

# 5 LESSONS FROM \$5M+ IN EMAIL REVENUE

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# **After Writing And Deploying Thousands Of Emails, Here Are Some Of The Biggest Lessons I've Gleaned...**

**A lot of them I had to learn the hard way...**

**This brief guide is to help ensure YOU don't have to do that. :)**

**So let's jump right in...**

## **#1 - Every Email You Write Should Be Centered Around ONE Angle/Big Idea**

**Most marketers probably have a stronger focus muscle than the average person.**

**So they wrongly assume readers can juggle multiple ideas to piece together what you're saying.**

**They write like they're Matt Damon scratching on a chalkboard in *Good Will Hunting*.**

**Big mistake. :/**

**Instead, assume your reader barely has enough headspace to focus on just one thing – because that's the reality.**

**Your email is *competing for attention with tons of other things* inside the reader's head.**

**So once you have their attention, lock down like a vice grip and don't let go!**

**For example...**

**I've written a ton of emails for stun guns.**

**There are loads and loads of reasons for people to want these:**

- **There's no license or paperwork required to buy them.**
- **The government can't take them away once you own them (even if they get banned in your state).**

- **They carry far less liability than shooting someone with a gun (which also means you don't have to think twice before using them).**
- **You can use them to put down somebody way bigger and stronger than you.**
- **They're menacing, so you can often just turn them on and wave them around to scare off a threat.**
- **You can take them on school property and other "gun-free zones."**

**Now, an amateur copywriter would think... *WOW, look at all these benefits I can front-load into my email!!***

**But that won't work.**

**You MUST center your subject line and lead around just one of these to craft your angle/big idea.**

**Then spend the first 3-4 lines of body copy to further dimensionalize it.**

**Of course, you can highlight these additional benefits in bullets toward the bottom of your email.**

**But the spirit of the whole email needs to be firmly grounded in a singular angle/big idea – or else it'll flop.**

## **#2 - Always "Echo" Your Subject Line in the First Line of Body Copy**

**This is a simple nugget I guarantee will improve your email performance if you aren't doing it already.**

**Inject your subject line into the very first line of body copy of your email.**

**Easy peasy.**

**The rationale here is pretty obvious, but most people never think about it.**

**If your subject line's job is to get opens...**

**The job of your first line of body copy is to make them keep reading!**

**Your subject line is like a promise.**

**And if you don't fulfill that promise right away in your body copy, people are going to fall off.**

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## **#3 - Stop "Throat Clearing" In Your Leads**

**This is the biggest issue I see from inexperienced copywriters.**

**Even if they're writing off a solid angle/big idea... they waste too much time "throat clearing" in the lead, *and totally lose the reader's attention.***

**As a rudimentary example... say we're writing an email for a fat-loss supplement...**

**A lot of copywriters might start the email like this:**

*"Everybody knows how hard it is to lose weight. You eat salads for dinner five times per week... you spend hours on the stair-climber... but nothing ever changes.*

*It's so frustrating.*

*And it feels unfair too... you see other people put in the work and get results... so why not you?"*

**That's what throat clearing looks like – saying erroneous things people already know, and that do nothing to pull readers into the email.**

**Instead... you could replace all that copy with this ONE LINE:**

*"In 2 seconds, you're going to see the #1 clinically-backed weight loss solution for everyone who's wasted years on diet and exercise with nothing to show for it."*

## **#4 - Don't Be Clever & "Kill Your Darlings"**

**Copywriting isn't stand-up comedy.**

**Sure, you might entertain a bit naturally if you're in-tune with your audience, but we're writing to earn sales... not chuckles.**

**Follow Stephen King's advice, and "kill your darlings."**

**If you write something and think to yourself... *damn that's clever.***

**It's probably weighing down your copy and distracting from the offer.**

**So kill it! **

## **#5 - Burn Your Thesaurus**

**Even if you're writing for a more sophisticated audience, the simple truth is you're not writing to other copy nerds.**

**You're writing to regular people – and regular people don't like thinking too much.**

**So don't make them think!!**

**If you can't make your point without using five dollar words, you're a bad copywriter.**

**There's never a situation where you can't convert verbose copy into simpler terms... and it will always come out stronger for it.**

## **Ready for More?**

**If you found this helpful, let's get on a call and talk more.**

**Even if you decide you want to go it on your own, I promise I'll share more to point you in the right direction. :)**

**Cheers to more sales!**

**- Wil**