

EMAIL MAGIC

**7 UNIQUE WAYS TO CREATE PROFITABLE EMAILS...
EVEN IF YOU'RE NOT A WRITER**



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Email Magic

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Published By:

MyMarketingCoach, LLC.

10380 SW 48th AVE

Ocala, FL 34476

<https://www.MyMarketingCoach.com>

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Email Magic: 7 Unique Ways to Create Profitable Emails...Even If You're NOT a Writer

Within the last 24 hours you've likely told a story to someone in your personal life.

It might have been the old, *"You won't believe what happened to me on the way to work today..."*

Or maybe it was, *"My boss is a jerk. Today he made me..."*

Or perhaps, *"You should have seen what little Mary did this morning. It was so cute when she..."*

Throughout your life, you've had experiences which have shaped you as a person. Those memories, those stories, have become a part of who you are. They direct you, guide you, and influence all of your decisions.

Storytelling is a natural part of your existence. It's your natural state of being. Yet, for some reason we ignore this foundational truth when we get over into the business world. Instead, we want to just share the facts.

We want to get to the point quickly. We want the step-by-step system to follow. But that is NOT how our brain works. The moment you *"get the point,"* someone is going to ask, *"Well how do you know?"*

That's where story shows up again. For example, one of the lessons I want you to catch is how vital stories are to your emails (and your websites, blog posts, videos, etc.).

How do I know stories are so important? There are a lot of gurus out there who simply send out sales pitches weekly. There are no stories and no personal comments. It's just one pitch after another with wild promises of success in each one.

And others tell you it's all about content. Just deliver the absolute best content you can, and people will beat a path to your door.

They're both wrong. Nobody wants to just get all those pitches. And you can't sell with constipated content. People won't pay consistent attention to even the best information when it is presented in a dry, matter of fact manner. The pitch for content, content, and more content is all over the web now.

Do your customers really want more content? OVERWHELM is a constant in almost



Terry Dean with Thor and Angel

every market today. Your customers may say they want content, but they're already overwhelmed by all the voices, all the choices, and all the content that is already out there.

What they really want...is someone who they can plug into to guide them. They want guidance and direction. That requires not just more content, but also persuasion. And storytelling has been and always will be a major element in persuasion.

I know how important storytelling is in emails because I've seen the results time and time again. For example, I used to send out promotional emails in front of live audiences. At the beginning of a conference on Friday morning I'd send an email to my list and we'd count the income by Sunday afternoon before the conference was over. If my email didn't produce, I'd look like a fool.

I was always nervous with every email I sent, because you never know when Murphy's Law comes into play. One time my shopping cart even went down for a few hours. Boy, I was sweating that time! But I developed a system over time that produced consistent results through these. I knew how to create sales on demand. And I can tell you that secret.

Create an incredible offer - something your audience has been asking for. And then offer it to them over a limited time (*such as 48 hours*) with a strong "Reason Why" story. Tell them WHY this is such an incredible deal.

In fact, I recently read through the most profitable email I ever sent in front of a live audience (*\$96,250 in sales from one email to my list in just two days*). Over 2/3rds of the email were covering my reasons why I'm making such an incredible offer.

Think about that balance. Not 2/3rd content...and not 2/3rds benefits. It's 2/3rds about my story - my WHY for making the offer. When you make an incredible offer, you need to tell WHY you're able and willing to make that offer. There's an old saying, "*Nobody cares about what you know until they know you care.*"

You can't just tell them you care. You can't tell them you're trustworthy. But you can demonstrate it. You can demonstrate it by being consistent with how you communicate with them, but that takes time.

The shortcut to build your initial trust is by sharing a story that shows why you care. Gary Vaynerchuk, author of "Crush It," tells a story that illustrates this well. In his book he tells the story about a customer who complained to his company about not receiving her wine order for Christmas. The staff didn't tell him until late in the day, and there was no way a courier like FedEx could deliver her order in time.

This was one of the busiest times of the year in his store, but he personally delivered the wine to her house. It was over 3 hours each way in a snowstorm to make this delivery so he lost 6 hours of his time and likely missed out on profit opportunities because of this.

Why would he tell this story? By telling this story, he demonstrates how much he cares about his customers. Now he doesn't have to say it. In fact, when he tells the story he uses the moral of the story that he was trying to produce a culture of customer service for his staff.

This kind of story will bond him with his prospects and create an undercurrent of faith in his customer service. If you have a problem with his company, you now have faith he will do what it takes to make it right.

Instead of telling your customers you have "great customer service," demonstrate it. Share an example of what great customer service means in your company. What did you do to prove it?

What If Stories Don't Come Naturally to You?

Stories are tough for me. I have to remind myself of just how important stories are all the time. In school, my favorite subject by far was math and then science. I hated English and writing. In math, the answer is either right or its wrong. There is no judgment call.

Even in math, I'd get points marked off at times for not showing my work. I wrote the answer and felt that should settle it. My teachers didn't always feel that way! My wife asked me for help with her math when she was going through her RN classes. As much as I would have liked to help here, I couldn't, because while I could do the math, I had trouble explaining HOW. I just did it. She got through the class, but it wasn't with my help!

Here is why my weakness can benefit you. Stories have never come easily for me. I've struggled with them. And I constantly have to remind myself to use them in my writing and in my speaking.

The first time I ever spoke at an internet marketing conference, they put me on stage for 4 hours. During that time, I gave them every fact I knew. I showed them step-by-step systems to follow. And I recited all the ways you could generate traffic to your site. When I was done, Ron Legrand told me, *"You don't have to be funny to speak. You only have to be funny if you want to get paid."*

I gave them all the facts, but I didn't build any relationship. When I was finished, they didn't know me any better than when I started. They might have "mentally agreed" about what they could do to build an internet business, but I didn't persuade them to actually take action. The information was never made "real" to them.

