

Writing Emails People Want to Read

GoSkills online course syllabus

Skill level

Beginner

Lessons

26

Accredited by

CPD

Pre-requisites

No prior experience needed

Video duration

58m

Instructor

Sam Bennett

Introduction

1 Email is here to stay

Emails that are hard to follow, unclear, or over/under explain can make a huge impact on your ability to work effectively and get things done.

Writing Exceptional Emails

2 Building personal connection

Emails are a powerful communication tool because they give you the opportunity to be both direct and personal.

3 Using an email type

You may write different types of emails throughout each day, and being mindful of your email type will help you write more impactfully.

4 Emails that ask for something

Emails often require asking for a task, deliverable or favor, which can be awkward if you aren't comfortable doing so.

5 Emails that sell vs. emails that market

Understanding the difference between marketing and sales emails can make the difference between profit and loss.

6 Becoming clearly understood

Some of the rules of good writing don't apply to writing a strong email.

Writing Clearly & Boldly

7 Writing for education and enjoyment

Like a great teacher makes learning fun, you have a chance to intrigue, convince and even sell your recipient all while having them enjoy the process.

8 The art of graceful interruption

Everyone is busy - especially people reading emails - so you need to be able to capture their attention right away and then keep it.

9 The number one question

It's common to suffer writer's block when you're not sure what to say.

10 How to get them to write you back

Few things are more frustrating than sending a great email and then not getting a response.

How To Be Compelling

11 Great stories

If you can tell a good story, your emails will always get opened.

12 Values and character

People are motivated by their values and by their character.

13 The 3 most important words

There are three little words that make up the backbone of every great email: You, Get, Because.

14 How to write a terrible email

We've all gotten terrible emails, but do you know WHY they were terrible?

How Often Should I Send? What Time of Day is Best?

15 What time of day to send emails

Maybe you've heard that you need to send emails at the crack of dawn.

16 Opens, clicks, and unsubscribes

One of the advantages of email is that the metrics are easily available – open rates, click through rates, unsubscribe rates, etc.

17 How many emails is too many?

The average worker receives over 120 emails each day. How do you be consistent without overwhelming them?

Emails That Get Them to Buy

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- 18 Where to find sure-fire copy**
Your clients, customers, and colleagues are telling you exactly what they want and need all the time.
- 19 How to make an email blast feel personal**
No matter what you're selling, or to whom, you always want your email marketing to feel like a personal invitation.
- 20 The all-important call to action**
How do you figure out what your call to action is, and how do you phrase it so they actually DO it?
- 21 To newsletter or not to newsletter?**
Email newsletters have fallen in and out of favor. What are the costs and benefits of sending newsletters?

Advanced Strategies

- 22 When is an email not an email?**
Never let a great email go to waste. After this lesson, you'll be able to reuse them as blog posts, social media posts, and more.
- 23 Curated content and affiliate marketing**
There are simple, ethical ways to share other people's writing, ideas, products, and services - and even make money from it.
- 24 What if it's been too long?**
Turning a "cold" contact into a warm one is easier than you might think.
- 25 FAQs and About Us pages**
The "FAQ" and "About Us" pages are often the most-visited of any website, and they represent a terrific opportunity to turn a prospect into a buyer.

Conclusion

- 26 Great emails change the world**
Now, you should feel confident in your ability to achieve more using email.