

HOW TO BECOME AN EMAIL ⚡ TITAN



ELLISEN WANG

How to Become an Email Titan

How to Become an Email Titan

By Ellisen Wang

Copyright © 2020 by Ellisen Wang

All rights reserved. No part of this book may be reproduced or used in any manner without written permission of the copyright owner except for the use of quotations in a book review.

ISBN: 978-1-7351502-1-5 (Paperback)

ISBN: 978-1-7351502-0-8 (E-Book)

Published by EllisenWang.com

Table of Contents

INTRODUCTION	4
SETTING UP	9
HOW TO BUILD A RESPONSIVE EMAIL LIST	13
EMAIL FRAMEWORKS	25

CHAPTER I

INTRODUCTION

Ah email...one of the oldest forms of digital communication known to man. And at one point, it was the only way of communicating digitally. But now we have so many other ways to communicate with people online: YouTube, Facebook, Twitter, Instagram DMs, Snapchat, LinkedIn, TikTok. You name it. Yet when it comes to business, email still trumps all at the end of the day. Why?

1. It's direct

Email is very personal and is one of the easiest ways to contact your readers. You can write emails that are tailored to their personal interests, and that helps build the relationship with them.

2. Higher impressions

Your readers are more likely to see your emails than to see your social media posts. According to Forrester, an American market research company, 90% of emails get delivered to your reader's inbox, whereas only 2% of them see your posts on their social media news feed.

3. Your email list belongs to you

Search engines and social media algorithms change all the time, Your post engagements can drop overnight. With your email list, you own it forever given that you back the data up, which I'll be talking about later. You can contact your list however you want (mostly), and whenever you want.

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

ABSOLUTELY

In fact, it's one of the very first things you should focus on. It's a terrible idea to rely on building your

business on platforms that you have no control over.

For example, there's a YouTube content creator I've been following for almost 10 years. In one of his podcast episodes, he revealed that at the peak of his career, he was making over \$10,000 per month.

After YouTube changed their algorithms multiple times, demonetized a bunch of his videos, and implemented the Children's Online Privacy Protection Act, his income dropped to under \$2,000.

And that's just one real example. I've heard multiple stories about businesses and influencers getting screwed over by social media algorithm changes, even as far as getting completely kicked out of the platforms, which caused their income to completely disappear.

That's why it's important for you to start building your email list as soon as possible. Don't listen to the people that preach, "Email is dead!" They've been proven wrong multiple times. If you want to

see what I mean, go to DuckDuckGo, type in “email is dead,” and search. People have written so many articles over the past several years declaring that email will be dead by a certain year. But guess what? At the time I’m writing this, I still use email and I know my readers still use email, otherwise they wouldn’t be reading my emails. And if my readers and I are still using it, chances are a lot of other people around the world are too. Not only that, people still have “Sign up for my newsletter” forms on their websites. So don’t listen to those preachers. Email isn’t going away anytime soon. So in a few moments, I’m going to walk you through the whole process of building your email marketing system from the ground up. Everything from building up a responsive list with people who look forward to reading your emails, to the type of emails you should write that your readers will enjoy reading, and eventually be happy to buy your products.

How to Become an Email Titan

So let's get started!

CHAPTER II

SETTING UP

The first thing you need to do is choose an email marketing software to use. Despite all the articles and what people in the Internet Marketing community say, all email marketing softwares function the same, but they all have their unique flaws. Assuming you're starting with zero people on your email list, unless you bought an email list which you should never do, use a software that provides a free plan. As far as my knowledge goes, and at the time I'm writing this, the following softwares have free plans:

Heyluu.com

Mailerlite.com

Mailchimp.com

Convertkit.com

Sendinblue.com

I suggest you sign up for a minimum of two in case one of them stops working for whatever reason, or they kick you off their platform. I've heard stories where that has happened too, and that brings me to my next point.

EXPORT YOUR EMAIL LIST REGULARLY

If, for whatever reason, you can't access your account and you've never exported your list, you're screwed. There's no way to access your email list. So you'll be forced to start all over again, and you never want to be in that situation.

