

A woman with long blonde hair and glasses is looking at a laptop screen in a meeting room. She is wearing a light-colored sweater. The background is blurred, showing other people in a meeting. The text is overlaid on the image.

How to write Compelling emails that make people buy

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INTRODUCTION

You can have the best product/service globally, but if you don't engage customers to use it, they will lose interest in it. They will never try to explore all features and benefit from them.

You are on the right path to raising your ROI and income with email marketing. Everyone has a private or business email account, and emails would be a great marketing tool for your business – they'd make your business grow faster.

The **Email marketing ROI** is \$36 for \$1 spent.

The total number of business and consumer emails sent and received per day exceeds 306 billion and is forecast to grow to over 361 billion by year-end 2024.

Email Marketing drives more sales than social media marketing. For example, 60% of customers say they have purchased something because of the marketing email they received vs. 12.5% who bought it due to the social media campaigns.

Email Marketing grows your business. [Eighty percent of professionals](#) said that email marketing helps them with customer acquisition and retention.

Email Marketing helps you reach customers faster.

[21% of the sent emails](#) are opened in the first hour of delivery

Email Marketing Segmentation helps Marketers who use segmented campaigns to get [a 760% increase in revenue.](#)

Nowadays, Businesses are investing rather in email marketing than in other channels.

Now that you've seen some email marketing statistics consider what email can do for your business?

These email marketing statistics prove you can raise your income with a good email campaign. In addition, email marketing will help you strengthen the relationship with your existing customers and increase your number of customers.

Now let us start

Sending emails to everyone you will engage no one.

You need to know how to set a targeted, engaging campaign that will motivate your members to take action, learn more about the product/service, and stay your loyal customer.

This guide will guide you on how to get the best from your drip emails and email campaigns.

1. HOW TO GET THE BEST FROM YOUR DRIP EMAILS AND EMAIL CAMPAIGNS?

You will get the best from your drip emails and email campaigns by writing emails according to the customer's awareness stage

Imagine this

- You start a free trial.
- You got the welcome email with product features full of links with the promotion.
- The next day you got an email about another feature and how it works.
- The next day you got an email to upgrade to get more features.
- In the following days, you got only emails with promotions and features about the program,

Now imagine this

- You start a free trial.
- You got a warm welcome message with the promise you will achieve your goal with the program and the support link if you need assistance with something.
- After two days, you get an email to schedule a call with the support staff to ask them everything about the program.
- The next day you get a helpful article on using the features to get more value from them.

In which case will you continue with a paid plan?

If you are the most people, you will continue in the second case.

You will know that you can ask for help anytime, and you will feel safe and confident using the program.

Do you know the main difference between these scenarios?

In the first case, the emails are for everyone. In the second case, they target the people who started the free trial.

In the first case, they are not targeted. In the second, they are targeted according to the product awareness stage.

To get the most from your email marketing, you need to segment your list according to the awareness stage, activity, demographics, and so on.

2. STAGES OF YOUR PROSPECT'S AWARENESS

There are five stages of your prospect's awareness. Eugene M. Schwartz explained them in his bestseller book Breakthrough Advertising.

1. The Most Aware

The customer knows of your product—knows what it does— knows he wants it.

2. The Customer Knows of the Product But Doesn't Yet Want It (Product Aware)

Here, your prospect isn't completely aware of all your product does, or isn't convinced of how well it does it, or hasn't yet been told how much better it does it now.

3. How to Introduce New Products (Solution Aware)

The prospect either knows, or recognizes immediately, that he wants what the product does; but he doesn't yet know' that there is a product—your product—that will do it for him.

4. How to Introduce Products That Solve Needs (Problem Aware)

The prospect has—not a desire—but a need. He recognizes the need immediately. But he doesn't yet realize the \ connection between the fulfillment of that need and your product.

5. How to Open Up a Completely Unaware Market (Unaware)

And finally—the most difficult. The prospect is either not aware of his desire or his need—or he won't honestly admit it to himself without being lead into it by your ad—or the need is so general and amorphous that it resists being summed up in a single headline—or it's a secret that just can't be verbalized

Why do you need to pay attention to these stages of awareness?

