

Email copywriting basics

Writing emails that spurs people to take action is definitely not an easy feat. Most of us are drowning in email, and only messages that stand out from the rest are able to draw our attention. The art of email copywriting is one that requires quite a bit of practice and patience to really master, but if you're willing to learn the basics you should be able to construct something quite powerful for your next email broadcast.

First of all you need to learn how to write eye-catching subject lines, otherwise people may not even open your email. There have been many studies on this subject, and the general consensus seems to be that shorter subject lines do best. They should also be free from hype and not sound overly promotional. Trying to make the user curious about the email contents is usually a good strategy, for example by including a teaser in the subject line.

Next up is writing the body copy. Here it's all about keeping the reader interested and hooking them right from the beginning, for example by sharing something useful or valuable with them right away. Always try to write more like a friend than a business or a marketer. Email is a personal medium so use that to your advantage. Keep the body short and punchy for best results, and don't use lots of weird formatting with nonstandard fonts and colors. Keep it simple and you'll do fine!

The final part that brings it all together is the "call to action", where you tell the reader what you want them to do. It could be "Buy now", "Read more", "Sign up free", or anything else really. The whole email should be constructed with this end goal in mind. To make sure people actually notice your call to action, consider making it a big button as studies have shown that to be the most effective (compared to regular links). That's not to say you can't include links in the body copy too, though, quite the contrary. The more opportunities you give the reader to take action, the better. Up to a certain point, of course, it should never look spammy.

When these three parts are working together, your emails should no longer go unnoticed and your readers will hopefully take action when you tell them to. The best strategy is usually to think through all these before you actually start

writing anything, so you can make sure all the bits fit nicely together in a coherent manner.