



Leverage On Email Marketing



**Here's How You Can Use Email
Marketing In Your Favor And
Spell P-R-O-F-I-T-S With Every
Single Email You Sent!**

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Leverage on Email Marketing

By **John Eye**

Preface – Marketing with Email

A popular way for companies to communicate directly with consumers today is to use email. Email serves a variety of functions including sales promotions and being a means of education about products and services. Messages also can include branding with logos and / or tag lines, and they can offer direct response tools like reply links, emails, telephone, and fax numbers.

Basic email message writing comes across much better with skill that can be learned. Main focus should be placed on the tone of speech and grammatical language in the body of the message.

Points Which should be Remembered for Writing the email

- The subject line should be exciting, making the reader want to open the mail and read the further text.
- Keep the subject line brief.
- Make sure to include details about the sender to comply with spamming laws. Check spamcop or other “anti-spam” sites in your favorite search engine for more info.
- Develop the body of the email; i.e. the message, with a good introduction followed by well-described paragraphs. Avoid hype and misleading readers.
- Use your email spelling and grammar check tools. And don’t “shout” or use all capital letters.

Practice and read emails that come your way. Learn to write messages that you'd like to receive and improve your communications.

Be Prepared with Email Messages

When you create email messages to send, do like the Boy Scouts and “Be Prepared.” Prepare with a small arsenal of marketing tools to use in advance as follows.

Marketing Tools

Folder – create a folder on your computer & in print form for “email marketing” and keep ideas you have for future campaigns there. Save favorite emails there you get from others, too, as inspiration. You can use these as templates to create your own unique messages.

Headlines – Start a Microsoft Word or text document where you list favorite headlines and ideas for future headlines.

PS – People like to head straight to this area first, many gurus say. So Create a document in your email marketing folder with favorite “PS” remarks; special sales, freebies, etc.

Guarantee – Ditto with guarantees. Which guarantees are listed on items you’ve purchased recently? Use these as starters. They attracted you!

Reference Guides – Keep handy reference sites like Dictionary.com or favorite encyclopedias book marked in a special Favorites folder on your computer. Keep print editions available nearby, too!

With the right bunch of marketing tools gathered ahead, you can “Be Prepared.” Start gathering your arsenal for great email marketing campaigns.

Skills for Effective Email Writing

The main way to communicate effectively via email is to target the right audience with your message. This largely depends upon what you are trying to sell and to whom you are trying to sell.

Email writing should hopefully have one or more affects on the readers. Recipients should feel the satisfaction of reading the message and want to continue reading, like in further messages you send later. And / or they should want to follow up directly for more information or to purchase. For this the writer must imply some techniques for making the writing more effective.

Basic Outline

Begin with a basic outline; an opening sentence that leads into your opening paragraph. Then discuss no more than 3 main points. And end with a close and invitation to purchase, visit a website for more information, instructions to sign up for a freebie or other direct response.

Eye-Friendly

People see a lot during each day. So make your message clear and make it stand out. Keep sentences short & to the point. And use bullets and headings.

So avoid as many negative responses as possible when readers get your email messages. Instead of readers asking to unsubscribe from further messages and / or delete the ones you've sent, practice effective skills in your communications.

Content Writing and Editing

A good email is often appreciated by its reader when the content of the message in the email's body convinces its reader of your main idea of focus. Anything else that comes across may have the potential to ruin the effect, including bad grammar, spelling, style and content.

Requirements for Good Writing

Grammar – No need to be textbook perfect. But do refer to basic grammar rules from high school or college texts. Check with your local librarian for handy sources to check out. And head to online resources like <http://www.grammarcheck.com/> to sign up for free helpful newsletters.

Spelling – Don't rely solely on your spell check. Research unfamiliar words in a handy print dictionary or online at places like <http://dictionary.reference.com>

Style – Don't be afraid to develop your own style. Read favorite authors and you'll find they each have their own style combining favorite phrases, sentence structure and mood throughout. Experiment with your content and see what flows well and naturally.

Content – Use real, solid information. Include client and industry case studies & feedback where you can to provide solid, real content.

Editing your email messages is a must because improper words, usage and content matter can affect the clarity of your presentation as well as reflect on you. It is what makes your effort worthwhile.

Copywriting in Emails

Whenever you email someone, you're basically trying to sell a point. So what better way to communicate than with the language of advertising, copywriting.

Copywriting is the art of using attractively written content focusing around a service or product to sell. A tool used to tempt the reader by making the items for sale seem attractive, desirable and useful at the same time – and immediately (before supplies run out), copywriting is often described as a hardcore play of words where the best and the most persuasive campaigns win.

Copywriting Tips

1. **Headline** – Pack a powerful punch here. Check top magazine article headlines of the day to see what's working best. Tailor yours accordingly.
2. **Lead** – Draw readers in with a great opening. Look to top articles in the news for ideas. And reach out and grab your readers in a similar fashion.
3. **Main Message** – Keep this focused on no more than 3 main benefits your product or service offers the reader. Present credible info, not hype. And include testimonial when possible to back up claims.

So go for the selling of your email messages with good, old-fashioned copywriting techniques. Sell recipients on reading more, clicking on your site, or communicating in some other way to show they got your message.

