

Your subscribers always come first! Not your profits.

That's often hard to implement in your business.

The lure of instant returns by sending junk "special" offers daily is hard to resist. But the rewards are definitely worth it.

So how do you find out what your subscribers will buy?

By now, you know the answer. **You ask them, of course!** 😊

Ask them what the biggest challenge they are facing right now is. Or their top 2 or 3 challenges. You should get some good responses.

Once you find out what kinds of solutions your audience is looking for, go looking for products and services in the market that can deliver those solutions.

Try this out. You'll find it **FAR more** effective and **profitable** than bombarding your list with affiliate promo after affiliate promo after affiliate promo till you AND your subscribers are blue in the face.

Be sure to buy those products you are considering promoting. Check them out.

You could ask for a review copy of course. Nothing wrong with that. Just make it clear to the product owner that you will recommend it to your list only if you think it will be a good fit.

I personally prefer to just buy those products.

It pays to be fully aware of what your best competitors are doing anyway. That's how you can spot gaps and opportunities in the market when you get around to launching your own products.

Once you have studied the product in depth and have decided it will genuinely help your subscribers, send them an email.

There's really no need for a hyped up email at all. I know people who make tons of affiliate sales from simple, straightforward, conversational emails.

Mention that you bought XYZ product and think it will help them solve ABC challenges.

Tell them what you like about the product and how it will help with the issues your subscribers are facing.

And be sure to tell them what you don't like about the product as well.

You will be surprised at how many sales you can make by taking a low-key, recommendation type approach instead of a hyped up sales-ey approach.

Try it out yourself.

Develop Your Own Products

Look, you need your own products. Even if you plan to use affiliate marketing as your primary monetization method.

There are plenty of reasons to do so. It is **very profitable** to have a bunch of affiliates promote your product. It positions you as an authority in your market. Plus there are other reasons I won't go into here.

Again, do this after you have a good feel for your list – the likes, dislikes, challenges, the objections they throw at you.

Based on that, you could send out a straightforward email that says something like:

Hi,

I have a new project on the anvil - a training program for XYZ issues.

And I want to be sure it can help you out to the max. Can you please answer a couple of questions for me?

In relation to your niche (say, running a small business, improving credit score, learning to play the guitar, etc.), what do you want to get done in the next 2 to 3 months?

Plus, what are the 2 or 3 biggest issues / problems you face in getting to your objective?

People are generally trying to solve their own problems and challenges. Further, they are focused on the immediate term – not the long term like 3 years or more.

Notice how the email above utilizes both these facts. It asks them what they are looking for in a couple of months or so. And it focuses them on their challenges and problems.

Study the responses you get. That should give you an excellent idea of what your list is looking for.

Take this one step further.

Based on the responses of your subscribers, you know the broad topic you want to cover.

Now create a list of 5 to 10 sub-topics within that main topic.

Send an email back to the people who responded to your earlier email. Ask them, out of these 10 topics, which 2 or 3 would be most useful or interesting to you?

You will get several responses back.

Maybe you will see a trend. Out of 10 sub-topics, the maximum interest seems to be in sub-topic numbers 2, 4 and 9.

Then you could focus your product on those sub-topics. But you should probably also include all the other sub-topics in which your subscribers showed any interest at all.

You could drill down even further. Write back to the people who identified the sub-topics they are most interested in.

Ask them what the biggest problem or challenge they are facing about that particular sub-topic is.

The responses should give you even more ideas to focus your product around.

Moreover, all the responses you received should give you excellent material to use in your sales letter.

If you use it correctly, your prospects will feel that you have somehow managed to invade their thoughts. It can seem downright spooky to them!

You can use the exact same process to develop a membership site. Or a high-end coaching program.

You could keep creating and launching your products based on the process above. Sprinkle in promotions for your membership site and coaching program. Recommend high-quality products from other vendors for affiliate commissions.

That's how to make your list a cash-spewing machine.

Once your product and sales process is ready, you could send out an email that pre-announces it.

Hi,

I've something exciting to share with you today! Remember that book (or audios, videos, etc.) I told you about on how you can accomplish XYZ?

Well, it's almost ready. I'm just polishing it up a bit right now.

Look out for an announcement from me on such and such date, 11:00 am EST.

On launch day, send another email saying that it's live. A simple announcement with a dash of excitement thrown in is all it will take, given the rapport you have built with your list.

Obviously, you should continue to keep a record of each email, the numbers of subscribers it went out to and the response it received.

Perhaps some subscribers will write back to you with questions about your product.

You could gather those questions, answer them all one by one and send them out in a new email to follow up on your launch announcement.

Tell them you have received several questions from their fellow subscribers. And these are the answers.

Again, track responses.