After signing up for your two softwares of choice, you want to go to the settings and customize your sender profile. Usually, you'll see something along the lines of "Sender Name" and "Sender Email."

Now according to Campaign Monitor, 68% of Americans base their decision to open an email on the Sender Name. To explain what this means, let's go back to a concept that the famous direct

marketer, Gary Halbert, taught. When people go through their mail, they sort them into two different piles: A-Pile and B-Pile. When they get mail that looks like it's from a friend or family member, it goes in the A-Pile and is opened later on. When they get blatant advertisements, they put them in the B-Pile and shred them.

So the point is, you want your emails to look like they're being sent from an actual person, which will increase the chances of them being opened. To do that, put your full name in the "Sender Name" box. But that doesn't mean you can't try other ways. You can test different variations like "Ellisen from Company Name" or "Ellisen the Copywriter". If you want to take it a step further, you can attach a picture of yourself to your email signature, but I personally don't bother with that.

The whole point is to make your emails look personal rather than a plain promotional email from a faceless company. Remember...

**PEOPLE BUY FROM PEOPLE, NOT
COMPANIES**

Alright, let's move on to the next chapter!

CHAPTER III

HOW TO BUILD A RESPONSIVE EMAIL LIST

Now it's time to address the problem that people have the most trouble with when it comes to email marketing:

Building an email list.

Something that is important to work on now more than ever for your business. With social media algorithm changes that can kill your organic reach overnight, and the risk of getting kicked off of platforms that can destroy everything you've worked towards faster than Thanos can snap his fingers to destroy 50% of life in the universe, an email list is one of the only things that you truly own where you can connect with your audience at

any time. So in this chapter, I'm going to show you some ways you can build a responsive email list. And no, I'm not going to tell you things like, "Put a newsletter sign up box on every corner of your website." That stuff should already be obvious. Also, I'm not going to make you any promises like "I'm going to show you how to get 50,000 subscribers in 30 days." In my opinion, I think that's just a bunch of crap. Anyone that brags about getting a huge number of subscribers in a short period of time either is lying, bought an email list or used paid ads, which is something I used in the past but not so much anymore. I realized that people that subscribed to my email list through paid ads are less likely to be active readers compared to people that subscribed through the methods I'm going to share with you shortly.

But before I get into that, you want to give away something for free to people that sign up for your email list. They call this a...

LEAD MAGNET

Ideally, you want it to be a product your subscribers can immediately implement and quickly solve an immediate problem they're dealing with, and preferably a product they would normally pay for. That makes it a lot more irresistible. The last thing you want to happen is to have people download your lead magnet and never open it.

Some examples of valuable things you can give away are e-books, informative interview recordings, partial access to a digital course, or full access to an old or discontinued product. After you have your lead magnet in place, you can set up an automated follow-up email sequence. I won't go into this too much here, but it doesn't have to be complicated at first. It can be as simple as a welcome email delivering the free product and letting your reader know what to expect from being

on your email list. Then as you go along, you can add onto the sequence and build it up to be as complicated as you want.

Okay now let's get into the good stuff, the methods of getting people onto your list. Now I'm not going to mention every single method out there. If you want to learn other ways, there are tons of different strategies you can find on the Internet. The ones I'm about to show you are the ones I've personally used and seen success with as well as methods I'm planning to try in the future that may or may not work.

Again just a warning before I start, if you're looking for ways to build your email list quickly, you're going to be pretty disappointed. Most of these methods you're about to read are very slow (except for one), you might've already learned, and could take months before seeing any results. But it has

gotten me the most responsive readers I could've asked for.

So if you like the sound of that, let's get started with...

MY PERSONAL LIST BUILDING METHODS

1. Write articles and guest post them

If you write regularly, this shouldn't be too hard for you. Whenever you write an article or a blog post, you can submit it to other blogs for guest posting and upload them to article directories. Not only will this boost your SEO, but if you post on huge well-known sites, you can leverage their traffic, get their people onto your site, and ultimately sign up for your email list. I suggest you create a spreadsheet and make a list of the different blogs and article directories you'd like to target. You'll find plenty if you spend 20 minutes Googling them. Just be aware of their terms and conditions. Some directories and blogs only allow articles if they're not published

anywhere else on the Internet, including your own website.

