

Pete Godfrey presents



Moneymaking Emails

The Missing Ingredient That Sabotages Sales





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Who is Pete Godfrey?

If you are not familiar with my friend and colleague Pete Godfrey, he is a Direct Response Copywriting veteran and Sales Strategist, with more than a dozen years of experience in the marketing arena.

From a self-professed *'Rebel Without a Clue'* in his early years, to highly paid professional today, Pete doesn't pull any punches when teaching his hard-won lessons on business success.

In between speaking engagements and copy assignments, Pete helps hundreds of business owners and entrepreneurs each month in his paid-subscription newsletter, the *Emotional Ad Writing & Marketing Letter*. He runs Coaching Groups as well, including his Apprentice Group for aspiring copywriters and private coaching for business owners.

This "working class rebel made good" is also a copywriting trainer, having trained hundreds of budding copywriters including Kevin Francis, Steve Plummer, Hugh Thyer, Dean Kennedy, Pauline Longdon, Rae Brent, Monika Mundell and many more including me, Bret Thomson. His clients list contains many of Australia's top marketers,

including Millionaire-Maker Mal Emery, Mr Motivation Pat Mesiti, Online Experts such as Daryl and Andrew Grant and many others.

His clients, members, colleagues and students know he is an obsessed student of copywriting and marketing and is constantly sharpening his saw.

He's irreverent, funny, and sometimes very reclusive, but always sincere in the best possible way.

What all this means to you is you're getting the real deal here; facts not theories; results not opinions. In this short report, you're getting a sneak-peek inside *Pete's World* and get his take on how to write emails that get attention, get read and make sales.

I trust you enjoy this report as much as I did.

Bret Thomson

Copywriter, Gold Coast Australia





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Introduction

This short report is not the A to Z guide of email marketing. I've got other resources and workshops that cover this in detail.

Instead, this report reveals the missing ingredient I see lacking in many of the emails I get (and I get a lot).

Knowing this missing ingredient gives you the unfair advantage over all the other bland and boring emails which clutter people's inboxes.

With this ingredient in place, your emails will get attention, get read, inspire continual interest and make sales.

Make no mistake email marketing is not dead as some Gurus would have you believe.

They have their own agenda so they make false and controversial claims to push their own ideas... so be careful who you listen to.

Personally, I make money on almost every email I send to my list. Not only that, I get a lot of personal feedback from these emails which only strengthens my relationship with my tribe.

And many of my clients make money from their lists as well every time they press 'send'.

So forget about the 'email is dead' crowd. They're either ignorant fools or they have

suspect agendas. Just remember email is alive and well and making money for all kinds of business owners and sales professionals.

Sure, there's no denying for many folks open rates are down. The fact is, many people are overwhelmed with emails and they delete many emails that hit their inbox. That's why what I'm going to reveal in this report is so damn important.

I'm going to show you how to cut through the clutter and get your emails opened, read and acted upon.

So get excited.

This will be a very cool ride.

Here's the reality: If you keep writing emails like everyone else (bland and boring) your open rates will fall and unsubscribes will rise.

It's that simple.

But, learn how to craft moneymaking emails and not only will you make more sales; you'll start to build a real bond with your online list.

So, is it okay if I share these secrets with you?

Good. I'm talking to the right person.

Let's begin.

The Missing Ingredient: Your Emotional Bank Account

This is the foundation to build your email marketing on. Without this important element in place, it won't matter how good your subject lines are or how riveting your emails are, you still won't make many sales. That's why I'm starting here so you really 'get' the importance of building your email marketing on a solid foundation.

With a real bank, if you keep on withdrawing cash, one day there's not going to be anything left in your account.

It's the same with email.

If you keep blatantly pitching your list day after day there's going to come a time when there's nothing left in the tank.

You've got to start depositing.

Start connecting and building trust. Start captivating your readers so they look forward to your emails.

Don't be like some of those Gurus who treat their lists like ATMs and only contact them when some big launch is on and they wanna make a big withdrawal from their account.

This will get sales but it doesn't build long-term relationships. And as I keep saying, no matter what business you are in, you are really in the relationship business.

So how do you build an emotional bank account with your list?

I'm glad you asked. It's a detailed subject. Below I have listed just a few ways to get the ball rolling so you build a real relationship with your tribe.

