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**STEPS TO
CREATE
MONEY**

**GENERATING
EMAILS**

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INTRODUCTION

Ah email...one of the oldest forms of digital communication known to man. Now we have so many other ways of talking to people: Facebook, Twitter, Instagram DMs, Snapchat, LinkedIn. You name it. Yet when it comes to business, email still trumps all at the end of the day. Why?

- **It's direct:** You can personalize emails making it easier to build relationships with your customers and it's easier to contact your customers.
- **Higher Impressions:** Your customers are more likely to see your emails than to see your social media posts. 90% of emails get delivered to your customers' inbox, whereas only 2% of your customers see your posts in their News Feed.
- **Your Email List Belongs to You:** Search engine and social media algorithms change all the time, Your post engagements can drop overnight. With your email list, you own it forever. You can contact your list however you want, whenever you want.

So should you take advantage of email marketing while you run your ecommerce business?

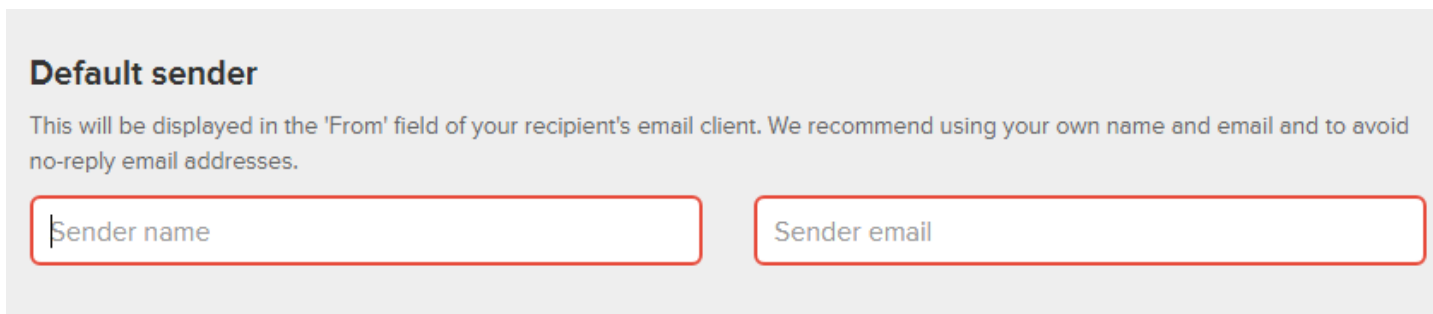
Absolutely!!

And I'm going to teach you how to create emails that'll hook your readers and make them want to buy your products.

STEP 1

**SETTING
CONFIGURATION**

Before you send out a single email, you want to go to the settings in your email marketing software and customize your sender profile. In my case, I use Mailerlite so the settings look like this.

A screenshot of the 'Default sender' settings in Mailerlite. The title 'Default sender' is in bold. Below it is a note: 'This will be displayed in the 'From' field of your recipient's email client. We recommend using your own name and email and to avoid no-reply email addresses.' There are two input fields: 'Sender name' and 'Sender email', both with red borders and placeholder text.

I recommend typing in your name so when your subscribers receive your emails, they'll see it's "From Your Name." 68% of Americans say they base their decisions to open an email on the 'From' name.

When you use your name rather than your company name, it'll look like the email is sent from an actual person, which will increase the chances of it being opened.

If you want to take it a step further, attach a picture of yourself to your email signature to make your emails more human-like.

The whole point is to make your emails look personal rather than an email sent from a company. Remember...

People Buy From People, Not Companies

STEP 2

YOUR OBJECTIVE

Now it's time to start writing your email. But before you write a single sentence, you want to write down what the objective of the email is and keep it in mind. This will really help you stay on track as you write. In this case, you want your reader to buy a product.

Other times, you might want them to watch a video, have them to schedule a call with you, or simply educate them on a topic.

STEP 3

**SUBJECT
LINE**

When your subscribers receive your email, the first thing your subscribers are going to see is the subject line. Creating a compelling subject line can mean the difference between opening the email and trashing it.

When you create your subject lines, you don't want your subject lines to look like these.