So if you create the email to the most aware market and send it to the list of subscribers who look for the solution to their problem, it will be a waste of time and money. They don't know your product/service, which is why it can solve their problem.

Also, if you create the email to the solution aware market and send it to the list of unaware prospects, the campaign will fail. Why? People are not aware of the need or desire at all, and they don't need any solution at the moment.

As you saw, everything starts with your customer.

They subscribe to your program from your website, from your lead magnet page, or you bought them from other media (influencers, magazines, similar newsletters, and so on)

So not all subscribers are equal.

- Those who bought your product are most aware because they know they will solve their problem with your product/service.
- Those who subscribe to your list with a lead magnet or via your website are solution or product awareness.
- Those who bought via other media are problem aware or unaware because they don't know how your product will solve their problems.

That is why if you want to engage your subscribers to get the more open rate and click rate, you need to send the

- Right message to
- Right person at
- Right time

How can you achieve this?

By segmenting your list and by the type of the campaign

3. SEGMENTING YOUR LIST AND TYPE OF THE CAMPAIGN

Let us analyze this scenario.

- You launch a new product with the membership site and monthly payments.
- You offer two weeks of the free trial.
- You may or may not offer the lead magnet.

First, You need to set up a framework of the customer behavior and what you want them to do in the system.

Then, With your emails, you will guide them to do what you want them to accomplish according to their awareness stage.

Now let us set up the customer behavior. (the action they may take using the system)

In the most cases

1) They download the lead magnet and

1 a) They sign up for the free trial (product aware)

These are your customers. Your prospect knows about your product in this phase. They have problems and look for your product to solve them. With your email, you need to convince the reader that your product is better than other products and the best solution.

You can send them these messages:

- Warm welcome email with the instructions on setting the program (if they need to put some code on their website) and link to the support ticket. You need to convince them of the benefits and help. Answer the most common questions clients may have when they join the program.
- After 2 days, An email with the link to schedule a call to answer all questions they might have using the program. In this email, you need to focus on how your product will help them, how it is different from others, and your unspoken USP.
- An email with an additional helpful article on how they will get more benefits from the program

1 b) They don't sign up for the free trial. (solution aware)

Your prospect is aware of the problem and wants to solve it. But they are not sure your product can provide that benefit and solve their problems. With your email, you need to convince them that they found the solution to their problem with your program.

You can send them these messages:

- Warm welcome email to welcome them to your list, offering them additional bonuses to start the free trial. In this email, you should focus on the problem/solution outcome.
- Warm email asking them if they have a problem with installing the program and stressing they miss the chance to solve their problem
- Send an email asking them if they have any additional problems, are not decision-makers, or do not need the program to forward the email to the concerned person. Now you can tell them that they can quickly and easily solve their problem with your program, rather than others in the market.

2) If they sign up (program aware)

In both cases, they are product aware in this stage.

2 a) They start using the program

The same emails as They sign up for the free trial

2 b) They don't take any action.

You can send them these messages:

- They will get the same first welcome email.
- After two days, send them the reminder to take action with detailed instruction on every step they need to take and the link to schedule the call if they need additional help. In this email, you need to focus on how your product will help them, how it is different from others, and your unspoken USP. The goal of this email is to convince them that your program is better than the competition's ones, and they need to take action to see it.
- Send them a funny email encouraging them to start using the program.

3) When they start using the program (the most aware)

In this stage, they know your product can solve their problem. These are your potential loyal customers.

You need to focus on them in the future on how to increase their loyalty and stay using your program for years.

I will tell you an example I had according to this stage. English is my second language. When I started more than ten years ago to raise my confidence, I started with Grammarly. Grammarly offer discounted annually plans over the year. Unfortunately, I didn't get the email with the discount in the third year, and I started searching for other solutions. Before I canceled, I asked the support why?

They apologized to me and offered me a 60% discount. Normally I stayed. I don't need the Grammarly now, but I still pay for it. With that discount, they made me their loyal customer. You need to consider what will motivate them to stay and stress that in your messages.

