

THE MOST REVERED, THE MOST REVEILED

EMAIL PLAYERS

NEWSLETTER

ISSUE #1

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The 24-Point Email Marketing "Cheat Sheet"

Dear Subscriber,

I want to start this maiden issue of the *Email Players* newsletter with a list of subject lines, opening, and other ideas I have learned and experimented with since creating my methodology that have put lot of the green stuff in my hot little hand. And I believe they can do the same for you, too, if you apply them to your emails starting right away. In fact, you can easily use them in your next several emails. They take no particular creativity. And you could almost look at this issue as a get-started-fast-with-email "cheat sheet." Just adapt (don't steal or "lift" anything, only losers do that) the following info to your product/market/list and you're off to the races.

Email Cheat Sheet Tip #1: The Joke Opening

This is opener briefly disguises the true purpose of your email long enough to bond with the reader a bit, make them smile & open their minds to wanting to buy. Any pithy joke will do, and it doesn't even have to be particularly good. Here's an example:

What did the bird say when he flew over the internet?

Cheap!

Cheap!

Cheap!

A lame joke, perhaps.

But still a TRUE one. And while it's fun finding really cool cheap and free stuff you need on the internet...

**Email Cheat Sheet Secret #2:
Piggyback Off Of Books**

This is a nice way to hammer out emails quickly. It also has the added advantage of being useful, inspiring, and valuable — all of which can increase the chance of your readers buying. What you do is, you talk about a book relevant to your market, and quote interesting facts you found in it. Take this for example:

...a laundry list full of business & marketing lessons I learned from Mr. Capra's autobiography - "The Name Above The Title" - about making movies that apply directly to marketing. Here are a few of them:

- * There are no rules to filmmaking, only sins. And the cardinal sin is Dullness
- * What interests people most is people
- * Self aggrandizement will get you a lot farther a lot faster than modesty

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- * Entertainment is an amazing tool for rallying people against the “bad guys”
- * Laughter disarms skepticism, cynicism, and even hostility
- * Don’t look for objective criticism or praise... look for gut reactions
- * Creating Vision can literally win wars
- * Don’t make the best picture you ever made in the same year that someone makes *Gone With The Wind*
- * FDR was such a great listener he almost converted Frank Capra into becoming a Democrat
- * Too many filmmakers get their ideas from other’s pictures and not from life
- * Wealthy hypocrites and celebrities in Hollywood constantly virtue signaling about “social justice” secretly had just as much contempt and hatred for the very people and causes they virtue signaled about in Capra’s day as they do today

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* Trying to not offend people ruins movies

**Email Cheat Sheet Secret #3:
The FAQ Open**

This simple email opening accomplishes at least two important things. First, it addresses skeptics up front, which is especially important since we are now in the age of the skeptic. And secondly, it uses curiosity to keep people engaged, by answering questions they have about your product. You can pretty much adapt this for anything you want, too. Here's an example:

"Is PRO Elite just MLM?"

"Is it a pyramid?"

"Does it REALLY work for the average person?"

These are a few "frequently asked questions" I get every day from people who are sick and tired of their daily job commute, but are skeptical and don't want to just jump into anything without doing their due diligence.

**Email Cheat Sheet Secret #4:
Comment On Industry Gossip**

Every niche and industry has its own sewing circle of gossip. And whether that gossip is based on truth or opinion or even downright lies... you can use it to your advantage. For example, in my industry, there was a big broo-ha-ha about the so-called "Syndicate." A bunch of goo-roos that banded together to sell products to each other's lists in a way that (supposedly) edged out competition. Now, I have no opinion on it either way. However, I do find it amusing anyone with an ounce of marketing skill would care at all, what are they afraid of? BUT... it made a great email topic since it was

on peoples' minds. Here is how I did it — you can model an email after this about gossip in your industry, and then just give your opinion on whatever it is you are commenting about...

Let's talk about the so-called Internet marketing "syndicate."

What's that?

Basically, it's a group of Internet marketing goo-roos (selling to the Internet marketing niche) who have cleverly figured out a way to (more or less) erase competition by ganging up and promoting to each other's massive lists in a very deliberate way. I won't go into the nitty-gritty here because, frankly, others have written more about this in far more detail already.

Some people are REALLY angry about it, too.

Me?

I find it...

Email Cheat Sheet Secret #5: Profiting From The Whining Subscriber

If you send out daily emails the way I teach, you are occasionally going to get people who whine, complain and moan about spam. One day, some guy emailed me complaining I wasn't really giving away any "tips" and everything was just a sales pitch. Now, if you are on my list you know that yes, I DO plug something every day, but I also make it worth reading. That's the whole point — to want people coming back tomorrow, and not deleting me on sight. But this guy didn't see it that way so he sent me an email asking where the tips are. So I sent an email the next day with a list of the subject lines of my previous 10 days' of emails, along with what the tip was in each

email. It shut the complainer up, and also reinforced to the rest of my list how much I do give away, all of which instantly silenced other skeptics while reminding my loyal subscribers of the value they get. It also led to more sales, too, because I then gave a counter argument from another subscriber in the PS:

...here's what it said:

"When i joined your list, I thought i was supposed to get daily email tips. I haven't seen a single tip (unless you count reading your ads for your course.) Am i missing something?"

