



Your \$kaChing!\$
Marketing
Strategist

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Rev up your results!

As promised, here's your FREE Email Copywriting Templates from Michele PW!

Email Template

Note -- you can use this template regardless if you're sending people to a free resource (i.e. an opt-in for a teleclass) or to sales letter.

Keep in mind the point of the email should NOT be to sell the product or free resource but to get them to click on the link. That's it. Focus on the click and everything else will fall into place.

From:

Whenever possible, make sure the From field is from a person -- it's more likely to get looked at when it's from a person.

Subject:

Consider this the "headline" of emails -- many people make the decision to open and read an email based on the subject line. A couple of subject line tips:

- Use their name
- Questions typically do better than statements
- Something that arouses curiosity also encourages people to read
- You can also use a short, benefit-laden statement (i.e. -- Sale ends TODAY)

Introduction:

Start with their name -- Dear NAME

Then move to focusing on getting your prospect's attention and encouraging him or her to read more. Some ideas -- a story, a startling statistic, a vivid description of the pain your prospect is in. What I mean by pain is the challenge or problems your prospects are struggling with and that your service or product will solve. You can also use this to state an urgency deadline (i.e. limited time offer).

(This should be short -- a paragraph or 2)

PO Box 10430
Prescott, AZ 86304
p/f 877.754.3384
www.MichelePW.com
Support@MichelePW.com

Link:

Put the first link to where you want them to go.

Body:

Get into the solution -- how will clicking on this link solve your reader's pain?

Then move into describing the product or resource, but remember to describe it from the point of view of "what's in it for your clients?" Why do your clients care about this? How is the product/resource going to solve their pain?

(This is also where you would position the product or resource - what I mean by that is you explain exactly who this product or resource would be good for.)

Note -- if you're selling a product, do not put the price here. Have them click on the link to discover the price.

Urgency:

If you have a deadline (i.e. 3-pay is ending or price is going up) make sure it's stated here.

Link:

Put a second link here

Signature:**P.S.**

Use this to restate an urgency deadline, or state an additional benefit. Put the link here again. You can use multiple P.S.'s if it's appropriate

Considered one of the hottest marketing strategists today, Michele PW has a reputation for crafting promotional materials and creating marketing campaigns that get results. She is the owner and founder of Michele PW/Creative Concepts and Copywriting LLC, which is the premiere international direct response copywriting and marketing company around. She's also a national speaker and author, plus her client list reads like the "Who's Who" list of Internet marketing.

Sample email for a teleclass

Subject: NAME, are your online sales where you want them to be?

Dear NAME,

So how is your year going? Are you making the sales you want to be?

Or not so much?

Well, if you would like to see more leads, clients and sales in your business (regardless how this year is shaping up) I have a treat for you! I'm teaming up with my good friend and Juicy Biz Partner Lisa Cherney for a FREE call "Why Won't They Buy? 3 Simple Secrets to Selling Your Expertise Online" on April 21 at 11 am Pacific/2 pm Eastern.

(In a hurry? Just go here: <http://www.WhyWontTheyBuy.com>)

Lisa and I got together to do this call because we've seen how so many entrepreneurs struggle to make money online and we want to help. Between the two of us, we've worked with HUNDREDS of business owners and entrepreneurs over the years and we KNOW what it takes to succeed online.

Are you ready to get the inside scoop on what it takes to be a big success online? Then you'll want to reserve your spot on this ground-breaking call NOW. You'll learn:

- * The number 1 thing you MUST do or you'll never make any real money on the Internet (or in your business as a whole for that matter)
- * The biggest mistake entrepreneurs make when they start selling online and how you can NOT fall into that trap
- * How to become a magnet for ATTRACTING your ideal customers while at the same time REPELLING those clients who you really don't want to work with (never again feel like you need to take on a "less than ideal" client for cash flow reasons)
- * The secret for setting yourself apart from your competition EFFORTLESSLY (no one ever again will wonder what you do or how you can help them, they'll just know they NEED to work with you)
- * How to know EXACTLY what you need to do to present your offer to your customers so they can't WAIT to do business with you
- * How you can start positioning yourself as THE go-to expert in your industry
- * Don't want to sound sales-y? No worries. We'll teach you how to create a "buying environment" that feels authentic and comfortable for your prospects to become your customers.

