

# How To Write A Solo Mailing That Gets Attention And Results

Before we get into the step-by-step instructions, let me make something clear...

There isn't a "one size fits all" solo email. If you're selling a low-priced item (like a \$10 report), then you may have enough room in your solo email to hit the highlights and persuade your prospect to buy the product. Your solo email will share the benefits of the product and end with a "buy now" call to action which gets people scrambling to the order button.

If, however, you're selling a mid to high priced product or service, then the goal of your email is to "pre-sell" the prospect. That means you turn the prospect on to the main benefits of the product. Your email will even end with a call to action. But you're depending on a strong sales letter to "close" the prospect and make the sale.

Fortunately, you can use the following instructions to create either a direct-response or a pre-sell email. Read on...

## **Step 1: Create a Compelling Subject Line**

When your email hits your prospects' inboxes, there are only two pieces of information that will help them decide whether to open your email or not:

**1. The "From" field.** If you or your JV partner have developed a good relationship with the subscribers, then now is not the time so change the "From" field of the emails. That's because some people will open emails just based on who's sending them.

**2. The subject line.** Those who don't open emails based on the "From" field will make their decision based on the subject line. That's why this subject line is so critical – it can literally make or break your email solo ad, because an unopened email won't produce any sales!

Here's what to keep in mind as you create your subject line...

- **Avoid Deception.** People do business with those they know, like and trust. So if you use a deceptive subject line (such as "Payment Notification" or "Here's Your Affiliate Commission"), you're going to lose your audience's trust. And that means you're going to lose a whole lot of sales, too.
- **Keep it Short.** Different email clients display variable amounts of the subject line. A general rule of thumb, however, is to keep your subject line to around 30 to 35 characters and spaces total.

Tip: Of course you can check different email clients to see if your subject line fits most email clients. All you have to do is send an email to yourself (or a friend) on gmail.com, yahoo.com, hotmail.com and to anyone using Outlook or a similar client to see if your subject line fits and looks good using that particular email client.

- **Get Personal.** Many times list owners collect the first names of their subscribers. You'll want to test to see if including the recipient's first name in the subject line helps boost response.
- **Attract Attention.** Your subject line's job is to attract attention and get the prospect to open your email. To that end, your subject line needs to present a big benefit and, where applicable, arouse curiosity.

Here are templates and examples you can use to create your own subject line:

- Get your [benefit] here...

Example: Get your free weight loss report here...

- Which of these [niche] mistakes do you make?

Example: Which of these weight loss mistakes do you make?

- Discover the secrets of [niche/topic/benefit].

Example: Discover the secrets of losing weight fast...

- Who Else Wants [benefit]?

Example: Who else wants more targeted traffic?

- How to [Benefit].

Example: How to improve your golf game...

- One simple trick for [benefit].

Example: One simple trick for longer drives...

- What [group/person] doesn't want you to know.

Example: What your car dealer doesn't want you to know...

- [Name], you'll want to get in on this...

Example: Joe, you'll want to get in on this brand-new tablet PC.

- [Name], do you want to [benefit]?

Example: Jane, do you want smart kids?

- An amazing [niche/topic] discovery.

Example: An amazing golf secret...

Got it? Then move on to the next step...

## **Step 2: Craft a Mouthwatering Headline**

Think about a typical headline that sits on top of a sales letter. Many of these headlines include the following three parts:

- 1. A pre-headline.** This sits at the top of the letter as an extra way to get attention.

Example: "Attention Cat Owners..."

- 2. The main headline.** This is the main headline – the main attention-grabber that puts forth the big benefit.

- 3. The post headline (sometimes called the "deck" copy).** This is the part of the headline that sits directly below the main headline and is often used to mention another benefit or elaborate on the benefit from the main headline.

You can think of your email subject line as your main headline (albeit a short one). Now you need to present another headline just inside your email which continues to capture the attention of your prospect as well as piquing his interest so that he'll keep reading.

Tip: Typically a headline sits at the top of the page, centered, bolded and in quotes. You can certainly do that. However, another option is to flush the headline to the left alongside "re" (which stands for regarding).

