ESSENTIAL EMAIL STRUCTURE

InfoPreneurPro Resource Guide

Essential Email Structure

It's time to put together your first emails.

This might seem intimidating at first, which is perfectly natural.

New processes always take a little getting used to.

But the good news is, I'm going to make it as easy as it can possibly be.

Of course, as part of the InfoPro programme I have prepared a whole year's worth of email templates you can adapt. What follows will give you a deeper understanding of how to put together the perfect content email which you can use for years to come.

First, I'm going to show you exactly how to structure your email newsletter so that it's engaging, easy to read and delivers the information in the right way.

Not only that, but I'll also give you tips on how to complete each element, with examples to help you.

I'll begin by giving you the basic format.

Eight Essential Email Elements

There are 8 essential elements that every email should include.

Each part is designed to direct your reader: from opening the email to taking some kind of action.

I'll list them here briefly, then afterwards I'll explain how you can create them easily and use them effectively, following a proven template.

1. **Subject line**. This functions like an advertising headline, urging the

reader to open the email.

2. **Declaration of contents**. This is something right up front in the email that tells the reader how they're going to benefit from reading it. This can take many forms: a headline, bullet points, contents list, précis or even the opening lines of your copy.

3. **Salutation**. You must greet the reader as you would with a business letter or personal email. This of course will depend on what your email service is for. The salutation should be appropriate to your audience.

4. **Lead**. A lead is a piece of copy designed to quickly engage with a reader before you deliver the 'hard content' (facts, stories and benefits). For instance, a good door-to-door salesman wouldn't launch into a list of product benefits as soon as you opened the door. Perhaps he would ask you a question, or say something about the weather, or tell you something about himself. In the same way, you need to say something to kick off the conversation. It breaks the ice and re-connects you, creating a sense of familiarity and trust. Sometimes it helps establish a mood or tone for what will follow. Other times it sets a theme or context.

5. **Useful information.** You must pass on at least one useful and interesting piece of information that will benefit the reader: a tip, advice, a story, a news item. It must solve a common problem, or help fulfil a common desire, that your ideal reader experiences in their day-to-day life.

6. **A personal story, insight, or opinion.** It is not enough to pass on a nugget of information or news. To make an email unique and worthwhile you should aim to put your mark on it. This could mean relating a fact to your own experience, illustrating a point with a story, or offering your own view.

7. **A call-to-action.** The email must urge the reader to do something: carry out an action, try out an exercise, click on a link, visit a website, change a habit, make a decision or change an attitude.

8. **A sign-off.** You must end the email by signing off under a name.

OK, so that's the whistle-stop tour of a classic email editorial template. Now we'll break it down...

Ok, let's go through each section.

1. Subject line

The subject line is something you actually write at the END, once you've laid out your first draft.

Take a look at the content, and either pick a subject line that best gets across the theme OR pick a piece of information and use that as your focus.

To help you write an effective subject line, I've prepared a special resource with everything you need, including a swipe file of ideas you can use as templates.

2. Declaration of contents

I call this a declaration of contents, rather than "headline" because you don't necessarily need a headline for an email.

And it's not 'contents' either because that may not be your format, especially if you've gone for a more intimate, personal approach.

In short, it all depends on how you've styled your email.

Instead of a headline you may have elected to use one of the following:

- Set of bullet points describing what's coming up in the email
- A list of 'contents'
- A sentence or two about what you're about to show the reader
- A stark or intriguing image like this:

Or if you have none of the above, it could be that the opening paragraph of your email is the place where you declare what's coming up and why it's beneficial to the reader.

Whatever you choose, here's the rule:

You need to SHOW the reader, right up front, the benefit (or benefits) of reading this email NOW, not later.

- Don't assume that even your biggest fan has time to read your email. Therefore, after a strong subject line, the next most important element of your email is what you kick off with.

3. Salutation

If you get someone's first name in the sign-up process, then you can use that. You can precede it with "Hi", "Hello", "Good day", or whatever suits your style and voice. Or you can stick with "Hi" or "Hello". You could also go for 'Dear Friend" or "Dear Reader".

4. Lead

A lead is an opening section that paves the way for the information you're delivering. It can be a sentence, a paragraph or more. Think of it as a way of opening a really exiting story.

