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The Secrets Behind Engaging Email
Messages That Persuade Readers
To Open, Read AND Take Action...

Tim Dodd

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3d Consulting Services
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Contents

Introduction.....	1
Surefire Tips To Get You Clicks	2
Set Subscriber Expectations	2
Use a Recognizable “From” Field	4
Provide Good Content.....	5
Build Trust.....	6
Whet Your Reader’s Appetite.....	7
Create Continuity	9
Build a Swipe File.....	10
Test Subject Lines	12
Quick Recap	13
Create High-Response Subject Lines	14
Insert the Important Words in the Beginning.....	14
Personalize the Subject Line.....	15
Use “Power” Words.....	15
Present a Benefit	16
Arouse Curiosity	17
Use These 25 “Plug and Play” Templates.....	18
Quick Recap	22
Create Compelling Email Copy	23
Salutation.....	24
The Opener	25
The Solution.....	29
The Benefits.....	30
The Proof	36
The “Call to Action”	37
The Postscript	40
Quick Recap	41
Use This Email Sales Copy Template	42
Quick Recap	44
Conclusion	46

Introduction

I'm really excited that you're reading this short book, because you're about to discover...

The exact strategies that are being all over the world to generate sales by following-up new contacts and subscribers through email.

You see, some people think all you need to do is build the list and the money will magically come rolling in.

It *doesn't* quite work that way.

You need to create subject lines that absolutely compel your subscribers to open your emails. And then you need to create gripping, engaging content that keeps them hanging on your every word.

The good news is that this is precisely what you're going to learn how to do in the first chapter.

I'll share with you the exact email copywriting strategies that have been used for years to boost open rates and response rates.

And over the next 40 pages or so you'll:

- Discover what types of subject lines really get clicks.
- Get a full set of over two dozen fill-in-the-blank subject lines you can use to quickly and easily create your own emails.
- Get a crash-course in email copywriting – you'll be amazed at how these simple strategies turn a lukewarm list into a highly responsive one.

These strategies have worked for countless successful marketers. And I know they'll work for YOU too, no matter what niche you're in or what you're selling. So let's get started...

Surefire Tips That Get You Clicks

Your subject line is the most important part of your entire email. That's because if it doesn't capture the attention of your subscribers and make them want to click on and open your email, then the rest of your email may just as well not exist.

You see, a lot of people I consult with invest a lot of time in creating the "perfect" email. But then, almost as an afterthought, they just use any old' subject line on the email.

That's a big mistake. You want to take just as much care in creating the subject line as you do in creating the rest of your email.

In a little while I'll give you a crash course in writing attention-getting, curiosity-arousing, benefit-driven subject lines that get readers to open.

I'll also provide you with 25 templates to boost your open rates further.

But before we do that, let me share with you some tips, tricks and best practices for getting your subscribers to naturally open your emails more often—and some of these strategies have absolutely nothing to do with the subject line itself.

Let's take a look at the big picture...

Set Subscriber Expectations

Did you know that you're setting up the responsiveness of your list even before a prospect subscribes to your newsletter?

It's true. That's because you're setting subscriber expectations on your newsletter opt-in page. And, hopefully, you continue to reinforce these expectations not only in what you say in your first email, but in your actions from there on out.

You see, your subscribers want to know several things before they join your list, and they're more likely to open your emails if what you do matches what your subscribers expect.

Here's a rundown of the main things they expect:

- **Your subscribers expect to receive your emails a certain number of times per week or per month.** Usually, subscribers want to know how often they'll receive your emails. Once a day? Once a week? Once a month?

Let them know.

Tip: If you're offering an email course that will initially come more often than your live broadcasts, then let readers know this. For example, "You'll receive the five-part email spread out over the next five days, and after that you'll get one email per week."

- **Your subscribers may expect to receive your emails on certain days.** Do you have a publishing schedule, like writing to your subscribers on Mondays and Fridays? If so, let readers know this. If you provide good content, they'll eagerly await your emails (and may even complain if they don't receive them on time).
- **Your subscribers expect to receive certain types of content.** If you tell your subscribers that you'll give them "tips and tricks" on a certain topic, but then all you do is hammer them with product recommendations, you can bet they'll stop opening your emails. That's because you're sending them something they don't want.

Here's the deal – you can send anything you want to your list, as long as they expect it. Indeed, you can send a promotional email every day of the week... as long as you've made this clear and your readers expect it.

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So, give some thought to what you're going to send to your list and how often you'll send it. Then tell your subscribers upfront so they know what to expect. If they expect it, they're more likely to open it. And if you conform to their expectations, you'll grow a more responsive list.

Use a Recognizable "From" Field

When you first set up your autoresponder, you have to fill in the "from" field on your emails, so that subscribers know who the emails are from.

Simple, right?

The problem is, some people get a little creative with their "from" field, which just ends up confusing subscribers.

Example: They'll use their business name all over their website, but then they'll use their personal name in the "from" field of the email.

You know what happens? Subscribers don't recognize the name, as they'd never encountered it on the website or anywhere else. And when subscribers don't recognize the "from" field on an email, they're less likely to open it.

So here are a couple of tips for creating your "from" field:

- **Be consistent.** What name are you using on your website, Facebook page, product pages and everywhere else? Whatever it is, this is the name you should use in the "from" field of your emails.

Tip: Keep branding in mind here. If you are branding a business name, then use your business name in the "from" field. If you are branding your personal name, then use that. If you want recognition for both, then you might use both. For example: "Tim Dodd, 3d Consulting Services.com"

- **Don't change it.** Think carefully about your “from” field, because you don't want to have to change it later. If you change it, your readers won't recognize it – and they won't open your emails. So be sure to think about where your business is likely to go in the future, and then use a name in the “from” field that won't change.

So, what happens if you already have a list and you realize you want to change the “from” field?

Example: Maybe you set up this field as the name of part of your business that is now defunct, so you'd rather change it to your personal name.

The key is to do it in small steps:

- First, alert your subscribers multiple times in the coming weeks that the “from” field will be changing, and ask them to keep an eye out for the change.
- Secondly, combine the old and new name in the “from” field for several emails so that subscribers become accustomed to the change.

Example: If the “from” field is currently “Business XYZ” and you want to change it to the personal name “John Doe,” then you might send out emails that say “John Doe, Business XYZ.”

- **Finally, drop the “old” name completely after a few weeks.** Using the above example, your new from field would simply be “John Doe.”