Furthermore, you need to track their activity. If they don't sign up for more than 3 weeks engage them by sending them emails of improvements of the product, helpful webinars, or events.

3 a) They continue with the paid plan (the most aware)

You can send them these messages:

- Warm email to welcome them in the community with an additional bonus to increase their perceived value of the program. Show them you care about them and want them to succeed with your program.
- In your future emails, give them some discounts as loyal customers (only for paid members), ask them for improvements, and keep them engaged with the program.

3 b) They don't continue with the paid plan.

You can send them these messages:

- Give them an additional seven-day free trial.
- Ask them why they don't continue.
- Offer a special discount for students, retired people, and nonprofits.

4) They canceled the paid plan

Send them an email that appreciates their usage of your program. Tell them you are sorry they leave and ask them for feedback and why they leave. No one will give you this survey for free so consider offering them something valuable for their survey. This data is crucial for seeing your product with customers' eyes. You

usually can't get every answer seriously, but if the percentage of complaints about some features is big, you need to consider improving it.

Also, inform them that you will keep their data for 3 months if they change their mind. In the meantime, send them emails about the improvements.

As you can see, you need to send drip email campaigns to every awareness stage to encourage them to take the desired action.

As I mentioned before, you need to send
Right Message to
Right people at
the Right time

Every email is connected with a specific goal, and you need to send it segmented targeted audience if you want to get more open and click rates and more paid customers.

After these emails, you need to continue with at least weekly emails to each segment to inform them of the new features, send them other helpful stuff, offer them help from time to time, send surveys to ask them if the program needs improvements and so on.

Note* Every campaign has various emails depending on the goals you need to accomplish with email marketing.

If you promote the course, you will not start with guidance and link to the support staff.

You will start with a welcome email to persuade people to join the course.

The main point is that if you have to get results, you need to segment your targeted list and send tailored emails according to the subscriber's awareness stage.

Now let us create the perfect email for your campaigns.

4. THE MAIN PARTS OF THE COMPELLING EMAIL

Every email must have these parts to achieve its goal

1. The "From" Field.
2. The Subject Line
3. The preheader
4. The Body Copy
5. The Call To Action
6. The Signature

Each part is connected with the previous one and must have a logical flow.

You must apply the principle of one in your email. The whole email must have one target audience, one idea, one call to action, and satisfy one desire.

Your goal as a copywriter is to guide the reader through the email, showing them that the product you promote is the only thing they need to increase their income, relieve their pain, or satisfy their burning desires considering their stage of awareness.

Here are some guidelines you need to apply when writing to customers

- Create your avatar and write the email talking only to them
- Do your research and find the wishes, desires, and pain of your target audience
- Speak their language in your emails

Here are some guidelines you need to apply when writing to customers.

The concept is the same with this difference.

- When writing emails to B2B, you write them to the company's owner, marketing manager, or sales representatives instead of writing them to the customer. So your avatar has to be some of them.
- Your language has to be more formal with proves how your product/services can increase the sales in the company.

Let us start creating your compelling email, starting with the "From" Field.

5. THE “FROM” FIELD

The primary goal of the "From" field is to inform the recipient of who the message came from. That is why the sender's name needs to be trustworthy and recognizable. If subscribers have positive experiences with the brand you promote, they'll be more prone to open messages with [sender name] from [brand name] in the "From" Field

What to put in the "From" Field

There are several patterns you could follow creating your Form Field

- [Name of the brand] – Online Marketing Academy
- [Name of the employee] from [Name of the brand] – Elizabeta from OMA
- [Name of the brand] [Name of the topic or the message] – OMA Newsletter
- [Name of the brand] Team– Online Marketing Academy Team
- [Name of the person] – Elizabeta Kuzevska
- I don't recommend putting your email address in the From field.

