

# Email Copywriting Essentials

How to Write Compelling Emails that Engage and Convert



Course Book

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# 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

**ATTENTION:**

This is only an excerpt from our full course Email Copywriting Essentials. The full, customizable course contains 12 modules and an introduction module.

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

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