There are lots of ways to start a story, so I've given you some options to

choose from. Whatever you choose, a lead should, ideally, link into the rest of the email. It should somehow relate to the information you're about to pass on.

Also – make sure you use different leads to keep it fresh. Don't just open the same way every time.

Here are your options:

Teaser

A good lead can be a teaser of what someone is about to find out in the email. For instance:

> **"Hi,**
>
> **Today I want to show you something really special...**
>
> **It's a way you can turn a simple Facebook ad into an automated traffic source.**
>
> **All you'll need is about 20 minutes spare to set this up…**
>
> **And you could see 100+ clicks each day for a week from the kind of people you are looking for."**

Establish a theme

You may want to set out the stall for what you're about to say by introducing the theme.

Let's say you write an email service about personal finance. Perhaps you have found information about inflation that you want to share.

So you could start by saying:

> **"I've just read a startling piece in The Financial Times. Financial expert Bill Bloggs believes he has made a dramatic prediction about where inflation is heading. And it isn't pretty..."**

Or:

> **"Last week the Governor of the Bank of England said something that should make us very worried**

about inflation. The word "apocalyptic' was used, which should give you some idea!"

Or let's say you have a Forex newsletter, you could announce a theme like this...

"You might have heard of something called 'scalping'.

No, it has nothing to do with the Wild West or Cowboys and Indians.

Instead, it's one of the fastest ways you can build up your bank…"

Paint a picture

The best emails tap into the emotions of the reader. And one of the best ways to do this is to paint a picture in words. This will establish a theme, evoke a mood and set the tone of an email.

Let's say you write an email service about digital marketing and you've found three great tips on how to get 'traffic' (visitors) to a website.

You could start by describing a scenario...

"Imagine being able to turn on your website traffic like a tap.

Whenever you needed a boost, you could just activate a switch and watch the clicks stack up.

No more fretting over poor stats…

No more worrying that your sales messages aren't being read.

No more wasted time on strategies that don't work."

Or describe a scenario from your perspective...

"I've just logged onto my wordpress site.

And I couldn't believe my eyes…

There were THOUSANDS of clicks on my website

yesterday…

And again today.

I checked and checked…

These are REAL. What's more, they've been busy clicking on the articles and reading them.

I think I know the reason why…

So I want to share it with you, so that you can get this kind of result."

Or put yourself in the heart of the story...

"You would have laughed if you'd seen it...

There I was, sat on the stage between the CEO of Made Up Publications and the MD of Amazing Magazines...

I was sweating from head to toe.

As you know, I've had a life-long struggle with public speaking.

This is the biggest audience I've had to talk to.

My mouth was dry and – worst of all – I'd run out of water."

Reveal a biographical detail

One of the strongest reasons for your reader to continue opening your emails is because they LIKE you.

Emails are the best way for you to get your personality across as they allow for longer, more conversational copy than articles, tweets or blogs.

You communicate your personality by sharing details about your likes and dislikes – friends and foes – strengths and weaknesses.

If someone knows your favourite band, what you like to eat, who your heroes are, and what your family situation is, they'll feel like they know you personally.

If you chat to them like a friend would, they'll start to view you as a friend.

So, a great way to lead into an email is to tell a story that contains personal

biographical details.

Here are some examples...

"My 12 year old daughter said something funny to me last night..."

"I've just had the worst week of my life. Seriously. Even worse than that time last March when all my data was wiped from my PC (you might remember my angry rant at the time). It all began on Monday when my best friend Robert announced that..."

"You may remember I've talked in the past about my struggle with spreadsheets? Well this week I've discovered an extraordinary new tool that…."

"Forgive me for the short email today.

I've got to catch a plane in 45 minutes.

Yes, I'm off on our annual company trip to Rome.

It's partly work based, but more a chance for me to indulge in my passion for Italian food.

There's an amazing little restaurant called...."

"I'm going to admit something to you... and this is a bit shameful... but I once fell victim to a pyramid scheme.

It was back in 1989 during a reckless phase of my life.

I'd just left Exeter University and was looking for my first job.

I was back living with my parents in Leeds and money was tight."

Share an Experience

Show the reader that you're in the know, that you're working on their behalf, or that you have experience of what they're going through.

Even if you're writing your emails from the perspective of an amateur, lay person or a non-expert, you still need to show the reader that you are involved in your topic and that you care.