Experience is the best teacher. Those memories, your story, are real. Facts and figures are not. But second best is someone else's experiences...and a well told story can actually put you in the moment. It can become almost as real as your own memories.

Watch a good movie or read a great book. It will pull you into the story. A movie like "The Blind Side" will make you feel inspired and want to reach out to help someone else. You

can see the change which occurs in a young man's life because of how the couple invests into him.

There's even a whole class of movies we call "tear jerkers." They're intended to make you cry. While most of them don't do anything for me, "Old Yeller" and "Where the Red Fern Grows" get me every time. That's right. I'm a dog lover.

Other movies are intended to make you feel good, make you laugh, or feel adventurous.

If the movie, the story, doesn't affect your emotions...it's easy to forget. Watching movies and reading novels has helped me with storytelling since it doesn't come naturally to me. In fact, during the next movie you watch, pay attention to even how they use the background music to affect your emotions in turn with the story taking place.

How to Use Your Stories

Another big storytelling influence on me was a preacher who was in his upper 70's and passed away a few years back. He is one of the wisest people you could meet, yet he came from the backwoods of Kentucky. He regularly referred to himself as the Hillbilly preacher.

He was just as comfortable communicating with a doctor as he was with someone who only had a 6th grade education. And he could influence both of them because of the authentic stories he told.

Shared experiences break down the walls between us. He'd make you laugh. He'd make you cry. And you would feel some type of 'human bond' with him before it was over. Unlike many ministers who judge people, one of his quotes that stays with me all the time is, *"If love doesn't work, nothing else will."*

He'd constantly talk about all the lives that have been changed by that love.

Ask yourself who do you know like this that's a great storyteller. Almost everyone I meet mentions someone they've known who was like this. They might not be the most educated. And they might not be the most articulate. But everyone who meets them knows them as an authentic individual and they're able to hold your attention with the stories they tell.

Maybe it was a teacher, a great uncle, or a neighbor from down the street. You liked them and maybe couldn't even put your finger on it. They connected with you through their stories. Or think about a professional speaker you enjoy listening to. What stories do they tell? Why do you feel you connect with their message?

All speakers develop a few signature stories they tell every time. In fact, when you're speaking, people will ASK you to tell a story they've heard you tell a dozen times before.

Often the best sales copy is cloaked inside a story. I've tested it personally. If I leave out

my origin story of being in debt and delivering pizzas for Little Caesars before I discovered the internet, my sales suffer.

I'm tired of telling that story. It was back in 1996. And it was a horrible job. Not really something that I enjoy remembering. But that's exactly where I was when I first discovered the internet....a college dropout delivering pizzas for Little Caesars for \$8 an hour.

My wife and I had a little rental house with a leaky roof in the kitchen. And I remember just how bad it felt when I had to search through the couch for change to take my wife out to McDonalds. That's where I came from before the internet changed everything for me.

If I can do this business, I know you can. The internet is the great equalizer where your race, sex, and background doesn't matter anymore. What if I just said that last paragraph about the internet being a great equalizer? It wouldn't mean much if it wasn't connected to my story.

Charities are masters of this. People aren't motivated to give because of the statistics. It's easy to ignore what percentage of people are homeless. It's easy to ignore the "numbers" of children who are hurting.

Look at <https://www.wish.org>

Sure, they tell you about how they've granted more than 520,000 wishes. But their site and especially their social media is full of stories: <https://www.facebook.com/makeawish>. They often feature a few photos of kids along with their wishes on the front page. Their "About Us" section tells their origin story along with a section called "Our Stories" with more stories.

It's about the personal stories, and their site is an excellent model in how they combine stories, video, and calls for donations. Note the "Grant More Wishes" call to action on the home page. They want you to feel something as you go through their stories. What do people feel when they read or hear the stories you share?

The 3 "E's" Email Model

That brings us to email. By the way, I've coached several people on becoming copywriters. And I like to start them off with emails. It's easier to think of a personal email written from me to you. It's more casual than a website or full sales copy.

Everyone has written an email at some point, but not everyone has written a website. And since most emails are short (200 to 600 words is common), it's a perfect medium for telling a quick practice story.

The 3 simple steps to an email are:

- Entertain

- Educate
- Earn

You **entertain** by telling a story. You connect with your audience with something intriguing that affected you personally. You **educate** people by sharing the moral of that story. What can they learn from this experience? And finally, you **earn** by connecting this story and its lesson to the product/service you're offering.

For example, I wrote an email with the subject line, "*Blind Drivers and Broke Gurus.*" The idea came to me while I was at the optometrist. I mentioned to him how many bad drivers we have in this area of Florida. You'll be driving down the street and there will be a car at a stop sign on a side street. There will be no cars in front of you or behind you.

You see the driver of this car at the stop sign look right at you. And they wait. Then when you're right next to their street, they pull in front of you like they never saw anything. And they could easily pull out before you got there or waited another couple of seconds for you to pass. It seems like they're trying to hit you!

My optometrist told me it's because so many of them are essentially blind. Every day he has people who drive to his office, and they desperately need glasses. They can't see!

Online there are a lot of gurus just like that. They're broke. They might have purchased an ebook about making money online or they've had one successful project that made them a few thousand, now they're the expert. Be careful who you listen to or you may be setting yourself up for a wreck!

This story could easily connected to many of my courses, because I've been full-time online since 1996...and I've helped thousands of customers in hundreds of different markets in this time. A natural connection is with my Magnetic Mentoring course at www.mymarketingcoach.com/magnetic-mentoring since mentoring others in your market.

That's an example of entertain, educate, and earn. Think of a story you can tell. Share a lesson. Make a natural transition into one of your offers.