Provide Good Content

This seems obvious, but sometimes email marketers get so caught up in focusing on what they get out of a list (i.e., money), that they forget to

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focus on what subscribers get out of the list (help, discounts, good information and other benefits). That's a mistake.

As Zig Ziglar said (paraphrased), if you help enough people get what they want, then you'll get what you want too. And that's why you need to focus on providing good content to your readers and you need to focus on solving their problems, so that they're always eager to open your emails.

You see, this about building a good relationship with your readers. It's about building trust. It's about building familiarity—the more good content you provide, the more likely it is that subscribers will keep opening your emails... which builds familiarity.

And since people like to do business with those they know, like, and trust, you can see why this is all so important.

As such, you need to start offering good content and good solutions in the very first email you send to your subscribers (and, as mentioned before, make sure this content conforms to the expectations you've set).

The more people come to see the good content you always provide in your emails, the more likely it is they'll keep opening them and reading them.

Build Trust

I mentioned “building trust” just a moment ago with regards to providing good content. Now, while content can certainly mean offering good product recommendations, I wanted to take a moment and make this point separately:

ALWAYS offer good and honest product recommendations.

You see, sometimes you'll run into affiliate products that have really

good commission rates and really good conversion rates. Seems like every affiliate out there is singing the product's praises because they want to stuff their pockets with that easy cash. It would be so easy for you to do the same thing—just promote the product and laugh all the way to the bank.

That's fine *if* it's a good product. But if it's not, **DON'T** recommend it.

Use this rule of thumb: You should only recommend products to your list that you would feel comfortable recommending to your close friends and family. If you wouldn't, then don't subject your list to them.

Or another way of looking at it—would you recommend the product even if you didn't earn a single penny from it? If so, then go ahead and recommend it to your list.

Remember, your biggest asset is your reputation. If you have a good reputation with your subscribers, they'll open your emails, read them, and buy whatever you recommend. But betray their trust just once by recommending a bad product and you'll lose their trust—and their money—forever.

The point is, be sure that you personally review and use every product that you recommend to your list.

Be 100% honest with your recommendations, too. If a product is worth recommending yet it has some minor flaws (and most products do), point those flaws out to your subscribers. Your honesty will boost your conversion rate.

Now let's look at another way to boost your email open rate...

Whet Your Reader's Appetite

Overall, your goal is to get as many subscribers as possible opening every

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single email you send. But, of course, that doesn't always happen.

Sometimes readers just skim headlines looking for something interesting (which is why you'll learn how to write a good subject line in just a moment).

In other cases, the subscriber intends to read the email, so they set it aside... but they never get around to it. In other cases, the subscriber simply doesn't feel compelled at all to open an email.

So here's a little trick to boost that open rate: Use every email to build anticipation for upcoming emails.

In other words, whet your readers' appetites so that they eagerly look forward to future emails.

The idea is to provide a "teaser" which shares a benefit and/or arouses curiosity about what will appear in the next email. You'll also want to be specific about when that next email is coming, so that subscribers will know when to look for it.

Let me give you a few examples:

- Stay tuned, because tomorrow you'll discover the #1 way to get rid of aphids in your garden – it's so easy, and works like magic!
- In just three days from now you'll get instant access to this absolutely free webinar – but it's first come, first served, so be sure keep a close eye on your inbox on Tuesday morning!
- Tomorrow you'll discover the best way to get rid of belly fat – without hunger pangs and without exercise! See you in 24 hours... you won't want to miss this fat-busting secret!

Indeed, you should build anticipation in every email, whether it's a live broadcast or it's part of a series. Which brings us to the next point...

Create Continuity

Another good way to get people opening your emails is to create continuity from email to email.

In other words, instead of sending out individual emails that aren't tightly related, you can create a series of emails (like a multi-part course).

This doesn't mean that every email you send needs to be part of a series. However, you should get people in the habit of opening your emails, and starting out by giving new subscribers a series is a good way to do this. If people have started a series, they'll have a strong urge to "finish off" the series – thus they're often more likely to open emails from a series.

Let me give you a few examples of an email series (where each part, step, tip or secret is mailed out on a separate day):

- The 10 Secrets of Fast and Effective Weight Loss
- The Seven Easy Steps for Creating Cash-Pulling Copy
- 27 Pest-Control Tips Every Organic Gardener Ought to Know

Here are tips for using this strategy to full effect:

- **Create a long(ish) series.** A five-part mini course is okay—but a seven, ten or fifteen part series is even better, as it keeps your subscribers opening your emails for longer (until they get in the habit of doing so).
- **Identify each email as part of series.** For example, the subject line of each email should include an identifier, such as "Step 1" or "Secret 1." Room permitting, you may also identify the course title. If not, identify the subject, such as "Weight Loss Secret #1."
- **Recap and look forward.** Each email should recap what the

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previous lesson was about, so that those who didn't read it will be motivated to go back and do so. And, as mentioned in the last section, be sure to also build anticipation for all upcoming emails.

Point is, people don't like to have "unfinished business," especially if you've created curiosity and built value for the entire course. Thus people are likely to stick with your course through the end, and by that time you'll have "trained" them to open your emails by providing good content to them.

Now let's look at an entirely different strategy...

Build a Swipe File

A swipe file is a folder (either a physical one, a digital one or both) where you collect inspirational pieces of copywriting.

Example: You might add any emails to your swipe file that have good subject lines, good openers, good calls to action, good postscripts, good storytelling... or anything else.

It's a good idea to collect anything that gets your attention or makes you feel compelled to buy, as it's likely that it will create a response in other people too. However, it's even better if you can collect emails, ads, subject lines, sales letters and other pieces of copy from PROVEN campaigns.

Sometimes a marketer will tell you that a particular campaign did well. In other cases, you may simply guess that a particular email or advertisement is doing well because a business or marketer uses it repeatedly. This is especially true of bigger organizations (like Dell Computers, Amazon, Sears, Walmart, or similar retailers) who are likely to track their email statistics.

As you collect your swipe file of inspirational copy, be sure to make a

notation of the source of the email or other advertisement, as well as a note about what it is that caught your attention. If you know it's part of a proven campaign, make a note of that as well.

Here are two additional tips:

- 1. Collect ads of all kinds.** Even though for our purposes we're interested in writing better email copy, that doesn't mean that you should just collect emails. You can add all sorts of advertisements to your swipe file, including classified ads, display ads, sales letters, pay per click ads, banner ads and more. The more variety you have, the more inspiration you'll have when creating your emails.
- 2. Use for inspiration – do NOT copy.** As mentioned, a swipe file is for inspiration... you should NOT copy or plagiarize the material.

