

## **[Email-CH] #13 - The "is this legal?" secret**

Secrets and curiosity are going to make up a big portion of this course.

Why?

Well, for the most part, the businesses that you deal with (or run) will be sending a lot of emails that try to drive traffic to an offer sales page.

And the biggest driver of clicks on the internet, is Attention + Curiosity. Even in emails.

Your subject line can/should draw their Attention.

Your email body copy should build their Curiosity.

This isn't every email you'll send... there are relationship building emails you can send.

Content or stories only, with no call to action, that serve to pre-sell a future transaction.

Or, emails that are part of launch sequence, or that sell the product right in the email.

We will discuss these too of course.

But I want to get you thinking in terms of Attention + Curiosity.

Open up the email for today.

**Let's talk about the Subject Line first:**

- "Is this legal?"

The "**From name**" -- the name of the person or business sending the email is: "RG Exclusive Offers".

Again, we want Attention in our subject lines.

The words "legal" and "illegal" definitely draw Attention when you're scrolling your inbox. **Asking a question** also piques interest. As human's we don't like to let questions linger. We want to answer them.

A word to drill into your copywriting vocabulary is "**this**".

Instead of naming things by name, turn them into a "secret" by using the word **this**.

It's not "Is this putter legal?". That subject line might work. But if the person isn't interested in putters at the moment... or just purchased one, they might not open the email.

Remember, the From name is "RG Exclusive Offers" so the reader knows that inside that email is going to be a pitch. So mentioning putters up front, might mean less opens.

And that's the big reason secrets work in email marketing.

**Secrets allow you to explore the benefits of the product without revealing exactly what it is.**

Secrets eliminate somebody's ability to say, "I've heard this before or I don't care about this." Secrets help calm skepticism.

**Now let's talk about the email body copy.**

They're about to make some promises to people about improving their golf game so immediately up front they include credibility and proof with the mention of professional golfer Dave Stockton.

Then come the promises: "How to dramatically improve your speed control, hit straighter putts and become automatic inside seven feet with **this innovative solution that's super easy to use.**"

We're not telling people what this solution is. We want them guessing to build up curiosity.

We then hit them with what the innovation is NOT.

"It's not an elaborate gizmo that will bring unwanted attention from your buddies. This isn't just for practice and you can actually play with it on the golf course.

Anyone will immediately know how to use it... without any instruction."

Then we introduce that it's a "training aid" which is the first mention of what the innovation even is.

Revolution Golf is giving themselves a shot at selling a weird type of training device and putter.

If they'd have come right out and said, "here's a training aid for putting" that might have done okay. That's extremely boring and you're only going to get hardcore golf enthusiasts interested in that.

Instead, you ask whether this innovation is legal... then you tell them that it's an innovation that can be used for putting to train... but also on the golf course. And, there's a 25x PGA winner behind it?

You've got more eyeballs now.

### **Your writing assignment...**

For your product and audience, figure out what you could say was legal or illegal.

Or think about what would be considered "cheating" in your industry.

For example: liposuction might be considered "cheating" in the fat loss industry. Botox would be considered "cheating" in the beauty industry.

Write a few simple subject lines trying to incorporate the legal/illegal/cheating angle and a few with the word "this".

#### **Here are examples for beauty:**

- **"Is she using botox?"**
- **This is like using botox**
- **Is this a safe alternative to botox?**

#### **Here's an example for copywriting**

- **Is this spam?**

Then, outline what you'd say in the email body copy.

What credibility or authority figures could you use?

It will help you do this \_\_\_\_\_

It's not these 3 things 1.\_\_\_\_ 2.\_\_\_\_ 3.\_\_\_\_

### **EMAIL BREAKDOWN:**

#### **Type:**

Promo email

#### **Mindset:**

Email as a traffic source

#### **Purpose:**

Riff on secret breakthrough

#### **CTA:**

Click to sales page

### **ASSIGNMENT THIRTEEN**

1. [Open the Revolution Golf email \(pdf\)](#)
2. Take out a pad of paper and a pen.
3. Set a timer (Timers are important for staying on task).
4. Hand copy the entire email including the subject line.
5. Use the instructions above to write a subject line, and email body copy outline for your product.
6. Phew, that's it.

Love,

Derek "Legalizing secrets" Johanson

----

## **[Email-CH] #14 - CHase your dreams**

The brain learns best when you focus intensely and then rest fully.