You could tell them what you're up to next…

> **"Next week I'm attending the UK Internet Marketing Conference where I'll hear the top online publishers share their secrets.**
>
> **This is a great chance for me to find out the latest news from inside the industry.**
>
> **As always you'll be the first to know about it."**

Or you could share your research

> **"I've just finished an incredible book about Memory Power by one of the foremost experts in the world.**
>
> **And I'm astonished by what I've discovered…"**

Or you could share what's happened to you recently…

> **"This has got to have been one of the worst trading weeks I can remember.**
>
> **The shocking events in Libya rocked the world markets.**
>
> **Fortunately, my own positions were protected.**
>
> **This is because I had my eye firmly trained on the ViX.**
>
> **They don't call it the Fear Index for nothing..."**

Deliver news

You could open with a topical news item:

"This week everyone was talking about the heatwave.

It was Britain's hottest day on record.

The story was splashed across the media.

But nobody was talking about something that happened in the Forex market that very same day…

It was almost as record-breaking…"

Avoid writing a bolted-on biographical "blurb" or a gratuitous introduction to show off. Its function is to engage the reader so that they can better understand and absorb the information that follows.

5. Useful Information

And now we come to the meat of the email.

Your email should contain at least one piece of useful information.

Here are some examples:

- **A 'how to tip'** – make it specific, actionable and remember to tell the reader what the benefits are of following the tip.
- **A piece of advice** –present a common problem/goal then give the reader some advice that will enable them to overcome the problem/achieve the goal.
- **A recipe, steps, or set of instructions** – give the reader a series of actionable tips that they can follow to achieve a goal.
- **News** – this could be of an event, a special offer or an announcement that the reader would be interested in. Always follow up a piece of news with some advice on what the reader should do or think, or an action they can take to capitalise on the news.
- **A link** – you could send the reader to an online source of information, a piece of software, video, PDF or download.
- **A review** – you could review a product, book or service and announce your findings.

- **Results** – you can pass on the results of surveys, experiments, trials, tests, investigations and analysis.

- **Data** – you can pass on data but make sure you explain why it's important, what the benefits are of knowing this data, and what the reader can do with the information.

- **Opinion** – you can express a unique opinion on something, but make sure it's useful for the reader and explain the benefits of them knowing your opinion. Help them see things differently, understand a truth, learn the real story, or feel more educated about a subject.

- **Warnings** – you can alert readers to pitfalls, scams, lies, problems, faults and criticisms that could potentially cause them problems.

- **A prediction** – you can even pass on information about something that could happen in the future. Bold predictions make for exciting and useful emails.

- **Feedback** – you can pass on feedback that will enlighten, amuse and inform your readers. It could be comments you've been sent via email or social media, a roundup of what's on a forum, comments from your blog or reviews of you and your products from other people.

- **Rumours** – if you've heard gossip, rumours on the grapevine, industry leaks – and this information could help the reader avoid a problem or more easily achieve a goal, this is then useful information.

- **Recommendations** – you can pass on things you like or have tried, advise readers to buy or invest in something, or to take a specific action at a specific time.

A good piece of editorial will include many of the above options, not just one.

There are no rules regarding how much information you put into an email. This is down to a bit of editorial judgement. It varies between lists, formats and subject areas.

But until you get a feel for what your target audience wants, follow these guidelines:

- If the piece of information you're passing on is unique, highly useful and interesting, then you can do a single email on this single topic. (e.g. You write an email predicting the effect of the Ukrainian war on

the FTSE, what it would mean for your reader's investments and what they should do about it)

- If you have a selection of smaller tips and ideas to help readers achieve one outcome, it could be worth collecting them together in a series of bullet points. For example, you write an email about the numerous apps you can use to sell products.
- If you have a few different tips and topics, it could be worth splitting your email into segments. I would keep it to three or less.
- Always try and link between segments as you would if you were moving a conversation onto a different topic.
- Don't expect the reader to piece together what is going on – flag up when you're going to talk about something different.
- If you have a lot of information to pass on, consider spreading it out over a series of emails.
- An email shouldn't be too long or complex.
- If it's urgent that they get all this information now, then put it in a report or on a website and use the email to drive the reader to the website to read the rest.

