

A white smartphone with a black screen is positioned diagonally in the upper center. To its left is a spiral-bound notebook with lined pages. In the bottom right corner, a calendar page is visible, showing the date 'THURSDAY August 5'. The entire scene is set against a background of light-colored wooden planks.

THE 8 ESSENTIAL PARTS OF EVERY SUCCESSFUL SALES EMAIL

BY GENE MONTERASTELLI

About the author: Gene Monterastelli has been self-employed since 1997. He enjoys helping small business owners grow their businesses by teaching them the same successful tools, techniques, and strategies that he uses in his own business. He only ever teaches tried and tested methods that he has used himself and is always willing to share what didn't work out so that you don't have to make the same mistakes. Gene@HowIBuiltMyPractice.com

When my business was pretty new and I was getting ready to do my first launch I didn't have much experience with writing sales copy but I did know that it wasn't as simple as telling my list that I (finally) had a product to sell.

I knew that writing good sales copy is both an art and a science, even if I didn't know how to do it.

In the months leading up to the launch I read and re-read every sales email I could lay my hands on. I paid particular attention to those emails that made me want to buy and I created a list of all the types of writing that appeared over and over again.

After studying all of this I realized that there are eight parts to a really good sales email. When I wrote my first sales email I made sure it contained all eight parts. AND IT WORKED!

Before We Begin

In just a moment I will share with you the eight-part formula that I used to write every sales letter I sent from my business for over three years. The truth is, it might be the only formula that you will ever need. Before I explain the eight parts here is a little guidance on how use the formula:

1) Sales Copy Doesn't Have To Be Long

There is a time and place for long sales copy, but it doesn't always have to be long. It is possible to use one the parts below in just a sentence. Each of these parts serves a particular function, and your text only needs to be as long as is necessary to fulfill that function.

2) *You Can Write Your Sales Email Out Of Order*

The nice part about having a formula is you can just fill in the blanks. When I am using this formula I type the eight parts into a blank document and with that structure in place I write the part that I have fleshed out in my head first.

You might know what you are offering, what the guarantee is, or how you will draw an apples to oranges comparison. Write it in the order that comes most easily.

3) *Trust The Formula*

One of the biggest mistakes people make when writing copy is they attempt to do everything at once. They try to compel their readers to buy right now!

Sometimes people will buy from you simply because they are ready to buy, but mostly we need to warm them up for the sale.

The headline of your email will not get them to buy. The headline just needs to get them to open your email and begin to read. The formula is structured to warm up the audience and then lead them to buy.

Ready to begin?

1) **Headline/Subject Line**

If you are anything like me, your inbox is overflowing with emails. Capturing your audience's attention can be difficult. One of the ways to get your emails opened and read is to write a compelling headline.

When I write sales letters I often spend as much time trying to craft the headline as I do on writing the sales email itself. You don't have to spend as much time as I do, but it isn't something you should skimp on. Think of all of the emails you deleted this week without reading...in most cases you read the subject line and then moved rapidly on.

Coming up with a compelling subject line is too big a topic to cover in this resource. For a great starting place for headlines I recommend you get a copy of *Tested Advertising Methods* by John Caples. The chapter on headlines is worth the price of the book alone. (<http://amzn.to/1ouX8Mj>)

2) Name their need and heighten it

One of the biggest mistakes made by most marketers when making an offer is they start with what they are offering. Your audience doesn't care about you, they don't care about what you do, and they don't care about what you are offering. (I know that sounds a bit harsh, but it is true.)

Your audience cares mainly about their pain and their problems.

All effective sales start with us demonstrating that we understand our audience's problems. Not only do we need to start with their problems, we need to do it in such a way that we are helping them to recognize the pain they are experiencing.

As humans we are very good at blocking out the pain we are feeling and focusing instead on what is in front of us. In many cases the problems that your offering solves are not something that your audience is thinking of in the present moment. In order to be successful in sales we need to heighten their awareness of the problem at hand.

Please pay careful attention to the words I used in that last sentence. I didn't say make up problems. I didn't say create problems. We are only heightening their awareness to something that *already exists*. I mention this because sometimes business owners are worried about highlighting their audience's pain because it feels manipulative or as if they are deliberately causing distress.

