
Email Writing Secrets

How To Write
Emails That Convert

by Val Wilson

Part I

The Greatest Email Writing Secret In The World

The number one reason why you find email writing difficult is because you have not yet discovered...

The Greatest Email Writing Secret In The World.

Sounds overhyped, I know.

Yet, what I'm about to share with you is 100% true.

It's also easier than you ever dreamed possible.

Okay, that's two unbelievable promises to you in a row.

I just ask that you give me 30 seconds to explain why it's all true because it'll change the way you write emails for the rest of your career.

When you are armed with this secret, email writing requires very little creativity or original thought.

Email writing becomes simplified so much that your emails practically write themselves.

It works for you if you're writing emails for your own products, services, or coaching program.

It works for you if you're writing emails to promote affiliate offers.

So, without further ado, here's the secret...

Transfer the most powerful elements from the funnel sales page or VSL you're promoting into your emails.

You see, most of your work is knowing how to select the right elements, such as particular sales copy and proof elements, from the actual funnel sales page you are promoting.

That's why you must know how to select the most emotionally-charged elements from funnel pages, rework them if you must, and finally place them into a proven email structure.

Before we get into email structures (I'm going to show you how to write many email types), let's cover very quickly how to select these emotionally-charged elements.

There are 6 ways to cherry pick the most powerful elements for your emails.

Here's the first way...

Find the most unique proof element on the funnel page that gives you an emotional gut punch... and use it as the overall angle of your email.

Sometimes this is an unusual proof element your list hasn't seen before.

For example, if you see a screenshot of results that beats the pants off the proof screenshots you've seen on other funnel pages, then you should consider using it in your email.

Let me give you a quick example.

Let's say that the funnel page you're promoting is for a product on Listbuilding.

You see a screenshot of 3,000 leads in one day.

It's not often you see a proof element with that much force.

So, now you take this information and feature it in your email.

Just watch out for this trap.

Sometimes you will see huge exciting claims without a lick of proof to back them up.

You shouldn't be promoting these types of funnel sales pages at all to your list because they are unsubstantiated.

Not only are we talking about possible legal repercussions (this is not legal advice, only common sense), but your subscribers won't believe the promise anyway.

Therefore, they won't buy.

That's why I say to look for the proof elements themselves, not the big promises.

Sure, you can use the copy angle built into the promise that the proof supports if the proof is there, but never use a huge promise that has no proof.

Another point on this...

Make sure the proof element has equal power as the promise.

If you're an affiliate and the product seller claims 3,000 leads in one day, yet shows screenshots of 500 leads in one day, then that proof does not equal the promise in terms of power.

If you're the product seller and you spot this type of disconnect on your funnel sales page, then tweak it so that your promises and proof elements have equal power.

Maybe that means "turning down the volume" of your promise.

Maybe that means finding a more exciting proof element and tying it to a promise of equal power.

Here's a second way to find the content of your email within the funnel sales page you're promoting...

Try to find how the product delivers an exciting result without usual restrictions.

Here's what I mean.

For example, if the sales page makes a promise of making \$300 to \$500 a day without having to do what you usually would have to do to make that kind of money, then this may be a great choice for email content.

In other words, look for evidence of a new way to get an exciting result.

Your subscribers are always looking for a fresh new way to fulfill their desires.

Usually, new ways of getting the same result they've always wanted involves overcoming previous restrictions of what you usually have to do to get that result.

Look for words like "without" on the funnel sales page you're promoting.

For instance, "How I Make \$300 to \$500 Per Day Without USUAL RESTRICTIONS."

The third way to select content for your email is by...

Looking for a special discount and the reason for the price slash.

Sift through the funnel sales page you're about to promote and try to find mention of a special deal such as a temporary price slash.

Also, look for their reason why they're slashing the price for this limited time period.

Both the price slash and the reason why the price has been slashed for a limited time become the main content of your email.

For example, let's say it's July 4th and an American product seller is offering an Independence Day Special Deal.

This becomes the overall content of your email.

Another example...

The product seller is offering 10% off for first time buyers.

10% off is the price slash and the reason for it is because the seller is trying to convert first time buyers into long-term customers.

This becomes the overall content of your email.

The fourth way is by...

Seeking out the most unusual element on the funnel sales page in general.

