

Email Copywriting Essentials

How to Write Compelling Emails that Engage and Convert



Course Book

Table of Contents

Introduction.....3
Module 1 – Why Good Email Copy is Essential to Your Marketing Success5
Module 2 – The Three Key Types of Emails and Their Benefits.....
Module 3 – What Should You Write About in Your Emails?.....
Module 4 – How to Write Your Emails for Maximum Impact and Conversion ..
Module 5 – Email Best Practices and Sample Studies.....
Conclusion.....

Sample

Introduction

Email marketing is one of the most powerful forms of communicating with your prospects and customers. This is because someone has given you permission to communicate with them. They have decided to let you send emails to them from time to time, and the power of that permission cannot be understated.

In this course, we're going to be focusing on the essentials of what you need to do to write engaging, high-converting emails.

Learning Objectives:

By the end, you'll be able to:

- Identify the 3 main types of marketing emails
- Send the right type of email for a particular marketing message
- Employ best practices to meet your business goals with your emails
- Choose the right email content to satisfy your customer's needs
- Increase sales and profits without 'selling' in your emails
- Write powerful email subject lines that boost your open rates
- Create compelling calls to action in your emails
- Create an action plan that implements your new email copywriting skills

This course is broken down into 5 modules to take you step-by-step through Email copywriting essentials.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Why Good Email Copy is Essential to Your Marketing Success

Imagine that you are a door-to-door salesperson. You knock on a random door and are invited inside. That person seems responsive to what you have to say. When you are leaving, they tell you to drop by any time, that they would like to hear more about your products and services. That probably has never happened to any door-to-door salesperson.

But that is exactly what your email subscribers are telling you when they subscribe (opt-in) to your list.

That is also why the quality of your email copy is so critical to your marketing success. Handled properly, what you write in your emails and how you construct them can engage and satisfy your prospects and customers, while helping you meet all your marketing and business goals.

Why Most People Don't Spend Enough Time Writing Their Marketing Emails

There are 3 main reasons business owners and entrepreneurs don't spend much time writing marketing emails.

1. They don't know what to do

Some business owners simply don't know where to begin. They are very good at understanding their product, and they may even know their customers very well. But they just don't understand how email marketing

systems work. Since they are unsure how to proceed, they skip sending out emails altogether.

2. They hate to sell

Not everyone is a born salesperson. A lot of very successful business owners despise the sales process. Being a pushy salesperson is not required where emails are concerned. When you learn how to engage and inform through successful email copywriting, you do very little actual selling. And yet, you still see your bottom line grow.

3. They underestimate the importance of great copy in emails

You may understand the power of copywriting. You might have hired a professional copywriter in the past to create a sales letter, press release, or direct marketing piece. If this is the case, why are you underestimating how powerful persuasive copy can be in your emails? Any time you have a chance to communicate with your prospects or clients, well-written, thought-out copy is critical.

Writing Powerful Emails Develops a One-to-One Relationship

Another reason great email copy is so vital to your marketing success is the nature of the relationship you develop. When you learn to speak to your subscribers as individual people rather than a group, you harness the real power of sending emails.

Your email subscriber has given you an "All Access Pass" to their in-box.

In return, they expect to be treated as an individual. They also respond

better to you and develop a feeling of trust when your emails speak to their personal needs and desires. Never forget that the email addresses on your subscriber list are actual people. Write each email as if you are talking to a single person, and you will see your open rates, conversions, and CTR rise.

Great Email Copy Should Be Personal

Since this is a one-to-one communication when handled properly, you can customize your emails. You can personalize them to the individual needs of your customers. Once you get to know your "perfect" prospect or customer, you can create personally engaging emails using the following emotional marketing method.

Meet AIDA, Your Email Copywriting Formula

AIDA is an acronym which stands for Attention, Interest, Desire, and Action. This emotion-based marketing formula is founded on human psychology. You want to attract attention with your subject line. Then appeal to your reader's interests within the body of your email.

Turn on your subscriber's desire by showing how your product or service can deliver the results he or she is looking for. Then add a strong call to action as your closing. If you consistently adhere to the tried and proven AIDA marketing formula, your email marketing success will be virtually guaranteed.

By now you should understand just how important engaging, persuasive email copy is to the success of your business. Now it's time to put what you just learned into practice.

Action Step:

1. Take a look at a few of your latest marketing emails or a recent email marketing campaign. Evaluate those emails and take notes on where you think you can improve them overall by applying the AIDA formula:
 - A - Getting the customers attention,
 - I - Building their interest,
 - D - Creating their desire and
 - A - Getting your reader to take action.

ATTENTION:

This is only an excerpt from our full course **Email Copywriting Essentials**. The full, customizable course contains 5 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

Sample