



Anatomy of an Email Worth Reading

Presented by

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Welcome!



Email marketing is a powerful way to reach your market and build a loyal fan base. It's not only an ideal way to sell products and services but it's also a way to build a personal relationship with your customers.

But email marketing only works if you can get your subscribers to open and read your emails. And providing really good email content is the way to keep subscribers continually opening your messages.

Your emails need to engage your readers and provide value. Their inboxes are swamped with promotional email messages every day so yours are going to need to stand out head and shoulders above the others.

Your subscribers are what I call, "inbox weary." There's just too much email in their inbox every time they open it. You not only have to compete with emails from their friends and family members, and work emails, but also all those emails from your direct competitors AND with every other email in their inbox.

How do you write a great email? How do you write an email so that the people you want to open it and read it will do just that?

This report shares the important elements that need to be in place so that you always send an email worth reading.

Read. Enjoy. Benefit.

My Best,

Marty Marsh

Marty "Email Doc" Marsh





A Compelling Subject Line

In a way, the subject line is the most important part of your email message. What you say in the subject line pretty much determines whether or not your subscriber is going to open it.

Sure, you may be their favorite publisher, but every subject line has to stand out from all of the other competing messages they get.

The subject line should grab the reader's attention and give them a preview of what's inside the message. This is their reason for opening it. Emphasize the benefits right in the subject line and try to make them curious so that they'll have a look.

Here are a few guidelines to follow when crafting your subject line:

1. Be Specific About the Contents

Never try to trick your readers into opening an email by writing enticing subject lines that have little (or nothing) to do with the actual content. Yes, you need to raise their curiosity, but your readers will feel betrayed and annoyed if the content doesn't live up to the promise you make.

2. Use Words That Grab Attention Without Being Spammy

There are some words that are proven to have a higher open rate than others. For example, Mailchimp did a study that showed the following:

- “Freebie” gets better open rates than “Free”
- “Urgent” has better open rates than “Alert” (but use this word sparingly; whatever you're promoting really better be urgent, not just to you, but will the subscriber believe it to be urgent, too?)
- “Announcement” has a positive impact on open rates, whereas “Reminder” often has a negative impact

3. Personalize

If you know you have the correct names of your readers, try using it in your subject line to add some personalization. On the other hand, some people put fake or silly or dirty names in when they sign-up for subscriptions, so make sure you review the information you have.

Yes, this will likely take someone manually looking at each email subscription, but it is worth it to avoid the embarrassment of writing to “Hey, Mickey Mouse” or “Hi, Joe Schmo.” You may likely find their real first name right in their email address itself.

You see, people will forget that they were the one that put in the funny or offensive name in the first place and then blame you for using it.

Here’s a quick funny story: Some really nice people who do some really phenomenal work recently sent out a direct mail postcard and instead of everyone’s real last name they accidentally put in the word “Schmo.” As in “Marty Schmo”. At the mailing house, they had forgotten to remove the placeholder they were using (the word Schmo) and so everyone got this erroneous mailer. They had to apologize profusely later, and yes, it hurt their credibility with their audience. A lot.

At any rate, use personalization sparingly in your subject line. Don’t use it every time you send a message. DO use it when you really want to command their attention. If you use it too often, they just get used to it and it no longer will have the opening power it once did.

Another form of personalization is to send people information based on what they’ve shown interest in previously. If you know a certain segment of your readers are interested in one specific topic, refer to that topic in your subject line since it’s more likely to grab their interest.

4. Be Aware of “Preview” Text

People will look not only at what’s in your subject line, but also at the “preview” text that shows up in their email reader. Every email platform is a little different, but usually they pull that preview from the very first content in your email. That could be the first

sentence of the email, the alt-text on your header image, or some other pre-header content. Test out your emails to see what shows up.

One of the reasons I love MailChimp is that you get to choose what shows up in the “preview” text for each email you send.