This week you've been focused.

It's time to take a step back and let rest work its magic on your brain.

I always have my best ideas AWAY from the computer.

So get outside today.

Grab some sunshine if available.

Think of it as being good for your business, because it is.

### **REST DAY -- ASSIGNMENT FOURTEEN**

1. Move your body (outside preferably)
2. That's it.

Love,

Derek "I'll be at the beach" Johanson

----

## **[Email-CH] #15 - This Day In History emails**

I want to introduce to you a cool little type of email you can send.

It's called a "This Day In History" email.

Basically, you head over to History.com's "This Day In History" page and explore what happened on or near the date you're going to send your email.

<https://www.history.com/this-day-in-history>

Then, you take that event, and correlate that story to your business, product, or product ingredient.

[Open up the email for today.](#)

This an email Ian Stanley and I sent for our old newsletter, Funnel Monthly.

We looked at what happened in the past - the Golden Gate bridge construction was completed. We told a quick story about the Golden Gate bridge, then correlated bridges with a topic in our product.

These are great little emails you can pop into your sequence.

### **Your writing assignment...**

1. Pick a product or potentially a category of products.
2. Open up the this day in history page.
3. Pick an event.
4. Outline how you'd correlate that event to your product.
5. Write an email!

### **EMAIL BREAKDOWN:**

**Type:**

Promo email

**Mindset:**

Email as a traffic source or relationship builder

**Purpose:**

Simple story

**CTA:**

Click to sales page

**ASSIGNMENT FIFTEEN**

1. [Open the Golden Gate Bridge Correlation email \(pdf\)](#)
2. Take out a pad of paper and a pen.
3. Set a timer (Timers are important for staying on task).
4. Hand copy as much of the email as you'd like.
5. Use the instructions above to come up a correlation story.

Love,

Derek "Your bridge to copy money" Johanson

----

## **[Email-CH] #16 - A message from the founder**

The other day I got an email from Kate Hudson!

Can you believe it?

She wanted to let me know about the pair of leggings I left in my shopping cart. Hah!

She's the founder of Fabletics which is a "lifestyle brand". They sell lots o' leggings.

I call these Founder Emails.

[Open up the email for today.](#)

The email "from name" is: Kate Hudson and the subject line is: "re: Your access to 2 for \$24 leggings today only"

This was the first email I got after abandoning my cart (I realized I don't wear leggings).

Founder emails are great emails to send right around when someone signups to your email list. You could call this a Welcome email but I actually think you can send both... a Welcome Email and a Founder Email.

The Founder emails allow you to send an extra email -- change the "from name" to be your Founders' name. Customers know it's from the company, but they don't perceive the email as negatively as if it'd come from the normal company "from name".

In the 24 hours after I signed up for Fabletics email list, I received 6 emails. 6! I got 3 abandoned cart emails, a Founder email, a News email, and a sales email.

So now you're probably thinking, what the heck do I do if the founder isn't a Hollywood movie star?

You still write the email with the founder introducing herself. It doesn't matter if they're not famous. People like to shop from people, not companies. So introduce the founder as if they're as famous as Kate.

The subject line of your email should be related in some way to the reason people signed up for the list. In my case, it was because I clicked on an ad and went through a funnel that talked about "2 leggings for \$24."

If you have an ad campaign that's running, use the main point of those ads. If they signed up on your website with a form that said, "free recipe book" then use that as your subject line.

The topic of your Founder email should quickly explain why the founder started the company.

Don't overcomplicate it! Let's see it in action.

### **Your writing assignment...**

1. Pick an ad campaign or email opt-in form/campaign.
2. Outline a Founder email you could write.
3. Write the email!

#### **EMAIL BREAKDOWN:**

**Type:**

Promo email

**Mindset:**

Email as a relationship builder

**Purpose:**

Simple Founder story

**CTA:**

Click to sales page

## **ASSIGNMENT SIXTEEN**

1. [Open the Founder email \(pdf\)](#)
2. Take out a pad of paper and a pen.
3. Set a timer (Timers are important for staying on task).
4. Hand copy the email but more importantly...
5. Use the instructions above to write your own!

Love,

Derek "legging it all hang out" Johanson

----

## **[Email-CH] #17 - The Customer Story subject line & email**

Sometimes... okay, a lot of times... your customer can describe their problem better than you can describe it.