Example: If you see a classic headline like “Who Else Wants to Bake a Lighter Cake in Half the Time?” you can use this for inspiration in your niche, such as:

- Who Else Wants to Houstrain a Puppy in Just 3 Days?
- Who Else Wants to Get Rid of Aphids for Good?
- Who Else Wants a Bikini-Ready Body in Six Short Weeks from Now?

As you can see, the only part we used was the “who else” at the beginning, and then we created our own benefit-driven headline.

This is what you should do too – read good emails and other ads for inspiration, and then brainstorm how you can do something similar without copying for your own emails.

And now let's look at one more method for boosting your open rates...

Test Subject Lines

As I've mentioned before, your subject lines are extremely important, which is why you're going to learn how to create click-worthy subject lines in just a moment. However, just because you think a subject line is good doesn't make it so.

The ONLY way to know for sure is to test your subject lines.

Just about any major autoresponder or ESP (email service provider)—such as [GetResponse.com](#) and [Aweber.com](#)—will give you tools and analytics to test your subject lines. It's pretty easy, really, as it works like this:

- You create two exactly identical emails, with the only difference being that they have different subject lines. Let's call them Subject Line A and Subject Line B.
- You use the ESP's tools to run a test – this involves randomly splitting your subscribers into two groups, with each of these groups seeing either Subject Line A or Subject Line B.
- You send the emails out and then look at the results. You will immediately see which subject line created a bigger open rate. If you have a clear winner, then you can test that winner against another subject line. Once you've found your best-performing subject lines, then you can use these subject lines in your autoresponder email series or even in live broadcasts from time to time.

Here's the point: Don't guess which subject lines work. Instead, test them scientifically so that you know for sure which ones increase your open rate (and, therefore, boost your click through rates and profits as more emails get opened, read and acted upon).

Quick Recap

You just discovered eight tips and best practices for getting your subscribers to open your emails. However, the one we didn't talk about is how to create attention-getting subject lines that get clicks.

That's such an important topic that I've devoted the entire next section to sharing these secrets. Read on...

Create High-Response Subject Lines

Now it's time to get down to the nitty-gritty of creating high-response subject lines that get attention and get people to open up your emails.

Your email is fighting for attention among many other emails in your subscriber's inbox, so that's why it's so important for you to take some time brainstorming and creating subject lines.

Listen, your subject lines don't have to "sell" people on reading the content, nor do they have to "sell" people on buying a product within your email.

Your subject line's SOLE purpose is to get people to click on and open your email. Here are [five tips](#) for helping you get that click...

1. Insert the Important Words in the Beginning

Depending on the email client, as few as three to seven words will appear in the subject line when the email is sitting in your subscriber's inbox.

Go ahead, take a look at your email inbox – how many words do you see?

Point is, you need to put the most eye-catching words right at the beginning of your subject line, because sometimes your subscribers will only see a few words. Many email clients show the full subject line when people hover their mouse over the subject line—but in order to get a subscriber to hover, those first few words need to make an impact on readers.

Which brings us to the next point...

2. Personalize the Subject Line

One of the most powerful words you can use is a person's name, which is why personalization often gets attention. As such, you'll want to test subject lines where you use the recipients' names in the subject lines versus those where you don't use their names.

Tip: In order to do this, you'll need to collect a first name when your subscribers are signing up for your newsletter. Then you'll need to insert a bit of code such as {firstname!} where you want the subscriber's first name to appear. Check with your specific mailing list manager to find out what the code is. Most third-party services make it "click easy" or "copy and paste" easy.

3. Use "Power" Words

As mentioned, a person's name is a powerful word that gets attention. Other attention-getting words include:

- You
- How to
- Risk free
- Revealed
- Discover
- Introducing
- Surefire
- Fast
- Easy
- How
- Guaranteed
- Secrets
- Little-known
- Amazing
- Best
- Scientific
- Quick
- Proven

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Whenever possible, include these sorts of words in your subject line (and elsewhere in your copy).

4. Present a Benefit

The next thing you want to do when creating a subject line is to give people a reason to click on it. You can do this in one of two ways (or a combination). Specifically, you can present a benefit and/or arouse curiosity.

Let's start with presenting a benefit...

A benefit tells your reader what's in it for them if they open your email. Think about what your subscribers want the most. What are their problems? What sort of solutions are they seeking? Then you take what they want and present it in your subject line.

Let me give you examples of benefits:

- Get whiter teeth
- Lose weight the easy way
- Houstrain your puppy
- Find your soul mate
- Get closer to God
- Find out how to write cash-pulling sales copy
- Get rid of garden pests
- Improve your heart health

Get the point? If your prospects have any of the problems addressed above (such as yellow teeth, excess pounds, an un-housebroken puppy, etc), then you can bet a subject line which promises them a solution (especially an easy solution) is going to get their attention.

Now let's look at curiosity...

5. Arouse Curiosity

When you arouse curiosity, it's like creating an "itch" in your subscribers. And the only way they can scratch that itch is by opening your email. That's why a subject line that arouses curiosity the right way can be extremely powerful.

Now, here's what I mean by doing it the right way: the curiosity you arouse must be relevant.

Example: Using the subject line "A shocking sex secret!" may make people wonder why you used that phrase in a dog-training newsletter, but they'll be upset if it's not relevant. Thus you want to make sure any method for arousing curiosity is indeed relevant.

Here's how to arouse curiosity:

- **Hint at a secret.** People are naturally curious about secrets, so they'll click on the email just to find out what the secret is. You can use words like "discover," "secret," "revealed" and similar to trigger the curiosity aroused by secrets.
- **Share a benefit while countering assumptions.** For example, most people assume they'll have to endure hunger pangs and exercise in order to lose weight. You can arouse curiosity by countering these assumptions like this: "Lose weight fast without hunger pangs or exercise!"

As you can see, it's fairly easy to arouse curiosity while presenting a benefit. The last example does this. It shows a benefit (lose weight fast) and arouses curiosity (without hunger pangs or exercise).

Now let's put some of what you learned to work. Check out the templates here in the next section...

Use These 25 “Plug and Play” Templates

You’ve learned plenty of good tips for creating subject lines. Indeed, you could take what you know now and start brainstorming dozens of curiosity-arousing, benefit-driven subject lines.

But you know what?

I’m going to start your brainstorming session for you, by giving you 25 fill-in-the-blank templates that you can start using immediately.

Take a look...

1. Who else wants [a benefit]?

Examples:

- Who else wants to lose weight?
- Who else wants a better golf game?

