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## How to write emails that get results!

By Lee Hopkins

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Writing an effective email that gets the result you were looking for is not as simple as just opening up your email software and hitting the keyboard with your fingers.

Writing an email that gets results is an art form – get it right and it is read effortlessly by the reader. Get it wrong and it reflects really badly on you.

So if I have just ONE tip to pass on to you it would be this:

When writing your emails throw everything you learnt in English classes out the window!

Instead, use the following tips to make sure that your communication is as powerful and effective as it can be:

1. Personalise: People love to see their name. So personalise your email to them. Even if you are sending out a bulk email to many different people, there are software tools that allow you to personalise each and every email so that it looks as though it has come direct from you and direct to them -- one-to-one.

## How to write emails that get results!

2. Write just like you talk: Use plain, easy to understand English. Nobody cares if you can use xenophobia and ostentatious in the same sentence. Write almost like you are talking to your best mate over a beer. So that means use contractions. Be friendly and personable in your writing.

3. Put passion in your email: Since you don't have the luxury of seeing your prospect eye-to-eye to gauge their reactions you need to put extra passion into your message. Even if you think you are overdoing it when you write, your email will seem understated when it gets read. Get enthusiastic!

4. Write to one person: Especially important when you are writing an email that will be sent to more than one person, try to think of the ideal prospect/client as you are writing and make the message just for them. Even if the message will be read by thousands of people, every person will read it one at a time. Use "you" and "your" liberally. Focus on them, not yourself.

5. Keep your sentences and paragraphs short: Keep your sentences and paragraphs short and simple.

Period.

Sentences (even paragraphs) can even be one word like that last one. And paragraphs should be no more than 4 or 5 lines. You want your email to look easy to read with lots of white space. Make it inviting. Long blocks of words are scary. Paragraph breaks do NOT need to be determined by content.

6. Use plenty of compelling subheads: Subheads should be like mini-headlines. Use them to break up large bodies of text and to bring people back into the body of the email.

A lot of people will scan your email so you need to make your subheads give a complete selling message by themselves. Also, be sure to use different graphic embellishments.

7. Eliminate excess wording: Simplify. Convey your message in a clear and concise manner -- but remember that doesn't mean 'keep it short'.

My personal guru of direct marketing, Ted Nicholas, repeatedly states that copy can never be too long, just too boring . All things considered equal, longer copy will always outperform

shorter copy, AS LONG AS the copy is compelling and not boring.  
And you need to ruthlessly edit your email for flow.

8. Use action verbs whenever possible: If you see too many "as", "is", "was" or "were" replace them. Sentences using action verbs are more powerful.

When writing your email you want it clear enough so that any high school student can understand it. Now, you probably think that your prospects/clients are a lot smarter than the average high school student. But nobody has time anymore to sit down and figure out what you're trying to say -- so keep your writing simple and straightforward.

Oh, and go through your text and cut out the word "that" wherever you possibly can. It's a 'dead' word that reduces the impact of any sentence.

Or you might like to read the above sentence as: It's a dead word and reduces the impact of any sentence.

Which one do you think is more powerful?

#### Important particulars

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There are a few important points you need to be aware of.

1. Always give people the option of being removed from your mailing list. Very important now that Privacy Laws are coming in all around the world and spam levels are so high.

2. Make your links 'clickable'. In order to make it easy for people to go straight from your email to your website you need to make your links 'clickable'. Here's how a link should be written in your email: <http://www.yoursite.com.au>

Most email programs will recognise this as a link.

And if you want to make an email link you should write it as <mailto:emailaddress@yoursite.com.au>

Well, that's it. Happy writing!

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communication success. At Hopkins we show you how to communicate better for better business results.

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## **10 Tips On Offering A Free Ecourse**

**By Radhika Venkata**

1. Make your ecourse short like 5 – 7 days. The longer the ecourse easy for your subscriber to forget the matter of your previous emails.

2. Use double opt-in follow up autoresponders to stop accusations of spam.

<http://www.scripts4webmasters.com/arproadv/index.shtml>

3. Write one ecourse to promote only ONE product. If you keep ten product links in your ten day email course, it will look like a compiled sales letters.

4. If you are using affiliate links in your ecourse use some method to hide your affiliate links.

<http://www.webmasters-central.com/t/siteprotection/affiliatelinks.shtml>

5. Try to keep brief synopsis of previous emails. For example, in fourth day email keep few lines about what he received for the past three days.

6. If you have a trial product or free demo, offer it for the download. You can keep the download link on top of every email.

7. Put a link to your ecourse in your signature files on forums, articles and emails etc. It is a great way of increasing subscribers.

8. If you have affiliates you can ask them to offer it to their visitors and customers with their affiliate id. So your affiliates get commission.

9. Provide 'Unsubscribe' link at the end of all emails to make easy for your subscriber to unsubscribe if they want.

10. Track your promotional links in the emails, so to follow the results of your ecourse. (like how many people clicked on the link, who bought etc)

Radhika Venkata

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Email Marketing Tips

What Kind of Email are You?

Is Your Business Running YOU?

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Guerrilla Mailer

Clickbank Automation System

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Newbie's Guide to Stop Spam

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