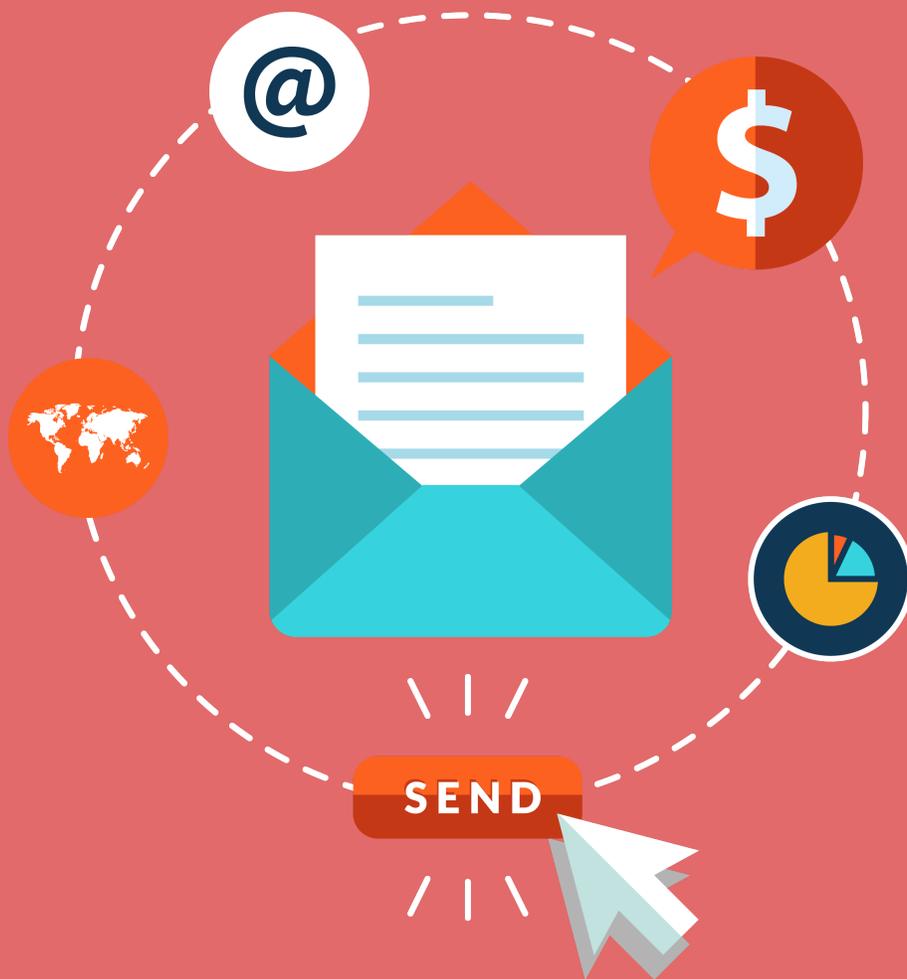


Write the perfect email newsletter



Write the perfect email newsletter



About Marketing6pack

The huge benefits of marketing used to be only for the success of big companies. Our mission is to give this same to individual entrepreneurs and small business owners. Your company can be successful and grow continuously if you do marketing, and do it right.

And we want to help you succeed and grow:

[Create a Marketing Funnel from planning to execution](#)

[Use Facebook messenger marketing like a pro](#)

[Set up your Autoresponder campaign in a weekend](#)

[And more](#)

Do you even need an **email newsletter**?

To figure out what kind of newsletter you want to send, first do some research. Are there successful email newsletters in your industry that people like to subscribe to?

What's in them?

What is the lead magnet they subscribe for?

What else is in the subscription emails?

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Send out 90% educational, 10% promotional emails

We all know that sending only promotional emails to your subscribers will burn out your list quickly. You will see a decrease in both your open and click-through rates, and an increase of unsubscribes and complaints. None of these are good for your business.

