

Introduction to email copywriting

First of all, you need to learn and follow basic email etiquette. It's not particularly difficult, and as long as you write with proper grammar and spelling, and make sure to include a suitable greeting and closing, you're halfway there. You should also be sure to use as little HTML formatting features as possible, as those can make your emails look weird in some email clients.

When you have those basics down it's time to start thinking about how to write the perfect email subject line. Basically, it boils down to trying to pique the reader's interest, without sounding overly enthusiastic or hyping it up too much. Shorter subject lines tend to do better, and if you can keep it below 50 characters then that's ideal. Consider asking a question in your subject line, as people usually open those types of emails.

Once a great subject line is constructed it's time to dig into the real meat of the email: the body. Here it's all about trying to be as brief as possible while still keeping the reader interested. Always try to include something valuable for the reader, don't treat them like dollar bills. If possible, begin your email with the most interesting bits as that will grab the reader's attention and hopefully get them to keep reading the rest of the email. When it comes to the actual writing it is usually the most effective to write like you're composing an email to a friend. Make it casual, friendly and easy to read with short sentences and paragraphs. Avoid big, fancy words whenever possible. And, of course, follow email etiquette!

The third and final part of a successful email is a powerful call to action. This is where you try to get the reader to do something, like buy a product or sign up for a membership. It usually comes last in the email after the body copy. It's all about simplicity here too. The best way to include a call to action that people actually notice is often by using a big button after the email content. The button text shouldn't be anything complicated, but something simple, like "Download now" or "Click here to order".

That's about all it takes to construct powerful emails that get results. Of course, practice makes perfect and your first few emails may not be roaring successes.

After a while you'll learn what your subscribers respond well to though, and you can model your emails after that.