Years ago I had a friend "Chris" whose doctor told him that he was extremely concerned about his weight and his family history of heart disease. The doctor had warned Chris about the dangers of his excess weight a number of times before. As a last resort, the doctor asked "Do you want to live to see your daughter get married?" Chris had a 5-year-old daughter at the time. "If you do, then you need to lose weight because your heart can't take this and you will die prematurely. You won't be around to see her get married."

The doctor didn't manufacture pain and he didn't exaggerate it. He brought Chris's awareness to the pain that was real.

To start all sales emails we need to name and heighten the pain our audience is in.

3) Show how you can solve the problem

Once our audience is tuned into their pain it is now time for us to demonstrate that we can help them with their problem. In this section we:

- Explain how their problem can be solved
- Demonstrate that we are skilled at providing that solution
- Make the offer in detail

The first part of this is simply explaining it doesn't have to be this way. By painting a picture of what it would look like when the problem is solved and the pain goes away you will show them how to move on from their problem and the pain.

Second, you will explain how you are the right person to do this. You can provide examples of your experience in helping others with the same problem, the types of training you have undertaken that qualify you, or your own experience of overcoming the problem in your own life.

Finally in this section you will lay out what you are offering and how much it costs. This could be as short as one sentence letting them know that they can buy your ebook for \$19, or it could be in multiple paragraphs laying out all the components to your program.

4) Offer bonus(es)

The line that appears in every infomercial that you have ever seen is "and that's not all". This is the moment bonuses are offered. Everyone loves a bonus!

I like to give away digital products as bonuses (such as ebooks and audios) because it doesn't cost me anything to do so. All I need to do is send them an email or provide them with a link to a download site. If you have created digital products in the past then you don't even need to create anything new.

It is important that the bonuses you offer relate in some way to the product or service you are selling. If I am selling a blender, then offering a cookbook as a bonus makes sense, whereas offering them a gardening book will not.

Make sure you give a dollar value to each of the bonuses you are offering. This helps your audience to understand their tangible value. It also allows you to make statements about how much value you are offering them when calling them to buy.

For example, if you are selling something for \$75 that is normally priced at \$100 AND you are offering \$50 in bonuses, you can say:

That means you are getting \$150 in products for only \$75. That is a 50% discount!

5) Give An Apple To Oranges Comparison To Demonstrate Value

In marketing and advertising you will often see a direct comparison being made with a competitor's prices. They will say something like "Our competitors charge you \$100 for this service, but we offer the same for only \$75."

I am not a big fan of racing to the bottom with price comparisons. I don't want to win your business on price, but instead by showing you that I offer more value. One of my favorite ways to do this is to offer an apples to oranges comparison.

An apples to oranges comparison is where we compare our product or service to something that is much more expensive, but offer a similar type of value. The easiest version of this is when we are selling an information product or class and compare it to one-on-one services.

Here's how it might look:

If I were to teach you all of the information in this class in private one-on-one sessions it would cost you over \$2000. In this 5-part digital course I am going to give you all that information for only \$149 and because you are able to download the mp3s you will be able to listen to the training again and again.

By making this type of comparison you help your prospective buyer to understand how valuable your offering is.

6) Give a Guarantee

Giving a money-back guarantee is a great way to build trust with your audience. They have the confidence of knowing that if it isn't right for them they will not be stuck with a loss.

It might feel scary to offer a money-back guarantee but keep these three important thoughts in mind. First, very few people will ever ask for their money back. In the

last ten years I have had less than 2% of my buyers ask for their money back. Second, it will turn people who are on the fence into buyers, so you will sell more, even if some of them ask for their money back. Third, if you are worried about feeling like a sleazy sales person, this will help you to feel comfortable in knowing that you aren't tricking a buyer.

When you craft your guarantee make sure you are crystal clear on the terms. For example, state the number of days they have to request it and exactly how to request it. It can be as simple as this:

I want you to be completely comfortable with your purchase. I am confident you will love [product name] but just in case it doesn't live up to your expectations I am offering a 30-day, no questions asked, money-back guarantee. Just return the product and I will give you a full refund, including the original shipping and handling costs.

Because of this guarantee you have no risk at all. You will either love [product name] or you will get all your money back.

7) Tell Them To Act

It is now time to get them to buy. But just because you have shown them that your offer really is for them still doesn't mean they will take action.