Here's another example. One of my "famous" stories is the cow next door. Years back I wrote the first article I know of that coined the term "Internet Lifestyle." At the time, my nearest next door neighbor was a cow. It was actually the neighbor's cow. It always came up to the fence and stuck its head through the fence to eat the grass on our side.

I used this story as an illustration of the internet lifestyle. You can live and work from anywhere in the world you want. For me that means living a peaceful quiet life in the country. And I connected this to the membership site I had at the time which would enable you to create your own Internet lifestyle.

People still ask me to this day how that cow is doing. I don't know because we've since

moved from that house. It wasn't our cow. It just ate our grass.

Some of your stories will connect with people like this, and that's what they remember. Whenever one of your email stories makes this connection, you pay attention. You then look for other ways to use the same story. Can you use it on your website, in a speech, and or as part of your mission?

Start with email. Practice telling stories in emails just as if you're writing to a friend. You could even make this similar to a journal. Try writing a new email every work day. You may not send every email immediately, but all of them can be eventually be used.

Every morning get up and tell a fresh story of something that's happened to you. This happened at work. Your child said that. Your spouse needed help. You overcame a problem. Practice by sitting down and writing. Tell the story. Find the moral of the story. Then connect it with a product or service you offer...or an affiliate offer.

The best way to become a great writer is to write. Write something every day. Perhaps it's an email broadcast today. Tomorrow it's an email for your autoresponder. The next day you write for a product you're developing.

Practice your storytelling skill daily.

Types of Stories You Can Tell

Here are seven types of stories you can tell. This is not an exhaustive list by any means, but it will give you an idea of the purposes behind your stories. As I give examples, you'll see there is crossover between these and other story types as well. More than anything, I want you to use this list as a brainstorming tool. Never be without a story again.

1. Entertaining stories
2. Who Am I
3. Reason Why Story
4. Results Based Story
5. Rapport Building Story
6. Countering Objection Story
7. Vision Based Story

#1 - Entertainment

You can tell a story simply for the entertainment value. This is what most stand-up comedians do. You build up your story to the punch line.

For example, when I used to do speaking engagements, I'd talk about when I first asked my wife on a date. I was going to college, and I worked up the courage to ask her if she would go out with me Friday night.

She ignored the question and changed the subject! After she went on and on about something that wasn't nearly as important at the time, I asked her again if she would like to go out with me Friday night.

Her response was, *"Sure, I'm not afraid to go out with you."*

What a resounding vote of confidence...at least I didn't have that serial killer kind of look to me.

The moral of this story (the education component in an email) is about how persistence and boldness can pay off even if you fail the first time. I could transition it into an offer about writing emails, since every day gives you an opportunity for an email. If yesterday's email didn't perform, there another chance today: www.mymarketingcoach.com/autoresponder-alchemy.

#2 - Who Am I

This is a story that demonstrates who you are as a person. What qualities do you want people to see in you? Find a story you can share which connects these qualities to your personality.

If you want people to see you as persistent, then share a story that demonstrates this. If you want them to connect with your humility, you definitely can't come out and tell them how humble you are!

I don't mind telling you that my greatest learning experiences haven't been my successes. They've been my failures.

For example, you MUST make sure there's a demand for a product before you create. Never create something because you feel people need it. I've made this mistake several times. A few years back I spent over 6 months developing a product that was perfect for "local business people" only to find out there is no such thing as a local business person. Instead, they're chiropractors, restaurant owners, accountants, etc.

When first coming online, I discovered what works by trying everything that didn't work first!

#3 - Reason Why

Why are you doing what you do? What motivated you in the past to make this happen? Why are you offering such an incredible deal on your product or service?

I've had clients who've run birthday specials, anniversary specials, founder's club specials, holiday specials, and even a vacation special (because they were going on vacation).

Let's say you're selling your product at 50% less than the competition. If you simply sell it at this price, they're going to wonder how you cut corners or why your product is only worth

half of what other's cost.

Perhaps the reason you're cheaper is because you just bought out a competitor who was overstocked and you have to move some inventory or else you're going to pay for additional storage penalties next month. Or maybe it's because your wife/husband is yelling at you because you filled up the guest room with extra boxes of _____, and you need to get them moved out before your mother-in-law comes to visit.

Or a default special for me is whenever I launch a new product. I want to make sure to offer the best price possible during first launch, because I may want to use the product as an upsell or during a sale in the future. And I want to make sure the first buyers get the best deal.

Why are you making this incredible offer? Tell me why and then I'll buy.

#4 - Results Based Story

Tell me the results you or someone else has achieved with the offer. You lost 13 pounds. You overcame your fear of heights. You cut 7 points from your golf handicap.

This is the best type of story for selling any type of affiliate product. Put the product into action for yourself and then share the results you received from it. The product comes alive!

This immediately separates you from all the other affiliates who just cut and paste a promotion on their website. You put the product into action and proved it's value before sharing it with your audience!

#5 - Rapport Building

In this type of story, you're simply making a connection with a common shared human experience. It could be talking about the birth of your child, your relationship with your spouse, feeling peaceful while sitting by the river, or playing with your dog.

The only goal in this type of story is to make that connection to something a large portion of your market would also feel emotional about. You could even move into religion or politics if you're confident a majority of your audience will share your views.

An example is when I told my audience about the sudden death of my golden retriever. I was distraught because he basically got sick and passed away in the period of just a couple of hours (it was diagnosed as bloat and his stomach flipped).

I didn't sell or even link this to any of my products when I posted this. I simply shared my emotions about it. The blog post still has the higher comment count of any of my blog posts. And there were several people who even said they would buy from me the next time I offered something because they felt the connection I had with my dog. It connected them with

me in a shared experience.