2. The #1 way to [get a benefit]...

Examples:

- The #1 way to get rid of garden pests...
- The #1 way to get ripped abs...

3. The world’s best-kept [topic] secret...

Examples:

- The world’s best-kept dieting secret...
- The world’s best-kept copywriting secret...

4. What your [type of expert or other person] doesn’t want you to know...

Examples:

- What your doctor doesn’t want you to know...
- What your dog trainer doesn’t want you to know...

5. What do [experts] know [about topic]? (see inside)

Examples:

- What do beauticians know about picking the right shampoo? (see inside)
- What do dermatologists know about getting rid of acne?

6. This [topic] secret surprised me...

Examples:

- This rose-growing secret surprised me...
- This golf-putting secret surprised me...

7. [Getting bad result]? Try this...

Examples:

- Hitting a weight-loss plateau? Try this...
- Getting poor response rates? Try this...

8. This [topic] tip will blow your mind...

Examples:

- This copywriting tip will blow your mind...
- This fishing tip will blow your mind...

9. [number] [topic] tips and tricks for surefire [benefit]...

Examples:

- 10 dieting tips and tricks for surefire weight loss...
- 7 marketing tips and tricks for a surefire revenue boost...

10. Think you know [how to get a benefit]? Think again...

Examples:

- Think you know how to grow your list? Think again...
- Think you know how to get huge pecs? Think again...

11. Secrets of [specific expert group]...

Examples:

- Secrets of highly paid copywriters...
- Secrets of thin people...

12. The surefire way to [get a benefit]...

Examples:

- The surefire way to lower your heating costs...
- The surefire way to retire to Costa Rica on a budget...

13. {name}, do you ever [wish for something or do something]?

Examples:

- {First Name}, do you ever wish you could write a novel?
- {First Name}, do you ever wish you could wear a bikini again?

14. Finally, [getting a benefit] made easy...

Examples:

- Finally, book publishing made easy...
- Finally, housebreaking made easy...

15. Heads up: there are/is just [time frame] left to get [benefit]...

Examples:

- Heads up: there is just one day left to get a 50% discount...
- Heads up: there are just 12 hours left to claim your webinar seat...

16. [number] habits of [successful type of person]...

Examples:

- The 7 habits of naturally slender people...
- The 10 habits of million-dollar business owners...

17. How to [get benefit] without [bad side effect]...

Examples:

- How to lose weight without hunger pangs...
- How to get a great job without a college degree...

18. No more [bad results or side effects] – see inside...

Examples:

- No more aphids eating your plants – see inside...
- No more coffee-stained, yellow teeth – see inside...

19. Here's the best way to [get a benefit]...

Examples:

- Here's the best way to buy a home when you have bad credit...
- Here's the best way to housebreak a poodle...

20. How [a type of person] [got a good result]...

Examples:

- How a former trucker made a million dollars last year...
- How a busy mum lost 25 pounds the quick & easy way...

21. What every [type of person] ought to know...

Examples:

- What every bodybuilding ought to know...
- What every gardeners ought to know...

22. Everyone is raving about [product] – here’s why...

Examples:

- Everyone is raving about SeeHowHere.com – here’s why...
- Everyone’s raving about The London Eye – here’s why...

23. Don’t buy [type of product] until you read this...

Examples:

- Don’t buy a dog kennel until you read this...
- Don’t buy a baby’s car seat until you read this...

24. Have you heard about [product] yet?

Examples:

- Have you heard about Tim Dodd’s InstantTrafficFlow yet?
- Have you heard about Tony Robbins’ newest book yet?

25. [Getting a benefit] is easy when you know this secret...

Examples:

- Getting bigger biceps is easy when you know this secret...
- Cleaning a Mustang carburettor is easy when you know this secret...

Quick Recap

So there you have it – 25 “plug and play” subject line templates that you can use to brainstorm great attention-getting subject lines for the next email you send.

Plus you can use all the other tips and tricks you’ve learned to get subscribers to open your emails.

But once they’ve opened your emails... now what?

Read on to discover the next step...

Create Compelling Email Copy

You've won half the battle if you can get your subscribers to open your email. But now that they've opened it, you need to make sure you hold their attention so that they read clear through to the end of your email and take the action you've asked them to take.

Now, you're obviously going to send out a variety of different emails.

Sometimes you'll send out "how to" articles, tips or other information. Sometimes you might send out an announcement. At other times you may give your subscribers a freebie, such as a report. You may compile resources for them. You may send them to your blog. You may offer a product review or comparison. And so on.

Point is, there are dozens of different emails you can send to your subscribers.

However, for the purposes of this module, I'm going to focus on one type of email: the promotional email.

Just as the name implies, this is where you promote a product. In order to do that, you address the prospect's problem, offer the product as a solution, and then build value for the product by showing its benefits.

Finally, you provide a call to action where you specifically tell people to click through to the sales letter.

Now, you already know how to write the subject line. That subject lines serves as a headline which grabs attention and gets people to open your email.

So let's take a look at the other parts of a promotional email...

Salutation

This is the part of the email where you address your subscribers. If you've collected their first names, then insert their first names into your salutation using the code your email service provider gives you.

(E.G., "Hi, {firstname!}" or Dear {firstname!}" or something similar.)

Tip: From time to time, scan through your new subscribers to see what they've inserted as their first names. The vast majority of people will enter their first name into your subscription form. Some people, however, will insert something funny like "Mickey Mouse." Some may even insert something vulgar. Be sure to remove obviously fake names, otherwise your salutation won't have any impact (nor will the subject line if you personalize it).

If you haven't collected first names, then you have two choices:

- **Don't use a salutation at all.** You may simply put "hi" at the top of the email. Or just jump directly into your email copy.
- **Use a salutation which addresses the type of person.** For example, you might use "Dear Business Builder" or "Dear Bodybuilder."

Typically, a sales letter would use the second type of salutation mentioned above.

However, when it comes to email it's going to depend on how you usually address your readers.

If you never say "Hi" or you never use the "Dear _____," salutation, it may look a little odd to your subscribers, which will stop them in their tracks. You don't want your readers to stop and think—you want them to just smoothly keep reading your email.

So, in short: Make sure your salutation matches whatever you've already been doing.

Tip: Another way to address readers without using their names is to put "attention" at the top of the email, alongside a description of whose attention you're trying to get.

For example:

- Attention allergy sufferers...
- Attention small business owners...
- Attention those who want quick weight loss...

This works well if you don't regularly address your subscribers, yet you want to get attention and interest by telling them who should be reading this email.