Email is your point of contact, it's not supposed to be the vehicle for long essays or diatribes.

One of the biggest mistakes made by email publishers is that they put far too much information into each editorial email.

They treat it like an essay or long article or a magazine.

This changes it from a light personal communication into a heavy artefact that must be stored and read at a later date.

The reader either gets overwhelmed with things to think about – and do – or simply loses interest.

Or worst of all, they save it for later, when they think they'll have more time.

This usually means it will go unread, or they'll read the message when it's out of date.

Whether you're a solo email publisher or a company, don't put disproportionate amounts of time and resources into creating your email.

It should be quick and easy to read, passing on a few choice nuggets of information, or even just one big idea.

The primary function of your emails is to help stay in touch with customers and engage them on a personal level.

6. A personal story, insight or opinion

Depending on your lead, you may have achieved this already.

But beware of a common mistake made by many email writers.

They kick off the email with a lead packed with personality. Then they get 'down to business' and list a load of dry facts or details.

Suddenly the personality is nowhere to be seen.

Worse, the reader is expected to interpret what you think of these facts and what they're supposed to feel about it. This is fine in journalism. It reduces bias. But what makes your email service different is that you're not afraid to voice an opinion and offer advice.

So, whenever you make a big statement or report a piece of news, give the reader your opinion.

Where possible, describe an event from a point-of-view that your reader can understand. Interpret news and events in the context of the subject your email service is about.

An example:

> **"I was shocked to see the government announce the latest spending cut on Thursday.**
>
> **This is going to cause even more problems for charities.**
>
> **It makes me angry because..."**

Or

> **"What I love about this tool is that it speeds up your content research and it's a brilliant way to store information.**
>
> **I'm a disorganised note taker so my research**

usually ends up on bits of old envelope, or in cryptic emails I send to myself."

7. Call-to-Action

When you push the reader to click on a link, pick up a phone, visit a website, change a habit or think in a different way, this is known as a 'call- to-action'.

Many publishers save their 'calls to action' for their promotional emails.

Their editorial emails simply pass on information, while their sales copy urges the reader to act.

This is a mistake. If you don't put calls to action in regular editorial emails, you're conditioning your reader to be a passive observer, not an active participant. When you then ask them to buy an affiliate product they're less likely to respond.

They may find it weird that you're suddenly urging them to get up and do something. Many will decide that you're only pushing them to act so that you can make money.

With a few exceptions, your tips should have a call to action. For instance:

"The 10-minute daily meditation trick is a proven way to reduce stress and boost your concentration powers.

To try it, here's what to do…

Schedule a 10 minute space in your diary tomorrow – whatever time of day suits.

Tell any family and friends you don't want to be disturbed.

Find a comfortable chair in the quietest space and just sit for 10 minutes.

Give it a try and see what happens!"

As well as encouraging the reader to act on the tips, the whole email should finish with a call to action.

Some options:

- Send the reader to a website to find out more

- Get them to click on something or read something
- Sign up for a free report, service or download a PDF
- Urge them to think about the information you've just given them and view the subject in a new way
- Encourage them to try out the tips and advice you've just provided
- Push them to change a habit or mind-set (but remind them of the potential benefits of doing so).

And finally...

8. Sign off

Always finish by signing off the email as you would a personal letter. You can also do one or more of the following:

- Sum up the theme, lesson or big idea of the email in a few sentences
- Remind the reader of what they've discovered and what the benefits are of knowing this information
- Push the reader to act, or remind them of the call-to-action. Tease the reader with details about what's coming up next so they're encouraged to look out for your email
- Tell the reader what you're going to be up to that day or over the next few days
- Remind your reader to visit your website or blog, Facebook or Twitter
- Ask the reader to email you with any feedback, stories, suggestions, tips and ideas.

Example 1

Here's an example of an eletter, which could be aimed at ecommerce, home enterprise or business and entrepreneurship audiences.

Subject line

The problem with Black Friday

Declaration of contents

The Surprising Secret of How BLACK FRIDAY works

Salutation

Hello John

Lead

It was Black Friday last week.

The biggest day for online sellers.

And I reckon it could be another record breaker.

According to statistics by 'Retail Dive' before the event, Brits who planned to take part in Black Friday

were likely to spend £295.67 on average each this year.