#6 - Countering Objections

In the old days of selling, you'd simply ask people why they're not buying, and then you'd counter their objections one by one...leading them into your product. Today you need to be a little more subtle. Instead find out what their objections are, why they're not buying, and counter those with a story that deals with the issue.

One I regularly use here is to tell how I didn't believe the message at first either. For example, let's say you train dogs. Tell the story of the person whose dog flunked out of puppy obedience...and didn't know where to turn. They were suspicious you could do anything for them, but here's what happened.

Or tell a story about the time about how when you were in school you had poor grades in science. It seemed like you were hopeless. Even though your parents were suspicious whether it would work, they brought in a tutor. And your grades started to immediately improve.

If the #1 objection to your product is people are afraid of being overwhelmed, then tell a story about when you felt overwhelmed. How did a breakthrough or an outside mentor cut a path for you and point you in the right direction?

Confront the most common objections with story designed to illustrate why making a choice for your offer today is so important to their results.

#7 - Vision Based

I'm putting this one last but it is actually the strongest of all. What is your vision of the future? How do you want to change things for good? A strong enough vision story can change the world.

The best example I can give you of this is Martin Luther King Jr. "I Have a Dream" speech. Here's a short clip from it (there are tons of full versions on Youtube):
<https://www.youtube.com/watch?v=vP4iY1TtS3s>.

A vision is the answer for getting people behind you on a mission. It's the cure for frustration when times are tough. It requires you to step outside of yourself and look for something bigger you can create.

Make it a big VISION. Even if you never reach it, you've made the world you live in a better place by simply coming closer to it. What is your dream?

If you provide a natural cure for arthritis, then it's about stamping out arthritis. In making money, it may be about seeing 100,000 people in their own successful businesses. If

you sell beauty products, it's about changing the US view of beauty and raising the self-esteem of every woman.

To be a motivating vision story, it needs to be bigger than you. In fact, it should scare you at first as there is no way your little business can accomplish it alone. That's when you know you're going in the right direction here.

Where to Find Your Stories

Your story can change the world. But where will you find all the stories to use in your emails, blog posts, presentations, ad copy, etc.?

First let's go into your attic and pull out all those old stories you might have forgotten. These are the stories about your significant life events or turning points of your life.

- Where did you grow up?
- Do you have any heartwarming moments with your parents - specific instances you hold to?
- Where did you like to go when you were a child?
- Who was your childhood hero?
- Who was a mentor in your life (family member, teacher, neighbor, etc.)?
- What significant moments do you remember from school?
- Did you play any sports in school or after school?
- What other events did you participate in?
- What were your hobbies when you were a child?
- Did you have chores, work, or productivity?
- What subjects did you excel in or were you poor at?
- Any gifts you remember more than anything else?

All of these are potential set-ups to tell stories of who you are and why you do what you do. For example, I've told the story before of how I had to go to speech therapy for years when I was in elementary school. I had trouble with vowels, th, and r.

I was already an introverted personality and this only made it worse. Even today I get uncomfortable with my articulation. That's one of the reasons I felt so comfortable when first coming online - this was a medium which was focused first on writing. And I could communicate by writing instead of speaking.

This is a good lesson for those who are held back by being a perfectionist. I do audios and videos. I also have spoken live and in webinars regularly. I don't know if I've ever done a full hour where I didn't screw up the pronunciation of a word yet. If I was waiting for perfection, I'd never get anything done.

For selling I could connect this story to my Interviewing course where I, yes I with my

faults and all, share how to do interviews with others and get good information out of them.

Major Life Changes

What happened when you were a child is just one component here. You can also look back at other major life stages.

- Did you go to college?
- Where and why?
- What events stood out to you there?
- If you're married, how did you meet?
- What story stands out from when you were dating?
- When did you pop the question (or say yes)?
- What was your wedding like?
- Where did you go for your anniversary?
- If you have a child, what happened when they were born?
- What about their first step, school day, or word?
- How did you choose their name?
- Do you have pets? How did you choose them?
- What have your pets done that makes you say "How cute?"
- What was your favorite vacation?
- Do you have any memories of a river or the ocean?
- What sports/hobbies do you have now?
- What was your first job?
- What was the funniest thing that happened at work?
- What would you say about your worst boss?
- What is your favorite holiday?
- Why do you do your current job?
- Why are you passionate about what you do?
- What is your favorite way to spend your day off?
- When did you decide to become your profession?
- What mentors have helped you get to here?
- When did someone try to stop you or discourage you from succeeding?
- Is there anything you collect?
- What's your favorite restaurant?
- Which older movie do you remember seeing for the first time?
- What about a song that has spoken to you?
- What accomplishments are you most proud of?
- When was a desperate moment of your life?
- What do you remember as a turning point?

- Has anything happened to you while out in nature?
- Any experience with police, law, courts?
- Are there any smells or tastes you remember?

As you can see, there are dozens of questions you can ask to find stories to share. Some of these would be what you call defining moments of your life. Others are simply quirky little stories about who you are.

All of them are designed to share a common bond with your audience. You get to know each other better, because people buy from those they know, like, and trust. Those 3 steps go in order (they get to know you before they like you and trust you).

Daily Stories

You can find new stories around you every day. What happened yesterday that you couldn't wait to tell someone about? I use my notes section on my iPhone to write down little 'idea starters' to create emails and other content. Friends have told me that they like to record little voice messages to themselves with ideas.

- What did you laugh about in the past week?
- What did you learn this week?
- What or where did you eat?
- What excitement interrupted your daily routine?
- What happened at work?
- What did your spouse, child, or pet say or do?
- What movie or TV show did you watch?
- What major news jumped out at you?
- What did the expert say (doctor, consultant, teacher, etc.)?
- What questions have customers asked?
- What goals are you shooting toward?
- Where you discouraged any time this past week?
- Did you get angry/annoyed and why?
- What are you thankful for this week?
- What made you feel most creative/independent?

