

# 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.

# Writing Emailshots That Sell

## Pricing & Availability

<b>Course Duration:</b>	One Day
<b>Public Scheduled Course:</b>	£325.00 plus VAT
<b>Public Scheduled Dates:</b>	19-01-2018 at London Bridge 12-02-2018 at London Bridge 15-03-2018 at London Bridge 09-04-2018 at London Bridge
<b>Private Course:</b>	£545.00 plus VAT for individual tuition.  Call for prices for private groups of two or more.
<b>Follow-on Courses:</b>	
<b>Post-Course Support:</b>	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

# Writing Emailshots That Sell

## 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