
THE EMAIL EXPRESS

May 2012

<http://www.kurtjohansen.com>

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How To Write Emails That Make Sales Soar.

The Dissection of A Winning Email.

Hi There,

Do you wish your email campaigns would be more successful?

Do you need to make more sales and profits in your business?

I understand.

You are not alone.

Adrian wanted this too.

But Adrian procrastinated in sending out an email to his List.

But it wasn't his fault.

Because...

He was repositioning his 'Brand' and Company and he wasn't ready. (are we ever?)

And because...

He wasn't sure what to write.

Then it all happened in a frosty Adelaide autumn

morning. **He made the phone call.**

He telephoned me and said, "Kurt, I am finally ready to give this email marketing a go!"

.....
Firstly, let me introduce myself to you simply as; the guy who has immersed himself so deeply into email marketing over the past few years I now have what it takes to know what works and what doesn't.

I have had results which had transformed people's lives.

I must admit I have also had results which were puzzling at first but when they were analyzed made sense.

You see, Email Marketing is about:

1. The **List**;
2. The **Relationship** with your list; and
3. The **Offer** you are making.

When you get all three working for you in unison you will see the positive, cash-attracting, money-

making email marketing results you deserve.

Results which will make your customers behave like a puppet on a string.

Whatever your intended outcome is, effective use of email is the simplest and most affordable means of marketing a business can do.

So let's see what made Adrian's email so successful.

Let's dissect his email to discover the hidden secrets to his success.

The subject line read:

Hi Kurt "Announcing 3 New Exciting Developments At ..."

You will notice we used the recipients First Name in the Subject Line.

Over the years I have found this to be a most effective step in email marketing.

Open rates for myself and my clients increase when a First Name is used.

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Next is the **Subject Line Wording**.

We used a 'curiosity' subject line in this email.

"Announcing 3 New Exciting Developments At ..."

I have previously written:

"THESE 4 EMAIL SUBJECT LINE TYPES WILL INCREASE YOUR EMAIL OPEN RATES"

In "THE EMAIL EXPRESS"

Volume 1.

Create a Curiosity Email is [Subject Line Type #3](#).

You can grab a copy of the Volume #1 of [THE EMAIL EXPRESS](#) [here](#):

The Email Body Read:

Hi Kurt,

It's Adrian.

Good afternoon - it's great to be alive!

I am excited to announce three new developments at Adrian Geering which will make it much easier and simpler for you to gain access to life and business tips and strategies I know you so deeply deserve.

Firstly, we have changed our brand to:



It's more reflective of what we do, that is: work personally and passionately to help you succeed.

Secondly, we have launched our new website:

www.adriangeering.com

The website is jammed pack full of articles, tools, tips, techniques which can easily and quickly be adapted to your business.

It really is a place to continually visit with abundant free downloads available for you to use immediately.

And thirdly...

Our new blog: www.adriangeering.com/blog.php

is up and running too.

This blog is where I will share with you my thoughts and methods on

how to become the inspired leader you desire.

Worldwide I am known as the Leaders' Leader and inside this blog I will share with you the Secrets of Successful CEO's and many other items.

At times I will write articles on how ordinary people like you and me have overcome life's difficulties and fulfilled their dreams.

And you can do this too.

Right now the blog contains these four life-changing articles:

1. How to optimise your life.

How do you make the most effective use of your life? What is your qualitative focus?

2. What a difference a day makes – Steve Hooker.

What caused Steve Hooker (who came 28th in the world in 2004) to win gold in the Beijing Olympics in 2008?

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What caused him to optimise his life and be world class?

3. Five questions to ask yourself.

Ask yourself questions to clearly define what you want your life to be.

I discuss five important questions to ask yourself and five affirmations to practise daily.

and ...

4. The Rule of 10,000 hours.

Are you prepared to put in the hard yards to succeed?

A minimum of 10,000 hours is required to achieve excellence in performing any complex task.

Why not jump over there to take a quick look. Here is the link again.

www.adriangeering.com/blog.php

Kurt, from time to time I will be sending you an email which will contain a message of hope, vision and friendship and of course practical life and business advice.

I hope you welcome my emails but if you do not wish to receive them, that's OK.

You can reply to this email asking to be removed from the list or simply click the "unsubscribe button" at the end.

It's OK, I won't be offended if you do.

But I hope you stay on board as I will sometimes be offering you a tremendous gift as well as sound practical advice.

I have a gift in store for you in my next email.

So, until then enjoy our new website and blog.

Your wonderful kindness and friendship over our time knowing each other is greatly appreciated.



Best Regards,
Adrian

Dissecting The Email:

The first point to take note about with this email is its length.

When printed the email is two-pages long.

It contains 501 words, two images and four links.

Emails can never be too long they can only be too boring.

If you know the crowd you are writing to (and you SHOULD) then giving the recipients information they wish to receive is crucial.

The Email Subject Line and Salutation.

The email first reads:

Hi Kurt,

It's Adrian

This immediately sets up the conversation. It's natural for someone to say in their mind, "Oh, Hi..."

The next part was Adrian being himself.

He furthered...

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Good afternoon – it's great to be alive.

For those who know Adrian it is the way he speaks and lives. i.e. This line is congruent to his make-up.

(Be careful to try this if this is not the way people perceive you.)

The middle part of the email is very important.

It pre-empted three new developments Adrian had introduced.

1. His Brand
2. His new Website and
3. His new Blogsite

On each of these three new developments a snapshot was given on what to expect.

Links were also provided in Developments 2 & 3.

For the Blog Site, we grabbed articles which Adrian thought would most appeal to his List.

And here is where Email Marketing gets interesting.

I suggested only three articles should be referred to but Adrian wanted four.

So we went with four and it worked. All four received

great reviews from the recipients.

Throughout the email we included call to actions.

We continuously informed people to 'click the links'.

The bottom of the email is very important for anyone sending out their first email.

It reads:

Kurt, from time to time I will be sending you an email which will contain a message of hope, vision and friendship and of course practical life and business advice.

I hope you welcome my emails but if you do not wish to receive them, that's OK.

You can reply to this email asking to be removed from the list or simply click the "unsubscribe button" at the end.

It's OK, I won't be offended if you do.

But I hope you stay on board as I will sometimes be offering you a tremendous gift as well as sound practical advice.

I say this is important for two reasons.

1. It is acting within the Spam Act 2003; and
2. It offered a further reason to stay on the list.

The final part of the email missed a 'sign-off' as this is still to be developed.

As are the use of PS's in Adrian's email.

Overall though the response results were staggering.

Adrian has literally an inbox full of personal replies - A massive Open Rate and Read Rate and Click-Through Rate.

And above most else...

He created a buzz within his List because he had the bravery to use Email Marketing.

Do you ? – Contact Me to discuss and be like Adrian.

Kurt Johansen – Australia's Leading Email Marketing Coach and Advisor.

<http://www.kurtjohansen.com>

Contact Kurt direct:
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