Notice that we're asking questions to look for any strong emotions. My best emails are written when I feel emotional about the subject. In fact, I'll often right them when I still feel the emotion. You will want to hold sending out the email until you're more stable though to check it for accuracy and whether it's exactly what you want to say.

But my goal is to capture the emotion itself if possible. As much as we often try to deny it, we are emotional beings. We are the stories we remember. And we communicate through

the stories we tell.

Here's an additional way to find stories which we often forget. What stories did someone else tell you this week? Nothing says the stories you tell have to exclusively be your stories. What stories have others shared?

Just taking this attitude is going to make you a better listener. As others speak to you, you're looking for stories. You're curious about digging deeper. Practice thinking like this and you'll build deeper relationships with those around you.

Listen to myths, fables, and fairy tales as well along with historical figures. The broader your story collection, the better your communication can become.

27 Word Email That Generates More Clients, Makes More Sales, and Multiplies Your Profits Almost Overnight

In just a moment I'm going to hand you an email that can totally transform your results. While that may sound like a big promise, I've seen the results for hundreds of clients over the years. And not only am I going to give you the exact email to use, I'm also going to explain why it works so well...and show you several variations for how you can edit it and fit it directly into your system.

Best of all, it's so simple...ANYONE can plug this email into their sequence immediately and start seeing results. Without further ado, here is a version of this email which I've used for years...

Subject: I need your help

I'm making some cool NEW content for you right now.

What is the biggest question you have about online marketing?

Just click reply and let me know.

Thank you,
Terry Dean

You might look at that email and say, "*That's nothing special.*"

And you're right. It didn't take any fantastic copywriting skill to create something like this. All I'm doing is asking my audience a very simple question, "***What's the biggest question you have about online marketing?***"

Here's why it's so effective. People REPLY and answer the email. They raised their hand when they joined my list, but at that point I was just like any other idiot with a website and an email address.

Not everyone replies to this email, but a portion of them do. They tell me WHAT they were searching for today. And they let me know what desperate problems they have that I can help them solve.

They're giving personal insight into their hopes, dreams, and problems. This means I don't have to guess about what to send them in the future. They just told me what kind of content I should produce. And they also just told me what types of products and services I should offer to them in the future.

But it gets even better...

You Can Repeat Their Exact Customer Language Back to Them

Have you ever sat there wondering what you should write about for your next blog post or email? You don't have to wonder anymore. As subscribers reply to this email, they'll tell you exactly what type of content to produce.

And they'll give you the exact titles and headlines to use. Sure, you can brainstorm until you come up with an ingenious title for your new article, or you can simply COPY the language your customers are already using.

At times, I've written emails where all I did was repeat the question someone sent to me...and I wrote out the answer to their question. Simple. Easy. Anyone can do it. And it eliminates virtually all the stress about coming up with 'new ideas' for your content.

Plus, you can also use their exact language to put together sales copy in the future when selling your products or services. Make sure your product answers the questions they've sent. Then you could put your collected questions together as a list of bullets describing what you covered in the product itself.

But we're only getting started with the benefits, and I haven't even covered the most important one yet.

This Email Can Prove You're a Real Person Who Cares About Them

Not every subscriber will answer your question. But those that do will share their questions, their goals, and even their heartache. Their reply gives you a chance to immediately set yourself apart from every other website they visited today.

All you have to do is ANSWER their email.

Yes, it really is that simple. Put yourself in their shoes. Maybe they're searching Google for an answer to a question they have. They visited several sites. They may have found a couple of good answers, but they're not quite sure if it's right for them. Everyone always wonders if the answer applies to their unique situation.

They join several lists. One of them asks what their biggest question is...what they're struggling with...or how can they help. They bare their heart to you in an email. Seriously, I've been shocked by how much detail some subscribers will share in their email to a stranger, because they're desperately looking for an answer.

When you reply back to them, you've just set yourself apart as someone who cares about them and their situation. Maybe you right a quick answer. Or perhaps you put more time into your answer, because you'll use your reply as a broadcast to your entire list soon. Either way, you replied.

The standard online today really isn't all that high. It's a cold, impersonal world out there where even phone lines are being made totally automated. To actually get ahold of someone who cares on the other end of an email address can feel like a miracle.

It's this reply that has often doubled or even tripled clients' profits. You start a dialogue with them. You don't just promote a product. At a minimum, you thank them personally for sending over their question, but you can also go further than this. You give them an answer to their situation. Maybe you share a story. Or you link over to a free video you already did on the subject.

You could also mention a product you have if you can insert it casually while giving them value whether they buy the product or not. It's just an extra resource, not your purpose for replying.

When you reply back to them, you start a dialogue. You're not just another one of those online marketers with a website and an automated email sequence. You're someone who cares about them and their problems.

If you're offering high ticket products or services, you could even include our phone number in an email like this. Give them not only the option of replying by email, but also allow them to call you directly.

Clients come to me to multiply the number of leads and sales they're generating from their website and email sequences. And one of the most powerful things you can do is get people OFF your website and into personal contact with you. A website can't hold a candle to speaking to someone in person or over the phone.

On a website, we have to write to an 'imaginary' ideal customer. We have to guess at their problems and objections. We may list dozens of bullets, because we don't know exactly which benefit will get them off the fence. Once you start a dialogue by email or even better by phone, you can speak directly to your customer. They tell you what they're looking for and their objections.

Nothing beats direct contact with your best customers and clients.

