



to

BOOST YOUR

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MARKETING

PROFITS

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I'm here for you!

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Congratulations on getting hold of the “27 Insider Secrets To Boost Your Email Marketing” report.

When you truly master the art of writing simple, effective & entertaining emails, you will develop a deeper bond with your subscribers, make more sales and grow your business at a supersonic speed.

I owe a very huge part of my success to my ability to write good emails. It was what has allowed me to go from literally nothing (6 years back) to making \$10,000s in sales every single day for years now.

With that being said, I know that many people find it overwhelming to write emails.

Why wouldn't they be?

When you have everyone in the marketplace talking about how you need to be a great copywriter, how you need to know how to tap into human emotions, how you need to perfect the art of selling with words, etc.....anyone could feel overwhelmed.

But here's the truth:

While copywriting, understanding human psychology and all can be very powerful.....you don't have to be a master at those stuff to be able to write good emails.





If you can write in English and you are willing to put in some efforts to improve, you can write good emails that produce sales. You don't have to be a world class copywriter or be a someone who knows all the snazzy tricks to get sales.

All you need to do is genuinely talk about your products, life experiences & other stories in your emails and if you do it the right way, you will develop a strong relationship with your list and sales will keep rolling in.

And in this short report, I am going to give you 27 tips on how to write effective emails after which I will show you a few examples of the emails I have written.

1. Write Emails In A Friendly Conversational Tone

Think about it. What kind of an email does a person like to read more - a boring sounding email from a big company OR an email from a friend telling him about his day or vacation?

Of course, its the latter. When you write friendly emails in a conversational tone, you can build a strong connection with your prospects by making them feel like you are just talking to them one on one. This helps you develop a deeper bond with your prospects which in turn produce sales.



2. Use Your Actual Name In The From Field



When sending emails, use your real name (and not the name of your company or product) This allows your prospects to connect with you better.

3. Speak Your Prospects Language

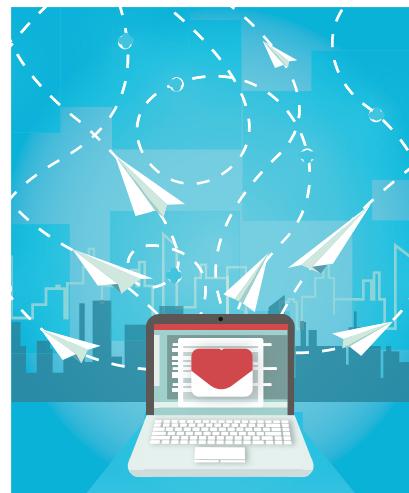
When you write emails, imagine that you are writing an email for your ideal prospects. So speak the language that your prospects would use.

For example,

Internet marketers use terms like “list building”, “oto”, “upsell”, etc.

Network marketers use terms like “sponsor”, “recruit”, “downline”, “duplication”, etc.

If you don't know these terms, don't worry. Read a lot of industry blogs and articles and slowly you will get the hang of it. It's not a big deal.



4. Value Based Style



Write your emails in a way that you deliver value and ask for the sale at the same time. Going for pure pitch emails are fine as long as they are done occasionally. But generally, your emails need to do some pre-selling (light education) for the product you are promoting.

5. Add Personality In Your Emails



Everyone has their own unique personality and style of approach.

Some people like to be blunt and honest....others like to take a more diplomatic tone when conveying a point.

Some like to swear and be outrageous (while being honest)....others don't like swear words and prefer to keep it clean.

Some like to take a no-nonsense "I don't care what you think" approach....others like to take an "I understand your situation and let me guide you to the right path" kind of approach.

Just like everyone else, you too have a unique personality.

Make sure your emails reflect your personality. When you do that, your emails will **STAND OUT** from the crowd and you will be able to bond well with your prospects.

6. When Selling, You Need Proof, Proof, Proof

People buy from a person or company they know, like and trust. The trust is key. Do you have proof or your product or service working for you? For someone else? For another company? Get that proof and testimonials and stack it in your emails and offers.



