


First Email:

HERE'S HOW I DOUBLED MY CONVERSION RATE IN ONE MONTH

 I have a gift for you. Read till the end.

Have you ever written the "perfect" email with so much confidence, only to watch it land in inboxes with zero action?

I have been there, and I know what it feels like.

I'll be showing you how to rebrand your emails and make it irresistible. Stay tuned so you don't miss the updates!

Your Call To Action is weak.

Your readers see tens, even hundreds, of emails everyday so generally CTAs like "click here" or "Buy now" do not stand out. Infact, they are easy to ignore.

People want fresh, clear and compelling reasons to take action. Instead of vague and common phrases, you can use words that make your CTA specific, urgent and valuable.

For example:

Weak CTA: Buy now

Strong CTA: Why pay \$80 when you can get the same quality for \$50? Shop now!

Weak CTA: Click here

Strong CTA: Claim your 20% discount before it expires in 12 hours.

Your CTA should clearly tell your audience what they're getting, why it's valuable and why they need to act now.

This way, you create urgency and drive conversion.

Remember, a powerful CTA is the bridge between your message and your customer's action. Make it count!

If you want to transform your emails into a unique conversion tool, I'm offering a whopping 30% discount on my 3-email copy sequence. I only have two slots available, send a message and let's make your brand stand out!

Second Email:

We began a content series explaining how to improve your email copies and offer the best.

▶▶ I have a gift for you. Read till the end.

If you recall, I mentioned that your Call To Action is a crucial part of your email. You can check out my previous post in case you missed it. There's so much value you don't want to miss in there.

Today, I will be discussing a factor most email copywriters don't take into consideration but is highly important: Vagueness in Copy.

I read an email a few days ago and I found myself asking "So, what do I do with this information?"

That's a red flag. If your audience finishes your email confused, the copy has failed. Your email should clearly address the reader and highlight specific benefits they'll gain, sometimes even intellectual benefit. Learning something new is one of them. Make it an avenue to help people in ways they understand, not how you think they should.

Sometimes, your email is clear, but it's too loaded.

I mean, there's too much value in one piece and it can be overwhelming. I tell you. Break it down, split it into compartments with each piece communicating a defined value.

It aids assimilation.

For example, I could have written the three points I planned to share these days in one post but I broke it down for better understanding.

It's not about the volume of copy, it's the value gotten that's paramount.

Sometimes, one sentence is the entrance into a stream of unique ideas.

Do your research on one point and dwell on it. It makes it much easier for yourself and your audience.

Also, be confident about what you've written.

This confidence stems from knowledge you've gotten about your audience and copy.

No one trusts a brand (Copywriter) who seems unsure.

I hope you put this information into practice.

▶▶ Here's the gift I have for you:

If you want to transform your emails into a high-converting tool, I'm offering a 30% discount on my 3-email copy sequence.

I have only 2 slots available.

Send me a message, and let's make your brand stand out.
Till I write to you tomorrow, stay productive!

Third Email:

Everyone says short emails get the job done.

But what if the truth is: sometimes your emails flop because it's too short?

I started a three-day series on reasons emails get ignored and how to fix it.

Here's what I shared over the last two days:

Day 1: Weak CTA produces dead emails. I broke down how to fix them.

Day 2: Focused copy does better than scattered points. One message, One goal.

You should check my last two posts for details in case you missed it.

But today, it's different.

Here's the truth most ignore: You are mixing it all up.

Over time, short emails have been proven to get the job done but sometimes, lengthy emails are what your customers need. Yes, lengthy emails.

Of course, it's true that people flick through emails and attention span is at an all-time low. So, you want to keep your emails short and straight-to-the-point.

But there are cases, you cannot break it into segments especially if you're providing data, context or even instruction.

In cases like this, short copy confuses more than it converts.

When the message is complex, clarity > brevity.

Lengthy emails don't fail because they're long, they fail when they're boring, confusing or irrelevant to your audience.

In short, there is no rigid rule to email copywriting. You write as the situation demands to give an end product: value.

Compressing so much information into a few words leaves out details and makes your audience lose interest.

So, stop writing by rules and start writing with purpose.

I wish you ease in your writing journey.