Step-By-Step Breakdown of this Email

“Subject: I need your help”

I've tested dozens of subject lines for this type of email. This subject line is one of my favorites as a broadcast to your current list. Instead of promoting something, you're asking them for help. It works best when you've already sent some content to your list and built up a relationship with them. Clients are able to send this subject line out to their subscribers about every six months. Any more frequent than this, and the open rate starts to suffer. You could also plug it into an autoresponder sequence after sending a week or two of email content.

I'm making some cool NEW content for you right now.

This is the Reason Why you're sending this email. You're making some new content for them. If you always create videos, then you could change this to “NEW videos.” And you could replace “cool” with any other description for your content.

What is the biggest question you have about online marketing?

Here is where you insert your big question. I'm only using one question in this example, because that will generate the largest number of replies. Each additional question will reduce the number of responses you receive. Make sure to change this for your subject, “*What is the biggest question you have about losing weight?*” Or “*What is the biggest question you have about growing your dental practice?*” There are also multiple ways you can word this question. For example, “*What is the biggest challenge you're facing right now?*” Or, “*What's the single biggest problem you have with X?*”

If you want to add an additional question, I'd recommend asking why it would be helpful to get this question answered or this problem solved. Ask, "*Why would it be helpful to you to solve this problem?*" Or "*Why would it be helpful to you to get this question answered?*"

Just click reply and let me know.

This is your call-to-action. You could send them over to a survey form using a tool such as <https://freeonlinesurveys.com/>, but you'll often cut your responses in HALF. Letting them reply right here will give you the largest number of replies. And you're able to start an email dialogue with them which can create new sales for you right out of the gate!

Variations on This Email

You DON'T need to use the exact wording I shared above. It's the principle that matters. You want subscribers to reply to you and share their problems with you. You'll use this to gain insights on the type of content to create & products to sell. You'll also reply back to them to start a dialogue, setting you apart from everyone else in your market.

Here's another way you could write this email:

Could you do one thing for me, please?

Reply to this email and tell me the single biggest problem you're having with speaking French?

I'm not able to reply to everyone directly, but I read every email sent to me.

Let's try writing it again:

I care about each and every one of my subscribers and I'd love to hear from you.

Reply to this email and let me know what you're currently struggling with?

I personally read every email sent to me.

Since I receive a lot of email, it could take me several days to get back with you.

In this example we even let them know we were going to reply to them even though it may take several days to get back to them (yes, you're in demand because you're an authority on your topic).

How to Add This to Your FIRST Autoresponder Message

You can also plug this message right into one of the first few emails you send out when someone joins your list. One of my lead magnets is a special report on the "*7 Email Stories to Double Your Profits Today*." When someone joins my list, I need to send them to their free report, but I could also plug this request for information here.

Subject: 7 Email Stories to Double Profits - Info You Requested

Thank you for requesting the "**7 Email Stories to Double Your Profits Today**" plus the bonus cheat sheets.

I also have a couple of other naughty little surprises reserved for you...

<https://www.mymarketingcoach.com>

Print it out. Keep it as a reference.

They make creating emails much easier.

But before you check out your free gifts, could you do one thing for me, pretty please?

I care about each and every one of my subscribers and I'd love to hear from you.

Just reply to this email and let me know what you're currently struggling with?

I want to help and I personally read every email sent to me.

Since I receive a lot of email, it could take me several days to get back with you.

Over the next few weeks, I'll be sending you even more free tips and techniques to earn more, work less, and enjoy life...

Here's just a taste of what you will receive for free...

- Discover the #1 secret that launched me from pizza delivery driver into an Internet Lifestyle expert back in 1996.
- Why "passion" is a horrible way to choose a market and what virtually guarantees online profits instead.
- Why content isn't king...and how one little email earned \$96,250 with only "OK" sales copy.
- 21 tips to sell more products today (a collection of quick income boosters).
- The devastating business mistake that almost made me quit the internet lifestyle for good.
- 5 Keys to Simple Internet Profits - how to eliminate overwhelm by focusing on what's really important.
- How to use both free and paid traffic to grow your business...and why you may be focused on the wrong one.
- If I had a gun to my head and I had to succeed in the next 30 days, what would I do?

Wait till you see the other gifts coming soon.

If at any time you don't feel I'm 100% over delivering and earning the trust you've shared with me, simply scroll to the bottom of any email and remove your name from my list.

Hopefully you'll never leave as I have so much to share with you about the Internet Lifestyle.

Your Marketing Coach,
Terry Dean
"The Internet Lifestyle Mentor"
Earn More. Work Less. Enjoy Life!

When you bury the request inside an email like this, you will have a much lower response rate. Subscribers are more likely to click the link near the top of the email than anything else. You could follow up with the same request in a couple of weeks after sending out content to your new subscriber.

Implement This Today & Start Seeing Results Immediately

If you're like me, you download a lot of free ebooks. But most of that information goes to waste. It doesn't matter how much you know. It only matters how much you implement. Put this profit multiplying secret into action today!

Step One: Send out an "I need your help" broadcast email to your list today. Find out what content & products your audience is interested in. If you have a large list (over 10,000), you could receive so many replies that it becomes difficult to process through all of them. If you have a large responsive list, then you may send them to a survey form instead of having them reply directly to you.

Don't use more than a couple of questions. Use the main "problem" question and the 2nd question, "*Why would it be helpful to you to get this question answered?*" If you're considering releasing a new product soon, you could add that one additional multiple choice question to your survey.

If you have a list of a few hundred or a few thousand, have them reply directly to the email to get maximum response. And if possible, respond and thank those who sent in their question. You could even answer their questions, especially if you can link them over to content you've already created.

Step Two: Plug this email into your autoresponder sequence. Insert an "I need your help" somewhere between the 6th and 10th emails you send out to all of your subscribers. This gives you enough time to start building a relationship with your subscribers, give them some content, and even make some offers.

