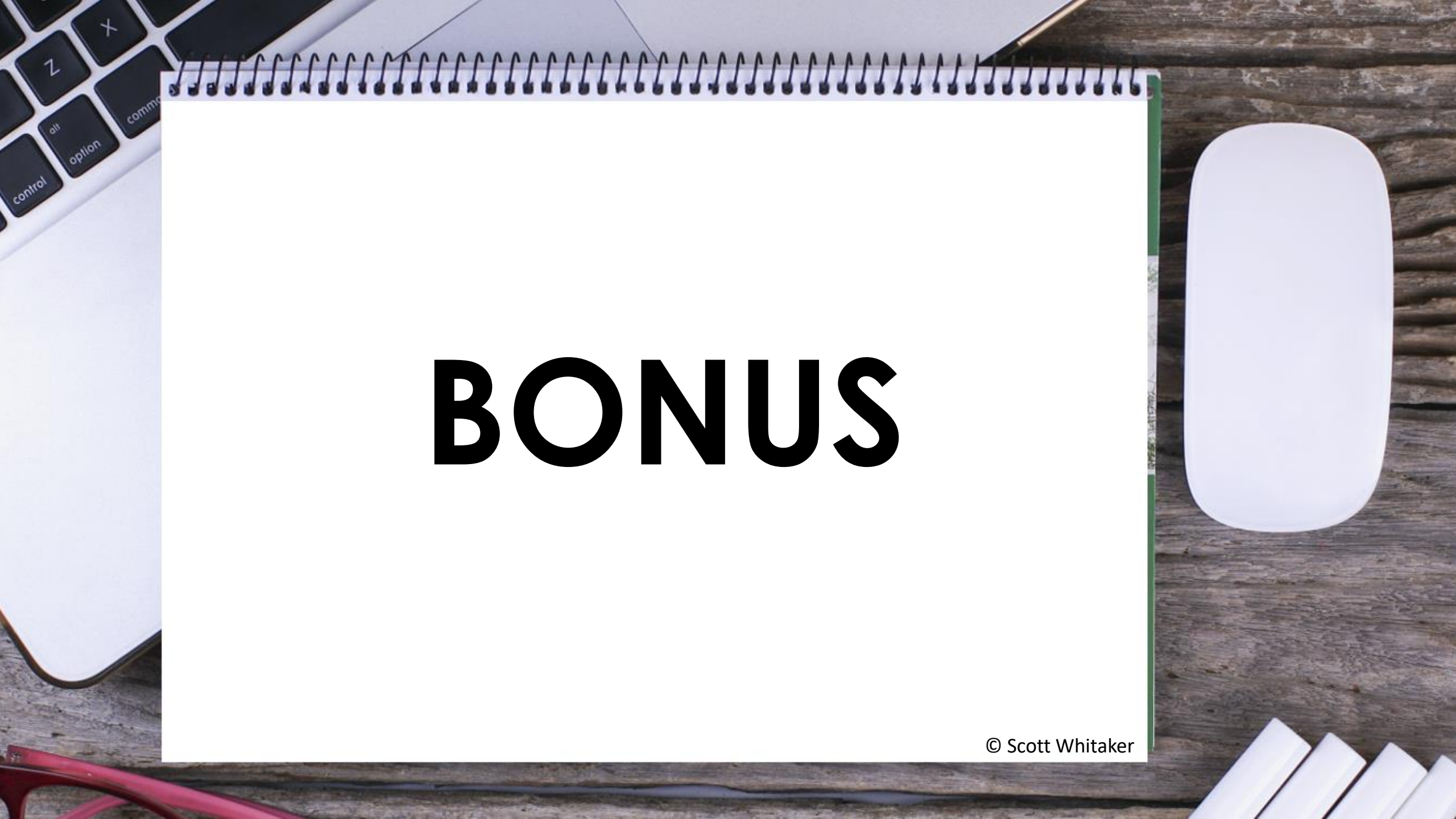




Crafting Emails

That Get Opened, Get Read &
Get New Members

A top-down view of a workspace on a wooden desk. In the center is a spiral-bound notebook with a white page. To the left is a portion of a laptop keyboard with keys labeled 'Z', 'X', 'control', 'alt', 'option', and 'command'. To the right is a white computer mouse. A pen is visible at the top right of the notebook. The word 'BONUS' is printed in large, bold, black letters on the notebook page.