Example: Re: Adding dozens of yards to your golf swing the quick and easy way..

Because the headline inside your email is just an extension of your subject line, your headline needs to "deliver" on what you promised in your subject line. That is, it needs to do one or more of the following:

- Elaborate on the benefit mentioned in the subject line.

Example: "Yes - you can get back into that bikini by summer... and it's a whole lot easier than you think!"

- Mention another benefit.

Example: "You can lose weight without hunger pains!"

- Arouse curiosity.

Example: "Lose all the weight you want without diet or exercise. Sound impossible? It's not - once you know these ancient secrets of natural weight loss..."

- Qualify the prospect.

Example: "If you're too ashamed to wear a swimsuit to the beach, then you'll want to read every word of this email..."

Listen, you can use some of the same templates I gave you for creating a subject line to create the headline inside your email. The only difference is that you don't need to restrict the length of your headline to a few dozen characters.

Here are still more templates you can swipe and use...

- Yes, it's true - now you too can [benefit].

Example: Yes, it's true - now you too can housetrain your puppy in as little as three days!

- This is the quickest and easiest way I know to [benefit].

Example: This is the quickest and easiest way I know to improve your golf swing...

- You're about to discover how [person] [got a benefit] - and how you can too!

Example: You're about to discover how a college dropout became a millionaire in 6 months - and how you can too!

- Now you can [benefit] and get a [discount] if you act fast!

Example: Now you can find out how to dominate Facebook - and you'll get a whopping 50% discount if you act fast!

- Now you too can [get benefit] - even if [something is off or missing].

Example: Now you too can raise a perfect puppy - even if he seems like an un-trainable holy terror right now!

- I hardly ever recommend specific products. But I just knew you'd want to see this, [Name].

- This is the biggest [niche/topic] secret to hit the 'net since [other big thing].

Example: This is the biggest money-making secret to hit the 'net since Will Allen launched My List Coach!

- You're about to find out how [group][gets benefit].

Example: You're about to find out how the world's richest marketers use Facebook to boost their profits - and how you can too!

- Here's a proven way to [get benefit]... without [bad thing, guaranteed]!

Example: Here's a proven way to quickly and easily lose all the weight you want ... without any hunger pangs, guaranteed!

- Are you tired of [bad thing]? Then read on to find out [good thing].

Example: Are you tired of having yellow, embarrassing teeth? Then read on to find out how to get whiter teeth and a more attractive smile in as little as 7 days!

Once you've crafted your headline, move on to the next exciting step...

## Step 3: Hook 'Em, Danno

If your headline did a good job, then your prospect will read at least the first few lines of your email. Naturally, you'll start the "meat" of your solo ad with a salutation, such as:

- **Dear [name].** If you have the subscribers' names, then this is the best approach to take.
- **Dear [niche group member].** The second best approach is to identify the reader as a member of a group.

Example: "Dear Dog Lover" or "Dear Business Builder."

- **Dear Friend.** Use this if the above two approaches won't work.

Note: You don't have to use "dear." You can also use "hey... hello... hi" (or similar).

Example: "Hi, [Name]."

Once you have the salutation out of the way, then you're getting set for anywhere from 300 to 600 words of content to sell your wares.

Shoot for something in the neighborhood of 400 to 500 words – if it takes more, then you'll probably want the sales letter to "close" the prospect.

Now, the average reader is going to let their eyes fall down the page and notice that there's a lot to read. That's why you need to absolutely hook them with your opener. Here are five ways to do that...

- Qualify the prospect.

Example: If you've ever dreamed about being a rich and famous novelist – yet it seems like you can't get your book done – then you'll be surprised by what you're about to discover...

➤ Tell a story.

Example: Jack dreamed of being a rich and famous novelist. But that's a pretty big dream for a guy who couldn't seem to get past page 24 on his novel...

➤ Remind prospect of this pain.

Example: Every day you think of your novel. Sometimes you bang out a few words. But yet month after month, year after year, your novel remains unfinished. And your dreams of being a rich and famous novelist fade...

➤ Talk benefits.

Example: You're about to discover a writing secret so powerful that you'll have your novel done in the next 60 days... guaranteed.

