SSLC Email Marketing Template

Here's how you can best utilize SSLC to write effective and engaging broadcast emails that build strong relationships with your subscribers and eventually produce more profits for your business.

(see what I did there? I opened a loop and gave you the benefit of a benefit, so now you're way more interested in reading further...will explain in a bit...so sneaky of me).

SSLC = Subject > Story > Lesson > Call to Action. Here's a simple tutorial:

SUBJECT:

"3 Simple Hacks To Gain 2 Hours Per Day of Time Freedom"

^^ What's the content: 3 simple hacks (interesting...I want to know the hacks / secrets / tips / shortcuts / etc.)

What's the benefit?: Gain 2 Hours Per Day of Time Freedom (everyone wants more time freedom, location freedom, wealth, better health, love, happiness, etc. - play to those desires...you can also play to fears or loss of those desires)

STORY:

"I was listening to a podcast today and 3 thing really struck me that I have to share with you.

They're important because these 3 simple tweaks to your daily routine could drastically improve your productivity and give you more time freedom with each day.

You may not believe me, but I already implemented them today and noticed a huge improvement...so I knew this was too good not to share with you!"

^^ So notice there I gave a benefit of a benefit (benefit one: 3 simple tweaks to improve productivity - great, so what? > benefit of the benefit: you'll have more time freedom if you're more productive - excellent, now I know why I should read this email!). The story intro should repeat the benefit and peak curiosity to keep them reading. I also use the authority / social proof of me already using this and getting results.

Then you bridge from the story to the lesson....

LESSON:

"Trust me, these three hacks are so easy to add to your daily routine and so effective, you'll wish you'd discovered these sooner:

(1) Do the most important task of your day first. This will give you fuel and motivation to complete the rest of your tasks. Every big task you complete is a weight of your shoulders that makes you faster and more productive throughout the day.

Most of us, myself included, tend to do easier tasks like...
- emails
- checking social media
- small todo's
- etc.

But none of these give you more motivation. They make you feel somewhat accomplished, but really they just drain your willpower throughout the day.

Trust me on this one...get that important task done first, and don't let other todo's pile on top of it. You'll thank me, I swear.

(2)

(3)
....."

^^ Now bridge from the lesson to the call to action.

CALL TO ACTION:

"If you enjoyed these 3 simple hacks, do me a favor - reply back and let me know you got good value out of today's lesson"

or "...reply back and let me know where else you're struggling and how I can help"

or "...if you got good value out of this, I think you could benefit from a free 30 min strategy session with me - click here, only 7 spots remaining"

etc.

So there you go: SUBJECT (with strong benefit so they open the email) + STORY (to make it personal and be sure to include a benefit to keep them reading) + LESSON (so the get the content promsied by the story and benefit) + CTA (so that they are trained to always take action with content you send them - just like how popular YouTubers ALWAYS ask their fans to like, subscribe, and share at the end of their videos).

Hope this helps.

Because you're awesome, here are some bonus tips to keep in mind:

- a business logo is not important unless you're a big company. Make it personal instead - put your picture in the signature so that people know you're real and not a faceless entity. Make it a fun lifestyle photo at the bottom, or a picture of you speaking, etc.

- add things you've accomplished to your signature (founder of.... creator off.... top earner in.... author of....speaker at.... etc.) - this gives you more credibility and reminds people why they should stay subscrbied, learn from you, and BUY from you.

- make good use of bold, highlight, italicize, font size, underline, etc. to highlight important points in your copy.

- use a P.S. section for an additional CTA > "P.S. if you interested in partnering up with us to accelerate your online business and utilize the exact same system we used to go from 0 to $5k per month online, then click here"

- you could make the email much shorter and put something like "Short Video Reveals 3 Hacks To Gain More Time Freedom Daily" in the subject line. And then you put a thumbnail of your video in the email and tell them to go watch it and like / subscribe if they enjoyed the content.

^^ Utilize all these tips and now you've got a pretty solid template for broadcast emails.