That's a jump of 18% from last year.

Which would mean that Black Friday and Cyber Monday spending in the UK would rise from £5.6 billion last year to £6 billion in 2020.

But here's something that might surprise you…

Useful Information 1

Last year, price comparison website Ideal, did some number crunching research on Black Friday deals.

Their stats showed that the most popular items to buy on Black Friday are: smart phones, games consoles, televisions vacuum cleaners, perfume, trainers and outdoor clothing.

However, most of those could be bought for a lower cost four weeks AFTER the sale.

For instance, you could get a washing machine for an average of £150 less if you bought it a month later.

They found that the same applied to laptops, smartphones, cameras and video games.

In fact, the only categories where they found genuine bargains on Black Friday were televisions and perfumes.

So if things aren't actually cheaper...

Then why does Black Friday work so well?

Useful Information 2

The REAL reason we buy products

The top marketers will tell you that people don't tend to buy products for rational reasons.

They don't sit and crunch the numbers…

They don't draw up comparison tables….
They don't pore over spreadsheets.

They buy because of emotional triggers.

And one of these triggers is a sense of URGENCY.

On Black Friday business create an almost overwhelming demand by limiting the special discount offer to one day, or across a weekend.

This super-charges the urgency factor. It compels people to get onto the internet that day and grab those bargains.

It's that emotional fear of missing out… that desire to get something before everyone else… that pleasure of gaining a price advantage.

This is why Black Friday works.

A personal insight

I love this idea because it's something that's so easy to build into an offer. When you make an offer limited, for a short time only, people will not want to miss out!

Call-to-Action

Here's how to add some Black Friday urgency…

- **Put a deadline on the offer** – come up with a genuine discount, and limit that to a period of time – for instance, the next 3 days, the next 7 days, the next 14 days. The shorter the window, the more urgency, although you want to make sure enough people have the chance to see and respond to the offer.

- **Do a holiday offer** – throughout the year there are many holidays that you can tailor your offer to, then limit it to that holiday only. Examples include the spring bank holiday, Easter, Christmas, New Year, Halloween.

- **Create a limited amount of your product** – you can make a specific number of physical products, or even limit the number of digital sales, memberships or subscriptions that you are willing to accept.

- **Create a limited set of bonuses** – you can add free extras to your product for a limited time only (make sure they are valuable).

- **Offer a special 'fast action' bonus** – add an extra benefit or service that you will deliver only to those people who respond within a specific time.

Sign off

Have a think about how you could add some urgency to your offer.

It could make all the difference!

Best regards,

Sam Robertson

Example 2

Here's an example of an eletter, which could be aimed at personal development, home enterprise or business and entrepreneurship audiences.

Subject line

This may sound horribly familiar to you

Declaration of contents

In today's bulletin…

- **Revealed! The dangers of distraction…**
- **How to work less to achieve more…**
- **3 ways to achieve 'hyperfocus'**

Salutation

Hi Rachel

3. Lead

Here's a scenario you might recognise.

You sit down at your computer with the intention of getting some important work done.

You've made your coffee or tea, and you're all set.

Suddenly your phone pings. It's a link sent by a friend to a YouTube video that you can't resist watching.

Then another video recommendation pops up on the sidebar which you ALSO watch.

Twenty minutes pass in which you achieve nothing. You're not even sure what it was you were doing in the first place.

That's the danger of distraction!

A personal story, insight or opinion

I'm reading an amazing book at the moment called *Hyperfocus: How to Work less to Achieve More* by Chris Bailey. I think you could really benefit from the ideas in it, particularly if…

- You struggle to concentrate on your projects
- You are prone to flitting between different ideas, systems and enthusiasms
- You're in a constant state of distraction from email, social media, TV, radio, friends, colleagues and family, and the background noise of life.

Useful Information

Bailey has been working on practical ways to control his focus.

Here are his three tactics for setting yourself up for work on an important project that demands your focus.

- **Get your phone out of the way.**

Even having your phone on silent or switched off in the same room will have a negative effect, as your brain is constantly hungry for the distraction. Think of your phone (or tablet) as a big bag of irresistible sweets – little bite size chunks of reward that your brain craves. As you would with a kid, put it out of sight and well out of reach.

