

# 10

*T O P   T I P S   F O R   W R I T I N G*

***EFFECTIVE***

***EMAIL CONTENT***

Revealed inside Are The Top 10 Best Tips For Writing Effective  
Email Content To Build Trust And Increase Conversions

*H Y B R I D   C H E A T   S H E E T*

## Hybrid Cheat Sheet

Mark every step of the process as you do them. That will help you to keep track of everything you need to do. Include additional steps if necessary.

### ☐ **Top 10 Tips For Writing Email Messages**

- ☐ Format your message so it's easy to read on screen (5-6 words per line).
- ☐ Use a concise subject line relevant to the recipient.
- ☐ Have one subject per paragraph, be clear with each subject.
- ☐ Be brief and to the point in your message(s).
- ☐ Use simple, declarative sentences and avoid complex wording.
- ☐ Be sensitive to the tone of the original email message.
- ☐ Answer all of the questions regarding your initial message / subject.
- ☐ Make it clear what actions you will be taking next.
- ☐ Don't ask for any old information from your subscribers, you have it.
- ☐ Never just direct the receiver of your email right to a website.

### ☐ **Achieving Appropriate Tone in Your Emails**

- ☐ Consider who your audience is, how would you talk to them?
- ☐ When in doubt, strive for a tone that is professional, yet conversational.
- ☐ Be careful using the pronoun "I" and focusing on yourself.
- ☐ Put emphasis on your subscriber / reader and providing value to them.
- ☐ Use pronouns such as "YOU" (the subscriber / reader).
- ☐ Mention how your content will benefit the reader.

## Resources List

### ☐ **Email Copy Writing Books**

- ⤴ Aweber
- ⤴ GetResponse
- ⤴ MailChimp
- ⤴ SendLane

### ☐ **Email Copy Writing Books**

- ⤴ High Conversion E-Mail Copywriting [[LINK](#)]
- ⤴ Words that Sell: Thesaurus To Help You Promote [[LINK](#)]
- ⤴ Email Marketing: 63 Money-Making Insights [[LINK](#)]
- ⤴ Email Persuasion: Captivate and Engage Your Audience [[LINK](#)]
- ⤴ How to Write Seductive Web Copy [[LINK](#)]
- ⤴ The Copywriter's Handbook: A Step-By-Step Guide [[LINK](#)]
- ⤴ Marketing Sidekick from Matt Bacak [[LINK](#)]