Here's that link again to reserve your spot in this complimentary teleclass.

<http://www.WhyWontTheyBuy.com>

See you on the call!

To your success,

Michele PW
Your \$Ka-Ching!\$ Marketing Strategist

P.S. If you've ever heard been on one of my teleclasses, you already know I always OVERDELIVER on content. You really don,t want to miss this call. (And as a bonus you'll also receive the recording, which is really valuable because I'm sure you'll want to go back and listen to it again). <http://www.WhyWontTheyBuy.com>

P.P.S. Feel free to invite your friends and associates to the call, but make sure you reserve your spot here first: <http://www.WhyWontTheyBuy.com>

Sample email for a product

Subject: FIRSTNAME it ends tomorrow

Hi FIRSTNAME,

It's Lisa and Michele again with a quick reminder that our FREE one-on-one Strategy Session with a Certified Juicy Marketing Coach is ending TOMORROW.

Plus, there's only about 8 seats left for the special copy critique call with Michele PW, where she'll critique copy from 4-5 participants LIVE (and unplugged). You'll also have a chance to apply for one of the critiques.

Here's the link to reserve your seat:

<http://www.JuicyOnlineMarketing.com>

Remember, this is the LAST TIME we're offering both the home study course and the bootcamp at this low investment, so you definitely want to take advantage of this.

Let me tell you a little about our Juicy Online Marketing Essentials Bootcamp. It's for entrepreneurs who want to see bigger & better results and want to make MORE money online quickly and easily. We've created a simple, paint-by-numbers system to make it so much more effortless for you to use powerful copywriting techniques in your own business to skyrocket sales and easily attract your ideal clients to you like a magnet.

As par of the program, you're going to get Michele's 6-Figure Sales Letter & Squeeze Page/Preview Call Page Templates! Yes, actual templates of sales letters and squeeze pages you can plug-and-play into your own business.

Here's the link to read more about it along with our success stories:

<http://www.JuicyOnlineMarketing.com>

But remember, time is running out. You only have until TOMORROW to take advantage of a FREE Strategy Session.

Here's that link again:

<http://www.JuicyOnlineMarketing.com>

To your success,

Michele and Lisa

P.S. This is the LAST time we're offering both the Juicy home study course AND bootcamp for this low investment. You want to act now if you want Lisa and Michele's personal attention as you work through the course for this amazing price. Here's that link again: <http://www.JuicyOnlineMarketing.com>

P.P.S. Have you had a chance to listen to our call "Why Won't They Buy? 3 Simple Secrets to Selling Your Expertise Online?" Here's the link so you can get your hands on the recording: <http://www.whywonttheybuy.com/audio>

If you're a "do-it-yourselfer" and want more training -- I have a collection of marketing, copywriting and product launches resources perfect for you. You can learn more here: <http://www.michelepw.com/products>

Now, if you're someone who really would prefer to NOT "do-it-yourself" (because you don't have the time or energy to learn "one more thing") then I invite you to learn more about our services. We offer complete "done-for-you" copywriting, marketing plans and product launches packages. You can learn more on our website, <http://www.michelepw.com/services>, or feel free to contact Stacie, our customer service manager, info@michelepw.com or 877-754-3384 x2.

And if you have any questions or problems, don't hesitate to contact Stacie and she'll make sure you're taken care of right away.

I'm looking forward to our continuing relationship!

To your success,

Michele PW



Considered one of the hottest marketing strategists today, Michele PW has a reputation for crafting promotional materials and creating marketing campaigns that get results. She is the owner and founder of Michele PW/Creative Concepts and Copywriting LLC, which is the premiere international direct response copywriting and marketing company around. She's also a national speaker and author, plus her client list reads like the "Who's Who" list of Internet marketing.