



## **Ray Edwards Show, Episode 477**

### **How to Write Email Copy That Sells**

#### **Automated Speaker (00:00):**

Episode 476, How to Write Email Copy That Sells. The Ray Edward show podcast for prosperity, with purpose.

#### **Ray Edwards (00:13):**

Well, hello, my friends, it's Ray Edwards with another edition of the Ray Edwards show. And I'm so excited to welcome you to this show today. It's a special edition to the show. Don't have a guest. I want to talk to you about something super important to your business right now. And it's how you communicate the value you bring to the world in such a way that makes them want to do business with it brings you new customers that brings you revenue. That brings you income. It helps you keep your doors open. When the government does crazy things like shuts you down for two or three months. Wouldn't that be a useful skill to have, to be able to communicate in such a way that people want to buy from you? Well, today this episode of the podcast is actually a copywriting tutorial.

#### **Ray Edwards (00:49):**

How to write email. That sells cause that's the number one way you sell online. Despite what people will try to tell you, they'll try to tell you email's dead. Spam has killed email. Social media is the only way to sell. That's incorrect. The number one way products get sold on the internet today is through email copy. And I'm going to tell you how to write emails that sell your stuff today. How do you do it? How do you write emails that make money for you and your business? I've got nine powerful tips that will make your email copy sell, and you can use these today. That's what we're doing right now.

#### **Ray Edwards (01:22):**

So, my name is Ray Edwards. Of course, that's indicated by the name of the show. My superpower is helping business owners, entrepreneurs, and thought leaders write the words that sell their products, services, and ideas. And on this podcast, I share my best tips, tricks and tactics. I do interviews with other marketers, businesspeople,

entrepreneurs, and I help you learn to write, copy that sells, and I do it with shows like this one. Sometimes I get really specific and give you actual tips you can use today, to make money today. I can't guarantee you'll make any money at all. Of course, that would be crazy. I don't know what you're going to do. I don't know if you're going to actually take the advice, I give you and use it. I don't know what your market is, but I know this; If you're not intentionally writing copy, that's designed to sell, you're probably not going to have very much luck.

### **Ray Edwards (02:09):**

Now, starting out writing email copy. You've got to think about one thing. There's a battle is you have to win. You have to win the battle for their attention. And what I mean is this. Nobody opens their email, hoping to read an ad so they can buy something. So, there's a battle. You are writing your email because you want their money. You want them to send you money and buy your stuff. They are opening their email because they want to read a funny meme or some gossip from a friend or a story from an old high school sweetheart. But the last thing they want is your ad. Trying to sell them something. How in the world do you win this battle and get them on the same page with you? Well, you do it this way. You get on the same page with them. You start out by talking about something that matters to them and you get their attention with a subject line that grabs their eyeballs and sucks them into your email. How do you do it? You got to link the message that you have in your email to a desire that the recipient already has something they want. And you've got to lead them by that desire where you want them to go to buy your stuff.

### **Ray Edwards (03:21):**

Here's how you do it. First of all, forget about writing an ad that looks like an ad. That's the surest way to get it deleted and sent to the trashcan. You want your email to look like email from a friend. So, look at emails, you get from your friends and tell me what they look like. Do they have flashy banners that say 30% off or buy now or countdown timers or any of that usual stuff? Do they look like they're from big corporations? What do the emails from your friends look like? They probably look like plain text. Maybe there's some things in all caps maybe some things are bolded. They're not written to perfection in terms of what your English literature professor might've thought about in college. But you know what an email from a friend looks like. You need to make your marketing emails look like that. That's the first thing they need to look like an email from a friend.

### **Ray Edwards (04:11):**

The second thing you've got to remember is this is tip number two, tap into their mindset in this moment. Think about the mindset of the person on the other end of the email you're sending. What time of day are they going to receive the email? You can't know that for sure, but you know what time you're sending it. So, if you're sending it in the afternoon, they may get it right when they get home from work or maybe while they're on their commute, they'll read it on their phone. So, they're at the end of a long Workday. Think about what they're thinking about. They're tired. Maybe they're frustrated with how their day went. They won't, can't wait to get home and watch the

game or be with the kids are going on a date, but they're shifting into a different mode, a different way of thinking, a different way of being. You've got to tap into their mindset at this moment. And if you're really good at this, you can step out a little bit, take a little bit of a risk and say something like, so at the end of a long Workday, you probably have your mind on relaxation. And that's a good thing because we don't relax enough today. We live in a world full of stress. In fact, stress can kill you. It probably is killing you. If you believe the statistics, I just read one this morning, you see what I'm doing? I'm moving into, let's say I'm selling some kind of supplement that helps people distress deal with high cortisol levels, that kind of thing.