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- **Mind your environment**

When you need to do something important, be honest about how distracted you are likely to be. For instance, working on a train, or at home with family around you at the weekend, you might not have a choice about distractions -as you cannot control your environment.

However, a quiet café or your bedroom on a day when everyone's out of the house, might be the best time to do the task.

- **Make a distractions list**

What's great about Bailey's book is that he is realistic. Even when you clear your environment of external distractions, inner distractions will occur – thinking about what you need to buy for dinner, remembering

that you were supposed to book an appointment, realising that you're supposed to send a work email that day.

He recommends having a notepad at hand to jot these down, so that they are "captured", meaning you can do them afterwards without forgetting, while refocussing on what you are doing.

4. Call-to-Action

Try these three strategies this week and see what happens.

But there's much more you can do…

In fact, this is such an important subject that I'm going to share more practical advice with you over the coming weeks, not just from Bailey but other experts on productivity.

5. Sign off

This is something that, as a mother, business owner and easily-distracted human being, I have FORCED myself to master.

And I think you can do it too!

Until next time

Susan Jones

Example 3

Here's an example of an eletter, which could be aimed at the home enterprise audience.

Subject line

11 rules for the perfect side hustle

Declaration of contents

Beware the media hype about side hustles! –

Don't attempt anything unless it ticks these 11 essential criteria

Salutation

Hello Steve

6. Lead

Side hustles are all over the news these days.

They're predicted to become something HALF of the adult population do by 2030.

This trend is getting the likes of the Guardian and Daily Mail all excited, like dogs with a new chew toy, chucking out sensational lifestyle articles about people setting up side-projects, as if it's all a brand new thing.

A personal story, insight or opinion

However, just because 'side hustles' are trendy and easy to start, doesn't mean they're all worth pursuing, or that they're all going to work for you.

Instead, it could become a big headache, swallowing up your time, eating into your savings and resulting in nothing more than an expensive, embarrassing flop.

Useful Information

So before you even think about getting into one, here are 11 rules for a successful side hustle.

It must be….

1. LOW START UP. The initial outlay in order to test whether it works should be very low – less than £500. You can roll profits into a larger investment or make a bigger investment when you know the system works.

2. NO (OR LOW) FIXED COSTS: it should have no big fixed costs each month, for instance for staff, premises or licensing, which tie you into long term liabilities, no matter how much you earn. Although you may have some very low fixed costs like monthly web hosting for instance.

3. PORTABLE: it should be something you can run from pretty much anywhere without needing a fixed premises like a shop, factory or storage, or without requiring a big expensive home, eg, you can do it from

your bedroom, kitchen, study, garage, garden shed, friend's house, even a local café or library.

4. TESTABLE. It needs to be something where you can test the market in some tangible, measurable way before you risk any more time and money in development. This could include sales, signups, website hits, enquiries.

5. SCALABLE. It needs to be something you can start small, on a tight budget, but then scale up by reinvesting profits and expanding the business. This might include adding products or services to an existing range, creating new products or services at a higher price point, outsourcing work to free up more time, or anything which allows you to increase your income.

6. LOW TECH. By low tech I mean that it shouldn't involve large numbers of technical developers (which will cost a lot of money) or that it shouldn't require you to develop complex design or coding skills that take a long time to learn. The tech should be manageable, based on your skills.

7. LOW TIME COST. This should be something you can carry out alongside your current job, or life commitments (for instance, running a household, caring for children or elderly relatives, charity work). Most side hustles require between 1 and 3 hours per weekday, or 5-15 hours over a weekend. If you have a part time job then you can devote more time to your side hustle.

8. SOLVES A REAL, PRESSING PROBLEM. Your side project shouldn't be something where you work hard trying to convince people they need it, like a gadget that solves an issue most people don't really care

about too much. Instead, it should solve a real and pressing problem for people. The more urgent and pressing, the quicker and easier you can start to make sales.

9. FUN. It should be something you have an interest in, or experience in, before you start. This makes it more likely that you'll enjoy it and stick with it, even when you hit obstacles or challenging events in your life occur.

10. ETHICAL. The side hustle shouldn't be something that hurts, deceives or scams people. It cannot be illegal. It should be something within the UK law where your customer genuinely gets helped in some way. An ethical business is something you can be proud to share with friends and family, and which you can freely advertise without recrimination.