First up you must develop your persona.

I covered this in detail at my *Cash Academy Workshop*, but here are a few pointers. I'm not talking about being someone you are not, in fact, exactly the opposite.

Be yourself.

Be human.

Admit some flaws.

Tell your stories that directly relate to your tribe. Strategically reveal what you want to reveal about yourself to build trust (folks can't trust you until they know you). And so on. Just be yourself and be proud of it.

If you're a bit conservative, that's who you will attract.

Same if you're a bit, let's say *unconventional*, that's the kind of folks you will attract.

Like attracts like.

The cool thing here is you can be yourself and enjoy being yourself because this is why folks will read your emails.

Sure, if you're a multi-national business you may want to set a certain tone. But for most of us here, we're small business owners and we brand our businesses with our own

personalities. That's what people buy. They buy us! So get clear on your persona and what kind of tone you want to portray.

Another thing to keep in mind is you are talking to one person at a time.

Now that's copywriting 101 but apparently it isn't common knowledge judging by some of the emails I get.

Please, promise me, you'll never, EVER start your email with, "Hey guys" or even worse, "Hey everybody." (I see this on facebook too.)

When you write to your list, you are writing to one person at a time. In fact, don't even think about it as writing. Think of it as talking. As if you're just sitting down having a yarn with a person over a coffee.

That's how you build real connection. That's how you build trust. And that's how you make more money.

One big point to keep in mind.

Your emails must be entertaining and there must be a payoff to the reader.

Oh, before I go, let's talk about something really important which is your source of leads. Meaning, how you have built your online list and where they come from.

Fact is; the biggest FRAUD ever mounted in the old Internet Marketing circles is what's called, "Moving the free line".

Don't buy into this nonsense. This method is promoted by Internet Marketers as THE way to build an online list.

And I agree.

You will build a list this way. But if all you are doing is going after the low hanging fruit, don't be surprised if your list is full of monkeys.

Let me explain...

Here's a summary of the old "Moving the free line" model.

First create a kick arse piece of content. (PDF, Video, Software, whatever.) It should be your best stuff. You then give this away to build your list. Keep giving away your best stuff to your list. After a while, try to sell them something.

Okay, that's the short version but you get the idea.

The trouble with this model is you build a list of freebie seekers who get offended when you try to sell them something.

And sure, I build my online list through an opt-in box on my blog site and a landing page I direct traffic to. And yes, I give away something free. (See www.petegodfrey.com/blueprint).

But I don't keep on giving free stuff away. I educate my list to the fact I sell stuff and I do that straight away.

So source of leads is significant... and what they opt-in for is just as important.

Fact is, you can make money every day from your online list. But, you need to do this right so your emails get attention, get read, inspire continual interest and make sales.

So be aware of the emotional bank account you're building with your tribe.

Be honest with yourself.

Are you in the red or in the black?

Okay, moving on...

Here's a simple email I sent to my list recently. Yes it got a few orders, but I also received many replies, telling me how happy they were to have me back.

I usually keep my emails a lot shorter than this. But I had a lot to say. Point is, see how I'm not blatantly pitching? I just tell a story, let them know what I've been up to, and then tie it into my newsletter. As I said before, you must entertain in your emails and there's got to be a payoff to the reader.

Example Email # 1

Subject Line: All quiet

"Pete, where are you?"

That's the question many of my readers have asked me this past week.

I'm sorry I've been so quiet.

I've been away on the Gold Coast this past week.

First masterminding with my insatiable Apprentice Group, and then speaking at a two-day Social Media event. (Thanks for having me Julie Mason.)

So I've been quiet.

I haven't sent you any emails.

So I apologise.

But get this...

Be assured I'm back.

** I'm back in the tropics.

** Back in my writing gear (singlet, shorts)...

** And back catching up with a mountain of work.

And looking back on this past week makes me smile.

I met some interesting people. I shared some

quality advice. And I reconnected with several folks I haven't seen in ages.

So it's all good.

And one thing all these folks had in common was they knew, without doubt, opportunities are everywhere.

You could see it in their eyes.

And you could hear it when they spoke.

It's something I keep pointing out each month in my newsletter. That opportunities are everywhere.

Anyway, this month's issue reveals many opportunities to make more money in your business.