<input type="checkbox"/>	Heizberg Diamonds	All You Need is ▼	Wed, 9:16 am	44 k
<input type="checkbox"/>	ThinkFastToys	★ Start "Horsing" Around With ThinkFastToys.com ★	Sun, 6:59 am	48 k
<input type="checkbox"/> ☆ <input type="checkbox"/>	Ulla Popken	👆Up👆 your SAVINGS - Buy more, SAVE MORE-up to 25% OFF when you buy	Sep 20	
<input type="checkbox"/> ☆ <input type="checkbox"/>	Depositphotos	★ Free Vector of the Week from Depositphotos - Premium Royalty-Free Stock I	Sep 11	
<input type="checkbox"/> ☆ <input type="checkbox"/>	4Wheel Drive Hardware	▶ Beat The Zombie Apocalypse - Enter Now to Win! - Jeepers vs. Zombies Sweep	Sep 10	
<input type="checkbox"/> ☆ <input type="checkbox"/>	Ulla Popken	⚡ 20% OFF + FREE shipping ends MIDNIGHT ⚡ - Almost over! Just a few more	Oct 6	
<input type="checkbox"/> ●	BBOSPrivate Sale	★ SALE: Up to 80% OFF! ★	Sep 5	<input type="checkbox"/>
<input type="checkbox"/> ●	Teavana	★ FREE Shipping: 3 Days Only! ★	Aug 26	<input type="checkbox"/>
<input type="checkbox"/> ●	Simple Truths	★ † The #1 secret to happiness is...	Jun 21	<input type="checkbox"/>

There are too many ecommerce businesses that send out emails with words like...

“SALE”

“% OFF”

“DISCOUNT”

You get the idea. People are tired of seeing these types of emails. They hate that they're constantly trying to be sold to. So what do they do when those emails pop up in their inbox? Send them straight to the trash.

The key is to come up with subject lines that'll stand out from the vast sea of sales emails. In order to do that, you want your subject lines to have at least one of these three elements:

I. Personalization

The average email open rate is usually around 20%. But when you take that extra minute to add a personal touch to your subject lines, your email open rate can increase up to 50%. That's a HUGE difference!

And it's not as complicated as you may think. Something as simple as including your subscribers' first names can increase the open rate.

So let's say you have 10,000 subscribers in your email list. Only 2,000 people will open your emails with a generic subject line. But if you add a bit of personalization, you can have up to 5,000 open your emails. That's an additional 3,000 potential sales. Just imagine how much that'll add to your bottom line.

TIP: Write your subject lines in sentence case. It's less formal which makes your emails look like it's from a friend.
For example:

Take A Look At This Great Skincare Lotion

VS

This lotion will make you look like a kpop star

II. Anticipation

Another way to increase your email open rates is to create anticipation in your emails. Let me give you an example.

Let's say you own an ecommerce store that sells rings. A visitor comes to your site and subscribes to your newsletter. That visitor is then added to a ring buyer's guide email sequence which is split into four parts.

After every email, the visitor will be expecting each part of the guide to be in their inbox everyday until the sequence ends. When a subscriber expects an email from you at a certain day, he/she will be more likely to read that email.

To create anticipation, you can add any of the following texts below, especially when you're creating a sequence:

“Part 1”

“Day 4”

“Lesson 2”

To take it one step further, you can add any of the following text to the body of the email...

“Tune in tomorrow for the final part plus a surprise...”

“Tomorrow I'll teach you how to pick the perfect ring for your soon-to-be-spouse.”

“Do not miss my Black Friday sale. More info tomorrow.”

III. Curiosity

Writing subject lines that invoke curiosity is one of the most powerful ways to get your subscribers to open their emails. By giving your subscribers a little teaser in the subject line without giving too much away, you build up so much curiosity that they just HAVE to open your email to see what it's about.

Here are some powerful subject lines that does just that.

“Are you sending your emails wrong?”

“I can't believe I'm doing this...”