You need to tell them exactly what to do. "Buy now!" "Click this link:" or "Do it today!"

I know it looks clumsy to have a webpage url in your sales letters, and I know this is hard to believe, but some people will not know that when text is underlined it means that it is a link.

You need to make taking action as easy and obvious as possible. This is the moment when many of my clients get uncomfortable because they don't want to be pushy sales people. You are not being pushy by showing your audience what action they need to take. You are being helpful.

8) The PS

According to research conducted by BusinessKnowHow.com the postscript is the third most read part of a sales letter. Readers will often start to skim through an email and land at the end on the PS.

I like to think of the PS as a mini sales letter. It is an opportunity to restate your whole case.

The easiest formula for this is:

"Imagine if you no longer [problem]. Instead you had [outcome]. To have this all you need to do is [call to action]. Don't forget if you act now you get [bonus]. [Take action.]

Here is an example:

Imagine if you no longer felt the constant pain of arthritis in every joint of your hands. Imagine being able to move your fingers freely again. To be free of pain all you need to do is spray a little Pain Relief Miracle on your hands three times a day. Don't forget that if you act before March 1st you will receive 33% off your first order. Get it now: <http://tappingqanda.com/pain>

You can see what I have done is moved the reader through the whole journey of the sales letter in just a few sentences. This will reinforce everything you have written above. It is almost as if you are getting an opportunity to prove your case twice, and by doing so makes you more believable.

Look For Examples

Now that you have an understanding of the eight parts to a sales email that converts you can find examples in the wild. All you need to do is open your inbox. I am guessing it is already filled with lots of sales emails.

Print out some these sales emails. Pick them apart. Which of these eight parts are they using? And, more importantly, how are they doing each part? Find examples of copy you like and rewrite it in your own voice.

Once you know what to look for, it will be so much easier to find what you like.

Go Do It!

The only way you will improve at writing sales emails is to do it and keep practicing. It is a skill that you can learn and that you will get better at over time. This eight-part formula will set you off on the right foot.

Each time you read someone else's sales copy you will be able to identify the different parts of their emails and learn from them. Each time you work with this formula you will learn more and sharpen your skills.

If you use this formula right now it will give you results AND each time you use it you will improve and get even better results.

Go do it!

1. Headline/Subject Line
2. Name Their Need And Heighten It
3. Show How You Can Solve The Problem
4. Offer Bonus(es)
5. Give An Apple To Oranges Comparison To Demonstrate Value
6. Give a Guarantee
7. Tell Them To Act
8. The PS



A Resource That Is Indispensable For 80% Off

I know you found this formula useful. I have more to offer.

Every month in the *How I Built My Practice White Paper* I share tools, techniques, and strategies to help you to market more effectively, make more sales, and grow your business, which all arrives in the good old snail mail. Yes, the *How I Built My Practice White Paper* is a physical white paper that will arrive in your mailbox as something that you can feel and touch.

Why do I send it through the mail and not as an email?

1) In the last few years a number of studies have shown that when we read things on paper instead of on a screen we remember more of the information AND we have a higher level of comprehension.

In other words, we learn more reading something on paper.

2) Recent studies have also shown that reading something on paper is more immersive and we are less likely to get distracted. When we are reading something on paper there are no pop-up ads, status notifications, or dings to distract us with with new messages or cat videos.

By reading the White Paper on actual paper you will get more out of it because you will be fully engaged.

3) It is easier to go back to a paper version again and again. I subscribe to a number of paper newsletters that I keep on my bookshelf. Seeing them there reminds me of the useful information they contain so I refer to them often.

4) It will keep you accountable. Each month when the white paper arrives in the mail it may feel like a bit of surprise. But it will be a pleasant surprise. Not only because it will be filled with great information that you can use right away, but it will also serve as a reminder that you need to be taking action all the time to grow and maintain the health of your business.

How many emails do you receive that you just ignore? That won't happen when the information arrives via regular mail.

5) It is fun to get mail! I know that seems like a trivial point, but the more we move to a digital world the less we receive physical mail. I love physical mail. Every time I open my mailbox and find something that is not a bill or pizza delivery menu I feel better. It is a small thing, but not insignificant.

I pay for postage, no matter where you are in the world.

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