I had to wonder if he had a point.

So what I did was look up the 10 previous emails starting the day before he sent the above email to me, and behold -- here's what's there:

The Marketing Leprachaun's Pot O' Gold
(The tip: The power of strong customer service)

How To Fix The Economy
(The tip: Inspiration and ideas for entrepreneurs)

Goo-roo Tricks That Backfire
(The tip: Don't use sales "tricks", they'll backfire on you)

Marketing Nerd Rage
(The tip: The power in creating your own fan base)

Robbing The Goo-roo Train
(The tip: Avoiding analysis paralysis)

The Case Against Using Testimonials

(The tip: Don't always assume testimonials help, test them)

Email Myths That Kill Sales

(The tip: 8 popular email teachings that are often false)

Sipping On A Big Frosty Glass Of Shutty

(The tip: Talking too much kills sales)

Beware The Devil's Info Products

(The tip: How to identify bad info products)

"Type A" Marketers Hulking Out On The Competition

(The tip: Personality traits that can help you in business)

Anyway, smells like an awful lot of tips.

In fact, methinks the REAL question isn't "where's the tips?"

It's "how are these NOT tips"?

**Email Cheat Sheet Secret #6:
The “Why I Don’t Do” Subject Line**

I love using these subject lines. Basically what you do is write, “Why I Don’t Do X” and then make sure “X” is something everyone else does, but you don’t. It’s naturally controversial which gets readership, and is dripping with the “curiosity factor.” Examples: “Why I Don’t Do NLP”, “Why I Don’t Exercise”, “Why I Don’t Drink Water”, etc. The power in this is saying you are not doing what everyone else just assumes is the “right” thing. Very powerful subject line that’s almost guaranteed to get opened by lots of people if you do it right.

**Email Cheat Sheet Secret #7:
The 3 Questions Opening**

Here's a simple opening that, if done right, can keep people glued to your email top to bottom because it flows right into your content. The key is to know your market and what they want, and then just use those wants and desires in the form of 3 questions. Make them short questions they are nodding "yes!" to (mentally) and you almost can't go wrong. Here is an example of this opener:

So you want to fit into that cute bikini you got for Christmas by Summer?

But you ate like a pig all during the holidays & can't seem to stop snacking now?

And you aren't sure you can shed that fat in time without starving yourself?

**Email Cheat Sheet Secret #8:
The New Word Opening**

This is a fun way to begin an email that can get people engaged. What you do is find a bizarre, little-known word and then tell your list about how you just learned a new word and tie it into what you sell. The key is to think of ways to tie these random words into what you sell:

A little while ago I learned a new word:

"Fauxcellarm."

It's a "phantom" cell phone vibration in your leg when you're not even carrying your cell phone. Kind of like "phantom pains" where people who have lost a limb feel pain where that limb used to be, even though it's not there...

**Email Cheat Sheet Secret #9:
The “Whacky Crazy Way” Subject Line**

Here’s a subject line I once used on accident that tends to get lots of attention (i.e., sales of whatever I’m selling). It’s different, non-hypey, and wrenches on the curiosity buttons of your readers. All you do is say in your subject line, “A Whacky Crazy Way To___”. So for example... “A Whacky Crazy Way To Be 10 Times More Productive”... Or “A Whacky Crazy Way To Lose 10 Pounds By Next Week”... Or “A Whacky Crazy Way To Eliminate Pain”, etc. Just insert your own benefit into the template and let the hounds out.

**Email Cheat Sheet Secret #10:
Don’t Fear Long Subject Lines**

Something to think about: Many people (wisely) use shorter subject lines. I do almost all the time. But that does not mean you should never use longer subject lines. Longer ones can and do work, too. In fact, if everyone is doing short subject lines in your niche, that’s a good reason to toss some unusually long subject lines in the mix to see what happens.

**Email Cheat Sheet Secret #11:
The “This Email Contains...” Subject Line**

Last year I bought a collection of ads written by an old school ad legend named Ralph Ginzburg. One of his ads had the headline, “This Ad Contains A Shameless Bribe.” A structure that’s very easy to use in subject line: “This Email Contains A Shameless Bribe” and (on my blog) “This Blog Post Contains A Shameless Bribe.” Now, it doesn’t have to be “shameless bribe.” You can say “This Email Contains A Free Gift” or “The Email Contains The Secret To Effortless Exercise” Or “This Email Contains A Powerful Freebie” or whatever you want to say. The power is in the phrase “This Email Contains” and then just tell them what’s in there.

**Email Cheat Sheet Secret #12:
The “Here’s Some Great Advice I Got” Opening**

This open is easy to write and gets people reading, which is essential for generating maximum sales. What you do is think up some cool advice that’s helped you and that will help your readers. Then just begin your email with that advice, and then tie it into what you sell.