➤ Ask a question.

Example: Have you ever dreamed of writing the next Harry Potter?

Tip: Make your opener easy to read by using short sentences, short paragraphs and small, easily digestible words. You don't want to yank out your fancy \$100 words here, because it won't make you look smart. It will just trip the reader up, which will cause you to lose sales.

Point is, you need to speak directly to your prospect by addressing their pain or their hopes (in the form of sharing benefits). Alternatively, you can build rapport and start pushing the emotional buttons using a story.

Tip: The second your prospect starts reading your email, he's thinking: "What's in it for me?" He's wondering how this email (and your product) benefits him. That's why you need to make sure your email is reader-oriented. One way to do this is to check if you use a lot of "you" sentences and avoid "I, me and mine" sentences as much as possible.

Here's an "I" sentence: "I just discovered a weight-loss miracle..." (This sentence is about you the marketer, not the reader.)

Here's a "you" sentence: "You're about to discover a weight-loss miracle..." (See the difference? This sentence is about the reader... which will keep him engaged and reading!)

No matter which type of opener you choose, ultimately you do want the opener to address your prospect's problems and pain. You want to remind him of the psychological or physical pain his problem is causing him. (See the example above for how to remind your prospect of his pain.)

Listen, you're not just being cruel here. The reason you're dredging up all this pain is because you're about to introduce a good feeling – some hope – in the form of your solution.

## **Step 4: Introduce Your Solution**

Your prospect is feeling a little psychological discomfort because you just reminded him of the pain of his problem. But now you're going to make him happy. You're going to give him hope.

And you do all of this simply by introducing your product or service as the solution to his problems.

Here are templates and examples you can use to introduce your solution...

- You don't have to [suffer from bad thing anymore]. Announcing [solution], the quick and easy way to [get benefit].

Example: You don't have to suffer from bad breath any longer. Announcing [product name], the quick and easy way to get fresher breath... and more confidence!

- Introducing [product name/solution] – your [benefit].

Example: Introducing [product name] – your guide to losing weight without exercise or hunger pangs!

- Say goodbye to [bad thing] forever – because you're about to discover [product name].

Example: Say goodbye to flabby thighs forever – because you're about to discover [product name]!

- Right now [number of customers] satisfied customers are using [product name] to [get benefit] – and now you can too!

Example: Right now 5290 satisfied customers are using [product name] to slash strokes off their golf game – and now you can too!

- Good news! Your [topic/niche/problem] solution is here!

Example: Good news! Your garden pest-control solution is here!

This step is just as easy as it looks, so don't overcomplicate it. In short, your goal is to introduce your product name (or service) along with a quick benefit.

At this point your prospect is getting pretty interested in what you're offering. And now you need to tell him ALL the benefits of this solution.

You'll learn how to do that in the next step...

## **Step 5: Share the Benefits**

Now we're really getting into the nitty-gritty of this email advertisement. The rest of the email above this point was designed to keep your prospect interested enough to keep reading. That's because this is where you really sell the prospect on your solution – and you do that by telling your readers all the benefits of your product or service.

One of the keys to creating a compelling list of benefits is to be sure you really are listing benefits (and not merely features).

Let me show you the difference...

Example: A feature of a beginner's golf club is that it has a larger head. The benefit is that this bigger sweet spot allows just about anyone to create long, straight drives.

Another example...

Example: A feature of a package of homeschooling course is that it includes 250 lesson plans. The benefit is that the prospect has everything done for her – no more racking her brain trying to figure out what to teach the kids.

One more example...

Example: A feature of a car seat cover is that it's pleather. The benefit is that it has the luxurious look and feel of leather, but at a fraction of the cost.

See the difference?

Ok, now you need to draw up a list of all the features of your product (or service) along with the corresponding benefits. Then you need to narrow your list down to the top five to ten benefits and list them (in a bulleted list) in your solo ad.

Your benefit statements are a lot like headlines, in that they present a big benefit in an exciting and even a curiosity-arousing way.

Please see the next page for the templates and examples you can swipe and use...

- Which [thing] [gives a benefit or causes bad thing]? You'll find out on page [number]!