Now let's look at the next part of your email...

The Opener

This is the part of the email where you specify the problem. You want your readers to really think about the pain this problem causes. You also want to show your readers that understand and empathize with them.

Let's look at a couple different openers:

1. Tell a story about you or someone else who's also had this problem.

A story tends to engage people emotionally, which is why it is often such a powerful opener. Plus by sharing a story (especially if it's about you), you can demonstrate that you truly do understand and empathize with those who have the problem.

Let me give you an example:

I felt so humiliated the day I discovered I could no longer fit into a standard airplane seat. My fellow passengers grimaced with disgust as I lumbered down the aisle, my chest heaving with the exertion and sweat starting to roll down my face. When I reached my row, I could see the horror on my seat mate's face – we both knew I wasn't going to be able to fit into that seat.

Let's face it, I was fat.

I had stopped brining my children to the beach because I was too embarrassed to even wear shorts or a t-shirt. I stopped going to reunions because I didn't want people to see me with all these extra pounds. I didn't even want to be seen out in public, so I started turning down invitations for coffee or shopping.

Maybe some of this sounds familiar to you...

You can see how this type of story taps into the prospect's pain. The last line is a great place to then transition to talking about the prospect. And make no mistake— you DO want to start talking about the prospect as soon as possible. That's because

MOST of your email copy should be about your reader, not about you.

Yes, the story is about you... but when you make the shift at the last line, the rest of the copy should become about YOUR READER: his problems, pains, fears and solutions.

Here's a good check of whether your copy is oriented towards the reader (as it should be) or towards you: simply look at how many times you use

words like “you” and “your” versus how many times you use words like “I,” “me” and “mine.”

Take note of the last line, which uses the word “you.” That’s how you should write the copy after you finish your story.

Example:

Instead of writing: “I will show you how to lose weight.”

You write, “You will discover how to lose weight.”

See the difference? The first line is slightly oriented towards the writer because of the use of the word “I.” The second line, however, uses “you” and is fully oriented towards the reader.

So, remember, once you get past your story, make sure your copy is oriented towards the reader (NOT you!)

Now let’s look at a second example of an opener – since this one doesn’t include a story, it’s naturally oriented towards the reader immediately.

2. Jump right in and directly talk about your prospect’s problem.

A second way to open your email is to go straight to talking about the problem. This is where you remind readers of the pain of the problem while showing you understand.

The easiest way to explain this opener is to simply show you an example, like this:

Imagine this...

You spend a good week or so preparing your vegetable garden for the spring planting. It’s backbreaking work—tilling the soil, fertilizing and composting, creating your garden bed,

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planting.

You spend the next several weeks carefully tending to the vegetables. You water them. You keep the rabbits and other pests out. You weed the garden.

Then one day you walk into your garden and notice the vegetable plants really don't look all that healthy. Some of the leaves are browning up and dying. Upon closer inspection, you see holes in the leaves.

You've got aphids, moth worms and other bugs killing your veggies and destroying all your hard work. It feels like you just wasted weeks of your life and a whole lot of money just to see your vegetable plants shrivelling up and dying right before your eyes.

And you feel like there's nothing you can do about it, because you refuse to dump pesticide on your plants, which would poison your family.

In a sense, this type of opener is a story, except it's a story about the reader.

If you've researched your target market thoroughly and you understand their problem (in this case, garden pests), then you can demonstrate that you understand their pain—just as the above example demonstrates.

Now, of course, **you don't want your email to be too long.**

As such, your opener doesn't need to be very long either. Indeed, you can create this sort of opener in just one to three short sentences.

Here are two examples of short openers:

- Are you tired of being overweight? Are you frustrated that your favourite pants don't fit anymore?
- If aphids and worms are destroying your garden, then you'll want to read every word of this letter.

These get straight to the point, and allow for an easy transition to the next part of your email...

The Solution

Now that you've reminded prospects of your problem, the next part of your email introduces the solution, which is the product or service you're promoting.

This is a very simple transition. Here are example sentences you can use to make the transition from talking about the problem to introducing the solution:

- ***If you're frustrated, then I have some very good news for you. Introducing [name of product], which is the best way to [get a specific benefit].***

Example: If you're frustrated, then I have some very good news for you. Introducing Contentaire.com, which is the best way to quickly and easily write sales letters, emails, blog posts and other content.

- ***The good news is that you too CAN [get a benefit] – and [name of product] will help you do it.***

Example: The good news is that you too CAN lose weight, quickly and easily – and The Whiz Bang Super Diet will help you do it.

- ***It's frustrating. It's tiring. But that all ends now. Introducing [name of product]—[description of benefit and/or why this is a***

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good product].

Example: It's frustrating. It's tiring. But that all ends now.
Introducing Contentaire.com – the single best way to create
content quickly and easily.

You can see in the examples above that the introduction accomplishes two purposes.

- a) First, it literally introduces the product name.
- b) Secondly, it quickly summarizes a main benefit of this product.

You see, even if your email is relatively short (400 or 500 words, which is about what you want to keep it at), some people are still going to skim your email.

Thus you need to make sure that you're constantly pulling them back into your copy and holding their interest by giving them the benefits of the product. In other words, you're telling people what the product will do for them.

And that brings us to our next point...

The Benefits

This section of your email is extremely important, because this is where you lay out exactly what the product will do for your prospects.

Now, the sales letter you're linking to may very well have dozens upon dozens of benefits listed in a bulleted list. You don't have that sort of room in an email to list dozens of benefits.

So what you want to do is select the top four to six benefits of the product and put them into a bulleted list in your email.

Tip: One way to make your email more effective is by formatting it so that it's very readable. This includes putting plenty of white

space into your email, bolding certain important parts of your email to draw attention to them, using short sentences and short paragraphs, and putting the benefits in a bulleted list.

You see, if you present people with a big “wall of text,” they’re not going to read it. So make your email LOOK easy to read by breaking up long paragraphs. This will encourage people to jump in and keep reading.

The important thing you need to know in order to write this section (and your whole email, for that matter) is the difference between benefits and features. Features are the parts of the product. Benefits are what these parts do for the users. Generally, prospects are more interested in the benefits of the product.

You see, if you just list the features of the product, then you’re asking your prospects to guess what the benefits are. So what you need to do is make it easy on your prospects and tell them the features. In some cases, you may even write a sentence which introduces the feature and the benefit of that feature.

You’ll also want to be aware of the “ultimate outcome.” This is what happens if the person keeps receiving the benefit. You might also think of this as the ultimate benefit.

