

Steve's BEST Email Template

Here is an email template that I have used for various promotions that demonstrate the layouts I described in Lesson 6 - Email Marketing in the ZooWarrior Basic Training course.

I have stripped out the product names and changed the names of people, etc.

What I want you to focus on mostly is the structure and layout of this email and know with confidence that this template has put a significant amount of money in my PayPal account.

This is my Go-To Email Template

Subject: Curiosity and Interest

Hi [First Name],

Hook – in as few words as possible, try to get the click

Link 1

Entice – make an observation they will agree with

Relate – connect your observation to the problem

Link 2

Build Desire – add further benefits of the offer

Complete – refer back to your original observation to reinforce their agreement

Link 3

To your success,

[Your name]

P.S. All about urgency

Link 4

Here is an example

Subject: WordPress users, your blog is in danger

Hey there,

Is your website run by WordPress? If so, your site is in danger.

There's a security hole, and you can find out about it here

[LINK 1]

We all know there's hackers out there.

They're real jerks!

They take sites down or deface them just for fun. There's been lots of marketers checking their sites only to find a HAHAHA! You've been hacked, notice instead.

Make no mistake about it, this could happen to you. Maybe it's just me, but I seem to have been hearing more and more reports about this kind of thing recently.

In fact, something very similar happened to a friend of mine (FRIEND's NAME) ...
He lost a site pulling in over \$3K a month on autopilot, OUCH!

If you don't have a backup, that can be a lot of work down the drain, and money you're not getting back.

But help is at hand...

[LINK 2]

See when (FRIEND's NAME) got hacked, he made sure it wasn't going to happen to him again.

The hackers got into his blog through a security hole in a plugin he hadn't updated. And I'm sure he's not the only one who doesn't always update plugins or WordPress the instant it's possible.

So, he developed a tool that makes updating everything one click simple.

And it keeps a secure backup of your whole website too.

So now he's always up to date and the hackers are left crying over their keyboards.

Check it out now

[LINK 3]

To your success,

Steve

P.S. And one more bit of good news, (FRIEND's NAME) is running a limited time offer making this software available to the public. But it ends tomorrow, so check it out fast

[LINK 4]

Why This Works

The initial link is there to grab the compulsive clickers and people who aren't going to read the whole email. They won't have been presold but that's ok, if they're not going to read your email and they don't need more convincing, either they don't care to hear what you have to say or because you recommended it, that's good enough for them. Either way, you want them on the sales page.

The second section starts with an observation, something people are going to agree with. This isn't designed to sell, it's designed to get them agreeing with you.

So just like a sales funnel, we open with something easy, not much of a commitment. There's hackers out there (DUH). The hackers are jerks. Of course, they are. Once you've gotten them to agree here it's far easier to get them to

agree on other topics as well and that whatever you're sending them is worth their time.

Connecting the problem to your initial observation gives the whole thing a logical flow. A connection makes continued agreement much easier to get. It's the difference between saying:

"Is your first name Steve?"

"Yes."

"Five letter names are awesome, aren't they?"

"Yes"

And:

"Is your first name Steve?"

"Yes."

"Blancmanges are nice, right?"

"Ye – what?"

You're making the whole thing a step-by-step logical argument. And once they've agreed to step 1, you can take them by the hand and lead them through steps 2, 3, 4 and 5, keeping them agreeing the whole way.

By giving a link immediately after presenting the solution, you're catching the people who are happy to look at that solution without any more detail.

For those who want detail, you've got the next part – an outline of the benefits they'll get. These could be results based or pure emotion – whatever works to get that extra click, right?

Finally, pushing the urgency will catch anyone who's on the fence. The ones thinking "yeah, that looks interesting, but I don't have time, I'll check it tomorrow..."

At this point you need your email to be saying "What? Tomorrow? Are you crazy? This opportunity isn't just hanging around waiting for you, bud. There's a ton of

people out there just waiting to grab it and if they get there first, your chance may be gone.

By this point, your readers will know if they're interested or not. If they're not, they're not clicking anyway, so you don't care about them. You care about the ones who ARE interested, but need an extra kick butt. Threaten to take away what they're interested in, and you'll get a load more of them falling off the fence .