Put the best emails in your product launch into an autoresponder. Now you have an automated product launch woven into your automated campaign.

Of course, remember to edit those emails to reflect current reality. Modify the portion which says "I finished creating this product just last night, etc."

Content Emails

You will also want to send out emails that are basically pure content. Although you can of course, mention your own products or affiliate products as well.

How do you know what topics to create content emails on?

You know the drill – ask them!

Send out a broadcast email that asks what topic or topics they would like to learn about the most.

(By the way, some of those topics could also be areas around which you create products in the future.)

You will get several responses.

Now create one email per topic. If it is something that requires more content, create a sequence of emails on that topic.

As always take note of the responses you get to each email. Automate the best ones by including them in your autoresponder sequence.

The Daily Email

Well, it does not actually have to be daily. But you should probably send out at least 3 – 4 emails each week. Anything less than that will get drowned in the noise from other emails flooding their inboxes.

If you have a good autoresponder sequence (and you should, following the process detailed above), just exclude the people on that sequence from your daily emails.

This is so that folks don't end up getting multiple emails per day.

You can easily do this from within the autoresponder service you use.

Do you see how this iterative process actually creates engagement between you and your list? And allows you to customize your messages to deliver exactly what your subscribers are looking for – whether in terms of content or products?

This is very different from the usual approach of sending pitch after pitch after pitch.

If you follow this blueprint, your subscribers will actually look forward to receiving your emails. And you will make a lot more money in the process.

Section 3: 9 Email Marketing Hacks That Will Skyrocket Your Profits Beyond What You Thought Possible

In Section 2 you learned the exact blueprint that will allow you to easily create highly effective email campaigns in any niche.

I want to top this off with some of the best email marketing hacks out there. Ideas that will allow your emails to stand out from the crowd and attract the kind of response you are looking for.

Without further ado, here they are.

Hack #1: Get Your Email Subject Lines Out of the Dreaded “Valley of Death”

In a study, email marketing company Adestra tracked results from 900 million emails.

They came to the somewhat surprising conclusion that emails with subject line lengths of 60 to 70 characters showed no increase in open rates or clickthroughs compared to other subject line lengths.

This zone is the “valley of death” of email subject lines.

Further, they saw that subject lines of lengths 49 characters and below were very good at inducing people to open emails.

While lengths of 70 characters and up proved very effective at increasing engagement and clickthroughs.

If you remember, President Barack Obama’s email fundraising campaigns for the 2012 elections saw some very short subject lines like “Wow” and “Hey”. These emails saw tremendous open rates and were among the more successful campaign subject lines.

Adestra’s study suggests that if you want to raise awareness of yourself or your brand, use short subject lines. Below 49 characters.

In fact, the company found that subject lines with lengths below 10 characters had open rates of 58%!

On the other hand, if you want to increase engagement with the email content and boost clickthrough rates, use longer subject lines. 70 characters and up.

Whatever you do, it's a great idea to avoid the "death valley" zone of 60 to 70 characters. Both open rates and clickthrough rates suffer in that zone.

Remember, this data is from a study of **900 million emails**. That sort of sample size has got to have some real statistical validity. This is not your typical "marketing guru" spouting something he dreamed up the previous night.

Hack #2: Personalize Your Emails

Don't you love it when you receive an email from a "corporate"? Something that screams "Hey you, you are just one of 10 million I am sending this message to!"

Of course, many large corporations do use the art of personalization wonderfully well. And their emails actually read as if it was written just for you.

Some email marketers in the IM (Internet marketing) world do this very well too.

So what's the secret?

It's pretty simple, really.

You see, when writing an email that is to be broadcast to a list, we tend to picture a group of people in our minds that we are writing to. Often, a big group.

This affects the "voice" we use.

Think about it. What tone of voice, choice of words, loudness do we use when having a one-on-one conversation with a close friend? Now compare that with the tone of voice, words and voice volume we would use if we were speaking to a group of people.

Very different, aren't they?

This is true even if we wanted to convey the exact same message in both situations.

Speaking to a group of any sort just changes our voice.

This works with written words too, not just spoken words. That's what adversely affects our email messages.

The workaround is easy. Picture in your mind one single subscriber on your list. An ideal subscriber. Someone who you like and want on your list.

And write to that one single person.

Do NOT write to a group.

This one hack will make your emails smell and feel personal.

Try it out today.

Hack #3: Less Is More Profitable

Keep sentences short.

Replace commas with full stops. Start a new sentence where you would normally use a comma.

Do the same with "and" and "or" wherever possible.

Why?

Short sentences are punchier. They retain attention better. Especially when reading email. Because folks often read email while in multi-tasking mode.

Having said that, sprinkle in a few longer sentences as well. Just take care to avoid rambling on needlessly.

These longer sentences help build variety. And keep prospects engaged.