2. Ask people to join your email list

Yes it's stupidly simple, but not a lot of people that I come across do it. I suggest you start doing this especially when you meet people at professional networking events. But you don't want to just ask them, "Hey, you wanna join my email list?" No, no, no. Let them know how your newsletters can help them and their business. Plus there's an advantage to doing this. The people that are joining your email list already trust you to a certain degree since they've met you in-person, putting you ahead of the relationship-building curve. If you want to learn more about building relationships with people you meet at networking events, I added an appendix where I go deeper into my personal method of networking and how I developed relationships and

kept in touch with some of the greatest people I've ever met.

3. Use Social media

Social media is a great and easy way to market yourself and build your email list when you're first starting out. And let me make that clear, you should only use it for the sole purpose of building your email list for reasons I've mentioned earlier in the book. You don't want to build your business on a platform you have no control over. On the bright side, once you've figured out their algorithms and how you can use it to your advantage, you can build up a huge organic reach. Then you want to lead those visitors to your opt-in page and join your list.

4. Use networking apps

Using those professional networking apps is a great way to passively build your email list and network with people when you're doing things other than

attending in-person networking events. I personally use two apps, Shapr and Bumble. Yes I know. Bumble is a dating app, but they have a feature called Bumblebizz where you can match with professionals. When you fill out your bio, put a link to your opt-in page. You never know someone might come across your profile, go to your opt-in page and subscribe. Of course, you need to make it sound appealing. A fair warning though, this method might be a hit or miss. From my experience, the people you'll come across are not that responsive on these apps because they obviously have other things to do. Plus there are a lot of people in the MLM, cryptocurrency, and forex industry. So if that bothers you, you might want to skip this method.

5. Run Facebook ads

This is the only method I'll mention that's not free and is one of the faster ways to build your list. I

used to use Facebook ads to grow my old blog's email list and I've seen huge success with it in the sense that I managed to get over 800 subscribers in six months. I would've had a lot more if I left it running 24/7, but I decided to only run it with a budget of \$100 per month. However, the bad thing is a lot of the people that signed up to my list were extremely inactive. There are a lot of reasons why that is. I probably didn't target the right audience. Maybe I didn't do a good job of keeping in touch with them. Or they probably just signed up only for the free product. Don't be surprised when you get those types of people on your email list too. When you do, don't hesitate to kick them out. But anyways, that's the main reason why I don't use it anymore. Maybe it might be different for you, it never hurts to experiment. I'm just speaking from my personal experience.

So those are the methods I've used and seen success with. The other things I'm going to list from here on

out are methods I haven't tried yet, but I've been recommended and will try in the future.

And so they are...

1. Book podcast interviews

I'm talking about both starting your own podcast and getting interviewed by other podcasters.

Although I'm not ready to start my own podcast, I am working on getting interviews. Either way, podcasting is a great way to expand your audience reach and further build relationships with your existing audience. I mean, think about it. If someone listens to you talk for 20 to 30 minutes and decides to sign up for your email list, that is one hot lead and eventually, he or she will become one loyal customer.

2. Provide your product or service in exchange for new leads

I know it's tempting to want to get paid money when you sell your product or service to someone. But what if you provide your product or service to someone in exchange for plugging your opt-in page to their email list? If they have a decent sized email list, you can get a huge surge of new subscribers who have the potential to become new buyers. Plus, those new subscribers already trust you to a certain degree since they were referred by someone they already trust.

3. Exchange email lists

If you have good relationships with other businesses, one of the things you can consider is list exchanging. This is basically where you promote yourself to the other person's email list, and they do the same with your email list. Of course, you want to do this with businesses that offer products and services that complement yours and can benefit the people on your list. But this can also be a great way

How to Become an Email Titan

to get a huge spike of leads in a short amount of time.