7. Use The Power Of Demonstration

The most powerful sales technique is demonstration. When you give a demonstration (by explaining how your product works step by step), it persuades people way more than anything else. Also demonstrate your competency by giving value in your emails. When people get value, they start trusting you more and this leads to sales.



8. Target Different Product Angles



Every product will have various features & benefits. So write different emails targeting various angles.

For example - If you are selling an FB Ads Training, you can write different emails about finding perfect audience, crafting good ads, finding good images, setting up campaigns the right way, bidding strategies, scaling methods, landing page secrets, etc.

Each email can focus on its specific topic with the end goal of selling the FB Ads Training to your subscribers.

What I just listed out are just product angles. There are so many emotional angles you can target too with emails.

9. Position Your Offer As Something New



A rule of selling is that people like to buy something “new” more than an “add on product”. That’s why positioning your offer is critical. So if possible, try to present your product as a replacement of something else.

10. Use Mystery/Curiosity

Have an air of mystery in your email to get people interested in clicking through to see what you have. You want people really curious about what is you're doing/what is it is you have. This is really one of the top triggers of generating interest in your offers.



11. Pattern Interrupt In Your Subject Lines



You want, no, you **NEED** to have your subject lines standing out in today's super busy inbox. You can do this by capitalizing a word, asking a question with double question marks, even sometimes having subject lines that don't make logical sense. You need those email opens.

12. Testing!!

You always need to track everything yourself to make sure you have the proper metrics. From the clicks on your ads to your optins. You cannot rely on someone else tracking your clicks for you. You can use a tracking solution such as cpv labs.

Also make sure to split test your headlines and body copy of your ads to have it as optimized as possible. Even if one seems to be profitable for you, make sure to create some variations to test it against to see if you can get it to work even better for you.



13. Flow Of Email Copy



You want all your emails to flow smoothly. So after writing an email, make sure you read it again and reword it to get the flow. But don't obsess over getting the flow. The more emails you write, the better your flow gets.

Another tip to get flow is by using connecting words, phrases and sentences.

For example:

1. As you can see,
2. Which means,
3. Therefore we can say that

4. But here's the problem...
5. To be honest/To be frank
6. Of course,
7. Hence
8. Bottomline is that
9. So why do I say that
10. What does this really mean
11. So what this really means is
12. If you think about it,
13. Simply put,

14. Core Concept



What is your reason/core concept of sending them this email?

What is the offer you have?

What is the valuable information about you are giving them?

Your prospect needs to know right away what the email is about to get them intrigued with what you're sending them.

15. Don't Make Your Emails Long & Boring

What I mean is don't make your emails super long for the sake of it. Try to keep your emails around 300-500 words and if there is a genuine need, go for longer emails. But remember the most important point, **DON'T BE BORING.**



16. Snappy Sentences And Paragraphs



Keep your sentences and paragraphs short. When text is all put together as one big block it does not very look appealing to read. You need short sentences and you need the entire body spaced out into many small blocks, not one big one. This is essential.

17. Use “YOU” More Often

It is well known that good copy contains the word “you” a lot. It is about the prospect, not you. However, adding to this, you want to use the phrase “so you can” in your copy. For example, “do this so you can get this.” Try it out. It's a powerful phrase.



18. Mix Things Up Occasionally



Every once in a while, start off your emails with a different greeting, use a different type of closing, add images, etc. It makes your emails look fresh.

19. Use Benefits To Create Positive Expectancy

Positive expectancy is a top buying emotion. Well laid out benefits go along way in helping to create it and also differentiate you from your competition. But remember to use benefits and not features. Features tell and benefits sell.



20. Try Using Third Party Factual Data



When you have a point you really want to get across to your prospects, if you can back it up with third party factual data it really hammers the point home and gets them saying “wow”.

21. Stories, Stories and More Stories

Question: What engages people from all walks of life the most? You guessed it...stories. Stories are emotional, they suck people in. Everyone is a sucker for a good story. A very powerful storyline to use in your email copy is the us vs them framework. In this story you would position yourself in favorable light over your competitors.



22. Us Vs Them Scenario

Try to create an enemy and rally people against that enemy. When people feel they are part of a community fighting against injustice, it spurs them to take action.