Example: Which common fruit causes acne? You'll find out on page 38!

- You'll discover what [person/group] knows about [getting benefit].

Example: You'll discover what PGA pros know about sinking more putts!

- Which of these [things] have you overlooked? See page [number] for the surprising answer!

Example: Which of these 101 conversion-boosting tactics have you overlooked? See page 77 for the surprising answer!

- You'll find out what [seemingly unrelated thing] has to do with [other thing].

Example: You'll find out what blackjack has to do with you making money - this is going to surprise you!

- Warning: Don't [do something] until you [do something else].

Example: Don't even think of homeschooling your children until you take this quiz to find out if you're cut out to be a homeschooler!

- Here's how to quickly and easily avoid the top [number] [niche/topic] mistakes!

Example: Here's how to quickly and easily avoid the top 7 weight loss mistakes!

- You'll get a full set of [type] tools that will [get you a benefit].

Example: You'll get a full set of money-making mind maps, checklists and other tools that help you put a profit in your pocket in as a little as one week from now!

- Think [activity] is hard? Think again – it's easy when you know these [number] [topics] secrets revealed [page]!

Example: Think losing weight is hard? Think again – it's easy when you these 12 surefire fat-melting secrets revealed on page 21!

- You'll finally [get the benefit] you've been dreaming about – and it's easier than you think!

Example: You'll finally get that whiter, sexier smile you've been dreaming about – and it's easier than you think!

- All it takes is just [time period] to get [benefits].

Example: All it takes is just one hour a day to launch a profitable business – and you can discover these secrets when you order now!

By this point your prospect is starting to drool on his keyboard. Only problem is, he doesn't quite believe you.

Fortunately, the next step has a solution to swaying the skeptics...

## **Step 6: Offer Proof**

You've made some pretty big claims up there in your bulleted list. And your prospect has been in this position before of hearing big promises. Unfortunately, a lot of those big promises didn't pan out – and he was left disappointed, frustrated and more than little skeptical of others (like you) who seem to be promising a solution.

You see, your prospect is on a seesaw, where he's teetering between, "YES – this is just what I've been looking for!" and "I don't believe a word of it." That's why you now need to prove your claims.

There are several ways to do this. However, since you're dealing with a solo email advertisement, your main form of proof will come via testimonials and endorsements.

However, if you are sending an HTML email then you can also include things like:

- Photos.

Example: A dog-grooming product might include "before" and "after" photos of dogs.

- Screenshots.

Example: A money-making product might include a screenshot of a PayPal account.

- Scans.

Example: A "how to write a novel" product might include a scan of a check, a publisher's acceptance letter or the New York Time's bestseller list that includes the marketer's book.

- A demonstration.

Example: You can have people Google your name for proof that you're an expert in your field.

- Video . You can embed these in an HTML email. If not, but you have a compelling video you want to share, you can link to it.

Example: You're selling a "magic trick" product – you show a video of you performing a handful of the magic tricks.

- Endorsements. This is where you get an expert or authority figure to put a stamp of approval on your product.

Example: You may have several dentists endorse your “get whiter teeth” product.

- Testimonials. These are unsolicited words of praise from satisfied customers.

Before we leave this topic, let me say one thing...

Just because you have a form of proof doesn't mean you should use it. This is particularly true of testimonials. If the testimonial is weak, it may be ineffective – and it may even hurt your case.

For example, here's a weak testimonial:

Example: “This cookbook is just what I was looking for!”

You see, it's weak because it doesn't give the prospect any reason to buy the cookbook. It doesn't share a benefit. It doesn't even help you prove your case.

Now imagine you had a testimonial like this:

Example: “I lost 10 pounds using the recipes in this cookbook. And best of all, the food tastes great! I even made the mint lamb dish for a dinner party, and everyone was raving! I never did tell them it was a healthy, low-fat recipe!”

See the difference?

That's the type of testimonial you want to use – one that shares real results and proves your case.

Tip: You only have a little room in your email, so be sure to include just two or three of your very strongest forms of proof.

So here's where we're at – your prospect is starting to drool on his keyboard. Yes, he wants your product. But he probably won't buy it unless you take the next step...