You want your subscribers to love your brand, to look forward impatiently to opening your next email, and to buy your products without a second thought.

To achieve this, and to keep the warm and fuzzy feelings going with your subscribers, you have to send content. You have to allow them to get to know you better, to educate them, to build trust with your brand, and get them ready to purchase. And the best way to do all of this is with regular content that holds their interest, and helps to solve their current problem.

In other words: The more relevant, the content the better.

Use less “we” and more “you”

Keep the focus of your email marketing copywriting on your recipients, rather than providing too much unnecessary information about yourself and your company.

You introduced your company and yourself in the welcome email, after they subscribed to your list. In your newsletter you have to keep them engaged, educate them and build trust with your brand.

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So be more customer-centric by using the word “you” more than referring to “I,” “me,” “we,” and “us” in your email copy.



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How to send your emails?

You can deliver your content right in the email. The reader doesn't have to click on a link that brings them to your website, for example to your blog post.

I don't recommend using this method, especially if your goal is to bring traffic to your website (who doesn't want free traffic?), and later retarget them.

You can send it in a different way.

You deliver a little bit of the content in the email, essentially a teaser, and insert a "read more" link that takes them to your website.

Even if you share a YouTube video, be sure it's embedded in your website, and they can watch the video from there.

With this method you will have more engagement, more traffic, and more data to retarget people who are interested in a particular topic.

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How to structure the email?

Subject line

Spending a little extra time on your subject line will help you boost email open rates, avoid the junk folder, and get your message in front of the right people.

In that crucial make-or-break moment when users find your email in their inbox, the subject line is what determines whether they'll open the email, or simply ignore it "for now". Or even worse: delete your message.

Besides the "from" field, the subject line is the first thing people see and helps them decide whether to open the email or not.

When subject lines are written well, they inspire readers to open your email newsletters and click through to read more.

And that first impression matters. It sets the tone for the rest of your interaction with your reader.

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Opening:

It's a quick introduction, a lead in to the article. They are usually a very short sentence designed to awaken curiosity and drive readers to the next sentence. This short sentence pushes the reader down to consume more of the email.

Then the next sentence can be longer, or maybe a short paragraph.

Then follow that with another short sentence.

The whole purpose of this structure is to draw the reader down to the content.

The email body:

It can be blind or direct, too. Blind body copy is when you just tease the reader with what will you give them, but don't exactly tell them. Direct copy tells the reader what is in the article if they click on the link.

Make it easier for subscribers to go through your newsletter by:

- Adding subheadings
- Using numbers or bullet points
- Highlighting (bold or italicize) vital information
- Using short sentences and paragraphs

How to place links:

You have to place calls-to-action with the links you want your reader to click on. You can do it many different ways:

Pose a benefit-driven question, for example:

"How does our high converting Facebook Ad template work?" (and link)

Connect proof with the product:

"If you use the right Ad settings, you can boost conversions by 85%. See how here:" (link).

Make them say YES:

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“Do you want more conversions?? (Link)

Your new self:

“Once you start to use these formulas, you won’t have to spend hours to set up everything in your Ad and still miss something. We thought about everything.”

Place one link after the first 1 or 2 sentence, so if people are already excited and don’t want to read more can click on it and go to the content. And place another link after the body copy, before the PS.

PS:

A lot of people read the PS, so make sure you pulled some benefits out of the body copy and repeat the call to action.

Next Steps:

What's next?

Now that you can craft a compelling email and take advantage of every element, it's time to set up campaigns... and automations... write ad copies... create a landing page... test ad campaigns...

Sounds too much?

Don't worry: in the VIP Club, you can master every little detail in bite-sized videos, and go through in your own pace.

What will you get?

- Weekly marketing videos, short virtual workshops – in your messenger inbox
- Monthly, live, interactive marketing consultation calls where you can get answer for your most important marketing question
- Access to a video course library with all the tools you need for your marketing
- Weekly “What’s working now in marketing” articles and resources

Join the VIP Club today for free