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EMAIL SECRETS

4 Tips To Make Your
Emails More Effective



4 STEPS TO AMAZING EMAILS

1

WRITING THE PERFECT
SUBJECT LINE

2

DELIVER A CLEAR AND
EFFECTIVE MESSAGE

3

PROVIDE A CLEAR
CALL TO ACTION

4

APPEARANCE REALLY
DOES MATTER



1

WRITING THE PERFECT SUBJECT LINE

There are many factors that go into delivering an effective subject line, but...

Did you know that phrasing subjects as questions improves open rates?

According to our own email marketing data, when using a question in the subject line, our open rates went up 34%!

Bonus Tip 1.1!

People also love a personal touch. Using someone's name or simply the word "you", or "your" can have a positive impact in open rates! Try something like...

“We have your [____] inside...”

2

THE TEXT NEEDS TO...

Be Clear, Concise, & Compelling

- Start with an emotional appeal
- Follow it up with logic
- Close with a sense of urgency

Take your audience on an internal rollercoaster so that by the time they've reached the end, they have to continue on the path you've set.

Bonus Tip 2.1!

As with subject lines, being personal is also key. Have a conversation with your audience and you'll build relationships faster and enjoy them longer.

3

PROVIDE A CLEAR CALL TO ACTION

Tell Your Audience *Exactly* What They Need To Do Next

Now that folks have read your message, give them a clear path to success with a call to action. Ask them to download a brochure, sign up for a webinar, or get a coupon.

Put a time limit on the offer to boost response such as...

Get Your 4 Email Secrets Now!
Hurry, this offer expires in 2-days!

Bonus Tip 3.1!

Use the same text in your call to action as your subject line to increase the number of readers who follow thru.

4 APPEARANCE REALLY DOES MATTER

Make Sure Your Emails, Brochures, & Landing Pages All Have The Same Look & Feel

Your content conveys the message, but consistent design across all your material will make your audience feel confident they're on the right path.

Good design also helps keep your readers engaged and moving forward in their path to success.

Bonus Tip 4.1!

Congratulate your audience when they've reached the end.

Not everyone will make it through your campaign, so it's important to appreciate those who do.

**CONGRATULATIONS,
YOU MADE IT!**

**Those Are Our 4 Best Tips To
Getting More From Your Emails**

What insider tips do you have?

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joining our Facebook Group now!

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