

Writing Emailshots That Sell

Course Description

Emailshots can produce amazing results. They can drive up traffic, generate phone calls, create enquiries, make sales or end up straight in the trash.

Writing emailshots is a very specific skill. This course will provide you with the skills to produce must-read emails that command attention - from the subject line to the call to action.

This course can also be booked on a private basis which allows you to work on your own emailshot during the course if you wish.

Pre-Course Requirements

No previous experience is required.

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Pricing & Availability

Course Duration: One Day

Public Scheduled Course: This course is only offered on a private tuition basis.

Public Scheduled Dates: There are no public scheduled dates for this course.

Private Course: £545.00 plus VAT for individual tuition.

Call for prices for private groups of two or more.

Follow-on Courses:

Post-Course Support: The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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Introduction

- The benefits of emailshots: cost-effectiveness, volume, reach and links
- Why some emailshots work and others do not
- How people respond to emailshots, and how to second guess their reactions

Defining your emailshot goals

- Who are your target audience?
- What do you want to achieve?
- Defining your message
- When to send your emailshot

The Subject line

- Why the subject line is so important
- Dodging the spam filter: words and phrases to avoid
- How to maximise the chances of a reader opening your email

Writing impact grabbing headlines

- The importance of a headline
- How readers read emails
- Why your headline must lead with key words and benefits
- The differences between print and emailshot headlines
- Using headline length and word order for maximum impact

Writing body copy that sells

- Identifying your big idea
- Planning what to include and what to leave out
- Choosing the right structure
- Using sentence and paragraph structures to make your e-shot compelling
- Creating the right tone and voice
- Deciding whether to make it personal or use the scattergun approach
- Building your copy from the top down
- Using bullet points and lists
- Editing your emailshots

Working with images

- Choosing the right images for maximum impact
- Faces: when to use the personalized approach
- Keeping images relevant and avoiding irritating gimmicks

Before you send

- Proofreading your emailshot
- Checking the basics: date, subscriptions and contact details