

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

## **Tool #5 - How To Write An Effective Email That Gets Clicks In 5 Simple Steps**

You can build a big list, but if no one reads and clicks on your emails, then a big list isn't going to do you much good. That's why you'll want to read the following step-by-step process for creating effective emails that get opened, get read, and generate results.

Take a look...

### **Step 1: Determine Your Purpose/Goal**

Before you write a single word of an email, you need to determine upfront what the goal of this email is. Or, more specifically, what do you want readers to do once they finish reading the email?

For example, do you want them to:

- ⇒ Implement the information they just learned?
- ⇒ Click on a link to purchase a related product?
- ⇒ Request a freemium (join another list)?
- ⇒ Watch a related video?
- ⇒ Sign up for a webinar?
- ⇒ Share a piece of content on social media?
- ⇒ Fill out a form? (Such as a free quote form.)

This isn't an exhaustive list. Determine your overall goal and then choose the topic of your email based on that goal.

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For example, if you want people to click on a link and purchase a weight-loss guide, then you might offer:

- ⇒ A set of weight-loss tips with a call to action (CTA) for the paid guide at the end.
- ⇒ A step-by-step overview of how to lose weight with a CTA and link.
- ⇒ A review of the weight loss guide with a CTA and link.
- ⇒ A case study showing someone's results with the guide with a CTA and link.
- ⇒ A weight-loss FAQ with a CTA and link.

And similar. Choose a topic that best fits your goal and then move on to the next step...

## Step 2: Craft an Eye-Catching Subject Line

Your subject line is the most important part of your email. If it doesn't do a great job of capturing attention and getting the click, then no one will even see the rest of your email.

To that end, your subject line should usually showcase a big benefit and perhaps arouse relevant curiosity.

For example:

- ⇒ Five weight-loss secrets hardly anyone knows
- ⇒ The quick and easy way to get rid of soap scum
- ⇒ Use this cool trick to save \$100 on groceries
- ⇒ Who else wants a perfectly housetrained puppy?

**Final tip:** You need to keep your subject line short, around 65 characters or less. That's because most email clients truncate subject lines that are longer than that. At

the very least, you need to put the most important and compelling info in those first 65 characters.

### **Step 3: Create a Compelling Opener**

Another important part of your email is the opener, especially the first line or two. Your opener serves two purposes:

1. It serves as a preview to people who haven't yet opened the email, so it needs to be compelling in some way to get people to click and open.
2. It's the opener, so it needs to be engaging enough that people want to keep reading the rest of the email.

Here are different ways to open your email:

- ⇒ Open with a story. This is a great way to engage readers on an emotional level and grab their attention.
- ⇒ Open with an intriguing question or one that helps the reader self-qualify/identify. *E.G., "You ever cringe when you look in the mirror at your drooping eyelids?"*
- ⇒ Let readers know you understand their problem. *E.G., "It's frustrating when you do everything right, but you're still not getting enough traffic to your website..."*
- ⇒ Build anticipation for the rest of the email. *E.G., "You're about to discover the #1 secret to getting rid of cellulite – and I can almost guarantee you've never tried this before!"*

### **Step 4: Write an Engaging, Useful Email**

Now you need to share the information (*such as tips, how to process, case study, etc.*) that's going to naturally lead to your call to action at the end of the email.

The key here is to present your information (*educate*) while also engaging readers (*entertain*).

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Check out these tips and ideas:

- ⇒ Provide something fresh. Even if you're sharing information that's not entirely new, try to make the content fresh in some way. Share a unique tip and/or present the information using a fresh angle.
- ⇒ Present quick wins. If you're sharing how-to information or tips, then offer one or two quick wins. These are tips or ideas that can be implemented quickly, and they get results quickly too.
- ⇒ Focus on the reader. Be sure you use words like "you" and "your" far more often than you use words like "I" or "me." This ensures you keep the focus on the reader, their problem, and how you're going to help them solve their problem.
- ⇒ Help, don't hype. Focus on how you can help your readers without resorting to hype, strong-arm tactics and similar. If you provide a lot of value in every email you send, your readers will naturally trust you to help them solve their problems (*meaning they'll click on your links*).
- ⇒ Format for readability: Use short sentences and paragraphs so your content is easy to read, especially for those who're reading on small screens like phones.

### Step 5: End With a Call to Action

The final step is to present a call to action, ideally with a good reason to take that action now.

**For example:** *"If you liked these five organic-gardening tips, then you're going to love the Organic Gardening Made Easy course! Yes, you can grow the delicious veggies that will make all the neighbors envious. Plus if you use coupon code 25OFF, you can save 25% off the regular price! Hurry and click this link now before the offer ends: [LINK]"*

### Conclusion

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The process you just learned will help you craft highly engaging, effective emails that get clicks and results. Be sure to apply this process to every single email you send out. When your subscribers come to expect high-quality content from you, they'll start eagerly anticipating your emails, which will boost your open rate.