

THE COPYCLOSET™ PRESENTS ...

**MONEY MOVES MASTERCLASS:
FIVE "STRAIGHT-UP-NO-CHASER"
STRATEGIES FOR CRAFTING EMAILS
THAT TURN SUBSCRIBERS
INTO BUYERS**



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FIVE "STRAIGHT-UP-NO-CHASER" STRATEGIES FOR CRAFTING EMAILS THAT TURN SUBSCRIBERS INTO BUYERS

***“People are unresponsive when you’re unimpressive.”
– Apryl Beverly***

Before we get started, I want you to know you will have money leaping into your bank account as long as you follow all the principles, and of course, have a list to serve and sell to.

It doesn’t have to be a Big Mama-sized list, but you do need a list and you gotta sell a product or service people want. You see, even the most intriguing, engaging, spine-tingling sentences won’t sell a product nobody wants.

So, as long as you have a list and a product or service folks want and you follow the principles I share today, you’re gonna make sales ... even if you haven’t been successful with email marketing in the past.

Now, with social media and live broadcasting, you might be wondering *why email marketing and does it even still work?*

YES, it still works and here are my top three reasons:

Reason #1: Email Grabs Eyeballs

Now, if you’re like most people, you likely check your email three to seven times per day and probably more. This means, people are regularly looking at their inboxes so the chances of them seeing your email is high.

You see, email is not at the mercy of Facebook’s algorithm.

You don’t have to worry about your decreasing Instagram engagement.

And you don’t need to worry about the trolls on Periscope.

As long as you collected emails the right and ethical way, these people have INVITED you into their inboxes. Now all you have to do is make great use of the invitation.

Reason #2: Email Pierces Hearts

Email is the online version of a TV series when you do it right. Think about your favorite show. You tune in every single week to watch that show. And even when you can't catch the show live, you go back and watch it on demand or via DVR.

You put the kids to bed and wrap up chores so you have no interruptions during the show.

You hold bathroom breaks until a commercial comes on.

And you'll go out of your way to make sure you're glued to the TV to watch the show.

That's how it works with email. Folks are going to get to know you like they do their favorite TV series characters.

You're going to put on a show on a regular, consistent basis that airs in the inbox of your subscribers.

And you're going to serve them by offering your best product or service.

Reason #3: Email Produces Community and Cash

Another great thing about email is it boosts your ability to form real relationships with your audience. And when you do that, your subscribers will feel more compelled to invest in your products and services.

Now, I'm sure you've heard other gurus talk about sending weekly/monthly newsletters. Yes, that worked BEFORE inboxes became so cramped and crowded.

But there came a time when sliding up in an inbox with a slew of articles and tips became ineffective. And that's when I shifted my strategy.

As I'll discuss later during the Masterclass, I now use emails as a weekly broadcast following the Three E Process.

We'll get into how that process has helped my clients and I produce community and cash a little later on, but for now, just know that when you do email right, you'll position yourself to produce an engaged community of people who will devour your products and services because they know it's their ticket to the "promised land" – the place where their struggles subside.

Now that I've dropped a few reasons email marketing is powerful, let's dig in to the five straight-up-no-chaser strategies.

STRATEGY #1: SUBJECT LINE SHOWDOWN

Let's kick this thang off with one of the most important elements of email ...

The subject line.

You see, if that subject line ain't compelling, you're gonna have a hard time getting folks to OPEN your emails. And if they never OPEN the email, you surely can't expect them to click on the link inside.

Think about the last email you opened. WHY did you open it? Now, ask yourself:

Would YOU open your last email?

A big part of winning this email marketing game is being honest with yourself about how you're communicating with your audience.

Are you showing them you genuinely want to break up the monotony of what's being pushed into their inboxes or are you showing up with more of the same?

Now, save some time to sit quietly and ponder those questions. For now, let's slide on into my top three types of email subject lines and why they work.

Type #1: Curiosity

A "curiosity" email subject line literally kills your subscriber's ability to resist opening your email. That is when you do it right.

This type of subject line often yields the highest open rate because they intrigue people to see what's inside.

Why?

Because it leaves an open gap of information making it super hard for folks to ignore the email. For example, let's say you're hosting a Masterclass or a webinar and you want to do a "last call" email.

Instead of using the subject line, "last call" or "Masterclass registration closes today" go with something more mysterious and intriguing like: "tonight," "tomorrow," "today," "Tuesday" or even "announcement" or "are you in?"

This subject line type typically yield a 40+% open rate whenever I use them.

Why is it so effective? Most people's instincts will leave them believing they either missed some critical details or simply gotta know what's going on tonight, tomorrow, today or Tuesday. This desire to be "in the know" is what makes this type of subject line so powerful.