I've found it very helpful to take conversations I've had with customers and almost word-for-word use what they've said to write portions of the copy (with permission of course).

No matter what business you're in or working for... you should have testimonials for your product.

They make for great emails and for great email subject lines.

Let's look at an example.

[Open up the email for today.](#)

This comes from Pavlok.

Pavlok is a very interesting product -- slightly crazy. The idea is that you wear the bracelet and it helps you develop better habits by administering a slight shock if you start to do a behavior you don't want to do. Like browsing Facebook for example.

I know the founder of this company very well -- Maneesh Sethi. He was on Shark Tank and got absolutely ripped apart (I think unfairly. The editing was insane).

I've given this product as a gift and every person has reported that they liked it and felt like it was working.

Anyway, it's a tough product to market in a lot of ways but Maneesh has sold a whole bunch of these things.

Their email marketing is pretty good.

This email combines our email type from yesterday (day specific content emails) with a customer story.

You don't even have to write your own story... your customer can write it for you.

The subject line is:

- "I haven't missed a class since"

You could search your customer reviews for something like:

- I haven't broken out since
- I haven't cheated on my diet since
- My feet haven't been cold at all
- I haven't missed a day
- I cancelled my other subscriptions

The point is to find a short quote in which the customer says that they've solved a specific problem they were having (before they purchased your product).

Obviously, don't make something up.

This email then gets right into the problem and amplifies it.

- People are busy and are getting burned out (if you wanted specific numbers you could jump over to PubMed and see what you could find).
- People then skimp on sleep.
- People then can't wake up early.
- Here's the story of our user who solved that problem.

### **Your writing assignment...**

1. Pick a product or potentially a category of products.
2. Find a review as outlined above.
3. Outline how you'd amplify the problem to start your email.

4. Outline how you'd correlate that problem to your review.

5. Write the email!

**EMAIL BREAKDOWN:**

**Type:**

Promo email

**Mindset:**

Email as a traffic source

**Purpose:**

Simple (customer) story

**CTA:**

Click to sales page

**ASSIGNMENT SEVENTEEN**

1. [Open the Pavlok email \(pdf\)](#)
2. Take out a pad of paper and a pen.
3. Set a timer (Timers are important for staying on task).
4. Hand copy as much of the email as you'd like.
5. Use the instructions above to come up a correlation story.

Love,

Derek "Shocked by your email dedication! Let's keep going" Johanson

----

## [Email-CH] #18 - Copywriters Wanted

If you mosey on over to your promotions tab (in Gmail), you'll find some great email ads to look at.

The typical way to approach these email ads is to think of them as banner ads.

There's normally a large picture, a headline, and a sentence or two of copy.

Here's an email ad that was in my inbox:

Build Passive Income Today



Yieldstreet



### Build Passive Income Today

Yieldstreet is an income-focused ecosystem that connects you to alternative investments.

SIGN UP

Now, let's look at how a bunch of copywriters would write one of these things.

The Barefoot Writer is AWAI (American Writers & Artists Inc.).

[Open up the email for today.](#)

The copywriters have added words! Lots and lots of words.

Why does this email work as an ad?

Well... "WANTED" ads are still a thing.

People want work.

Obviously, there's a bit of a bait n switch and here. But, based on the industry, I don't think you're talking to a bunch of current writers. You're going to be advertising folks who might just be a little curious in writing. So for them, a report on what jobs are available is the perfect first step.

How can we model the idea of this email for our industry?

Well, it's tricky if you're not in information publishing.

If you're selling physical products you could try something like this:

- New testers wanted.
- Thousands of women are discovering the benefits of this life-changing face serum.
- Would you like a cheap tester bottle?
- Click here to discover more. That might work.

### **Your writing assignment...**

1. Pick a product or category of products
2. Come up with a "wanted" style subject line.
3. Outline the email.
4. Write the email!

#### **EMAIL BREAKDOWN:**

**Type:**

Gmail ad

**Mindset:**

Email as a traffic source

**Purpose:**

Deal email ("free report")

**CTA:**

Click to opt-in page

**ASSIGNMENT EIGHTEEN**

1. [Open the Gmail ad email \(pdf\)](#)
2. Take out a pad of paper and a pen.
3. Set a timer (Timers are important for staying on task).
4. Hand copy the email but more importantly...
5. Use the instructions above to write your own!

Love,

Derek "the sandled writer" Johanson

----