BONUS

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Why should you listen to this guy?

- Written well over 2,496 emails promoting membership
- In 12 years of membership marketing, generated thousands of new members
- Helped grow multiple seven-figure membership businesses
- Founder of Membership Multipliers and The Membership Accelerators Club
- Author of Accelerate: How to Get Your Next 10, 100, 500 or Even 1,000 Members and Why Most Memberships, Associations and Coaches Never Do!



What is the GOAL of your email?

- Educate your prospects
- Build your relationship
- Teach your prospects
- Invite them to an event
- Provide a give-a-way
- Promote your membership

The seven parts of an email?

1. Subject line
2. Greeting
3. Body
4. Call to action
5. Closing
6. PS (PPS, PPPS)
7. Email Signature

The seven parts of an email?

Subject line -> Get your email opened

The seven parts of an email?

Greeting -> Grab your reader's attention

The seven parts of an email?

Body -> Move your prospect toward action

The seven parts of an email?

Call to action -> Get your prospect to click

The seven parts of an email?

Closing -> Conclude your email

The seven parts of an email?

PS (PPS, PPPS) -> Leave them taking action

The seven parts of an email?

Email Signature -> Sign off

My Three-Step Process to Write An Effective Email

1. Hook
2. Look
3. Took

HOOK

- Quote
- Question
- Video
- “This day in history” (www.holidayinsights.com)
- On the calendar (current events)
- Outrageous statement
- Meme

LOOK

- Tell the story
- Transition to your offer
- Benefit bullets
- WIIFM

LOOK

- Tell the story

Tell how your hook ties to what you want to say.

LOOK

- Transition to your offer
“That’s why you...”

LOOK

- Benefit bullets

Give people bullet points that are “benefit oriented.”

Not “features” but rather “benefits”

Feature bullets: (actual member website)

Benefits of membership:

- Your property enrolled in our \$5,000 Reward and Crime Prevention Program for information leading to the arrest and conviction of anyone breaking and entering a member's residence.
- Reduced pricing on Lakeside Address Signs
- Periodic newsletters which keep members informed of lake-related issues
- Invitation to the Association Annual Meeting
- Association member decal for car or boat
- The comfort and knowledge that LMRA is looking out for the interests of our members pertaining to the quality and quantity of water in Lake Martin.

Rewritten as “benefits” (not features)

Here's what you receive with your membership:

- Peace of mind knowing that you're in one of the safest communities in the entire state. And it's backed up with a \$5,000 Reward and Crime Prevention Program.
- Member's Only discounts on signage that will save you up to \$X00.00. (Most find this more than pays for their membership!)
- Continual updates so that you don't miss out on any member benefits and invitations to member's only events.
- Speaking of events, you and a guest will receive a free registration to the Annual Association Gala just for members.
- Member's Only badge so that others will know “you're one of them” and belong to an elite association.
- Comfort and knowledge that the Association is looking out for you and your quality of life.

LOOK

- WIIFM

The one question you must ask before hitting send:

“What’s In It For Me?”

LOOK

- Tell the story
- Transition to your offer
- Benefit bullets
- WIIFM

My Three-Step Process to Write An Effective Email

1. Hook
2. Look
3. Took

TOOK

- Call to action
- Deadline
- Urgency
- Link
- Close

TOOK

- Call to action

Click here to sign up now!

Click here to register!

Sign up at the link below:

TOOK

- Deadline

Hurry, this opportunity ends [insert deadline]!

Never use the word “Offer.” You provide “opportunities” not “offers.”

TOOK

- Urgency

There are only # of spots available.

This opportunity is only available to the next # of people.

TOOK

- Link

Insert the link to your page.

Send them directly to the sales page (not your homepage.)

DOUBLE-CHECK before you send!

TOOK

- Close

Close out your email.

You're going to [insert benefit]!