CHAPTER V

EMAIL FRAMEWORKS

Finally we've reached the fun part...learning how to write emails that people will actually read and not trash as soon as they see them appear in their inbox. So this is how it's going to go from here on out. This chapter is going to be divided into four parts talking about the anatomy of an email and cover two frameworks you can use when you write your emails. These frameworks are designed so they hit all the psychological points that make your readers want to buy whatever you sell them.

Alright, enough delay. Let's get started.

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 the ones you see from big corporations. I'm talking about subject lines like...

20% OFF! FREE shipping ends MIDNIGHT

SALE! Up to 80% OFF!

FREE Shipping: 3 Days Only!

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 subject lines 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 blatant sales emails. How do you do that? It all goes back to Gary Halbert's direct mail marketing

principle of people sorting their mail into two different piles: A-Pile (mail from friends and family) and B-Pile (Blatant advertisements). Make your emails look like they're from friends and family. There are many different "tricks" you can use to make your emails look more personal like sentence-casing your subject lines or keeping your emails in plain text. And then there's one of the more stupid ones I've seen where the sender attempts to make their emails look like a regularly sent email rather than a blasted newsletter by writing "re:" right before the subject line. Or at the end of the email letter, they add a lot of white space to try to hide the email footer that's included whenever you send emails through a software. But I'm getting ahead of myself. I'm supposed to be only talking about subject lines. Still...please don't be like those people and rely on cheap tactics. Your readers already know they're on your email list and the emails you're sending them are blasted

newsletters, so there's no point in trying to make them believe that they're not.

Anyways, back to the subject line. Now I get it, sometimes you don't really know what to write for the subject line. One quick tip I'll give you is to write your email content first, then write your subject line based on what you wrote. If you still come up with nothing, you can use these subject line templates that I'm going to list in a few moments for inspiration or as a last resort. Just don't overuse them because they get old pretty fast.

So here they are:

[End result] + [Time period] + [Objections]

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

How to [Get a result] without [Objections]

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

[N number] Ways to [Get a result]

5 ways to get more traffic to your opt-in page

The truth about [Topic]

The truth about the list building

How to [Get a result] in [Time period]

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

[Do action] for [Time period] and [Get a result]

Do this for 10 minutes a day and watch your sales
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 emailing your
readers

The good news is, as you write more emails and your readers are getting used to seeing you appear in their inboxes, you won't have to worry about writing eye-catching subject lines as much. Once the trust has been established and your readers know your emails are always going to be valuable, they'll open them regardless. But doesn't mean you should get lazy with them.

LETTER

Once you've got your readers to open your email, it's time to get them to read the main part, the letter. Now it's important that you write in a way that keeps your readers' attention. I'm going to teach you something that'll make that part easy for you to do. I'm going to teach you two frameworks that you can follow that'll make your email writing process a lot quicker, and hit all the psychological points that'll make your readers want to buy anything you sell them.

Here they are. The first one is A.I.D.A. which stands for:

Attention

Pretty self-explanatory. Grab your reader's attention. You can do that by simply mentioning their name. "Hey Bob." Or you can start with a story, a joke, or a question. Then what you want to do is transition into the main topic of your email.

Interest

This is where you introduce the main thing you want your reader to know about. It could be a product, a service or an idea. And you can talk about the facts, features, and how it can solve their pain point.

Desire

This section is where you talk about the benefits. How will your reader's lives change when they use your product, service, or idea? You want to sell the

transformation that'll make them want to use whatever you're selling them. Create a vision inside your reader's head.

Action

This is where you write what you want your reader to do after reading this email. You always want your reader to take some kind of action, whether it's buying something, reading a blog post, listening to an audio training, watching a video, or implementing a quick tip. You generally want to give your reader something that will improve their daily lives. So attach that link to your product page, blog post, video, your calendar schedule, or wherever you want them to go.

That's one framework. Another common one is P.A.S. which stands for:

Problem

Address the problem your reader is facing that you have the solution to.

Agitate

This is where you rub salt into the wound, so to speak. You want to paint a picture inside your reader's mind what the problem will turn into if they don't solve it soon.

Solution

Introduce your product or service with a call to action.