**Ray Edwards (05:25):**

So, I'm moving from where they are now into something that's important to them, their health and their stress. Everybody wants less stress. So, I'm talking about something that matters to them and I'm leading into a problem. They have. This is where we use our pastor framework. When we write copy, this is a framework I invented to help make sure that I included all the elements that need to be in any piece of copy that I write, whether it's an email or a blog post or a sales letter or a sales page, or an ad, any kind of persuasive writing, I use the pastor to write it. And it just means this PAs Tor. It's not about being a preacher. It's about being a shepherd. Helping people make a good decision. A shepherd cares for the sheep takes care of the sheep. Make sure they have food and water protects them from predators. The good shepherd laid down his life for the sheep. His name was Jesus. Come on. You know the story.

**Ray Edwards (06:17):**

So, the pastor framework that P A S T O R stands for: P for person problem pain. So, you need to know who you're writing to. And we already started talking about that. You need to know the problem. You're helping them solve, and you need to know the pain in the way that they feel it. So, this is tip number three, tip number one was make your email look like email from a friend. Tip number two was tap into their mind in this moment. Tip number three is the P of pastor. Think about the person, the problem you're solving for them and the pain is they feel it and describe it in the way they feel it. Jay Abraham says, if you can describe the pain of a problem, someone has better than they can describe it themselves. They automatically assume you have the answer to their problem.

**Ray Edwards (07:00):**

So that leads us to tip number four, which is the age of pastor and A stands for amplify and aspiration amplify. The pain of not solving the problem. What's the consequence of not solving this problem of ignoring it, of being in denial? Which is what we love to do in the world today. Isn't that right? If we're obese, we love to deny the fact that it's important we like to play it off as if says no big deal. I don't have to worry about that. Heart disease? I'll get around to it someday. We live in denial. So, we are bringing them to a point where they can't be in denial. We're going to amplify the consequences of complacency. If you ignore this, it's just going to get worse. It's not going to go away. And then before we make them feel too bad, we talk about their aspirations. What they really want. We say, you know, this is not what you really want for your life. What you really want is you want to be fit and have energy and be around for your grandkids and look good in that new suit and have your husband or your wife or your boyfriend

or girlfriend, look at you and say, man, you, you still look so good after all these years, that can be true. You can have that happen. And here's how so now you're talking to their aspirations.

**Ray Edwards (08:09):**

Tip number five is the S of pastor which stands for story struggle, solution and system. That's a mouthful. Let me explain. You've got to tell them a story about how you dealt with this problem yourself or the person who created your product or your service that you offer for sale dealt with it, how they overcame it. They came up with a solution. They were able to systemize it so that other people could use it. So, this doesn't have to be a super long story. It can be one sentence, but you can tell the story in such a way that it's very convincing and it's meaningful to people because a story means much more than an abstraction. Let me illustrate. I discovered this part of the pastor framework because I was reading an ad that I'd written to my wife. I was reading it to her out loud. And she looked at me and her eyes were just kind of glazed over. And I said, did you hear what I said? She said, no, I got lost. You're just too abstract. I don't connect with any of what you're saying. Why don't you tell me a story about what you're selling? And the light bulb went on, and I realized, Oh, all the greatest teachers and storytellers told stories. Jesus didn't preach three-point sermons like preachers do today, he told stories. There was a man who found a treasure in a field and there was a widow who lost all the money. She had a mite. She swept the house, looking for the mite. There was a man who built his house on the sand and a man who built his house on the rock. He told stories.

**Ray Edwards (09:34):**

So, we can tell stories as well. And it's very powerful. Illustrates how we solve a problem. Like making your copy. Interesting by telling stories. I just did it. I just told you a struggle, a story, how I came up with a solution. And in my copywriting course, I gave you a system for coming up with how to use these stories and how to get them, how to collect them. We'll say more about that in just a moment.

**Ray Edwards (09:56):**

Tip number six, for writing more powerful emails that get people's attention and sell things for you. You can use these tips today. Tip number six is the T of pasture, which is transformation and testimony demonstrate how your solution that you're selling is going to transform the life of the reader of the email. It's going to make their life different, going to make their life better. You're going to make a change. People don't buy the stuff that you're selling. They don't buy the vitamins. They don't buy the book. They don't buy the coaching program. They don't buy the exercise gear. They buy the six pack. Abs they buy the sharper mind. They buy the advancement of their career. They buy the more money in the bank. They buy the more peace of mind, the stuff that you're selling, just a vehicle to get them there. So, you want to talk to them about the transformation and you want to give them testimony and talk about how people that you've worked with have experienced the chain. So, you bring up examples. Like I have a student who was an orchestra conductor when he came to our copywriting class and decided he wanted to be a copywriter. And I thought, what is this guy? This classical music, composer and conductor know about writing? Copy. Why does he want to be a copywriter? He's a PhD, musical genius for crying out loud. Well, if you

listen to last week's podcast episode, you know, dr. Douglas Pew now is zeroing in on about \$20,000 a month in income from his copywriting business. And he gets to do all the music he wants to do as his passion project. He's making his money with copywriting. So that's the story of transformation. And it's a testimony.