In the same vein, keep paragraphs short too. At just 2 or 3 sentences per paragraph. Max 4 lines.

This improves readability like crazy. Try reading a big block of text on-screen. Daunting, isn't it?

Vary paragraph sizes to keep the reader's attention.

Why this emphasis of short structures?

It's because of something we have known since the 1990s.

People do not read pages online. They SKIM through them instead.

And for skimmers, short sentences and paragraphs are a big plus. It helps them get the message easier and quicker. That's why this hack works so well.

Hack #4: Of Mobile Phones and Email Subject Lines

You already know that emails that are not optimized for mobile look funky on mobile devices. Which of course, costs you sales and profits.

But there's something else happening too.

Mail readers on mobiles chop off email subject lines! So your well thought out, hard hitting email subject line falls flat on its face for the mobile subscriber.

Only the first 4 or 5 words of the subject line are readable.

What shows up below that truncated subject line are the first 2-3 lines of text. These lines usually show up even before the mail is opened.

The trick is to avoid lame openings like "Hi, this is Jeremy here and I wanted to connect with you today."

Use benefit-driven openings instead.

Something like: "Hi, Want to increase your email marketing profits by 30% or more? Then this new process for increasing engagement and clickthroughs may be just what you need..."

That works better to compel your mobile device using subscribers to open your email.

Hack #5: Exploit the Brain's Infatuation with the Unexpected

Your brain loves stuff it can't foresee. The unexpected grabs its attention. This is probably something that evolved as part of our survival mechanism.

Therefore, subject lines like "The surprising story of...", or "9 surprising facts you didn't know about..." tend to work well.

According to researchers, we love unexpected pleasure a lot more than one that can be foreseen. (By the same token, we fear the unknown more than any known dangers.)

You should try surprises in your email. And not just in the subject line either. They are just... well, surprisingly powerful!

Hack #6: The Long and Short of Emails

How long should an email be?

Research does provide some sort of an answer.

The general rule is to keep your emails somewhat short. But long enough to do its job.

Emails that are 65 to 90 words long tend to do the best, according to researchers.

The problem with very short emails is that they may not include enough information / persuasion to get the reader to take the action you want them to take.

And if the email is too long, many subscribers probably won't read it all. He or she will never get to the call to action part.

So where possible, try to keep emails to around 65 to 90 words in length.

Hack #7: How Winston Churchill Might Have Made His Emails Get Results

Winston Churchill, former British Prime Minister and wartime leader, had what he called a “tremendous whack” approach.

That means, hit hard to get the results you want. Don’t be coy about asking the subscriber take your most wanted action.

If clicking a link is what you want them to do, then include that link 3 times in your email. Of course, if your email is very short, you might not want to do that. But then you were warned against very short emails, weren’t you? 😊

Bottomline: Ask for what you want with directness and confidence. That is what Churchill would probably have done.

Hack #8: Put This One Thing in Your Subject Lines and Watch Your Response Rates Skyrocket

Numbers. Use them in your subject line wherever possible.

It seems our brains are wired to grasp numbers more easily than mere words. So they tend to induce action better.

But you need to use them correctly.

“Six Ways to Get Your Dog to Stop Biting” **does NOT get the best results.**

“6 Ways to Get Your Dog to Stop Biting” **works better** than the one above.

Also, some research says that larger numbers get better results than smaller numbers.

So “18 Ways to Get Your Dog to Stop Biting” may work better than “6 Ways To...”

But there might be a bell-shaped-curve effect to this. Meaning, the benefits from using larger and larger numbers reverses after a while. If you use very large numbers, that might reduce response.

Thus, “347 Ways to Get Your Dog to Stop Biting” may actually be a bad headline.

Possibly because it lacks credibility. Or maybe because people don’t want to be overwhelmed by all those different ways to transform their dog’s behavior.

They’ve got other things to do with their lives, after all!

Hack #9: What to Write First When Crafting Email Copy

Your subject line.

Most people write their subject line LAST.

Big mistake.

After slaving away over the body copy, you are exhausted. Your creative juices are not flowing as freely as they should.

That’s the wrong time to try to write a subject line.

Write the email subject line first. Spend all the time necessary to craft a great one. Not only will you write a much better subject line, you will find that the body copy flows easier.

Because your subject line sets the direction and tone for the email.

Conclusion

You now have a highly effective, reality-based blueprint for creating a very profitable email campaign. And specific strategies for maximizing the results from your campaign.

You have knowledge that carries a “tremendous whack”, to borrow from Churchill.

Unfortunately (or fortunately for you), most people adopt a “spray and pray” approach to email copy and email marketing.

You know exactly how to steal a march over them.

Use what you just learnt.

Wish you “**tremendous**” business success!