“How I made \$364,824 from this one email”

“Do not make these mistakes in your ecommerce store”

Backup Templates

Of course there are going to be days where you just feel off and can't think of beautiful subject lines. I'm going to give you some timeless formulas to help you create amazing subjects. But be careful not to overuse them because they will get old and people will eventually stop opening your emails. Or worse, they'll unsubscribe! On the next page, there are some formulas I laid out to help get your creative juices flowing:

<p>TIP: Use emojis in your subject lines from time to time. It's another great way to grab your subscribers' attention.</p>
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[End result] + [Time period] + [Objections]

How to make \$1,000,000 in sales in 5 years without making any cold calls

How to [End result] without [Objections]

How to create a high converting funnel without using any expensive software

[N number] Ways to [Get an end result]

5 ways to get more traffic to your ecommerce site

The truth about [Topic]

The truth about the future of ecommerce

How to [Get an end result] in [Time period]

How to create a high converting sales email in just 30 minutes

[Do action] for [Time period] and [Get an end result]

Do this for 10 minutes a day and watch your revenue skyrocket

The Ultimate Guide to [Topic]

The ultimate guide to selling online

What NOT to do when you're [Doing this action]

What NOT to do when you're starting an ecommerce site

STEP 4

THE LETTER

Once you've sucked your readers in, it's time to get them to read the main part of your email, the letter. Now it's really important that you keep your readers' attention. Just because you hooked them with your subject line, doesn't mean your job is done. But I'll make it easy for you.

I'm going to teach you a framework that you can follow to make your email writing process a lot quicker. This framework hits all the psychological points that'll make your readers want to buy anything you sell them.

Here it is:

Attention: Pretty self-explanatory. Grab your readers' attention. You can do that by simply mentioning their name. "Hey Bob." You can also follow it up with a story, a joke, or a question to keep their attention. Then what you want to do is to address the pain point you want to solve for them.

Interest: This is where you introduce your product and you talk about all the cool facts and features about it.

Desire: This section is where you talk about the benefits. How will your readers' lives change when they buy your product? You want to sell the transformation.

Action: This is where you write what you want your readers to do after reading this email. So attach that link to your product page, embed the video, attach your calendar schedule, etc.

Let's look at a sample I wrote:

Product: Bose QuietComfort 35 II Headphones

Objective: Get people to buy the headphones

Subject 1: These headphones will completely block out the world

Subject 2: It's time to ditch the beats

Subject 3: "I give it five stars. My wife hates them"

Subject 4: Everyone has these headphones, do you?

Attention

Hey Alexis,

You're sitting inside the subway going home after a long day at work. The car is peaceful. People are either listening to music, scrolling through Instagram, or knocked out.

The train stops at the next station. All of a sudden, a group of obnoxious teenagers enter and is disturbing the peace. You play music on your \$20 earphones trying to drown out the noise, but they're just too damn loud.

Interest

After a long day of work, a rowdy commute is the last thing you want to go through. You want to wind down and take your mind off your job. The Bose QuietComfort 35 II lets you do just that. Immerse yourself in your music and completely tune out the outside world.

These headphones are packed with amazing features like:

- **Acoustic noise cancelling:** Listen to your music clearly no matter how loud your surroundings are.
- **Voice assistance:** Use Alexa or Google Assistant to help you do anything you want without using your hands.
- **20 hours of battery life:** That's enough to continuously play your music all day long and never have to worry about recharging it.

Desire

And if those features aren't convincing enough, take a look at what these cool people are saying about the headphones...

“These are amazing! I can't hear a single thing when I turn these on. I was looking for headphones that cancel out noise in the background even when I wasn't listening to music (I'm a med student and need constant quiet while studying), and these work really well.”

– Amanda M.

“These headphones are amazing! I might have been perfectly satisfied with the first version of the QC35s, but I luckily stumbled on the second generation which includes the Google Assistant integration. I initially thought it would be a small bonus, but I totally underestimated how powerful and convenient this could be. It's more than just a trigger for voice commands. It's a surprisingly flawless implementation that allows Google Assistant to turn you into much more productive multi-tasker.”

– Jordan T.

“I can't hear a single thing with these things on. When my child is crying in the middle of the night, I just put them on and go back to sleep.”

– Tom the irresponsible dad

Obviously the last one was totally made up, but you get the point!

Action

If you're sick of constant noise, these headphones will give you the peace you're looking for. [Click here](#) to order yourself a pair today!

If you buy this weekend, your shipping is FREE! (OFFER expires on Monday.)

