



Email Sales Copy Template

Here is a template to serve as a guide to writing successful email sales copy.

- 1 Trust with your readers is the most important factor in driving sales, and this takes time.
- 2 Only make a commercial offer once you have consistently delivered exceptional value for free.
- 3 Use the word “because” to explain why you are making your commercial offer.
- 4 Keep your normal tone of voice and be friendly (don’t turn into a crazy pushy salesman with highlighter pen and CAPITALS!)
- 5 Remember: You have an ongoing relationship with readers, so no hard sell!
- 6 Text-only emails usually work best. Most business emails are text. They work because they break the usual pattern of designed HTML email newsletters to get your readers’ attention.
- 7 Explain your value proposition, increase the value by including bonuses, and introduce urgency and scarcity by saying when your offer expires. A money back guarantee also provides peace of mind.
- 8 Use a size 16+ font so it’s easy to read on a mobile device.
- 9 Have your calls to action link to one page only (you don’t want any confusing options). Remember that the purpose of the email is to get readers to click through to the sales page (not to make the actual sale.)
- 10 PSs are the last thing people read, so reiterate you call to action there.
- 11 Before the offer expires, send a gentle reminder follow up email to people who have clicked the link but not bought yet.

Pro Tip: Write your email as if you were writing to one person not an entire list.

↓ **When you’re ready to make a commercial offer to your readers, use this format as a guide.**

| Email Area | Example | Why it works |
|-----------------------|--|---|
| From | Adam Franklin | It’s from a person (not a company). |
| Subject | What are your marketing plans for 2014? | It’s specific. |
| Greeting | Hi Sam, How are you? | It’s personal and friendly. |
| Problem or pain point | If you have set your marketing goals but need a framework to help you achieve them, perhaps we can help. | You can identify and relate with the reader’s problem. |
| Offer | As you know, Toby and I are committed to giving away most of our IP for free to help you with your web marketing. However I am writing to you because we reserve our very best stuff, where the 10X value lies, for people who are ready to take action and amplify their results. I want to invite you to take a look at our web marketing online course . All the concepts are out of our new book Web Marketing That Works. | You’re explaining how you can solve their problem and why they should listen. |
| Opt-out | If this isn’t for you and you’re happy using our free tools for now, no sweat. I’ll see you next week for the regular edition of our newsletter. | If readers aren’t ready it gives them an out without feeling guilty. |
| Social proof | However if you are interested, you can join 101 people who’ve already enrolled in the course. | There’s safety in numbers. |

| | | |
|----------------------|---|--|
| What they get | Check out the 8 module course curriculum, plus the five bonuses . | You explain exactly what is on offer and link to the sales page. |
| Value proposition | This course is exactly what we use with our private clients who happily pay thousands of dollars for the advice. You can now access the identical information from the convenience of your home or office, and at a fraction of the price. | Explain the value (a combination of convenience and actual dollars). |
| Urgency and scarcity | As a special offer, please use the discount code LAUNCH to save \$100 off the regular price of \$297 -- until close of business this Friday 20th _____. Secure your place. | It introduces scarcity and urgency. |
| Picture the future | Imagine what one new client or one valuable contact would mean for your business this year. | It helps readers picture themselves having acquired these new skills and how much their life or business will have improved. |
| Risk-free guarantee | As always our products come with a money-back guarantee, no questions asked. | It provides peace of mind for the buyer. |
| Questions | If you've got any questions, please hit reply or call me on 1300 258 394. | It shows you care and are accessible, especially by giving your phone number. |
| Sign-off | Cheers, Adam. | It's friendly and natural. |
| Post script | PS. Here's that link again . I look forward to working with you. | PSs are the last thing people read so reiterate your call to action. |
| Signature | <p>Adam Franklin Marketing Manager</p>  <p>    You Tube 1300 258 394</p> | Use your normal email signature with your details on it. |
| Unsubscribe | If you aren't interested in emails from me or Bluewire Media, you can unsubscribe instantly . | Always include an unsubscribe button, so you are spam compliant. |