## **Step 7: Call Your Prospect to Action**

You'd think at this point your prospect would be jumping out of his skin to get at your order button. (Or, if you're pre-selling a high-ticket product, you gotta at least figure he wants to scoot over to the sales page ASAP to find out everything he can about the product.)

But here's the odd thing...

He does want your product. But he's unlikely to order it (or learn more) unless you specifically tell him what to do next.

You need to provide instructions. This is referred to as your "call to action".

Have you ever noticed that infomercials and similar direct-response commercials (such as those selling CD compilations) not only give you the phone number, they also say "call now"? It seems obvious if you're given a phone number that you should use it. Yet researchers found a lower response rate if they didn't specifically say "call now!"

Likewise, you'll experience a disappointing conversion rate if you don't tell your prospects what to do next. And for best response, you should give your prospects a reason to act NOW.

You see, if you give your prospects an opportunity to order later, they'll take it.

Except they won't actually come back and order later.

Instead, they'll forget about. And even those who still remember won't order later. That's because all the emotions and excitement you stoked up in your prospect will fade away. Truth is, your prospect really won't be in a buying mood any more.

So how do you create urgency? There are plenty of ways to do it, including:

- Offer a limited-time discount.
- Offer a limited-time bonus.
- Offer a discount to the next X number of people who order now.
- Offer a bonus to the next X number of people who order now.
- Offer limited quantities.
- Remind the prospect that his problems will continue and/or that he won't get the benefits if he doesn't order now.

Before I give you some "call to action" examples, let me say one more thing:

Note: In some cases you may mention the price of the product in your solo email (especially if it's a low, "no brainer" price). However, you need to justify the price. You need to show what a good value it is.

Check out these examples below. All of them call the prospect to action. Most create a sense of urgency. And some of them (such as the first one) justify the price. Go ahead and swipe these examples and tweak them for your own use.

- "Order now for just [\$x] – that's the price of [small item]!"

Example: "Order now for just \$9 – that's the price of a small pizza!"

- "Take out your credit card and click here to get started – but do it now, because this offer is only available for the next [X number of days or hours]!"
- "Pick up the phone and call [number] right now to reserve your seat in this workshop and claim your free early-bird discount – but do it now, because there are only [number] seats available, and they'll go fast!"
- "Click here to order now -- because the sooner you read this book, the sooner you'll start enjoying [specific benefit]!"
- "Click here to discover how you can [specific benefits] – but do it now, because this offer is only available to the next [number] people who act now!"
- "If you act now you can get this amazing [product] for just [\$x] – you can't even get [item] for that price, so order now!"

Example: If you act now you can get this amazing marathon-training book for just \$48 – you can't even get a decent pair of running shoes for that price, so order now!

- "Now you too can start [getting benefit] for just [cents] per day – that's less than the cost of your daily newspaper! Plus if you order today, you'll also get the early-bird discount and bonus package. A new you is waiting... so order now!"
- "Click here and check out the video – I think you'll be surprised by what you see at [time stamp on video, such as 1:31]!"

Note: This is for a pre-sell email, where you use a little curiosity to get the prospect to click through.

- “But don’t take my word for it – click here to see what [famous endorser] has to say about [product]...”

Note: This is also for a pre-sell email.

Your prospects are scrambling to your order button. But you’re not quite finished with this email...

## Step 8: Wrap it Up

Even though the goal is to get your prospects to follow your call to action, there’s still just a bit more to your advertisement.

For starters, you need to “sign off” (add your name to the end of the email). Secondly, you need to include a postscript (P.S.).

The postscript isn’t an afterthought – far from it.

Truth is, *it’s one of the most important pieces of your solo email*. And that’s because some of your prospects will read your headline and then skim right down to the postscript. And if your postscript doesn’t grab the prospect, he or she is closing and probably deleting your email.

So what should you put in your postscript in order to get the interest of a skimmer or persuade the fence-sitting?

You can share a big benefit, post a call to action or put any number of things into your postscript. No matter which option you choose, generally you’ll also include another call to action.

Here are the top six methods...