TOOK

- Call to action
- Deadline
- Urgency
- Link
- Close

Now You Have the Three-Step Process to Write an Email

1. Hook
2. Look
3. Took

Other Keys to Writing an Effective Email:

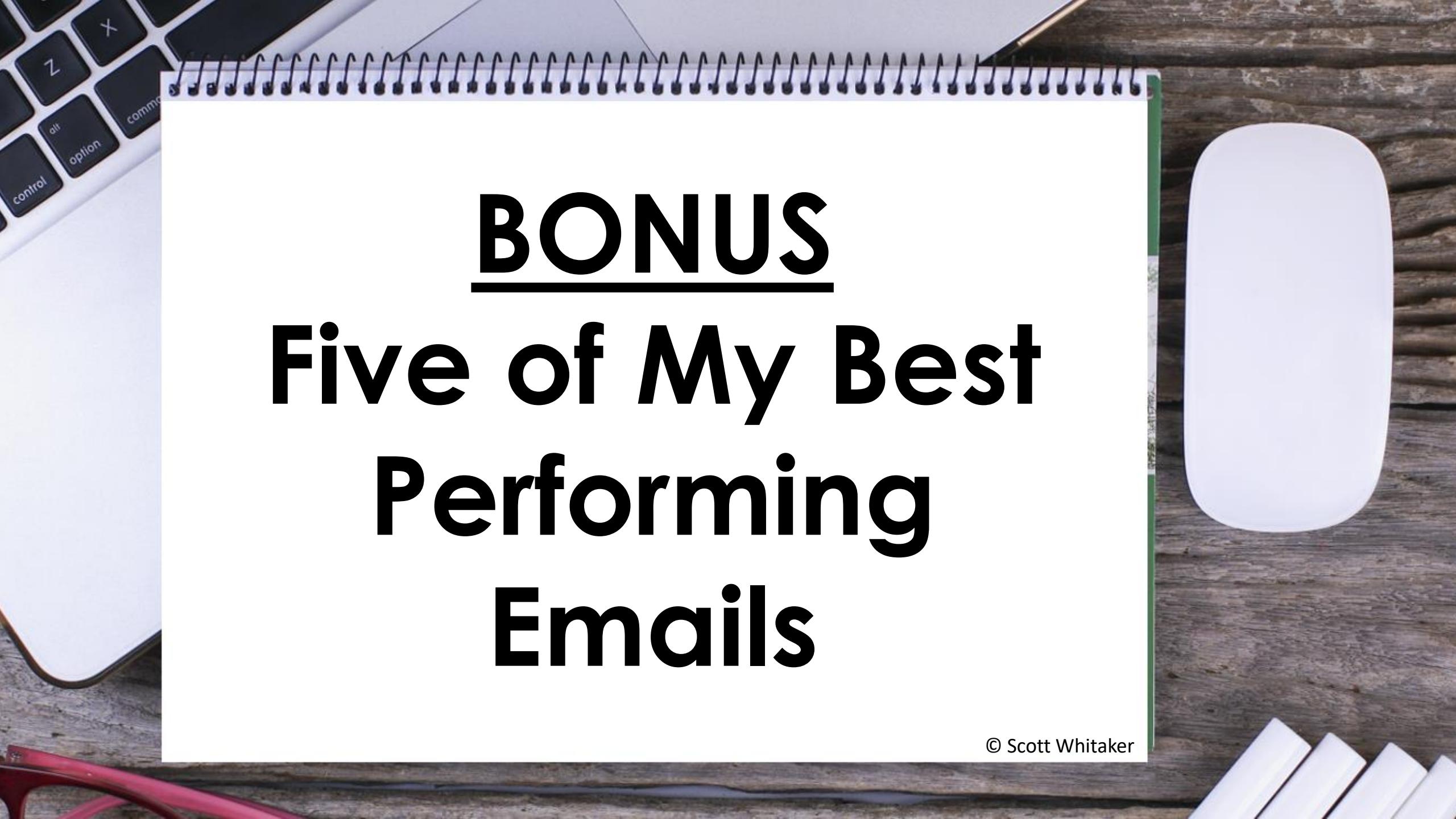
1. PS
2. PPS
3. Subject line
4. Dual readership
5. Write in short sentences
6. Always send yourself a TEST!
7. Paste your email in a document and run a spell check.