Marketing Copy in Your Emails

Want to double or triple the number of new leads and customers you generate each month with your emails? Try focusing on copy marketing.

And a secret is to balance the right blend of benefits and features in your marketing copy. In order to do this, try some of the things in your next email marketing communications.

- State your proposition in a personal way, since the focus is all about the customer – i.e. write in the “You” form, not “he or she.” And talk about them or things that they can relate to.
- Focus on customer benefits; people like to save money, join and be a part, learn more, earn more.
- Offer multiple selling points in bullet form. Write them from customer’s point of view & reflect their needs.
- Thoroughly describe the product. Give the customer all the information they need on the product or service in order to make a well educated decision.
- Create a call to action. TELL the customer what to do – exactly, step-by-step. Click here, fill out the form, hit “Submit.”
- State your USP (unique selling position) to differentiate yourself from competition. For example, tell why your product is better than the competition’s.

Rewriting the text on your email message so that it focuses on marketing copy can help readers feel more comfortable. It can also help improve your sales results. Now there’s a win-win!

Writing for an Email Audience

The contents of the email marketing messages can keep their readers glued if they are written and presented well.

Since readers like to quickly scan through emails instead of reading them thoroughly, they understand more when explained in less.

So the content should be convincing and well written without any grammatical or spelling mistakes to gain the trust of the potential shoppers.

Tips for Helping Your Readers

- Subjects given to the emails should impress & invite
- Focus on keywords to pull the attention of the reader.
- Bulleted or numbered lists make the matter simpler to understand
- Use simple language to represent your ideas. Use less words, smaller words and words which are simpler to understand. For example, instead of “utilize” type in “use.”
- Avoid using puns / metaphors. They tend to confuse the audience
- Try to start with conclusion because if you know the end you can well start. Then sum up at the end.

So accommodate your targeted audience by writing for them. And watch how they accommodate your email marketing messages!

Writing Tips for Email Marketing to Get Readers Hooked

To get visitors – and repeat visitors - to your website, there are many factors that are important in your email marketing. And the more attention you place in these details, the greater your chances of attracting - -and retaining – your website visits.

Hook Readers

First of all, try to select a website URL that addresses the main benefit to the reader, like EarnMoreCash.com, LoseWeightFast&Easy.com, etc. (Note: these are samples, so please disregard if used by non-professionals.)

Next, be consistent throughout your email message. In other words, mention only a couple key issues surrounding the site page you are leading people to click on. Don't cloud the email body with other sites, products and services. Keep the flow steady and tight, well focused.

Use good navigation on the website and test it BEFORE you send your email. Make sure you CAN click on the link. And make sure whatever you ask people to do there – be it sign up for an eZine, a report or purchase a new eBook or package – that this process CAN be done as directed.

And finally, give simple, complete instructions with contact info for help, in case it's needed. And make sure the contact information is accurate. I.E. don't send readers to reply emails that bounce.

Pay attention to details. And readers will pay more attention to you and your email marketing message!

Writing Ads for Email Marketing

To promote sales of products and services means there's a need for effective advertising. And email marketing offers an affordable solution, as the Internet being one of the fastest mediums of communication offers maximum response possibilities for low costs,; i.e. great ROI (return on investment) opportunities.

However, with the flood of people jumping on the Internet and doing their marketing, competition can be fierce, as one email competes for another for the reader's attention. So email marketers have to provide outstanding quality of ads to appeal to their targeted groups.

Here are some tips to make your emails stand out and get noticed:

- Offer a free item – eBook, report, software trial or membership site. People like to get things for no cost.
- State a guarantee in your message. Take the fear out of buying from you.
- Include several ways to reply to your offer. Not everyone has PayPal, for instance. So allow shoppers other means like faxing, calling or mailing in credit card orders.
- Keep message & ordering simple. Write at a ninth grade level (unless you're targeting a higher educated audience like with tech products for technicians). And keep sentences brief and to the point.

Provide outstanding quality. And appeal to more of your targeted readers.

Using Ghostwriters for Your Email Marketing Campaigns

Ghostwriting is a common practice today in all aspects of writing from articles and eBooks to emails and eZines... and more. Ghostwriting is when a person, known as a “ghost” author, writes the content. Then someone else assumes this content as their own, with the consent of the ghost.

The ghostwriter’s name does not appear on the material; i.e. cover of the eBook, in the byline of the article, etc. as the ‘author.’ Instead the name of the person for whom the book is written is shown as the author if the book. However, sometimes ghostwriters may receive some partial credit in the name of authorship or may appear in the forward or introduction of the book.

There are several ways to find and hire ghostwriters for your projects. You can post on Elance.com or rentacoder.com. You can also register at forums in your target niches or areas of interest and seek ghostwriters through forum posting.

Another popular way to find a ghost is to ask for referrals from friends and colleagues. Ghostwriters often have full schedules and only accept new clients as referrals, so this would be a great way to connect.

Delay no longer in creating those email marketing messages. Grab a keyboard and or find a ghost. And kick keyboard!

In Closing

As this eBook draws to a close end, it is my sincere wish that you've already gain a quick insight at the abundance of opportunities waiting for you in email marketing.

I hope that this instant discovery has inspired you as much as it has for me. Having said that, all the best in your first successful email marketing campaign!

To your email marketing success!

John Eye