"From" Field displayed in Characters in various search engines, according to Aweber, is

Yahoo! (Windows XP) John Jacob Jinglehiemi 22

Yahoo! (Mac OSX) John Jacob Jinglehiemi 22

Gmail (XP) John Jacob Jinglehiemier. 24

Gmail (OSX) John Jacob Jinglehiemier. 24

Windows Live Hotmail (XP) John Jacob Jinglehiemie 23

Windows Live Hotmail (OSX) John Jacob Jinglehiem 21

AOL Webmail (XP) justinsawebertest@yahoo. 24

AOL Webmail (OSX) justinsawebertest@yahoo. 24

Microsoft Outlook 2007 (XP) John Jacob Jinglehiemier Schmidt 32 (all)

Mozilla Thunderbird (XP) John Jacob Jinglehiemier Schmidt 32 (all)

iPhone Mail John Jacob Jinglehie... 20 (then the ...)

Gmail (Android mobile phone) John Jacob Jinglehiemier 24

So limit the From Field to 20 characters to display it correctly in all search engines.

Now let us explain why the From Field is important.

Put yourself in the prospects' place. You open the inbox to check the emails. What do you see first? - The "From" Field

The form field is the sender name that appears in the people's inboxes. This is the first element that will convey your subscriber to open the email. **Unfortunately, 68% of Americans** decide to open or not open an email simply by reading who the sender is.

If you are an authority and teach or give something helpful, people know the brand, and they are satisfied with it, they will open the email. But, on the other hand, if they don't know you or the brand, maybe your email will finish in the trash.

What to do in this case?

Create a compelling subject line according to their stage of awareness.

6. THE COMPELLING SUBJECT LINE

The subject line is the most important part of the email.

That is why you should spend 80% of your time on your headline and 20% of the rest of your email. No one will open to read your email if you don't capture them with your subject line.

The best way to catch their attention and motivate them to open the email is with the subject line according to their awareness stage about your product/service.

Here is how Gene describes the usefulness of these stages:

"If [your prospect] is aware of your product and realizes it can satisfy his desire, your headline starts with your product. If he is not aware of your product, but only of the desire itself, your headline starts with the desire. If he is not yet aware of what he really seeks but is concerned only with the general problem, your headline starts with that problem and crystallizes it into a specific need."

— **Eugene Schwartz**

Here is the [free training](#) that will help you to create the compelling subject line

Tips for writing hot email subject lines for your target audience according to their stage of awareness:

1. Your aim when writing the subject line should be: Open the Email

However, the subject line should always be relevant to the body message. Many people focus so much on the email body and forget the promises in the subject line. So the main thing is that the subject line makes sure the recipient opens the email, and it must be relevant to the body of the email.

2. Keep it short. It should have 5-9 words. Your subject line should be between 41-50 to max of 65 characters. If it is longer, search engines will cut it, not catching people's attention.

3. Add a call to Action

4. Don't tell people what to do, especially when asking people to "register," "donate," and all other calls to action words you may think of. Instead, put specific calls to action (CTA) within the body of the email or the article.

5. Emphasize what value the reader will get from your content. When subscribers see the email in their inbox, this question appears in their minds: why should I take my precious time from my busy schedule to read this email? What is in it for me?

The answer to this question is right there on the subject line.

6. Offering the reader information he needs or curious information will drive him to read your email. Subject lines that make the reader think they are helpful, timely, or about them always work. Studies show that every subject line's first two words should convey a personal value to the reader.

7. Understand your audience well –The key question should always be, "what subject line triggers your audience?" Capitalize on that and ensure that it is what the audience is familiar with, not what is good for you.

8. Use power words.

9. Use emojis According to one **study**, with emojis, you can increase open rates by 662% on iOS devices and 1,071% on Android.

Things To Avoid When Writing Your Email Subject Lines

- Using all capital letters in your subject line
- Using multiple exclamation marks or other punctuation marks.
- Using the spam words in your subject line. (Free, Money, and so on)
- Overusing other offer-type words. Don't have them as the first word in your subject line

*Using RE:, FW: that may trick the prospect into thinking this is a personal email

7. WRITE AN ATTENTION-GRABBING PREHEADER

People see the "From" field, Subject line, and the preheader in their inbox.

Pre-header is the third element that will convince your subscribers to open the email.

It is the first sentence in your email. Your task is to write the preheader to provide a compelling inside look at your message. And if it motivates subscribers, they will open an email.