Best Regards,
Ellisen

Now let's break this email down.

The first thing I wrote was the product and the objective of the email, which was to sell the product.

Next, I wrote four different subject lines which will be used for split-testing once I'm ready to send the email out.

In the 'Attention' section, I started off by mentioning my reader's name, which adds personalization and grabs their attention. Then I decided to start the letter with a story. Stories do a fantastic job at grabbing attention, especially if you make it detailed and entertaining. They're also useful for making the readers see they have a problem that they might not have initially realized.

Moving on to the 'Interest' section, I transitioned smoothly from the story to the introduction of the headphones and listed the features (which are bolded). But in this particular email, I also decided to mention the benefit that the corresponding feature gives. You don't have to do it that way though, it's just my personal preference.

Next up, I added some testimonials to further sell the benefits. Testimonials/reviews are always great to use whenever you sell anything because it shows social proof, which is a powerful influence tactic to use in sales. I also decided to add a fake testimonial just to add some humor and personality. When you do that, you give the reader a glimpse of who you are as a person and be able to build a relationship with them more effectively.

Finally, there's the action. Notice I'm letting the reader know how to buy the product; I tell (not ask) them to click on the link. Very direct approach. You always need to be clear on what you want them to do, otherwise they won't do anything and bam! You just lost a potential sale.

I also remind the reader of the benefit and an incentive to take that action, in this case which was free shipping. Along with that incentive, I used a scarcity tactic and added an expiration date to that incentive, which forces the reader to decide quicker.

**If you allow your readers take action later,
they will never do it.**

Tips for the ‘Action’ section:

- Limit the call-to-action to only one per email. Adding more causes confusion.
- If you’re using hyperlinks, paste to a maximum of three times throughout the email, depending on how long it is.
- To make the email look more human-like, you can paste the entire URL instead of using a hyperlink.

Before I move to the next section, some general tips when writing the email letter:

- Read what you write out loud and see if it sounds conversational. If your sentence doesn’t sound like something you’d say in a conversation, then change it.
- Keep your paragraphs short and use bullet points. It makes the email less intimidating and a lot easier to read.
- Use open loop transition words to keep your reader engaged.

Here are some examples of open loop transitions:

Here's why...

The point is...

Here's what you need to know right now...

Think about it this way...

And the best part?...

It gets better...

Let me show you how...

What I suggest is...

What do I mean when I say **[Topic]**? What I mean is...

Here's the catch...

If you do **[Certain action]**, then I will...

Why do you ask? Because...

Before you do **[Certain action]**, you need to...

Awesome right? There are other open loop transitions I used throughout this booklet that I didn't list. Brownie points for you if you can recognize them. :)

STEP 5

POSTSCRIPT

Finally, the postscript (Or P.S.). That's the part of the letter that goes at the end of the email after the signature. Usually, the postscript is used when you're handwriting a letter and forgot to mention something. So you write that thing at the bottom of the letter. When you write emails, you're not going to have that problem. You can easily go back to your letter and edit.

When it comes to emails, postscripts are used a little bit differently. Here are a couple ways to use it:

1. **Summary:** If you wrote a very long email, chances are some people will skip through and scroll all the way to the bottom. This is where you can use a postscript to write a brief summary of the email and include the call-to-action.
2. **Surprises:** You can add a surprise for your readers, whether it's a free bonus or a limited time offer.
3. **Personal Touch:** You can also use the postscript as a chance to further connect with your readers and add a nice handwritten note.

CONCLUSION

Congratulations on getting to the end!

I hope you took a lot of notes and will start applying this valuable knowledge to your business immediately. And once you do...

You're going to have so many orders coming in that you're not going to even have time to fulfill them all by yourself!

What happens now? The learning doesn't stop here. Every Tuesday, I'll send you a short, valuable, fun-to-read email with copywriting, email marketing, and business tips that you can implement right away to level up your email marketing system and keep those sales coming in consistently.

If you need help writing your emails, whether they're:

- Ready-to-use, high-converting sales emails
- Powerful, relationship-building autoresponder sequences
- Valuable, educational newsletter emails

Use the link below to schedule a call with me.

<https://EllisenWang.com/schedule>