The 7 Laws Of Email Copywriting

By Chris Orzechowski
www.TheEmailCopywriter.com

After writing 3,500+ emails for clients in over 40 different niches, I've discovered that there are some universal laws about email copywriting that never change.

If the emails you write follow these seven laws (assuming you have a good offer) you'll be able to make sales from your email list - on command.

Here they are:

Law #1
Write to achieve your objective.

The reason most people suck at writing copy is because they try to "write good."

And to be completely honest, I have no idea whether or not any email is good.

Good is a subjective method of measurement. And in real life, objective numbers mean more than opinions.

I don't determine what's "good." Only the market can do that.

At the end of the day, it doesn't matter if your email was good, or bad, or funny, or well written - the only thing that ever matters with any email you write was whether or not it achieved its objective.

You should not write for praise or to impress people. Your writing has one purpose: to achieve your objective.

That's all that matters.

If you were writing a sales letter, you'd want people to pull out their credit card and buy - that would be the only thing that determines how "good" the ad is, how many people performed this action.

Email is the same.

More often than not, your objective will be to get people to click the link in your email and see your sales page. If you write to accomplish that goal, you'll never have to worry about criticism, because the only thing that objectively matters is whether or not you achieved your objective and how well you did that.

Focus on writing in a way that achieves your objective. Tell them what you need to tell them. Write so that "they" do what you want them to do.

Law #2
Write like you talk.

When people read words, they subvocalize. This just means they "speak" the words they're reading to themselves, in their heads. This is how our brains work.

You want your writing to be clear, easy to understand, and easy to read. Don't try to show off with big words or complex sentences. Keep it simple. Write like you talk. The more conversational, the more people will enjoy reading your emails… and the more people will ultimately follow through on your instructions (to click through and buy).

Also… in my opinion, the more you can make your email feel like a one-on-one conversation, the better.

Now, people aren't dumb. Most people know you're sending an email blast. But messages with copy that's written this way will usually do better than those that feel cold and impersonal.

Law #3
Inject Your Personality

People will not buy if they're bored. Hell, they won't even read what you have to say.

That's why your emails need to have personality. Think about the most famous, well-respected people in our world today. They all have strong personalities. None of them are bland, boring or milquetoast.

If you simply give yourself permission to "be yourself" in your email copy, you will always make more sales.

Plus, people will enjoy reading your emails, they'll open them more often, they'll read all of the copy more often, and these things will most likely lead to them paying more attention to you… and buying from you more.

Be yourself. Be fun. Add your sense of humor. Show a little emotion every now and again. Get angry if you're angry. Share a piece of you. Give people a peek behind the curtain. Tell them stories from your life. Tell them about your successes, your failures, your mistakes.

Don't be afraid to throw in some thoughts, feelings, dialogue, cliches, colloquialisms, and literary devices - that stuff all helps, and it all makes your copy much more interesting to read

Just be you (unless you are a huge dickhead… then, don't be you).

Law #4
Tell Stories

When I was a special education teacher, my job was simple:

Teach algebra to eighth graders.

The only problem was... my students were all on a third or fourth grade level in terms of math skills.

They hated math. They hated my class. And I'm pretty sure some of them even hated me. (Can't say I blamed em.)

Getting them to pay attention was like pulling teeth. Every time I tried teaching them the "important concepts" their eyes would roll to the back of their heads and their brains would shut off.

To combat this, I changed my approach.

I started each lesson with a story.

The minute I said "let me tell you guys a story…" their ears perked up. For those few, brief minutes I had their attention. I used these stories to create a segue into the algebraic concept I was teaching them.

And wouldn't ya know…

After a while… their grades started to pick up!

They were finally paying attention. And I got their attention by leading in with a story.

Normally, they'd have their defenses up. But when I told a story, they lowered their guards just enough for me to convey whatever concept I wanted to teach that day.

Let's recap:

I told a story that demonstrated the concept. These stories illustrated the maths in their minds, and made the concepts more concrete and more relatable to them. And that's what you have to with email. You have to tell stories.

Look at the story I just told you… wasn't that so much more fun to read than me just droning on, LECTURING YOU… or telling you what to do?

We are all hardwired to communicate with stories. That's how humans pass on information. When you meet up with your friends, how do you communicate? I bet you swap stories.

It's just in our DNA.

Caveman shit.

You have to remember, too… people live boring lives. Take them on an adventure with your emails. Let them into your world, tell them a story that entertains them. And then use that story as a way to demonstrate your solutions and illustrate the results they desire.

So… whenever you can, tell a story in your email copy.

One last thing:

Every email is structured the same way.

Subject line
Story
Segue
Call to action

Don't overcomplicate this process. Tell a good story, segue from the story to the lesson/moral of the story… then tell them what to do. The subject line is the cherry on top.

Keep it simple and fun.

Law #5
Infuse Each Email With Curiosity + Benefit

There are two things every email has to have. A hint of curiosity and a benefit for reading, either stated or implied.

This formula not only works incredibly well for subject lines, it's a common theme that should permeate throughout the entire body of the email. Get people curious about the email's contents, but also show there is a benefit for doing so. Get people curious to read because of the benefits you hinted at.

A subject line shouldn't say:

"Drink a lot of coffee, tea and water so you don't get hungry when you're trying to lose weight".

It should say:

"3 awesome drinks that kill cravings and slim you down, naturally."

See the difference?

Curiosity + benefit = effective email copy

Law #6
Tell People What To Do

The objective of a piece of direct response copy is to influence someone to perform a desired action. With email, you always want to tell someone what to do.

Tell them to click. Tell them to reply. Tell them to watch the video on the next page. Tell them to keep an eye on their inbox for your next email.

Nothing happens until you instruct your reader what they should do next. Every email should have a call to action.

Remember… the people on your list have problems. They are hoping YOU are the one with the solutions. They want to be led. And they want YOU to lead them.

Be their shepherd.

Law #7

Consistency & Frequency Outsells
Inconsistency & Infrequency

Put simply, the more often you email and the more consistent you email… the more money you'll make.

If you go from emailing once a month to once a week (assuming you're following the other laws above) you will make more sales.

Going from once a week to a few times a week will show you more sales.

From a few times a week to mailing daily or even multiple times a day will improve your sales even more.

There is obviously a point of diminishing returns here, but the point stands: you should probably be emailing more than you are right now.

For most businesses a few times a week over the course of normal business will do just fine.

But if you're doing a launch, it's perfectly acceptable and effective to mail multiple times a day… and I highly recommend it.

(Launches are a whole 'nother animal though… and far to comprehensive to cover here. If you got questions about launches, just holla at ya boy: chris@theemailcopywriter.com)

What Now?

Thanks for reading this, I really hope you enjoyed it and got some value. If you follow these guidelines, you'll be well on your way to writing better email copy.

If you have more questions or were interested in getting some help with your emails or help with other pieces of copy, shoot me an email at chris@theemailcopywriter.com