



EMAIL MARKETING FRAMEWORK

INTRIGUING SUBJECT LINE

Test out "how to" subject lines and those that intrigue and spark interest. Test your subject line skills here: <https://coschedule.com/email-subject-line-tester>. My team scores 60% and higher.

PERSONABLE GREETING

Use your everyday language here. Use greetings such as, "whaddup," "what's up," "heyyy," "hi" and so on. Be sure to greet subscribers however you'd greet them in person.

EYEBALL-GRABBING OPENER

Use punchy leads such as ... Gotta question for you ... big announcement coming in 5-4-3-2-1 ... confession time. Be sure to mix up your emails with intriguing interesting leads to spark reader interest.

COMPELLING STORY/LESSON

Stories intrigue and sell. Use them to draw in your subscribers and persuade them to take action. Be sure to set the goal of your story BEFORE you write so you know exactly what you want your audience to do and write in a way that leads them to the desired action.

CALL TO ACTION

Add a clear, direct call to action. No sappy requests. Be firm in letting people know how they can resolve their issues (with your products/services).

PERSONAL SIGN OFF

Make sure your sign off matches the offer. For example, if you're promoting a free call, say "talk soon." If you're promoting an event, say "see ya soon."

P.S.

Optional last effort to make the case for the sale.