

THE COPYCLOSET™ PRESENTS ...

HOW TO WRITE IRRESISTIBLE EMAILS



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IS THIS FOR YOU?

***“People will engage when you give them reason to do so.”
– Apryl Beverly***

Before we get started, I want you to know the principles I’m about to share will get people to stop ignoring your offers and brand messages. I know deep down you want more people to open, read and click on your emails, and after today, you’ll know exactly how to get folks to do that.

Now, this email marketing strategy works no matter the size of your list.

So, if you’re absolutely done with banging out emails regularly and giving away your best tips for free only for your subscribers to ignore all your paid stuff, you’ll want to stay tuned.

THE EVOLUTION OF EMAIL MARKETING

It's been 47 years since Ray Tomlinson sent the very first email. Now, in 1978, a marketing manager by the name of Gary Thuerk kicked off this whole email marketing thang by sending a message to 400 recipients and making \$13 million in sales!

And in 1991, the Internet hit the scene and with it came Hotmail, the first-ever free web-based email service. Now, inboxes were jumpin' but things got too hot and heavy, and in 2009, reports were flying around that email was dying because people simply weren't opening their emails or were opting out.

But like any good marketer would do ... the marketing gurus chose to change the strategy versus bury email. So instead of blasting out newsletters to everybody and their mamas, marketers became more strategic about what they dropped in peoples' inboxes.

Today, 82% of B2B and B2C companies use email marketing technology – Constant Contact, MailChimp, Aweber, ConvertKit ...

Oh and U.S. companies send 1.47 million emails a MONTH!

But that's not the shocker.

You see, the shocker is that with that many emails and that much noise that people are still making tens of thousands, hundreds of thousands even millions of dollars from email marketing every single year.

Let's look at a few winners:

OBAMA CAMPAIGN

Most of the \$690 million raised during his campaign came from fundraising emails.

Email Intelligence: Curiosity

“I will be outspent”
(\$2,673,278)

Most strategic consultants would agree: This subject line stinks. On the other hand, by piquing curiosity it raised \$2.7 million for President Obama’s reelection campaign. It wasn’t a hunch – it was the strongest of 13 tests, the weakest of which would have raised \$2.2 million less than this one. As automated intelligence learns which words and phrases people respond to, tests like these will be easy, fast, individually targeted, and profitable.

How’d his team do it?

They used a casual, conversational tone.

CD BABY FOUNDER

Because of his personal touch, the email he sent to customers AFTER they purchased went viral, raking in thousands of brand new customers.

Your CD has been gently taken from our CD Baby shelves with sterilized contamination-free gloves and placed onto a satin pillow.

A team of 50 employees inspected your CD and polished it to make sure it was in the best possible condition before mailing.

Our packing specialist from Japan lit a candle and a hush fell over the crowd as he put your CD into the finest gold-lined box that money can buy.

We all had a wonderful celebration afterwards and the whole party marched down the street to the post office where the entire town of Portland waved "Bon Voyage!" to your package, on its way to you, in our private CD Baby jet on this day, Thursday, July 5th.

I hope you had a wonderful time shopping at CD Baby. We sure did. Your picture is on our wall as "Customer of the Year." We're all exhausted but can't wait for you to come back to CDBABY.COM!!

Thank you, thank you, thank you!

Sigh...

--

Derek Sivers, president, CD Baby
the little store with the best new independent music
<http://cdbaby.com> cdbaby@cdbaby.com (503)595-3000

And there's that reference again ...

Conversational. Casual. Personal Touch.

TORI, THE REAL ESTATE AGENT

After emailing a conversational, targeted email to industry peeps and prospective buyers, Tori had two cash offers in less than 10 days and ultimately sold her unit for \$1.9 million.