Let me give you a few examples to show you the difference between features, benefits and the outcome:

Example #1:

- A feature of a laptop is its titanium casing.
- The benefit of a titanium casing is that it protects the laptop from bumps, drops and rough handling.
- The ultimate outcome (or ultimate benefit) is that the owner’s

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data is protected.

Example #2:

A feature of a diet book is that it includes meal plans and recipes.

The benefit is that there is no guesswork required.

The outcome is that readers can quickly and easily create 100% healthy, fat-burning meals.

Example #3:

A feature of toothpaste is that it includes baking soda.

The benefit is that baking soda gently cleans and whitens teeth.

The ultimate outcome is that the user gains confidence as he or she will have a more attractive smile.

So, the first thing you need to do is sit down and really think about the benefits of the product. To get to the ultimate outcome, just ask yourself “so what?”

Example:

A laptop has titanium casing.

So what?

This durable casing protects the laptop from bumps, drops and rough handling.

So what?

The laptop is unlikely to be damaged.

So what?

If the laptop doesn't get damaged, then the user saves money (not having to buy another laptop) and saves time and frustration (trying to recover lost data).

See how that works?

You keep asking yourself “so what?” until you get to the ultimate benefit or outcome.

Then you weave together a benefit statement that showcases the benefit and, where appropriate, the ultimate outcome.

You can think of your bullet points as mini-headlines. That’s because they are very similar to your subject line, in that they’re benefit-driven and, where appropriate, they seek to arouse curiosity.

Let me give you a few examples of benefit statements:

- Discover which common kitchen herb takes years off your face and makes you feel youthful again! (See page 23.)
- You’ll find out the #1 secret to getting beach-ready abs in as little as six weeks from now – it’s easier than you think!
- You’ll learn how to write subject lines that boost your email open rate by 100% -- just think how much this will boost your profits!

Now let me give you a few templates you can use to create your own bulleted benefit list:

1. You’ll discover a surefire way to [get a benefit] – [extra benefit or the outcome]

Example: You’ll discover a surefire way to add 25 yards to your golf drive – your golf buddies will be impressed by how many strokes you shave off your game!

2. Discover the secrets of [getting a benefit] – you won’t believe how easy it is!

Example: Discover the secrets of getting rid of flower-killing aphids

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once and for all – you won't believe how easy it is!

3. You'll learn the cold, hard truth about [getting a benefit + outcome] – you'll wish you had known this years ago!

Example: You'll learn the cold, hard truth about boosting your metabolism so that you can burn fat faster and get back into those skinny jeans – you'll wish you had known this years ago!

4. Find out what [some group] does when they want [some benefit] – and how you can too!

Example: Find out what doctors do when they want to get rid of a nasty head cold quickly – and how you can too!

5. You'll learn the quick and easy way to [get a benefit] – even if [you don't have some prerequisite]!

Example: You'll learn the quick and easy way to hang drywall – even if you don't know a thing about carpentry and can't drive a nail to save your life!

6. You'll discover a surprising way to [get a benefit and outcome] – it works almost like magic!

Example: You'll discover a surprising way to get rid of fine lines so that you look 10 years younger – it works almost like magic!

Go ahead and use those templates to get you started with brainstorming your own benefits.

You'll want to brainstorm at least a dozen, then pick the top six to use in your email. (ensuring they include the BIGGEST benefits of the product.)

Then rewrite them in a way that reflects YOUR voice.

You see, the reason why someone is even reading your email is because they trust you and they want to know what you think of this product. So

make your email warm and conversational. On occasion, you can add a personal note or recommendation.

Example:

Template: *“My favourite part of this product is [list your favourite part] – that’s because [list the reason why you like this part of the product].”*

Your Own Version: “My favourite part of this product is the low-calorie cookbook – that’s because it makes it quick and easy to whip up a delicious, fat-burning meal any time!”

Yes, I know – saying “my favourite” is an author oriented statement. But it’s okay in this case because you are giving a personal recommendation. This is social proof.

You’re basically saying, “I like this, and I know it will benefit you too.” Indeed, notice how the second half of the statement is oriented back towards the reader – that’s by design!

Tip: Need help with the benefits? Check the product sales letter. You might even ask the product creator if it’s okay for you to directly copy some of the benefits. Many product creators also create pre-made emails for their affiliates to use. If you use these, however, be sure to tweak it so that it reflects your voice.

Now let’s take a look at the next part of your email...

The Proof

Guess what? Your readers are sceptical. They want to believe your claims about the product. If you've built a good relationship with your readers, they will be more likely to believe what you're saying.

This is why I suggested that you make your email more personal in places – so that it's clear you're giving a personal recommendation. But still, they have their guard up.

You see, they've been burned before. They've heard all the big promises and they've been told multiple times that someone is going to give them the solution to their problem. But you know what? They still have their problem... so you can see why they're a little sceptical.

The solution? Offer them proof that the product works.

If you've used the product yourself, then the best thing you can do is offer them your own proof. This includes:

- **A heartfelt testimonial.** What are the best parts of the product? Why do you like it above others? What results did you get?
- **A case study.** This is where you use a product for a set amount of time and record your results. This tends to be more “data driven” than a testimonial.
- **Other evidence, such as photos, screenshots or videos.** For example, if it's a bodybuilding product, then you might show “before” and “after” pics of yourself. Or if it's a product about painting a classic car, you might take pics or videos to show the workmanship on your classic car paint job.

This section doesn't have to be long either. What you're basically doing is saying, “This product works and I have the proof.”

So what happens if you haven't personally used the product?

That's okay. Your #1 goal is to get people to click through to the product sales letter— and this gives you the first opportunity to do so. If the sales letter has testimonials, videos, photos or other proof, then you can specifically tell your prospects to go to the sales letter to see a specific piece of proof.

Example: “But don't take my word for it – click here to check out the “before” and “after” photos from people who lost at least 50 pounds using this product.”

Now let's look at the next part of your email...

The “Call to Action”

At this point, you've told people the benefits of the product and why you recommend it. Now it's time to send them directly to the sales letter.

This is called the call to action (CTA), which is where you explicitly tell people what you want them to do next and why. In this case, you want them to click through to the sales letter and buy the product.

Example: Click here now to claim your copy of this book now – but hurry, because the introductory price of \$15 may end at any time!

You'll notice I said you also need to give them a good reason to click and buy now. That's because plenty of your subscribers will just file it away as something that they'll do “later.”

But, as you know, “later” never comes. Instead, life gets in the way. The prospect has a family, job and social life that all keep him very busy. You'll have to forgive him for forgetting about your product.