Type #2: Straight-Up Benefits

Copywriters joke that you can't craft a bad headline if it starts with "how to." The same goes for email subject lines.

This type of headline works because it forces you to focus on the benefits of the offer and the results folks will get in return:

- How to win friends and influence people
- How to write copy that pierces hearts and opens wallets
- How to attract 500 new email subscribers in 24 hours

As you can see, the key to making this type of subject line work is to FOCUS ON THE BENEFITS.

For example, would you click a subject line that says:

- How to register for my Masterclass and watch me teach
- How to buy my book so I make more money
- How to enroll in my online course so you walk away with a ton of notes

Now, these are funny, but folks are blasting out emails with self-centered email subject lines every single day. So, if you do nothing else besides cut through THAT clutter, you're #winning.

Type #3: Popularity

The third email subject line type I want to talk about today is "popularity." Now, this subject line makes a play on popular songs, movie titles, TV shows, entertainment and news stories.

The reason this email subject line works so well is because it breaks up the monotony of what's jumping in your inbox from other marketers.

Real talk ... have you ever just scrolled through your email and read subject lines?

If not, you should.

What you'll find is a ton of similar boring subject lines that you don't click. And then there will be those few that stand out like diamonds when ...

You've had a hard day at work.
Your boss is getting on your nerves.
Your partner dropped the ball.

And it's that one or two emails with the funny subject lines that come along and stand out like a lifeline to a few seconds of mental relief.

Will you click or keep scrolling?

You see, most people will click. And that's how you want people to feel when they get your emails.

You want people to see your emails as an escape from the "same old, same old."

You want people to get excited when they see your name in their inbox.

And you want people to enjoy reading your emails.

Because if they never, ever open the email, there's no way they can click to the offer.

Now, using any one of these email subject line types can boost your open rate to well above the industry standard (average of 20%).

STRATEGY #2: MAKE A GREAT FIRST IMPRESSION

Quick story ...

I had someone join my email list and write me after the very first email:

“Apryl, I grabbed your freebie and loved it, but I’m unsubscribing from your list because I don’t like that you included a link to your offer in the very first email. You should never sell off the bat, you didn’t even get to know me.”

Now, at the time she was ONE of about 2,000 subscribers and I had two choices:

1. Listen to her and STOP selling in my emails.
2. Thank her for the feedback and continue doing what I was doing because the other 2,499 people weren’t sending me similar notes.

I went with Choice #2. You see, you can’t please everybody.

Believe it or not, there are entrepreneurs who are “offended” by biz owners who catch this:

Sell their products and services to make money.

And in many cases, you can’t win with those folks. I want you to know this:

People will unsubscribe from your list.

People will respond to your emails with nasty notes when they think you’re not giving them enough FREE stuff.

And people will be appalled by you actually wanting to make money in your business.

But you can’t let a few folks modify a process that positions you to serve AND sell.

If you meet a business owner who tells you they don’t care about making money, they’re not being honest.

We all care about the money. We have to because we have to eat, drive, wear clothes, have a place to live ...

I say this all the time:

I love writing so much that I WOULD do it for free, but I'm not going to.

And it's okay if you feel the same. Don't let anyone bully you into believing making money is a bad thing.

Sooo, when they subscribe, let them go.

Don't beg them to come back.

Don't chase them down on social media.

Don't take it personal.

Because they're simply making room for someone who will be interested in investing their time and money into YOU so you can resolve their issues and help them overcome their struggles.

Now, how do you make a great impression?

You can take a look at the first email in the word-for-word scripts for the exact language I use, but for now focus on being genuine and presenting your offer as a way to serve your audience.

STRATEGY #3: END THE GUESSING GAME

As a BONUS, you'll end the guessing game by getting access to word-for-word scripts to one of my high-converting email sequences with the replay page tomorrow afternoon.

A word of warning:

No email campaign one size fits all, so take what you can use and leave out the rest. And because of that, I'm including a section for you to take some notes on how you will modify the emails to fit your audience.

STRATEGY #4: THE THREE-E PROCESS

As mentioned, long gone are the days of ONLY sending articles and newsletters. If you want people to buy, you've gotta do something more.

And that “something more” is where the Three-E Process comes in:

ENTERTAIN

Wanna know the BEST way to entertain your audience? Tell relatable stories. Storytelling connects you with your subscribers because it gives them insight into how you think, what you feel and what you find important.

I've told stories about my son, my family, my dog, the TV shows I watch, the music I listen to, sporting events, vacations, the questions I get from prospects and clients – nearly nothing is off limits. As long as you can take the story and move it into the second E – educate.

EDUCATE

Now, a story will fall flat if you can't turn it into a valuable lesson for your audience. For example, I shared a story about why I was so intrigued with the Mayweather vs. McGregor boxing match.