Common Questions:

1. Email stats? (Best open rate, click thru rate, opt-out rate)
The key is to perform against yourself.
2. How do I avoid SPAM? (www.mail-tester.com)
Make sure you have permission to email.
3. What's the best time of day / week to send an email?

Q&A

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BONUS

Five of My Best Performing Emails

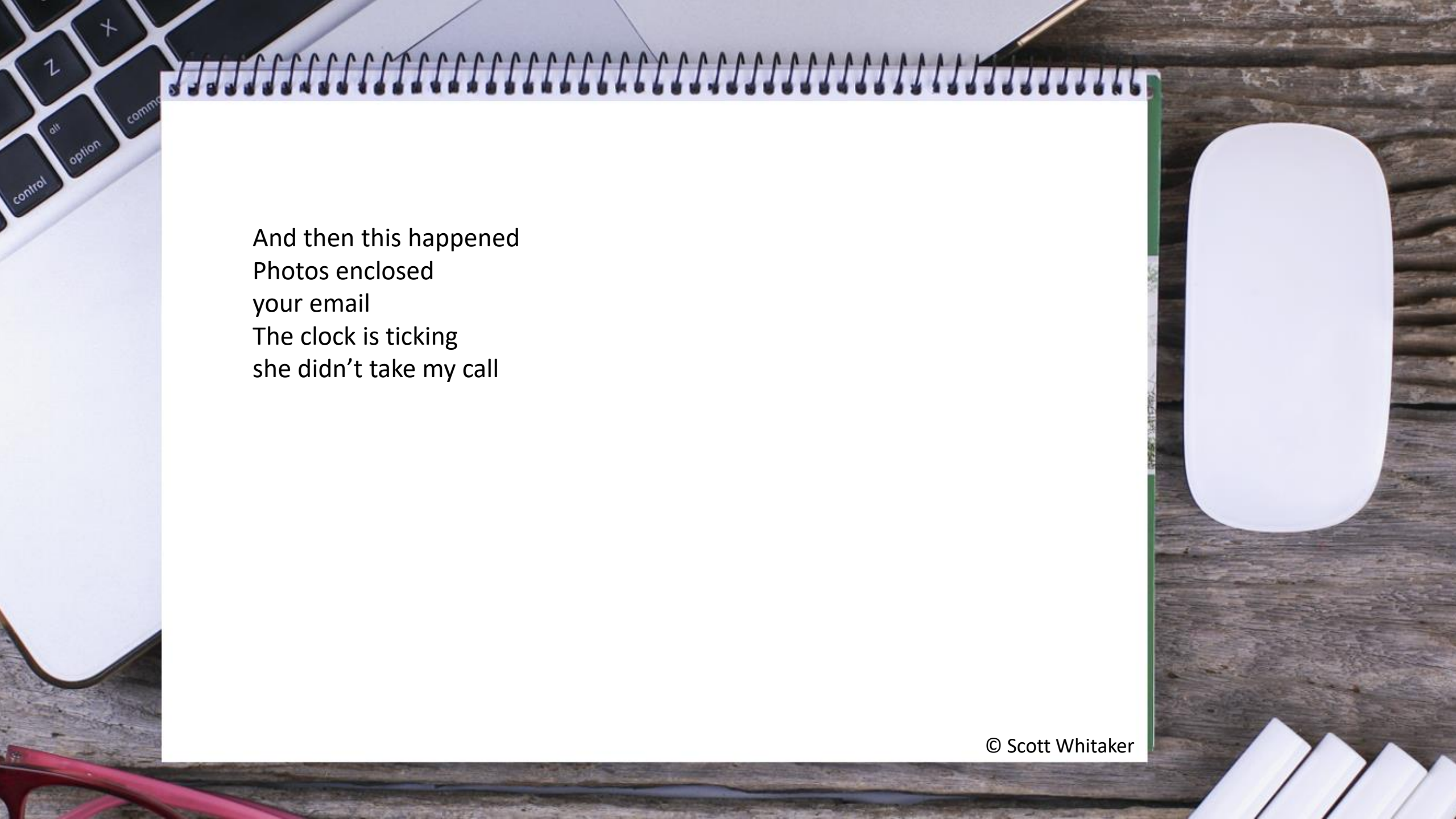
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And then this happened
Photos enclosed
your email
The clock is ticking
she didn't take my call