Even if he does remember your product later, he may have “cooled off” and no longer be interested in buying it.

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That's because a good piece of sales copy evokes emotion.

Example: Like in the beginning of your email, you evoked unpleasant emotion by reminding the prospect of his problems. Then you introduced the solution and presented the benefits, which evoked a positive feeling as the reader started imagining himself using the product and getting the benefits.

The prospect is in an emotional state, which is a very good state to be in when you want someone to buy something. If he doesn't click through to the sales letter now, he's going to lose that emotional arousal – and along with it, his urge to buy the product.

So that's why you need to get him to click through to the sales letter now.

So, what you do is create a sense of urgency. Here are a few different ways to do that:

- **Use product scarcity.** Is the product only available to a limited number of people or only for a limited time? Then mention this.

Example #1:

"The deadline to register for this workshop ends tomorrow, so click here now to claim your seat!"

Example #2:

"Hurry, only 5000 of these limited-edition collector's plates are available, so click here now to avoid missing out!"

- **Mention a limited-time offer.** Does the product come with a discount or bonus offer that's only available for a limited time? If so, mention it.

Example #1:

"Act now and you'll enjoy a \$50 savings off the regular price – but

hurry this offer could end at any time without warning, so click here now.”

Example #2:

“Be one of the next 200 people to order now, and you’ll also get this bonus gift absolutely free – so click here to get started!”

- **Remind people why they should order now.** If there is no other way to create urgency, then you can simply remind people how they’ll either avoid negative effects or start enjoying positive benefits if they order now.

Example #1:

“Click here to get started – and do it now, because the sooner you start enjoying these heart-healthy meals, the more likely it you too can ward off a fatal heart attack.”

Example #2:

“Click here to get started – and do it now, because you’ll love the way these heart-healthy meals slim your waist and give you a boost of energy!”

You’ll notice how each of the above examples is very clear on what the reader should do (click here) and why. Be sure that you follow a similar format for your call to action.

So, the next thing you need to do is sign your name at the bottom of your email as you usually do.

But you’re not quite done yet.

You have one more piece...

The Postscript

The postscript (also known as P.S.) is an extremely important part of your sales email.

Some people skip it because it just feels like an afterthought to them. However, it turns out that it's one of the most-read parts of the entire email. That's because some of your prospects may open your email, scroll quickly (letting their eyes fall on whatever is bolded or otherwise emphasized), and then going to the bottom of the letter to read the P.S. As such, you need to take care in crafting your P.S. You may use it in the following ways:

- **To emphasize a main benefit.**

Example:

P.S. This is the best way to get rid of belly fat, so click here to order now.

- **To mention another benefit not previously mentioned.**

Example:

P.S. I almost forgot – if you order now, you'll also get [name and bonus product] absolutely free! [Describe in one sentence the benefit of the bonus product] – so click here now to get started!

- **To offer more proof (including your own testimonial)**

Example:

P.S. I lost 27 pounds of fat using this product. It worked for me. It's worked for countless others. And it will work for you too. Best of all, you can try it risk-free today, so click here to get started.

Note: *This P.S. example mentions the guarantee, which is important. It's sometimes referred to as risk reversal, as it makes people more comfortable ordering a product because they know*

they can return it for a full refund if it doesn't work for them. If the product or service you're selling comes with a guarantee, use the words "risk free" or "guaranteed" someplace in your email.

- **To remind the prospect why they need to act now.**

Example:

P.S. The 50% off introductory offer ends Tuesday, so click here now to avoid disappointment.

Take note that in all cases, the P.S. examples above also include a second call to action. This is important – your email needs to include at least two calls to action and a link. The postscript is an excellent place to put one of those links and calls to action, since virtually everyone who opens an email will read the P.S.

Quick Recap

You just discovered how to create your own sales coy email. Remember these points:

- **Make the email about your prospect.** Use the word “you” frequently to ensure that overall you have a reader-oriented piece of copy.
- **Focus on the benefits of the product or service – what will the prospect get if he or she uses the product?**
- **Create a specific call to action alongside every link.** And tell prospects why they need to click on the link now.

Okay, so now that you know HOW to write your email, let's take a look at an actual template that you can use to create your own sales emails...

Use This Email Sales Copy Template

People who are new to writing email sales copy often ask how long their email should be. Remember the old adage that it should be the length of a woman's skirt – long enough to cover all the important bits, but short enough to hold interest.

However, it's also going to depend on the sales letter on the other side of the link. If you're sending your readers to a good, high-converting sales letter, then you don't need a long email. You can simply hit the high points (benefits) of the product and then send people to the sales letter to learn more. The sales letter will do its job and "close" the sale. In that case, you might send out an email that's about 300 words long.

On the other hand, sometimes you'll run into a really good affiliate product, but the sales letter just doesn't do the product justice. In that case, your email doesn't just "warm up" the prospect – instead, it needs to do most of the selling. You basically want your prospects to go straight to the "buy" button when they reach the sales letter.

Tip: If the sales letter really stinks, you might even tell people that it doesn't do the product justice – and then explain why the product is so much better than the sales page makes it appear.

As you gain experience, you may be able to take one look at a sales letter and know whether it converts well (so that you can just warm up your subscribers with a short email), or whether you need to do most of the selling yourself in a longer email.

If you're not sure about a particular sales page, ask the product vendor about conversion rates. As always, you should also test your own emails to see what converts best.

So let's take a look at a template email you can use to promote a product...

Subject Line: *Don't even try to [get some result, like "losing weight"] until you read this...*

Hi [first name],

If you're like a lot of people, you've been [trying to get some benefit] for quite some time now. But it hasn't worked out so far.

It's frustrating because it seems like no matter what you do, you can't [get the benefit]. If you [do one thing to try to get that benefit... like "lower your calories"], you just end up [getting some bad result... "like starving, irritable and feeling sick"]. And still you don't [get the benefit].

Until now...

Introducing [name of product] – the fastest and easiest way to [get a benefit]!

This [type of product, like "book" or "diet supplement," etc] is amazing because it [list the #1 reason why it works so well – what is unique about this product?].

And that's not all. Here's what else [this product] will do for you:

>>> List four to six of the top benefits here – you can use the templates provided earlier in this module to create your own bulleted benefit list. (E.G., "You'll get a surefire strategy for [getting a benefit] – it's easier than you think!")

- *Benefit #1*
- *Benefit #2*
- *Benefit #3*

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➤ *Benefit #4*

➤ *Benefit #5*

I know, this all seems pretty amazing. Maybe even a little too good to be true. But you don't have to take my word for it.