Preheader length

The Preheader length should be a maximum of 90 characters and not lesser than 30 characters. In addition, the length of the subject line and the preheader should be no more than 200 characters.

You should always keep in mind that it will be difficult to estimate if your preheader will be visible in total in the email client. It depends on the recipient's device and the length of your subject line

- That is why make sure to put your most important message at the beginning of your preheader.
- Personalize preheader just like you would other email elements
- Make it relevant to the subject line without repeating it
- Preheader should add interest, value, or context
- The length should be responsive to mobile devices too.

Here are some examples of good preheaders

Subject line Crazy 91% today!

Preheader Grab these deals now ...

Subject line Start your 7-day trial today!

Preheader Unlimited resources + weekly training

Subject line Would you like to join my inner circle? 🤝📱📧

Preheader Get a free course in advance by joining my inner circle.

Subject line I've never done this before.

Preheader You could win a \$100 discount.

8. THE BODY OF THE EMAIL

The body of the email is where you need to convince the reader to take action and click on the link. It needs to start with the preheader and fulfill the promise in the subject line.

People don't like bulk emails. That is why always write your email to one person. Make it personal.

According to the Get Response's data, emails that use personalization in the email body have [a 19% higher average click-through rate](#)

The body of the email should make logical sense, be appropriately structured, and flow from the beginning to the end

.

If you don't cover these three things, you have a mess instead of the email.

Let us see how to create a perfect email body

1. **Make logical sense.** You can't start with one idea, continue with the other, return to the first one. You will confuse the reader, and he will be overwhelmed with pieces of information without a clear direction of what is the main idea in the email

2. **Be appropriately structured.** Think about this. The structure is an essential part of the email body. You can't start with selling the product and explaining its benefits after that.

3. **Flow from the beginning to the end.** You should write an email without bumps from one idea to another. Don't distract the reader. Instead, connect all parts of the body and enable your reader a feeling that they read something valuable from the beginning to the end.

Your goal is not to confuse the reader and make them stop reading and reread the sentences trying to figure out what do you want to tell with them

Keep in mind people often don't spend too much time on emails. Instead, they skim them. That is why start your copy with what is in it for me, make short paragraphs, put subheadlines, bullets, and bold or highlight the essential parts of the email.

Email length

The length of your email should be between 125 - 650 words

Don't write emails longer than 650 words. People are busy and get a lot of emails daily. If the email is too long, you risk readers not finishing it.

9. THE CALL TO ACTION

The Call To Action

Writing the perfect CTA often makes or breaks your marketing campaign.

A good CTA gives users some direction to know what to do next.

Also, the job of CTA is to encourage customers to stay engaged on your site, provoking emotion or enthusiasm.

- Instead of "Buy now," you should add numbers and write "Buy now and get 50% off!"
- Instead of "See this house," You should add adjectives and write, "Find your dream home with us!"
- You should make a promise with your CTA "Lose weight in just six weeks!"
- Put a sense of urgency "Limited time offer. Get your free T-shirt!"
- Put your USP "Get hand-made jewelry now!"
- Don't put more than two CTA per email
- Keep Call To Actions aligned with the subject of the email.

Call to Action will directly impact your conversion rates.

By including a proper CTA, you can increase the clicks by up to **371%**.

10. THE EMAIL SIGNATURE

The email signature

The email signature is the last part of the email that subscribers will see. The signature is your final chance to leave a solid first impression and encourage subscribers to engage.

The email signature shows people know who you are, your position, what your business is about and makes it easier for them to connect with you.

The essential elements of the email signature

1. Your name
2. Your position
3. Company name
4. Contact information

You can see my email signatures here.

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NOW IS YOUR TURN

You learn the importance of email campaigns. Start sending targeted emails tailored to the customer's awareness stage and increase sales.

Here are some articles to help you write persuasively

[The Secrets Of Persuasive Copywriting](#)

[Want to Create Content that Persuades People to Take Action?](#)

About the author

Elizabeta Kuzevska is a Sales-Oriented Email and Sales Funnel Copywriter and a Marketing Strategy Consultant.

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