Having the wrong preview text show up may very well prevent someone from opening your email at all.

5. Test Everything

Try split-testing different subject lines to see which ones get the highest open rate. Test longer and shorter subjects, different words, questions vs. statements, etc. To be able to evaluate what’s working, test just one small thing at a time, such as the length or change one or two words.

An Opening That Sets the Stage

The opening of the email is also important. It should tell the reader what benefits they’re going to receive by the time they’re finished reading the message. Like the subject line, this compels them to keep reading.

If your emails are long, your opening may contain a mini-table of contents. This makes it easier for the recipient to skim the message and find the content that’s most important to them. Depending on the template you’re using, you could also break up your content into blocks so that your readers can quickly find what’s listed in your opening table of contents.

Depending on your relationship with your readers, you should make sure your opening is personal. If possible, use your readers’ name and write in a friendly tone. It should feel to them like they’re getting an email from a friend.

(This is another good reason to make sure you have good names in the name field of your email sign-up form.)

On the other hand, a very personal opening can possibly backfire on you. For example, if you begin your email talking about the heat wave going on, but some of your customers live in a

different hemisphere where there's a cold spell, you could put them off by making them feel you're not talking to them at all. It's almost as if you sent the email to the wrong person!

Take a look at this very clean-looking email from Warby Parker. They announce right up front that there's "GREAT NEWS" and then information about their flexible spending account feature. But also notice in tiny text at the very top left the words "Warby Parker accepts FSA". That text will go in the email preview in your email client.

Warby Parker accepts FSA | To view this email as a web page, go here.

WARBY PARKER

GREAT NEWS!

You can use your flexible spending account to buy Warby Parker prescription glasses *and* prescription sunglasses



A FEW OF OUR FAVORITES



Wilkie Sugar Maple
SHOP NOW >



Durand Saddle Russet
SHOP NOW >



Bensen Whiskey Tortoise
SHOP NOW >

MEN'S OPTICAL >

MEN'S SUNWEAR >

Most FSA funds expire at the end of the year, you'll be in good shape if



Valuable Content

The content is the body of the email. It should be informational and geared toward helping the reader solve a problem or complete a task. It's okay for the content to be promotional sometimes but not all the time.

It's recommended that your email contain no more than three pieces of content. For example, it should have up to three articles and no more. This is a general guideline but it depends on several things. First, it depends on how long your content is. If you have one-paragraph news stories, it's okay to have more than three.

Second, if you're using a standard newsletter template, it's okay to go over three sections of content. But be careful about making messages that are too long. The longer the message, the more likely your recipient will skip parts of it or not read it at all.

Even worse, they may move your too long email into their "READ LATER" folder and then never get to it at all. Ever. You never want your emails going to the "read later" folder.


If you are including more than three content pieces, try using images that link to the content online and keep the newsletter itself visually simple.

Take a look at this example of a newsletter from RunKeeper, where each article link has just a simple image and title:


RunKeeper [Trouble viewing this email?](#)

GET MOVING WITH SOME TIPS AND INSPIRATION FROM THE RUNKEEPER BLOG:


FOUR SIMPLE WAYS YOU CAN GET FASTER WITH UNDER ARMOUR




3 TIPS FOR MAKING RUNNING A HABIT



SHOULD RUNNERS LIFT?




HOW GENE STAYED ACTIVE DURING CHEMO




dietbet

DIET BETTER WITH OUR FEATURED PARTNER


FOR LAUGHS: QUOTES THAT DON'T INSPIRE



KEEP UP WITH US ON FACEBOOK



STAY UP TO DATE WITH OUR TWITTER





Calls to Action

Your email should be peppered with calls to action that are interspersed within the content. This is a short message urging the reader to take action. The action could be to buy something or it could be to click a link.

If your messages are short, you can have just one call to action. If they're long, urge the reader several times. The more they read it, the more likely they are to do what you are asking them to do.