Aside from the frameworks, you also need to keep in mind how you format your letter. You want to format your emails in a way that makes it easy to read for your readers, especially on a mobile device. You don't want your emails to just be one huge block of text.

At the same time,
you don't want your letters

to entirely be short one liners.

Kind of like this.

You want to find that balance, which you'll discover as you write more emails. But if you still want to see examples, I added a lot of email samples towards the end of the book.

See Appendixes II and IV.

CALL TO ACTION

One main thing I want to say about the call to action is you always want to limit it to one per email. Adding more will only confuse your reader and they'll end up not taking any action. I'll give you an example.

There's a good man named Neville Medhora, who's the genius behind KopywritingKourse.com (A great place to learn copywriting for beginners). Once upon a time he owned a dropshipping business called House of Rave, and it was a pretty successful

business. He was making enough money to pay his bills, add to his savings, and still have extra leftover to splurge. So life was pretty good for him.

But he also had a huge email list of 7,500 previous customers and would never send them a single email until a friend of his told him to start emailing promotions to them, otherwise he'll just be leaving money on the table. So he sent out monthly newsletters that just showcased a bunch of his products similar to a catalog. Although his open rates were high, he would barely get any sales. So he tried a different approach. With the help of his friend, he wrote a long plain text email selling only one product. When he looked at the results, he made 120 sales in just two hours. That's the power of selling one at a time.

Now another thing you want to do is to add an incentive for people to take action after reading your email. This could be reminding them of what

the benefits are for buying your product or service, giving away a bonus gift, or establishing a deadline. In Neville's case, he was selling his product at a huge discount and there were limited quantities available. That was enough for his readers to click on the link and buy them.

To end this section, I'll let you in on another "trick." If you have a call to action that leads your reader to your website or somewhere else on the Internet, you can paste the entire URL instead of making it a hyperlink. Now you might be asking, "Why? The entire URL looks ugly." That's the point. Ugly stands out and that's what you want it to do.

POSTSCRIPT

Finally, the postscript (the 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 whatever it is you forgot to

write 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. So postscripts are used a little bit differently when it comes to email. Here are a couple ways you can use it:

1. Summary

If you wrote a very long email, chances are some people will skim through until they reach 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 random note.

And that covers everything about the email framework. In the next chapter, we're going to cover the different types of content I've written for my readers that you can do as well.

I hope this information helps you out as you go along your email marketing journey.

But as you should already know, this isn't all the information you can learn and will only make you an email demi-god, at most.

Do you want to push yourself further and truly become an

Email Titan?

Then consider reading the full book where you'll learn everything in this sample book plus many more tips and strategies like:

- **Three market research techniques that'll help you create pinpoint accurate target customer profiles and give you enough information to write weeks, even months worth of email content.**
- The four crucial things your emails must have in order to be highly effective.

- **The #1 strategy that humans have been using since the caveman days to your emails irresistible to read.**
- The best writing practice I use to write better emails adopted from the legendary mail-order copywriter, Joseph Sugarman.
- **Why it's actually USELESS to buy more courses and books.**
- What you should never send to your email subscribers.
- **Networking: Why I never talk to people who wear suits.**
- How to craft your business that'll make you shine and put your competitors in the shadow with a framework many successful book writers and filmmakers have used for decades.
- **How you can turn any idea into a great email...Watch as I write sales emails using**

random topics including garbage, a Rubik's cube, and smoking.

- How to generate endless email content...I share 8 different methods, one of which you already do on a daily basis.

Thinking about getting yourself a copy of the full book?

Hold on. A fair warning.

Most of the material inside this book is strictly fundamental knowledge of email copywriting. So with that being said,

- **If you're looking to learn the tech aspects of email marketing, this book is not for you.**
- If you're already have a decent amount of experience with email copywriting, you probably don't need this book.
- **If you're the type of person who's constantly on the search for new information but isn't a doer,**

then you're going to be very disappointed when you buy this book.

Still think this book is for you? Well then, click the link below and get your copy.

<https://EllisenWang.com/email-titan>

See you on the inside.

-Ellisen