Just click here to look at [description of the proof on the sales page that you want people to check out, like a specific video or photos or something else – e.g., “Just click here to look at the before and after photos of the man who lost 33 pounds – he went from couch potato to ripped really fast!”].

Look, if people just like you are using this product every day to [get a great result], then you know it will work for you too. Best of all, you can try it for yourself risk free right now by clicking here.

Better yet, if you try out this product within the next 48 hours, you'll also save 50% off the regular price. Just enter in coupon code “SAVEBIG” at the bottom of this page: [insert link to sales page].

So check it out for yourself now, because [enter a reason why they should check it out – a benefit]!

[Sign off with your name]

P.S. You won't find a better or easier way to [get a benefit] and [get a benefit] so click here to get started – and do it now, because you can save 50% when you use coupon code “SAVEBIG” on the order page!

Quick Recap

You now have a fill-in-the-blank template you can use as a guideline to

create your own sales email. Just make sure you tweak this email so that it reflects your voice. You want to make this sound like you wrote it (not like you just copied and pasted it).

So let's wrap things up...

Conclusion

Congratulations – you now know how to write high-response sales emails that your subscribers open, read and buy from!

To that end, let’s quickly recap what you’ve learned in this module:

- **You learned how to boost your overall open rate** by creating a recognizable “from” field, building a good relationship with your readers, creating anticipation in every email and much more.
- **You found out what types of subject lines really get clicks.** And you learned how to create these benefit-driven, curiosity arousing subject lines.
- **You got a full set of over two dozen fill-in-the-blank subject lines** you can use to quickly and easily create your own emails. There’s no easier way to brainstorm subject lines!
- **Plus you got a crash-course in email copywriting** — once you start using what you’ve learned, you’ll be amazed at how these simple strategies turn a lukewarm list into a highly responsive one.

So you got everything you need now to start writing your own high-response, profitable sales emails.

That means there is only one thing left to do – ***get started!***

So whether you’re selling your own products or promoting affiliate products, take that first step and apply what you’ve learned to create a promotional email. The sooner you do, the sooner you can start enjoying those profits!

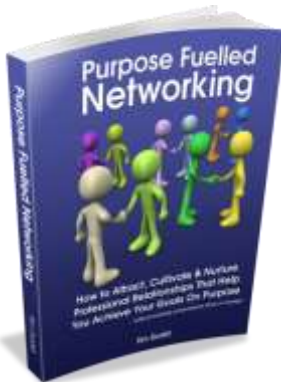
Before you go, here are a few more books & courses that you may find useful if you run a professional services business...



Understand How Customers Arrive At Their Decision To Buy

The Secret Sauce

The Simple Sales Psychology All Great Marketers Use To Persuade Customers To Buy From Them



Befriend Professionals Who Will Happily Introduce You To Potential Clients

Purpose Fuelled Networking

How to Attract, Cultivate & Nurture Professional Relationships That Help You Achieve Your Goals On Purpose

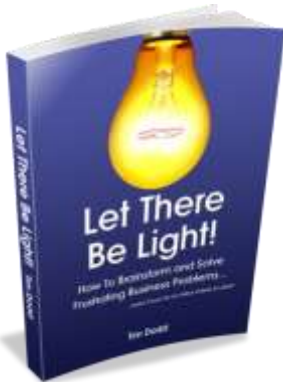


Clients Are Everywhere, Provided You Know Who You're Looking For!

Hidden Right Under Your Nose

How To Identify Your Perfect Client & Attract A Crowd More Like Them

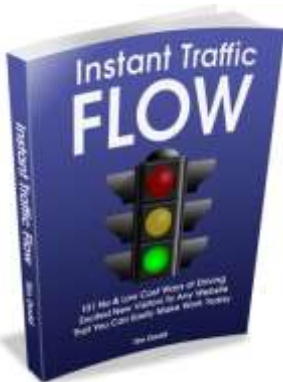
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About the Author:



Do you ever wish you could find an easier way to attract new clients?

If you're thinking "Yes, I do!" you're not alone. Many professional service providers feel like that because they are experts in providing the service that they're qualified to provide, rather than in the selling of it.

As our paths may not have crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and a specialist workflow process consultant. Basically, what I do is advise clients on suitable processes to use when they want to attract a consistent flow of new business on auto-pilot!

If you're a business owner or professional service provider, who likes the sound of having leads generated, prospects followed-up with and client relationships built automatically so that you and your team can spend more chargeable time working with key, fee-paying clients, then I believe I can help you.

Or maybe you like the idea of automating these vital business processes but aren't yet convinced that it will work in your specific market.

No matter which, if business automation is of interest to you and you feel that a no strings chat might be helpful, then please head over to

www.3dconsultingservices.com/call

and book a time that's convenient time for you when I can tell you more.

There's no charge, and I guarantee you'll be both amazed and delighted by the tools we'll talk about and the boost in productivity and profitability that your business could easily enjoy.

I look forward to speaking with you soon.

Tim

At some point in their life, everybody will have been accosted in a shop by an eager young sales assistant desperately trying to sell them something they really didn't want! No doubt, you'll also have received loads of direct mail through your letter box from marketing companies, trying to persuade you to buy some new, miracle product or other from them. And I'm almost certain you'll have come across those long, rambling, seemingly never-ending web sales pages that have you scrolling down forever & ever.

If you're a professional services provider, like me, you'll absolutely hate the thought of being categorised alongside any of the above. Yet, finding and winning new business is becoming more and more competitive. And, no matter how much we dislike it, we all have to sell something in order to survive.

When I first started my consulting business I used to feel exactly the same way I imagine you're probably feeling right now; overwhelmed by everything you know should really have been done by yesterday!

However, everything changed for the better, when I engaged a truly inspiring business coach with an unthreatening, future focussed, education-based coaching style that enabled me to discover several hugely effective strategies of my own. Strategies that have been proven to work for virtually any type of professional service provider with an online presence.

The most important of these are my client finding strategies. Clients are all around us. The secret is to have a process that quickly enables you to identify who will be the best clients for you and how you can discover where they'll all choose to congregate together!

If you don't already have an effective client getting process that's working well for you and you want to learn how to identify who your perfect client is and where you can find more people who meet your ideal client's profile then you'll quickly realise that this book was written specifically with you in mind!

Just a quick word of advice: Make sure your business can handle a rush of new clients, always provide outstanding service to every client who engages you and understand that, above all, the secret of success is to have fun!