For example, maybe the funnel sales page you're promoting has a conditional guarantee.

Maybe it states that the customer will get \$100 out of the seller's pocket if the product doesn't produce specific results.

You don't see this type of guarantee often, and that's why it's powerful.

So, it becomes the overall content and angle of your email.

The fifth way is by trying to...

Dig out an element of urgency on the funnel sales page.

This can be either unit based scarcity or time based scarcity.

If the funnel sales page says the product will only be available until a certain date, then you can use that information as the overall angle of your email.

If the funnel sales page says there are only a certain amount of units available, then you can use that information as the overall angle of your email.

If the funnel sales page has a countdown timer, then you can use that as the overall angle of your email.

The sixth and final way is by using your gut feeling to...

Cherry pick any element on the funnel sales page that gives you personally a big emotional reaction.

This isn't something that can be taught.

As you grow as an email writer, you start to develop a sort of intuition about these things.

You know from past experience what funnel sales page elements have converted well for you when used as overall email angles.

Also, you know what elements will cause an emotional response in your subscribers based on what they have and haven't seen before.

Typically, the most unique and unusual elements convert the most clicks into sales and commissions because they build the most curiosity and desire in your subscribers.

Another reason for this is because an element may work well during one time period, but as these same elements are used over and over, they lose their emotional force.

So, it often takes unusual elements to get an emotional gut punch reaction out of your subscriber.

And, as everyone knows, subscribers buy things solely because of the emotional responses that your emails and funnel sales page copy stirs up in them.

Your email's overall job is to pre-sell by building desire for the promised results of the product or service before your subscribers even click through.

Part II

5 Email Types Used By Email Writing Masters

There are potentially limitless types of email structures that can work.

The most important part of an email isn't the structure at all.

It's what we talked about in Part I, the content of the email.

However, you can more skillfully deliver that highly emotional content within the framework of proven email types.

This isn't to say you should be scared to invent your own frameworks.

Typically, any framework used on a sales page can be used as an email framework.

What exactly do I mean by framework?

Every email type imaginable has its own identifiable framework and can be replicated.

It's the overall structure of an email.

A good analogy would be to think of frameworks as containers that hold your emotional content that you have cherry picked from the funnel sales page you're promoting.

Therefore, in this section I'm going to share various frameworks with you that have been tested and proven to work time and time again.

I just want you to remember that great emails mainly write themselves once you hone your ability to cherry pick the hardest-hitting emotional elements off a funnel sales page and put it in your email.

What I'm saying is...

Don't get too caught up in frameworks because frameworks themselves can't sell anything well without having transferred the right elements into them.

Without cherry picking the most unique and hard-hitting elements, you end up with average results.

A true email writing master can double or triple the sales and commissions of an average email writer almost solely based on the ability to select the perfect funnel sales page elements for emails.

So, use these email types as a crutch until you feel comfortable creating your own from your selected emotional elements.

Make sense?

Good.

In truth, you need nothing more than these 5 email types and you'll be armed to the teeth with all the frameworks you need for the rest of your career.

That's not to say you shouldn't experiment with your own frameworks, because these 5 email types can be beaten by creative frameworks that themselves are new and unusual, for the same reasons that new and unusual content sets off a strong emotional reaction in your subscribers.

Just know that these 5 email types are tested and proven to work and are varied enough to create “containers” for the unique emotional elements you mine from funnel sales pages.

Let’s get into the 5 proven email types of master email writers.

Email Type #1: Impressive Unusual Result Email

This is the most basic email type that you can quickly and easily use to amp up your sales and commissions.

It’s also the most straightforward.

Its structure is as follows.

SUBJECT: IMPRESSIVE UNUSUAL RESULT

GREETING

IMPRESSIVE UNUSUAL RESULT

UNIQUENESS

WHY IT’S EASY

CALL TO ACTION

LINK

SIGNATURE

Example 1:

SUBJECT: 3,987 Leads in 1 Day

I wanted to give you a heads up about the results SELLER is getting with PRODUCT NAME.

SELLER is pulling in as many as 3,987 per day with this.

SELLER is USING NEW METHOD THAT YOUR SUBSCRIBERS HAVEN'T SEEN BEFORE.

It's only taking him X AMOUNT OF TIME OR EFFORT every time he uses NEW METHOD.

