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How To Write A Killer Email Promotion That Brings In Mega Bucks!

Every morning I wake up and find my inbox stuffed with email promotions from dozens of marketers, all competing for my attention (and my money). And I have to tell you... out of the 30-50 promos that I get every single day, only a handful of them get opened.

Worse than that, I usually only open them and skim the content for 2-3 seconds tops.

Then I hit the DELETE button.

Once in a while, though, a promo comes through that really grabs my attention and forces me to read all the way through. Some are so compelling that I actually click the link at the bottom and buy whatever it is they are selling.

That's what this newsletter is about. It's about learning **how to create a killer email promotion** that:

- **Actually gets read**
- **Gets people to take action**
- **And that brings in a ton of money!**

Before we get started, I have to tell you a startling truth about your prospect.

Your Prospect Does Not Wake Up In The Morning Looking To Be Sold Something!

I know... shocking isn't it? The sad truth is, your prospect **doesn't care** about your products and services. He cares only about himself, his desires, his fears, and his goals.

The only way you're going to get his attention with your email promotions is if you can **quickly** demonstrate that by reading further, he is going to:

- **Learn how to solve his problems**
- **Make money**
- **Save money**
- **Learn something about a subject that's important to him**
- **Eliminate a worry**
- **Etc.**

In other words, you need to make your promotion **relevant** to what your prospect cares about, and you need to show that relevance **fast**.

You Must Also Get Him Curious

How many times have you opened up an email from someone, because the subject line made you **curious**? And how many times have you followed a link to a website just so you can get the full story, because the email only gave you enough information to whet your appetite? That's the **power of curiosity**, and you need to learn to infuse that into every aspect of your email promotions while still keeping your message on target with the things that are important to your reader.

The Subject Line

I've noticed a growing trend amongst Spammers to use curiosity based subject lines that are misleading and have nothing to do with the content of the email itself.

For example, I got an email today that had the subject line:

"Why haven't you gotten back to me?"

I thought that maybe this was from a real person who has been trying to reach me, but boy was I wrong. When I opened it up, I got an HTML display ad for discount Viagra. That's the **wrong** way to use curiosity in subject lines, and it's actually a violation of the new can spam laws. You cannot use misleading subject lines anymore, which I think is a welcome change.

SIDE NOTE: Apparently, they aren't doing such a great job at actually enforcing it, though, because I get emails like that every day.

Back to the subject line. The way you use **curiosity** in the subject line is to give the reader a hint about the content of the email, but not enough information for them to know **exactly** what's inside. Here are a couple examples:

If your promoting a product on search engine optimization, you could use:

"Here's my famous 10 minute SEO strategy"

Or

"I hope you learn this SEO trick before your competitors"

Do you see how I'm giving you an idea of what it's about, but not the whole picture? That's something you should **always** keep in mind (without being misleading) when writing subject lines for your email promotions.

Curious

One of the **biggest mistakes** that new marketers make is the overuse of "power words" and hype in their sales and promotional materials. You don't want to turn your reader off by screaming at them right in the beginning of the letter. I know that if I opened up an email that said something like:

Who Else Wants To Discover The Super Secret, Ultra Powerful Hidden Power Moves That Only 7 Elite Warriors In The

Entire Galaxy Knows About - But Are Finally Ready To Reveal To You, Because They're Sick And Tired Of... Blah blah blah.

Who the hell talks like that? There's definitely a place for screaming out your biggest benefits, but that's reserved for your headline in a sales letter, not in an email.

You Want To Talk To Your Reader

Here's an example of a typical opening for my emails:

NOTE: My autoresponder software automatically replaces {firstname} with the person's real first name (or the one they entered when they joined my list).

"Hi {firstname}, Michael Rasmussen here, and I just came across something that I know you're going to love. Check this out:

My friend Jimmy just figured out a secret way to use blogs to drive traffic to your site, and it has nothing to do with the other "useless tricks" that other marketers are wasting their time with. Here's how it works..."

Okay, so you get the idea, right? Do you see how my writing style was completely **conversational**? You want to open up your emails like that... **regardless** of whether they are for promotions or for plain old newsletters. And here's a secret... if you **DO** write your newsletters like that, they will **never** be considered plain by your readers. Now it's time to:

State Your Case, But Do It Fast

Now that you've got your reader both curious and interested, you simply tell him what you've got to offer. But here's the secret...

You've got to keep reminding him that what you're offering will help him get something he really wants!

Remember the list I made earlier in this newsletter? You've got to stay focused on hitting your prospects "**sweet spot**" instead of boring him by talking about your product. Remember, he **doesn't care** about your product. He cares about his own needs, goals, fears and desires.

If you're selling blog software, talk about how he can use the software to stay in touch with his readers in an informal fashion, which will increase readership and loyalty.

If you're selling diet pills, don't talk about the pills themselves. Talk about how the prospect will look after they're thin and beautiful.

Talk about how people will start noticing them like never before.

You see? Finally it's time to:

Get Them To Act Immediately

What good is an email promotion if you don't get people to take action? There's no need to beat around the bush in this step. Simply:

Tell them what you want them to do (usually click a link, or go listen to an audio message, or something like that)

And just as important...

Tell them why they need to do it **right now!**

Most people forget the second half of that equation. If you don't give people a **compelling reason** to act immediately, then they WILL put it off until later. You can do that by telling the reader that you are going to:

- Take the page down by a certain date.
- Remove the special bonuses that are temporarily included with the offer.

- Raise the price.
- Etc.

Remember to give people a reason to act **now**.

In Conclusion

There are a lot of secrets for writing email promotions that sell like crazy. I hope this issue has given you some valuable information that will help make you more money on the Internet.

Remember, the key points are:

- **Your prospect doesn't open his email hoping to be sold something.** He doesn't care about your product. He cares about his own needs.
- **Use curiosity throughout your promotion to keep the reader interested.** Do not, however, use misleading subject lines or content. Show him how your product will get him closer to something he really wants and he'll pay attention.
- **Open with a conversation.** Don't scream at your reader with bogus hype and power words. It will make him hit the delete button very quickly.
- **State your case, but keep it relevant to what your reader cares about.**
- **Get him to act immediately by using scarcity or a take away.** Your reader will procrastinate if you don't make him act now.

Thank you for taking the time to read this newsletter. I'd really like to hear what you think about it. Feel free to email me with your thoughts. I'd really love to hear from you.

Your Friend,

Michael Rasmussen

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