



8 Tips For Writing Emails That Cut Through

In an age of Facebook and Google and YouTube and numerous other digital platforms, does the humble email still have a place in online marketing? Entrepreneurs and copywriters in the know give a resounding yes!

It's not enough to get a lead - you need to convert that lead into a paying customer. And that's where email comes in.

The trouble is that many people think email is just a promotion vehicle. And so they format email like a brochure, with product photos and specials and sales and discounts.

The real strength of email is in relationship building, and for that you have to take a different angle. Consider the following tips:

1. Strike a balance.

Sending six promotional emails a day is the fastest way to make your prospect unsubscribe. Balance it out with content. The exact ratio will depend on your audience, so test and experiment and weigh the outcomes.

2. Wrap it in a story.

Make your messages interesting by relating them to metaphorical stories. These might be personal experiences, or they might be stories from the typical person's newsfeed. What's important is that people can relate, and that you can link the story, not necessarily to your product, but to the pain point it addresses, or the challenges people face. The bushfires in Australia, for example, can be a metaphor for renewal, something everyone must occasionally go through, which can be difficult, even painful, but which results in new growth.

3. Make it about them.

Lean into your prospect's world. Make your message relevant to them and to their struggles, not always about you and your product. This is why current events work well as metaphors in emails - they're stories that people are already immersed in, that are actually happening in their awareness.

Apply the rule of one - you're talking to one person, not a list of 7000. And remember there's two things that motivate people - the attraction to something, and the wanting to get away from something. Write about either, or both.



Address a common obstacle. Almost everyone shares the same obstacle, which is they feel like they can't do something. Whether they lack money, smarts, background, etc., there's something they feel is holding them back. So when you tell a story of insecurity, either yours or someone else's, people are bound to relate.

4. Do it again and again.

Have emails in sequences and campaigns that tie to the important events and parts of your business machine - onboarding, cart abandonment, feedback, testimonial generation... email is where the action is.

5. Make the presentation new.

There are so many products out there that are so similar that a unique selling proposition is really hard to find. What you can do is present it in a new way. It's the idea you wrap around it that makes a difference. That's what email can do. Each email is showing your ideas, or the pain points you address, or the challenges you solve for people, in a slightly new way.

6. Build your brand with stories.

The stories you tell people in your emails are going to build your brand; they're going to indicate to people what you and your product are all about. Are you about a better lifestyle for your customers? Glimpses into your personal experience of overcoming the challenges and living the dream can motivate them and convince them that you know what you're talking about.

7. Pay attention to your subject line.

Some people think subject lines aren't important. The fact is, they're everything. They can influence whether or not a recipient will open your email.

Avoid stilted wording. Write a subject line the way you'd talk. Make it conversational and intriguing at the same time. Make people want to read your email.

8. Write like you'd speak.

Just like your subject line, your email should read the way you'd speak it. In fact, one way to get around hiring a copywriter or using templates is to simply speak and record it. Have the audio transcribed, clean it up a bit, and that's your email.

People don't want grammatically perfect business correspondence. Effective



email is about being natural, being conversational. It's about making people curious about what you're doing and how you can touch their lives.

Need help with your email campaign? Get in touch with Sue Rice at Sue.Rice.com

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