To get PRODUCT NAME working for you in your business, go here:

LINK

Talk soon,

YOUR NAME

Example 2:

SUBJECT: 1 Blog Post Brought In 1,919 New Customers in 1 Month

I just found a method that blew me away (and nothing impresses me much these days).

SELLER wrote 1 blog post using his NAME OF UNIQUE METHOD to bring in 1,919 new customers in 1 month.

TICKETY MARKETING
WITH VAL WILSON

Truth be told, up until today I thought blogging was dead, but SELLER'S UNIQUE METHOD showed me something I've never thought about before.

The crazy part?

It took SELLER 2 hours to write this new type of blog post, then he turned around and spent another 2 hours DOING SOMETHING EASY.

I suggest you go check it out for yourself now:

LINK

Talk soon,

Your Name

Example 3:

SUBJECT: From 0 to 172,091 Free Website Visitors in 3 Months

This may be hard for you to believe.

I hardly believed it myself until I saw what SELLER was actually doing.

SELLER accidentally discovered how to take his new website from 0 to 172,091 free website visitors over the past 3 months.

Now he's sharing it with the world.

It's different from anything else you've seen before because of SELLER'S UNIQUE METHOD.

What's more?

SELLER made one small tweak and that's all it took to slam server crashing traffic to his site without spending a nickel on ads.

You've got to see this.

Grab yourself a copy of NAME OF PRODUCT here:

LINK

Talk soon,

YOUR NAME

**Email Type #2:
Impressive Unusual Result Without Usual Restriction Email**

This framework is exactly like the first with one addition.

It highlights the fact that the product gets the desired result without usual restrictions.

As discussed in Part I, you can often dig out this information from the funnel sales page you're about to promote.

Successful product sellers know this tactic well (even if it's just instinctually), so you'll find it in many successful funnel sales pages.

Pointing out existing results without usual restrictions works so well because it teases a fresh new mechanism that gets the desired result for you.

And, in highly-evolved niches such as IM, new product launches are often a battle of new mechanisms.

If these funnel sales pages don't outright tell you about a new mechanism that gets the desired result or teases a new mechanism that gets the desired result, then they often bomb.

The only time when a new mechanism isn't needed is when results are so incredible that such a hard-hitting and unusual proof element completely emotionally overwhelms a prospect to the point of purchase.

A mechanism is like a light switch.

It's the device that you flick on to provide light in your home.

You use the mechanism to get the desired result, light in your home.

So, mechanisms are just new ways to get the same old desired result your subscribers want.

Before electricity, the mechanism that provided light was a candlestick.

If you were selling the promise "puts light in your home" way back in the day, you would sell the mechanism as a candlestick.

If you were selling the promise "puts light in your home" during the time electricity was invented, you would sell the mechanism as a light switch.

Make sense?

If you want to truly be a master of marketing in general, not just email writing, then you must learn to understand how almost every product launch is nothing

more than a battle of new mechanisms that get the same desired result that the market already wants.

So, for this type of email, if you understand the battle of new mechanisms across any highly-evolved market, then you can feature those mechanisms in your email either outright by telling your subscribers what that new mechanism is or by teasing new mechanisms blindly.

When you're saying in your email that subscribers can potentially get the desired result without usual restrictions you're really saying that they get the desired result without using old mechanisms.

And you're teasing a new mechanism (a new way, a new HOW) that gets the desired result.

That said, the subject of mechanisms is usually confusing to people, and it's sad because understanding what mechanisms are, how they work, and how product sellers are in a constant war of providing new mechanisms means you can dominate any highly-evolved niche.

If you don't understand this battle of mechanisms, on the other hand, then you can never become a master email writer.

This email type structure is as follows.

SUBJECT: IMPRESSIVE UNUSUAL RESULT Without USUAL RESTRICTIONS

GREETING

IMPRESSIVE UNUSUAL RESULT

WITHOUT USUAL RESTRICTIONS

CALL TO ACTION

LINK

SIGNATURE

Example 1:

SUBJECT: Build a 17,981 Facebook Group Without USUAL RESTRICTION

I hope you're ready to see what I just saw.
Why?

Because my head is spinning with the possibilities.

My friend SELLER just built a 17,981 member Facebook Group.

He did it all without usual restriction.