### **Ray Edwards (11:14):**

The seventh tip I have for you for writing powerful emails is the O of pastor, which is the offer. What are you offering? And what does it mean to people? And here's a tip; when we talk about the offer, we're usually talking about the thing we were selling. Like I've got a new book. I want you to check out, but really again, you want to focus on the transformation when you talk about the offer. So I might say, instead of trying to sell you on my copywriting course, if I was sending you an email about it or making a podcast about it, I might say, Hey, we are offering our new copywriting course very soon. And if you want to get some free templates and examples, you can use of copy that could sell more of your products and services for absolutely free, just go to this website and download the free stuff. We have to promote the upcoming course. So, you can use this stuff to make money for yourself today. And I will do that in just a moment. So just stand by.

### **Ray Edwards (12:03):**

And then the R of faster is tip number eight and that's request a response, ask them to do something. So, if you're sending emails specifically, you're going to ask them to click a link. And this leads me to my golden ticket item. I told you the very beginning, I have a killer tip that could help you. 10x, the response you get from your very next email, and this is it. People mess this up all the time, and I'm going to tell you how to stop making the biggest mistake people make with their email copy and do it right and multiply the effectiveness of your email.

### **Ray Edwards (12:32):**

Here it is having only one outcome you want for every email you send. Don't send something with links to five or six different things have one outcome. And the outcome is you want them to click on a link. That's all your email is for. It's not to sell them something. It's to get them to click a link. You're selling the click, and the link takes them to the next logical step in the sales process. Maybe it's watching a video, maybe it's opting in for product launch sequence. Maybe it's reading a sales page, whatever it is, you know what the next logical step is. And the email you're sending them is just to get them to click on the link, to take that step. That one outcome, just one, trust me. This feels counterintuitive. You want to give them several different chances to do different things, but if you'll focus on one outcome, you'll have much more success. Try it. And you'll see.

### **Ray Edwards (13:20):**

This episode of the podcast is sponsored by my brand-new digital copywriting course called copywriting mastery 2020. Why a new copywriting course now I've got the copywriting Academy and it's been praised as one of the best courses out there. I tend to agree most of the time. It is pretty darn good. Why do I need a new copywriting course? Well, because the world has changed. Things are different now and they're

going to stay different. It's never going to go back to the way it was exactly before people's BS meters, which were already set to high sensitivity are now off the charts. The old stuff that used to work in copywriting, what's taught in most old school copywriting courses just won't work anymore, nearly as well as it did. If it works at all, it sends people running in the opposite direction.

**Ray Edwards (14:08):**

You've got to find a new way to communicate persuasively. You got to find a new way to be persuasive, to influence people's behavior. And here's how you do it. Stop selling and start serving start shepherding. That's what we teach in this new copywriting course, copywriting mastery 2020, go to the link that you'll see in the show notes, or you can go to [inaudible] dot com slash cm 2020 and get some sample lessons and templates you can use or get on the waiting list for our next session of copywriting mastery 2020. You won't be sorry.

**Ray Edwards (14:42):**

So, here's my question for today's episode. I've given you nine tips you can use for writing email copy. That is much more effective than any copy you've written before. So, my question for you is which of these tips are you going to use today? And Hey, did I miss an important tip that you know, I'd love it If you'd share, share your thoughts and get into this conversation in the comments at [inaudible] dot com slash four seven, six, and be part of our community. If you liked this episode of the podcast, you should subscribe. So, you get every episode for free. We publish an episode every single week, like clockwork, and it's designed to help you sell more of whatever you sell without being pushy or sleazy in a way that serves people. I think you'll enjoy being subscribed to our podcast. It's totally free. Just go to RayEdwardsPodcast.com. You can get signed up right away with one click. Until next time I pray that you prosper in all things that you have long life, good health, peace to you and peace to your house.

**Automated Speaker 2 (23:42):**

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**Automated Speaker (23:59):**

We bring you a message of prosperity with purpose and freedom. Remembering the true freedom is available to all through Jesus Christ.

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