Step Three: Add in the request for a response into your initial autoresponder email the moment someone joins your list. This helps you position yourself as someone who cares about them and the challenges they face. It also lets you start a dialogue right out of the gate with your new subscriber, multiplying the number of new customers & clients you generate.

Writing Emails

☐ Step 1: Determine the Purpose of Today's Email

- Sell one of my products.
- Get them to click a link to visit my blog, video, Facebook, charity, etc.
- Subscribe to a sublist about _____.
- Visit an affiliate link and subscribe or buy their product.
- Share one of my content pieces with their friends, contacts, social media.
- Register as an affiliate to promote my products.
- Create a special deal on my product or a JV partner's project.
- Give away a content piece that leads people back to sales inside it.
- Promote an event such as a seminar, webinar, interview, or contest.

Note: Just building "relationships" is not an excuse for an email without a purpose. Everything you create should have a call to action.

☐ Step 2: Find the Hook (story, illustration, methods, lesson)

- Has anything happened in the past week that would fit this theme for a story?
- Is there any past story in my journal that would fit the goal?
- Any emotional moments the past week (joy, anger, sadness, humor)?
- Have any questions come in recently from a prospect, customer, or client?
- Have there been any objections you've handled for your product recently?
- What "normal advice" is just plain wrong?
- Do you have a mentor or breakthrough story about a change in your life?
- Have you done any recent recorded interviews (that lead into your offers)?
- Do you have a story that illustrates why your offer is unique?
- What would be the absolute WORST thing someone could do on this subject?
- Are there a list of items, steps, resources that could help someone get started?
- Can you illustrate why others haven't identified with your passion on this subject?

If none of the above gives ideas...

- Scan your "newsletter" folder of emails from other experts for ideas.
- Search www.buzzsumo.com or www.alltop.com for ideas.
- Spend some time with a strong "story" copywriter or sales writer.

☐ Step 3: Write Down Your Major Points

- Create intro hook, a few points to cover, and the conclusion call to action.
- How do you get from the "hook" to the call to action at the end?
- What tips or "moral to the story" do you want to share?
- Is there any way to add credibility and proof for what you're sharing?

Note: DEMONSTRATION is better than telling. Stories, case studies, and word pictures are better than simply telling someone a fact.

☐ Step 4: Write a strong subject line combining benefit/curiosity

Method #1: Number of Tips

- "101 Ways to BIG Benefit."
- "3 Ways to Increase the Sales Price of Your Home"
- "5 Steps to Lose 10 Pounds This Month"
- "8 Secrets to Bring Romance Back into Your Marriage"

Method #2: Hot News

- "Master persuasion tips from Oprah Winfrey"
- "I increased profits by 152% in the recession"
- "Is right now the time buy a new car?"
- "What I Learned At the _____ Expo..."
- "5 Predictions for 2024"

Method #3: Trainwreck

- "The #1 Mistake Dieters Make"
- "Often ignored secret to stop a divorce"
- "College may be waste of time"
- "Gurus are stealing your money"

Method #4: Ask a Curiosity Question

- "Do You Make These Mistakes in English?"
- "Who Else Wants a Screen Star Figure?"
- "Whose Fault When Marriages Break Up?"
- "Is the Life of a Child Worth \$1 to You?"
- "6 Types of Investor - which one are you?"

Method #5: Controversy

- "Copy is King and Other Popular Lies"
- "Death of Internet Seminars"
- "Big Mistake in Using Video to Sell"

Method #6: Big Benefit

- Finding Your Life Purpose...
- JVs For List Building

- Google Analytics Installed On Your Blog

Method #7: Magazine cover Blurbs

- Visit <https://www.magazines.com>, www.alltop.com, and theweblist.net
- Pay attention to cover blurbs of top newstand magazines (Cosmo, Men's Health, etc.)
- Example: "Extreme Writing Strategies"

☐ Step 5: Write the Email

- Write like you talk. Some people simply use voice recognition software.
- Tell stories & use word pictures to make the message come alive.
- Never apologize for selling. Don't be a sales wimp.
- Write. Don't edit. Editing is later.
- Shoot for 250 to 500 words. Longer is OK but not necessary.
- Don't allow distraction to come in (no checking email, websites, or phone).

The toughest part is often the first sentence. Here are some first sentence starters:

- Have you ever wondered why... (state a problem)
- Recently I was out... (start a story)\
- What if you could... (benefit)
- Ever since I... (start a story)
- I am looking for... (qualify your customers)
- The "experts" say... (lead in for you to disagree).
- As you know...(confirm something they know).
- I need your help. (works good on requests)
- What if...(a nightmare or a dream scenario)
- Here's a shortcut for... (benefit statement).

Note: If you're bored writing it, they'll be bored reading it! Your best emails will be when you're having fun yourself while writing the message. Let the pressure off yourself. Do something fun right before writing period to loosen up and get relaxed.

☐ Step 6: Make a natural connection to your offer

- The purpose of the email is the call to action.
- This means thinking about this connection from the first moment till now.
- Does the story or lesson naturally flow into the offer?

Note: Is the information useful but incomplete - just a taste of the real offer? The ice cream shop doesn't give out a full serving...just a small taste. Don't "fill" your readers up to not buy the offer.

☐ Step 7: Edit the Email

- Is it entertaining (story, emotion, humor, etc.)?
- Is it useful but incomplete (does it point back to something else you're offering)?
- Do you have a call to action of what they should do now?
- Are all paragraphs 5 lines or less?
- Does your story and examples prove your empathy (you understand)?
- Do you present an aura of authority (wishy-washy not allow)?
- Does this email give any example you're a real person (not just a robot)?
- Does your website link work?
- Did you read the email once out loud?
- Remember the 3 E's of email. Entertain - Educate - Earn. Every email should find a way to do all three.