It gets posted this week.

Go to the link below so you don't miss it.

<http://www.emotionaladwritingletter.com>

Cheers,

Pete Godfrey
Word Wizard

Example Email #2

Here's another recent email of mine. Once again, it pulled orders and plenty of feedback.

BIG LESSON: I answer ALL feedback emails personally, no matter how many I get. This gives me real interaction with my list; gives us the chance to get to know each other and strengthens our relationship.

NOTE: The BIG online gurus tell you to outsource this to someone in Bangladesh or Pakistan so you free up your time. Don't do this. Have some empathy damn it and get to know the folks on your list.

Subject Line: Cough, Sneeze, Wheeze

I got on the plane, up the front, and as the plane started to fill up I smiled, thinking I had the place to myself, with no one next to me, just me and my thoughts.

I'll order a beer, think back over the past few days on the Gold Coast, and then shut my eyes and drift off to sleep.

That's what I thought anyway.

Not to be.

With two minutes to go before the doors were locked, an overweight guy hustles on board, spends two minutes fighting to get his oversize bag into the overhead locker, and plonks his substantially backside next to me while sneezing openly with no hand cover before wiping his face with the back of his hand.

"I think I'm coming down with something," he says to me while sniffing.

"No shit Sherlock," I thought... but said, "Yeah."

Anyway, for the next 65 minutes until we disembarked at Mackay, the dude next to me spent sneezing, wheezing and sniffing.

Now, I'm no doctor, but even I know the most contagious time when you have a cold/flu is when you're coming down with it.

Your body does everything it can to get rid of the germs, and if that means sneezing like a labourer at a pepperfactory, if that means creating a flow of snot that could drown a baby, so be it.

This wasn't good news for me.

Not good at all.

Anyway, now that I've created some really disgusting visuals in your mind, what has this got to do with you?

Well there's an old saying, "If you want to make God laugh, tell him your plans."

You see, no matter how well we plan our lives, there's always the unexpected to deal with.

I mean sure, here I was planning a nice plane ride home by myself, instead I got to sit next to some germ spreading monster oblivious to even the most basic hygiene etiquette.

It's the same in business.

We must plan for the best and get busy with our promotions.

But we have plans in place when things go wrong.

And that's what I share each month in my newsletter.

<http://www.emotionaladwritingletter.com>

How to get busy putting together winning promotions...

But also...

What to do when the old shit hits the fan.

My newsletter isn't for everyone that's for sure.

If you're chasing instant online riches it isn't for you.

But if you're a pragmatic business owner or sales professional looking to increase profits while having a great time doing so, then my newsletter will be like a breath of fresh air.

No theory.

No B.S.

Just the facts in an entertaining way.

You can join this unique fraternity at the link below.

<http://www.emotionaladwritingletter.com>

Cheers,

Pete Godfrey
Wizard of Words

Why Many Folks Suck At Email Marketing

You know why more marketers don't make more money with emails? They are scared! Scared to write personal emails like me.

Instead, they hide behind a curtain of respectability. *"Oh, we could never send emails like that to our list,"* is the favourite excuse.

Gary Halbert said it years ago.

To make more money with your ads and sales letters you've got to commit image suicide. This means, get away from all the impersonal corporate speak, and instead bond with your prospects and customers and talk to them in a personalised, just me and you talking kinda way.

Look, I'm not saying you've got to sound like me and write emails the same as me.

That's plain silly.

You need your own persona, your own personal stories, and your own product stories, so you connect with your market and maintain continual interest with your tribe.

Regular emails are the key to your success.

You need to stay in contact.

For me, it's a few times a week.

For other folks, once a week maybe ideal. Whatever. Just stay in contact. Fact is, if you've got an email list you haven't contacted for a few months, chances are they have forgotten all about you.

There is value in your list.

But only if you build your emotional bank account.

And only if you have true empathy for each and every person on your list. (That you actually give a shit about them.)

Okay, that's it for now.

If you've got any feedback, just send my way to: pete@petegodfrey.com

And if you want to read more cool stuff on copywriting, marketing and mindset, get on over to my blog at: www.petegodfrey.com.

Thanks for joining me.

Cheers,

Pete Godfrey

Wizard of Words

Copywriter & Sales Strategist