But I didn't stop there, I took the story and tied in a biz lesson that my audience can relate to. Now, they can choose to agree or disagree, but the lesson is presented from my perspective so people can crawl inside my brain and see how I think.

It's still giving away a valuable tip, but instead of linking to an article or newsletter, I'm personalizing the experience so it's memorable and entertaining for my subscribers.

ENGAGE

Now, this step is what makes folks sweat a little. This last E is all about engaging your subscriber to take action – be it hit reply on the email, click the link to register for your free webinar or click to a sales page.

From the entertainment and education, the engagement should be a smooth transition.

You've hooked them with the entertaining story.

You've educated them with a biz lesson.

And now you're serving up a way for them to get rid of their individual issues by clicking the link to the offer.

STRATEGY #5: ACTIVATE THE MAGIC

Now, sending emails weekly or hear and there is much different from creating an actual email sequence. So, let's switch gears just a bit so I can outline a simple email sequence for you to take subscribers from FREE to smacking your buy buttons.

Note this is a high-level, general sales email sequence. When crafting sales email sequences for clients, I always base the number of emails and timing of the emails off my clients' unique experience.

So again, this is NOT one-size fits all, but it's a great guide to follow.

Email #1: Deliver What They Asked For

In this first email, you need to be direct. Use a straightforward subject line, so they know you're all about business (not uptight, but professional and reliable).

Inside the email, you want to thank them for requesting your "freebie" and subscribing to your list. And you want to give them what you promised. Don't wait for a second email – give them exactly what they requested in this first email.

This is critical. Waiting to give them what they requested means your breaking expectations. And you want to set the tone early in the relationship that they can count on you to do what you say you're going to do.

Email #2: Encourage Action + Build Credibility

In this 2nd email, you're following up to encourage action, introduce yourself and share some of your results. Remember, this is still pretty early in the relationship, so you don't want to get all hot and heavy and come off as a sleazy salesperson.

Keep it light and focused on the reader. No chest-thumping or head-bangin' sales pitch.

Just give them a glimpse into what you have done for others and what you can do for them.

Email #3: Show Off the Benefits

In this 3rd email, you're going to talk more about your flagship product. This email is all about building trust and letting your peeps know you genuinely want to solve

their issues.

Here, you'll dig deeper into the benefits of your offer and frame it in a way that will encourage your prospects to trust what you're telling them.

Email #4: Share Rockstar Results

In this 4th email, you're going to talk about the rockstars who are shining because of your offer. This email is all about proof and credibility.

People don't have time to deal with amateurs and newbies. They want to work with people who have a track record of results.

If you don't have testimonials yet, no worries. There's plenty of other ways to show proof and credibility:

- Stories from your past job or other related interactions that showcase your expertise
- Media appearances
- Love notes from helping folks in Facebook

Email #5: Picture the “Promised Land”

This 5th email is all about getting the prospect to picture themselves on the other side. You want to come across helpful, non-pushy and relatable. You know what it's like to be in their shoes and you're here to lift some of the burden.

You want to show them what life will be like on the other side in the “promised land.”

How they'll have a renewed sense of confidence or whatever you're selling and will love life and business again after buying from you.

Here you'll include details from your sales page to showcase the value of the offer.

You'll also make it very clear who your product is intended for.

Email #6: Shower Them with Valuable Content

In this 6th email, you're going to do some “soft” teaching to show off the value of your product.

You're not going to give away the farm, just enough to show people you know what you're talking about ... in a way that helps you sell your product.

You can choose to tell a story.

Give a checklist.

Share a Q&A.

Be inspirational.

Share something bizarre.

Whatever you decide, make sure you can sensibly tie it to the benefits of your product. Also, be sure to mix up the emails. For example, don't send three straight Q&A emails or double up on the checklists.

The point of Email #6 is to show the value of your product and get folks wanting more expert-level training.

Email #7: Share More Rockstar Results (If Applicable)

In this 7th email, you're going to talk about more incredible results. We're just one email away from closing down this autoresponder series, so the testimonials you share really need to count.

You're not going to give away the farm, just enough to show people you know what you're talking about ... in a way that helps you sell your product.

Email #8: Bag Full O' Benefits

In this 8th email, you're going to lay it all out on the line by serving up a bulleted list of all the benefits included in the offer.

Nudge Emails: Cart's Closing

I typically send at least 2 to 3 emails toward the end of a series because more than 50% of folks will decide to jump off the fence and buy at the last minute!

Use your judgment on the frequency and how many nudge emails to send. The one thing you never, ever, ever want to do is create a FALSE sense of urgency. That screams desperate liar.

MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.



Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, “Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets).”

Her recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!

In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co. You can grab your copy of *F.A.S.T. Money!* [here](#).