### 1. Reiterate the Main Benefit

You already mentioned the biggest benefit in your subject line or headline. You can mention it again in your postscript. However, you don’t want to phrase it the same way, as it will seem repetitive to someone who skims from the headline to the postscript. Instead, you can elaborate on the main benefit.

In this case, creating your postscript is just the same as creating your headline or your bullet points. Namely, you're sharing a benefit and perhaps even arousing curiosity. The difference is that you'll include a call to action.

- P.S. You'll finally [get benefit] so click here to [discover benefit].

Example: You'll finally get the respect you deserve on the golf course - so click here to slash strokes from your game!

- P.S. [Benefit] has never been easier, so click here to find out just how easy it is to [get benefit]!

Example: Losing weight has never been easier, so click here to find out just how easy it is to drop two dress sizes!

- P.S. Say goodbye to [bad thing] and hello to [good thing]. Order now - because you deserve it!

Example: Say goodbye to bad breath and hello to a full social calendar! Order now - because you deserve it!)

## **2. Share Another Benefit**

This is where you share a benefit not shared anywhere else in your email. Here you may even make it sound like an afterthought (but of course this is a well-planned email).

- P.S. I almost forgot - if you order now you'll also get a free one hour [type of session] coaching session with [expert's name]. That's a [price] value that's yours free when you order now, so click here to get started!

Example: I almost forgot - if you order now you'll also get a free one hour copywriting coaching session with [expert copywriter's name]. That's a \$750 value that's yours free when you order now, so click here to get started!

- P.S. Here's the best part - you can get [benefit] for just [small price]. Click here to take advantage of this trial offer.

Example: Here's the best part - you can get started losing all the weight you want for just \$1! Click here to take advantage of this trial offer...

## **3. Post a Call to Action**

As mentioned earlier, most of your postscripts will include a benefit and a call to action. However, you can use your postscript to focus solely on the call to action that includes a sense of urgency.

- P.S. The [percent] discount is only good for the next [number] [hours or days], so order now to avoid disappointment!

Example: The 50% discount is only good for the next 24 hours, so order now to avoid disappointment!

- P.S. This offer ends when all [number] [product] are gone – so order now, because you know they’ll go fast!

#### **4. Remind Them of a Bonus**

You can remind the prospects in general of the bonus... or you can remind them of the benefits of the bonus.

For example, here’s a bonus reminder that creates a sense of urgency...

- P.S. Heads up! The next [number] people who order now will get the mega bonus package – so click here now to make sure you’re one of the lucky [number]!

And here’s an example of a bonus reminder that focuses on the benefits of the bonus...

- P.S. Don’t forget, when you order now you’ll also get [bonus name] for free – you won’t find a better way to [get benefit], so order now!

Example: Don’t forget, when you order now you’ll also get the “Fat Blaster Workout” for free – you won’t find a better way to get back into your bikini by summer, so order now!

#### **5. Offer Proof**

You can of course offer pictures, screenshots and all the other forms of proof we talked about earlier. However, a strong testimonial works well too.

- P.S. This is the easiest, quickest way to [get benefit]. But don’t take my word for it – see what [person] says about this amazing program: [insert testimonial]...

## 6. Point to the Sales Letter

Finally, you can use your P.S. as an “excuse” to point to the sales letter. Typically, this is an approach you’d use if you’re selling a high-ticket item (and thus you’re depending on the sales letter to close the prospect). This tends to work best if you evoke a bit of curiosity.

- P.S. Click here to see what [famous person] said about this [niche] book – it’s pretty unbelievable!

Example: Click here to see what Cesar Milan said about this dog-training book – it’s pretty unbelievable!

- P.S. These have to be the most amazing “before” and “after” photos you’ve ever seen – click here to check it out for yourself. They’re pretty inspiring...

## Conclusion

And there you have it – eight short and simple steps for creating your own high-response, cash-pulling solo email advertisements!

Let’s quickly recap the steps...

1. Create a Compelling Subject Line
2. Craft a Mouthwatering Headline
3. Hook ‘Em, Danno
4. Introduce Your Solution
5. Share the Benefits
6. Offer Proof
7. Call Your Prospect to Action
8. Wrap It Up