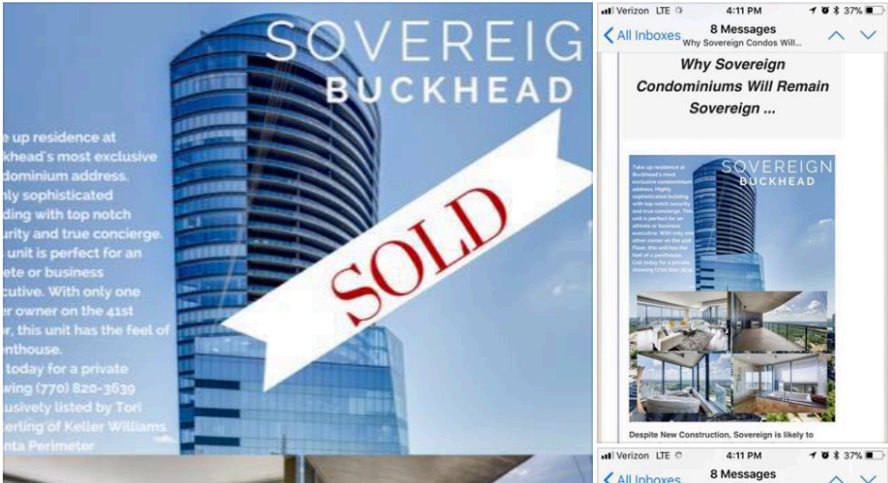


Tori Easterling

December 7, 2017



Do you all see all of this copy? Let's rewind and talk about how when I first started following [Apryl Steadman Beverly](#) on Periscope ...I didn't even know what "copy" was. She was speaking a foreign language. I literally shed tears about writing copy and expressed to Apryl that I spent an extra semester in college bc "I can't write". Well check out all of that copy below. I am now a writing machine! I got the idea to write a "piece" about the condo building I had a property for sale in. The unit was listed for \$2,000,000. There were 13 other units in the building for sale and another brand new building going up down the street. How could I compete? Well, I wrote "Why Sovereign Condos Will Remain Sovereign" and sent it out to industry folks and prospective buyers. In less than a 10 days, I had 2 cash offers!!! I sold the unit for \$1,900,000 and just want to acknowledge Apryl for her books and her training on writing spine tingling sentences to make clients smack that BUY BUTTON!!



APRYL, THE MILLION-DOLLAR WORD STYLIST

At an open rate of 55.8%, this is one of many emails I send that far exceeds what the industry deems normal. PLUS, I love this one because it recently sold out my W.E.R.K. Your Website WERKShop. Booyah!

SUBJECT

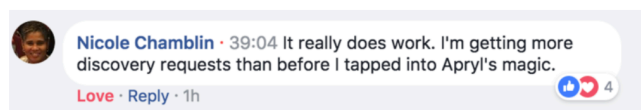
My Kimmy K. moment ...

CONTENT

Welp, I had my Kim Kardashian moment ... this sentence-slinging chick broke the Internet! Here's how it went down ...

The [Smack Six Figures Webinar](#) was jumpin'.

Folks were sending virtual high fives, hugs and comments like this one from Nicole (last year's W.E.R.K. Your Website student) ...



And then it happened ...

Folks raced to grab one of the limited seats for W.E.R.K. Your Website and exceeded the 80 GB LIMIT I have on the site. Now, not sure if you realize but 80 GB is a looooooot of bandwidth for a solopreneur.

So thank ya'll for crashing the site and giving me my Kimmy K. moment. :)

Now, for those of you who were feverishly trying to claim a seat, here's the link:

<http://www.werkyourwebsite.co>

I guarantee it'll work this time.

The fast-action bonuses I shared during the webinar expire FRIDAY at 11:59 p.m. EDT.

Oh and I'll go ahead and leave up the webinar inside the Six Figure Lounge for a few more hours since some folks' streaming was acting up. You have to have a strong signal for what we had going on tonight with Zoom, Facebook, phones, iPads and breaking the Internet.

Check out the webinar here:

<https://www.facebook.com/groups/smacksix/>

Alright, it's time for #WordUpWednesday.

See ya in a bit,

Apryl B.

Now, what each of these winners have in common is their use of the elements included in the Three-E Process.

THE THREE-E PROCESS

And it goes a little something like this:

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.

ACTIVATE THE DOPENESS

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.

The CopyCloset™

WWW.SMACKTHEBUYBUTTON.COM



HOW TO WRITE IRRESISTIBLE EMAILS



ENTERTAIN

Tell relatable stories. Storytelling connects you with your subscribers by giving a peek inside how you think and feel, and what you deem important.

EDUCATE

Turn the story into a valuable tip in a way that makes your message "edutaining."



ENGAGE

After hooking them with a great story, educating them with a valuable lesson, you must move your subscriber to take the desired action.

ACTIVATE

Using an automated email sequence is a proven way to quickly transition freebie seekers into buyers.



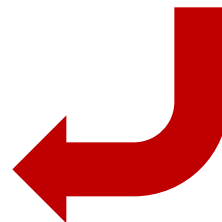
To do this, give folks what they asked and then offer a paid solution that helps them overcome their pain.

DON'T DO IT ALONE

Get proven, word-for-word email sequences PLUS a list of powerful email subject lines when you join the CopyCloset: <http://smackthebuybutton.com>.



PRINT THIS



EMAIL MARKETING NOTES

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](#).