11. HAVE A CLEAR & DEFINABLE OUTCOME. Even if you enjoy the process of setting it up, there should be a clear and tangible result you can aim for in terms of how much time it takes to run, how much money it will make per month, and how long it takes to bring in the income. By defining an outcome you can see when you are becoming successful and when you need to rethink the project.

7. Call-to-Action

Before you try a side hustle out, or waste any money investing in it, please go through this list and check each one off.

All of the above factors will dramatically reduce the risks of wasting your time, money and hope on something that will never work for you.

8. Sign off

I've got more advice to share with you on this, so hold tight for further emails on this.

Best wishes

John

Email Newsletter Style Guide

The structure guide and templates I've provided will help you create solid free content emails.

But now I want to give you some pointers on making them even stronger.

If you want to lift your service above that of your rivals (not just other email services but blogs, magazines, newspapers, websites, podcasts etc) then you need to deepen the engagement.

That means building an emotional relationship with your reader.

To do that, your message should tap into what your hungry audience desire or fear.

For instance, they might fear that they will lose their job... that they'll be poor in retirement… that they'll never feel fulfilled in life… that they're missing out on important things in life, like their own home, a career or a sense of purpose.

They might desire the ability to work from home… choose their own working hours… create something that they're proud of… buy a big home for their family… spend more time with their loved ones… or be respected by their

peers…

If you can connect with these emotions you'll deepen the engagement and make your emails essential reading.

Here are some tips…

Use emotive language

When it comes to email content, passionately expressed ideas are better than academic reportage.

You should communicate as if you really care.

In every sentence, show that you are passionate about the subject.

Your writing should appropriate some of the language, imagery and phrasing of ideas that have resonance with your readers.

Write as you would talk

The best emails are those that read like speech. Here are some ways to achieve this effect:

- Use the shortest sentences possible, wherever possible
- Break your email up into lots of paragraphs of varying length
- Use the simplest words and expressions
- No jargon, no wordy phrases
- Use basic punctuation. Full stops and commas will do the job. If you want to break up a long sentence... then use ellipses... like these... to give your lines some breathing space
- If you can say something with fewer words, more directly, more quickly, then do so
- Write as you would 'speak' to a friend
- Don't use formal or flowery language. This isn't a magazine article or an essay, it's a conversation between you and your reader
- Talk to a SINGLE reader directly – use "you" wherever you can. Assume this is a one-to-one conversation

- Make your email come from ONE person. Use “I think” not “we think”
- Read your email out loud and re-edit or delete anything that sounds clunky and unnatural when you speak.

Show them the big picture

You should try and frame your story within a bigger picture – tie it into grander cultural, political or media events.

Think about what’s happening in the national and international news.

Does your subject matter relate to big events in any way?

Or think about trends and changes in the industry you’re writing about.

How does what you’re saying fit into the bigger picture?

Tell a story

As you’ve already seen, individual emails can tell a story.

And over the weeks and months you should revisit and comment on the most important themes or stories.

This gives your email service a common thread.

It’s yet another reason for your readers to keep opening your emails.

When big news breaks in your subject area, they’ll want to know your opinion.

Urgency

The quicker you can broadcast a comment on news that directly affects your readership, the more relevant you become.

Seize that opportunity.

If something interesting happens that’s related to your subject matter, then write an email about it and broadcast it.

If you had something else scheduled for that day’s content, push it back.

The timely news is more important.

Find a common enemy & goals

People like to unite behind a cause.

Work out what common enemy you and your readers are likely to have.

Examples include… banks, scam artists, politicians, biased media, government red tape, social prejudice…

Define it.

Rally against it.

Voice your audience's grievances.

Put yourself on their side.

Of course, it's easy to be negative. So, make sure you also unite behind common goals. Fight the good fight for a brighter future. Dare to dream!

When it comes to goals, the most important thing is to work out how your service can help your readers achieve them.

User generated content

Emails should not be a sermon-on-the–mount where it's you as the single voice which should be heard and respected.

They are a conversation.

You should include what your readers say and think in some of your emails.

To do this, refer to comments, feedback and tips you've been sent. Include comments from your blogs, tweets and Facebook pages.

Encourage your readers to respond to your messages.

And show them you listen by addressing concerns in your emails.

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