If you use this NEW METHOD, then you'll never have to USUAL RESTRICTION again.

Get started building your Facebook Group with it by going here now:

LINK

Talk soon,

YOUR NAME

Example 2:

SUBJECT: 6 Figs in Commissions Without USUAL RESTRICTION

This will make you smile ear to ear like the Cheshire Cat.

Or at least grin a little.

I just used my NEW METHOD to do 6 figs in CB commissions...

Without USUAL RESTRICTION #1...

Without USUAL RESTRICTION #2...

Without USUAL RESTRICTION #3...

See what I did by going here now:

LINK

Talk soon,

YOUR NAME

Example 3:

SUBJECT: Facebook Post Went Viral Without USUAL RESTRICTION

I never knew you could make a Facebook post go viral with this one little trick.

You have to see this...

Over the past few months, SELLER has been getting his Facebook posts to go viral.

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The result?

Hordes upon hordes of free traffic to his website every day.

And he's making these posts go viral without USUAL RESTRICTION.

Check it out here:

LINK

Talk soon,

YOUR NAME

Email Type #3: Discount With A Reason Why Email

Perhaps Discount With A Reason Why Emails are the one of the easiest to write because they are straight forward, short, and sweet.

They are common and you've seen so many of them that you can probably already write one that pulls in a fair amount of sales or commissions.

However, most marketers manage to settle for fair sales instead of explosive sales because they forget to add a reason for the discount in their emails.

Always remember to tie a reason to your discount.

That being said, most marketers forget to put the reason why for the discount on their own funnel sales page.

A discount without a reason can bring in a fair amount of sales in itself, but a discount with a reason for the discount can rocket sales.

So, don't come up with a reason why if there isn't one already.

Remember, masterful email writing has mostly to do with transferring selected powerful and unusual elements from funnel sales pages to your email copy.

The structure for this type of email is as follows.

SUBJECT: DISCOUNT

GREETING

DISCOUNT

REASON WHY

CALL TO ACTION

SIGNATURE

Example 1:

SUBJECT: 10% Off PRODUCT NAME

I wanted to share this with you before it's too late.

For 3 days only, SELLER is offering 10% off PRODUCT NAME.

You see, he comes from a military family.

He himself is an Iraq War veteran.

That's why he's chosen to celebrate Memorial Day for not 1 but 3 days in a row with this special discount.

Grab your copy here for 10% off before it's too late:

LINK

Talk soon,

YOUR NAME

Example 2:

SUBJECT: Early Bird Discount

If you're having a bad day, then this will brighten your day like a shining star.

That's because I just released PRODUCT NAME.

Get it now, along with my other subscribers only, for a steep Early Bird Discount.

This discount is only for you and my subscribers because I value you the most.

When I release PRODUCT NAME to the public in 48 hours from now, they will have to pay full price.

Go here and get in at the Early Bird Discount price:

LINK

Talk soon,

YOUR NAME

Example 3:

SUBJECT: 50% Off [2 Days Left]

When was the last time you've seen a special offer this generous?

You get 50% off PRODUCT NAME if you grab it within the next 2 days.

After that, it goes back to full price for good.

SELLER is giving you a 50% discount because REASON WHY.

Go here and get in at half off while you can here:

LINK

Talk soon,

YOUR NAME

Email Type #4: Urgency Email

Of course, you always add urgency before the call to action in every email when that element is available on the funnel sales page you're promoting.

However, there's a type of email that is all based around urgency from beginning to end.

They are perhaps the most powerful type of email (especially when there's less than 24 hours to act) and also the easiest to write because they are short and punchy.

The structure is as follows.

SUBJECT: URGENCY

GREETING

URGENCY

CALL TO ACTION

SIGNATURE

Example 1:

SUBJECT: 1 Spot Left

Spots for COACHING PROGRAM NAME have been selling like hot cakes.

In fact, at the very moment I'm writing this email there is only 1 spot left.

Not 3.

Not 2.

1.

Just 1 spot.

And when the final spot is taken, doors will close forever.

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Be fast and go here to claim the final spot:

LINK

Talk soon,

YOUR NAME

Example 2:

SUBJECT: 250 Copies Only

Heads up.

You'll want to get a copy of PRODUCT NAME before all 250 are gone.