Take a look at this newsletter example from Bed Bath & Beyond and the variety of calls to action.

Notice how they use phrases like:

- Learn How To
- Get The Recipe
- Socialize This Season
- Shop Gift Cards
- Shop Holiday
- Don't Miss Out

They even use “view map” at the bottom so you can go see where your nearest local store is.



**OH,
CHRISTMAS TREE**

ARTIFICIAL TREES THAT BRING CHRISTMAS TO LIFE

We've got plenty of good reasons to forgo trimming the tree this year. Find out why so many people prefer artificial to live trees.

 [LEARN HOW TO >](#)

A CLASSIC WITH A TWIST:




 [GET THE RECIPE >](#)

An Outdoor Winter Wonderland

Decorating dos and don'ts that'll help your house get noticed in all of the right ways.




 [LEARN HOW TO >](#)

Christmas Cheer Here, There and Everywhere

Add a little holiday to every room with these simple décor ideas.




 [LEARN HOW TO >](#)

9 Holiday Party Themes

Everyone will be jolly when they're invited to any of these fun themed parties.



 [LEARN HOW TO >](#)

SOCIALIZE THIS SEASON:



**Gift Cards.
THE PERFECT
GIFT**



[Shop Gift Cards](#)

**DECK THE HALLS FOR
THE HOLIDAYS**



[Shop Holiday](#)

[GIFT CARDS](#)

[WISH LIST](#)

[TRACK ORDERS](#)

[MY ACCOUNT](#)

[MY PREFERENCES](#)

 **DON'T MISS OUT!**

Please verify or update your email and home addresses so you'll be sure to get future updates.
[Click here to update.](#)

The Postscript

The postscript (the P.S. that comes after the salutation) is extremely important. Some marketers make the mistake of leaving this out but it's a prime piece of internet real estate.

The reason is that many recipients don't read your message all the way through. They read the opening and then skim down to the bottom looking for offers. The P.S. is set aside from the text, so it grabs the reader's attention. This is a great place for a call to action.

Some marketers even say that the P.S. is the most important part of your emails!

Make sure your P.S. is relevant to the earlier content of the email and reinforces whatever benefits you've been talking about. It can also be used to direct people to additional information.

Be sure to put the URL where you want people to go in the P.S.

Here are a few examples:

P.S. Don't forget that only the first 10 people who purchase this product will get the complimentary 30 minute private consultation with me. That's worth \$200 on its own! Click here to learn more [url]

P.S. One thing I forgot to mention is that I'm also including a bonus template for creating your own newsletters. It will be right there in your product folder. Click here to grab the course: [url]

P.S. Did you know that [Product Name] is one of our most popular products? One customer [include customer name if permitted] told us [insert customer testimonial]. Click here to see all the details of [Product url]

Housekeeping

Finally, there are a few requirements that every email needs. These are usually found at the bottom and include an unsubscribe link, contact information and a notification that the email is promotional in nature (if it is). If you are promoting other people's products as an affiliate, then you must include a disclaimer/disclosure. These elements are required by law.

This is why you must use a third party emailing service like Aweber, MailChimp, GetResponse, Infusionsoft and others. They will make sure for you that every email you send meets all the legal requirements for commercial email. You can't risk doing this yourself. You won't even have to think about it.

An Email Marketing Plan

A successful email marketing campaign isn't profitable based only on the strength of its messages. In order to really make it work, you need a well thought-out overall plan from beginning to end.

Email marketing is just one tactic of an overall marketing strategy. Most marketers use it as a sales funnel. When you have a list of email subscribers, you have a captive audience. It's a shame to send messages without a plan and lose the potential profits you could be earning.

Since an email list is too valuable to waste, let's make an email marketing plan together. We can accomplish a lot together in one 90-minute session over the phone or Skype. You'll come away with a workable email marketing plan that will work for you from now on. Send an email to marty@martymarsh.com, ask for info about making an email marketing plan and I'll get right back to you.