Storytelling

Brainstorm Stories You Can Use For Persuasion

Childhood Stories

- Where did you grow up?
- Do you have any heartwarming moments with your parents?
- Where did you like to go when you were a child?
- Who was your childhood hero?
- Who was a mentor in your life (family member, teacher, neighbor, etc.)?
- What significant moments do you remember from school?
- Did you play any sports?
- What other events did you participate in?
- What were your hobbies when you were a child?
- Did you have chores or work?
- What subjects did you excel in or were you poor at?
- Any gifts that were special to you?

Major Life Changes

- Did you go to college?
- Where and why?
- What events stood out to you there?
- If you're married, how did you meet?
- What dating stories do you have?
- When did you pop the question (or say yes)?
- What was your wedding like?
- Where did you go for your anniversary?
- If you have a child, what happened when they were born?
- What about their first step, school day, or word?
- How did you choose their name?
- Do you have pets? How did you choose them?
- What have your pets done that makes you say "How cute?"
- What was your favorite vacation?
- Do you have any memories of a river or the ocean?
- What sports/hobbies do you have now?
- What was your first job?
- What was the funniest thing that happened at work?

- What would you say about your worst boss?
- What is your favorite holiday?
- Why do you do your current job?
- Why are you passionate about what you do?
- What is your favorite way to spend your day off?
- When did you decide to become your profession?
- What mentors have helped you get to here?
- When did someone try to stop you or discourage you from succeeding?
- Is there anything you collect?
- What's your favorite restaurant?
- Which older movie do you remember seeing for the first time?
- What about a song that has spoken to you?
- What accomplishments are you most proud of?
- When was a desperate moment of your life?
- What do you remember as a turning point?
- Has anything happened to you while out in nature?
- Any experience with police, law, courts?
- Are there any smells or tastes you remember?

Daily Stories

- What did you laugh about in the past week?
- What did you learn this week?
- What or where did you eat?
- What excitement interrupted your daily routine?
- What happened at work?
- What did your spouse, child, or pet do?
- What movie or TV show did you watch?
- What major news jumped out at you?
- What did the expert say (doctor, consultant, teacher, etc.)?
- What questions have customers asked?
- What goals are you shooting toward?
- Where you discouraged any time this past week?
- Did you get angry/annoyed and why?
- What are you thankful for this week?
- What made you feel most creative/independent?

Free Swipe File of 35 Winning Subject Lines

I went through the last 6 months of my emails, collected all the winners, and put them in exact order of how well they did...starting with the highest.

Here's the list. You'll find a lot of trends here if you pay attention. Notice the top 4 'big' winners all have a personal element to them: thank you, 'my' prediction, 'my' dad, and uncensored opinion (obviously my opinion).

THANK YOU

My Prediction For Your 2023

My Dads Lessons For Success

Uncensored Opinion About SEO and Link Building

1 Hour a Day Income Challenge

Email Profits Without Being a Sleazebag

Facebook Marketing for Introverts

Average Earnings of my Subscribers?

Insider Tip for Facebook Ads

5 Minutes a Day for Extra 2023 Income

Weird Wealthy Winners

Emails, Plumbers, and Amazon, Oh my!

Michelangelo Tip for Entrepreneurs

The SECRET to Buying New Customers

5 Ways to Profit From Gmail tabs

How to Escape a Dead-end Job

A \$100 gift for you

When Coaching is Worthless

Earn More By Doing Less

#1 Enemy of Entrepreneurs

7 Tips for Online Marketing Beginners

Email Profits in 7 Days or Less

Only Available Till Monday

Internet Success With Bob and Joe (Part 1 of 2)

Turn \$7 Sales Into \$25,000+ Buyers

Celebrating My Favorite Christmas Gift

#1 Secret to Consistent Monthly Income

Frustrated with online marketing?

1 Question = More Profitable Emails

How to Choose Winning Traffic Sources

Traffic Secret From Bruce Lee

Email Cure for Overwhelm

5 Secrets to Finding a Profitable Niche

Why Internet Marketers Fail

Irresistible Offers to Grow Your Email List

5 Subject Lines You Can Steal

The simple formula for subject lines is: Benefit + Curiosity. Include a benefit or at least imply a benefit. Then add curiosity to it. Here's an example subject line that performed well for me...

#1 Secret to Persuasion

The benefit is obviously that you're going to receive a secret to better persuasion. The curiosity is that this is "#1 secret." That subject line is perfect for you to steal as a template.

- #1 Secret to Powerful Serves
- #1 Secret to Houstraining Your Dog
- #1 Secret to a Gorgeous Front Yard

Extreme Writing Strategies

The template you can use is 'Extreme Topic Strategies' or 'Extreme Topic Techniques.'

- Extreme Golf Techniques
- Extreme Dog Training Techniques
- Extreme Tax Saving Strategies

How Entrepreneurs Conquer Fear

How 'Your Audience' Conquer Fear – It's based off the fact that there is fear in virtually any subject.

- How Teachers Conquer Fear
- How Dieters Conquer Fear
- How Authors Conquer Fear

Be Weird and Get Rich

That email was about how you can be yourself with warts and all...and use that personality to sell more of your products and services with email marketing. Here's a few subject lines based of that one...

- Be Weird and Lose Weight
- Be Weird and Save Money
- Be Weird and Look Sexy

Simply write an email with some contrarian advice that stands out as 'weird' from the common advice given in your market.

Clients with INSANE Results

You don't need to make any changes on that subject line at all. Steal it exactly as it is. Tell a story about one of your customers or clients who got great results from what you offer. If you don't have clients, you could change it to Customers with INSANE Results. Some of my best performing emails have been case studies about clients.