SELLER has already sold over 150 copies and might only have a handful left right now.

Be fast.

Go here and grab your copy:

LINK

Talk soon,

YOUR NAME

Example 3:

SUBJECT: Closes in 4 Hours

Be fast.

Class registration for NAME OF PROGRAM closes in 4 hours from now.

This is your last chance to get in.

Enroll here now:

LINK

Talk soon,

YOUR NAME

Email Type #5: Benefit Pile-On Email

When you have no special discount or urgency to create an overall email angle, writing a Benefit Pile-On Email might be exactly what you need to intensify the desire of your subscribers for the product you're pitching.

This is different from the first 2 email types in that it focuses on shotgun blasting multiple promises, not just 1 promise or result.

The words "You will" or "You'll" become the tool of choice for writing Benefit Pile-On Emails.

The structure is as follows.

SUBJECT: MOST POWERFUL BENEFIT

GREETING

BENEFIT PILE-ON

CALL TO ACTION

SIGNATURE

Example 1:

SUBJECT LINE: One Tweak, Huge Profit

I was planning on hoarding this little tweak and never sharing it with anyone.

But something tells me you could use it too.

When I show you this little tweak...

You'll BENEFIT 1...

You'll BENEFIT 2...

You'll BENEFIT 3...

You'll BENEFIT 4...

You'll BENEFIT 5...

Check it out here:

LINK

Talk soon,

YOUR NAME

Example 2:

SUBJECT: New Machine Adds 200 Subscribers To Your List Per Day

Machine... Software... AI...

I guess it's all the same, right?

Wrong.

This software/machine/AI actually works.

When you use SOFTWARE PRODUCT NAME...

You'll add up to 200 new subscribers to your list per day...

You'll do it all without forking over a single penny for traffic...

You'll leverage traffic sources that already exist to flood your squeeze page with new visitors...

You'll only install this software once, spend less than an hour per day fiddling with it, and it creates a steady flow of traffic to your site...

You'll get a piece of software that, unlike most, truly does the hard work for you...

Go here and grab your copy of NAME OF SOFTWARE now:

TICKETY MARKETING
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LINK

Talk soon,

YOUR NAME

Example 3:

SUBJECT: 16,891 Website Visitors Stomped His Server

You know how gurus are always bragging about their launches?

About how their affiliates sent so much traffic that it crushed their server?

You and I both know that's nothing to really brag about.

Imagine getting 16,891 server smashing website visitors in less than 24 hours with 1 cent traffic.

That's exactly what SELLER did with the new technique he'll show you in PRODUCT NAME.

You'll pay only 1 cent per website visitor...

You'll send whole marching armies of traffic to your website minute by minute, hour by hour...

You'll never rely on affiliates for traffic again...

TICKETY MARKETING
WITH VAL WILSON

You'll never have to write another blog post again...

You'll never have to launch another product again...

Go here and see how powerful this is:

LINK

Talk soon,

YOUR NAME

Conclusion

If you take the advice in this report to heart and apply it with every email you write, then you will, in a short time, become an email writing master.

You can use these tactics to write emails for your own products, services, and coaching programs.

You can offer an email writing service and use only these principles to charge \$100 or more for every email you write.

It's also important to note that the 5 email types are useful only for strategically placing the most powerful sales page elements inside your emails.

If you want to write emails that truly build desire before your subscribers land on the funnel sales page you're promoting, then know that email writing mastery has mostly to do with careful selection of sales page elements.

In other words, masterful emails aren't written out of thin air.

They require little creativity, little original thought.

They are the type of emails that hit your subscribers in the gut with strong emotion.

Also, writing your emails this way makes them correspond perfectly to the funnel sales page you're promoting.

This is one of the master keys in itself, though it hasn't been talked about in this report because the feeling of continuity between email and funnel sales page is a natural byproduct of the way I've shown you to write masterful emails.

It provides a sales psychology similar to how presell pages work when running display traffic.

I'll leave you with this question to ask yourself as you're writing emails, "How can I find the most powerful funnel sales page elements for my emails that are unusual and unique enough to stir strong emotion in my subscribers?"

Ask yourself this question as you're mining elements to use in your emails because this is how email writing masters build desire in their subscribers so that they excitedly go to the promoted page and buy, buy, buy.