For example,

In network marketing, you can create an enemy out of cold calling/hotel room meetings/ offline prospecting and rally people against them.

In internet marketing, you can create an enemy out of crappy traffic strategies/poor funnels/ineffective training and rally people against them.

The stronger the enemy, the closer the bond people will have **FIGHTING** that enemy. And when you present your product as the solution to vanquish the formidable enemy, you will see more sales.



23. Three Calls To Action Asking For The Click



You don't want to just ask someone to click through from your email at the end. Have around three calls to action (links) dispersed throughout the email. This will help you get more clicks while delivering value to those who are interested in reading your full email.

24. One Time Sales And Bargains



These can be used to create urgency and scarcity. Power marketing triggers. Create a special offer that is only available for a few days. However, use these very scarcely. This isn't something you do on a weekly basis.

25. Relevance

If possible try and tie in something happening in the news or a popular topic of discussion in society to make your content even more relevant and create curiosity.

Let's say a celebrity screws up or someone dies or someone says something funny...when you use the latest news, gossips, stories in your emails, you will notice a higher engagement from your prospects. Sales will be up too.



26. Don't Be Overly Creative



In order to stand out from the crowd, A lot of people try to get very creative when writing emails. That's a wrong approach. While boring emails don't work...overtly creative emails don't work either. Nobody likes a wannabe or a try hard.

What you need to do is keep it simple, provide value, let your personality shine through, talk about recent events, stories, etc and do it all like you would talk to your close friend.

When you do that, your subscribers will love your emails and buy from you.

27. Always Segment The Un-Opens

Did you know that every time you send an email broadcast to your list, there is always a great number of subscribers who have not seen your message?

This results in lower open rates and less clicks on your links. So how do you fix that? It's simple. Inside your email marketing provider, find the section that shows you the list of subscribers who Opened your email and those who did not open your email. Once you find the list of people who did not open your email, you must create an unopened segment, and then once again, send that segment your email to ensure every subscriber gets your email.



So that sums up the 27 email marketing tips.

If you follow these tips, your email quality will improve dramatically and so will your results.

Now with that being said, I want to quickly cover the topic of how to **ACTUALLY** go about writing an email (a lot of people have asked me about this).

In my opinion, the best way to write an email would be to simply take a walk where you **THINK** about what topic you are going to write about and how you are going to structure it.

Once you have thought about it fully, then sit in front of your computer and type fast (don't worry about your mistakes or worry about how crappy your email is). Once you type out the email fully, then start editing and iron out the mistakes.

Don't obsess over emails. Emails are meant to be simple and casual. If there are slight typos or grammatical mistakes, it's ok (they don't affect sales at all). Just make sure your emails don't have any glaring errors and most importantly, make sure they are **FUN** to read.

Remember, the more emails you write, the better you get.





So even if you write crappy emails at first, it doesn't matter. Just keep going.

To help you get a better understanding of email writing, I have added a bonus report (in the back office) which contains a list of emails that I have written.

Go through them to get an idea of how to write emails.

If you would like to take your **GAME** to the next level and truly make a **FORTUNE** with email marketing, make sure you have the following:

1. Good product offering (a series of quality products to promote)
2. Quality traffic so that you can build a responsive list (without this, nothing can be achieved)
3. Quality funnel which can seamlessly promote your products and services



When you have all these 3 things in place, your emails will produce sales & profits like crazy.

Remember, emails are not sales generators.

They are sales multipliers.

Meaning...they can't get you sales out of thin air.

You need to have the core structures in place (offer, traffic and funnel) and once they are there, emails will do a **GREAT** job of getting you the sales.

If you don't have those things in place, I invite you to take a look at Dot Com Academy.

Inside Dot Com Academy, you are going to learn how to set those things up in a **STEP BY STEP** manner.

In addition to that, you are going to get products to promote which can make you massive profits.

If you are interested in learning more about it, [then click here and read this letter.](#)

Coming back to the topic, now that you know what it takes to write good emails, go ahead and start practicing it.

Crank out emails.

The more you do, the better you will get.

And soon you will become so good at it that sales will keep rolling in non stop.

So go out there and make it happen.

I wish you all the best.

Regards

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