Here’s some of the best ad advice I ever done got:

“If you are not running enough tests that are really flopping, then you are not doing your job...A very good copywriter is going to fail. If the guy doesn’t fail, he’s no good. He’s got to fail. It hurts. But it’s the only way to get the home runs the next time.”

**Email Cheat Sheet Secret #13:
The “My Big Stupid Failure” Subject Line**

Another subject line that can get lots of people reading your emails. Just take the template “My Big Stupid ____ Failure” and fill in something relevant to your market. “My Big Stupid Marketing Failure”, “My Big Stupid Weight Loss Failure”, “My Big Stupid Dog Training Failure”, and so on. You can use this for anything. And it sets up an email with a story about something they should NOT be doing, which is a great email strategy. (Naturally curiosity provoking.)

**Email Cheat Sheet Secret #14:
The “I got this interesting question” open**

Begin your email with “I got this interesting question” and then post the question, along with your answer, which you tie into a call to action to buy your product:

I got this interesting question:

===

"Jen, I feel awful! I was on a diet and was losing a little bit of weight, but it was happening too slowly and I was tired of always being hungry and having to watch every morsel I put in my body. I felt like a prisoner! And was just so depressed and decided to throw in the towel and start eating whatever I wanted to. I gained a lot of my weight back and just now decided I do not want to go down this path. Is there anything I can do to get back on the saddle quickly and lose the regained weight faster? I have a second wind now and really want to get this weight off!"

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I understand!

And believe me when I say you are NOT alone!

Here's what I suggest:

**Email Cheat Sheet Secret #15:
The “things that don’t make no sense” email**

Whenever you can make a list of things that everyone sees happening, but that don’t make sense when you think about it, you have a recipe for an awesome email that is easy to segue into selling your product with. Simply use the template below, then list a bunch of things you see people doing in your market that are dumb, harmful, or simply don’t work, and then tie into what you sell.

Some things just don’t make no sense.

Especially in the world of golf.

In fact, the longer I teach, and deal with other golfers (and hear from other golfer) the more “don’t make no sense” things I see and hear.

Take the following, for example:

**Email Cheat Sheet Secret #16:
The “I don’t know if it’s something in the water” PS**

This is a fun way to write two emails in one. By that I mean, you write your email about whatever you want then, in the PS, you write a whole other email (pure pitch). If your email contains lots of interesting information, you can get away with this, and you will often get more readers looking at your blatant pitch than if you just sent it out by itself. So for example, you write your email that gives some interesting information they can use, and then end with a PS that’s pure sales pitch:

P.S. I don’t know if it’s something in the water or what — but been getting lots of questions about how to get freelance clients (not just copywriting, but also for other services).

Well, guess what?

Maybe there IS something in the water.

Because my newest book is ALL about getting clients (regardless of what service you offer)...

**Email Cheat Sheet Secret #17:
The “come get your lovin’ sale” Email**

If you are launching a new product or having a sale, then this little ditty can’t miss. Simply tell ‘em your product is on sale and then in the P.S. list your best

testimonials. Very powerful for leveraging testimonials to sell your product with:

Subject line: Come get your prostate pain-relief lovin’

No fireworks or tips today.

Just a quickie announcement:

My newest eBook ____ is on sale today.

Here’s where to get your email lovin’:

LINK

P.S. If you are wondering...

“Is this REALLY any good? Or is this just more saw palmetto or beta sitosterol that doesn’t work and sometimes even makes it worse?”

Then here are a few (unsolicited) testimonials:

**Email Cheat Sheet Secret #18:
The “Myths” Email**

This kind of email is naturally curiosity-provoking, is easy and fast to write, and is great for making more sales — especially if you know your market is committing certain mistakes. Just tell them some common myths they are falling for, and then segue into your product:

Subject line: Myths that kill fat loss progress

One of the biggest belly fat myths you'll hear is:

"Do more sit-ups!"

Nonsense! Sit-ups are not a belly fat cure. In some cases, people even injure their necks doing them, and they don't even work your entire core anyway. This is why I'm a big fan of doing other kinds of exercises that work the entire core, and not isolation exercises like sit-ups.

Take, for example, push ups.

They work your CORE. That means, they work on your abs. Any kind of exercise where your entire body is moving at once is good for your abs and belly fat.

So just something to think about.

And here's something else to think about:

A lot of exercise not only can injure you... but even halt weight loss. Like exercising to failure. Or, exercising really hard really long. That's terrible for your body! Ever since I've been using my ____ system, I've been seeing this first hand...

Email Cheat Sheet Secret #19:

The “10 Mistakes That Keep Even Smart People____” Subject Line

Here's a subject line that involves numbers (you can use 10 or whatever number you like), curiosity, and even a bit of controversy. Especially if you sell to people who think they are smarter than they are. Here are some examples, “10 Mistakes That Keep Even ‘Smart’ People Broke”, “5 Mistakes That Keep Even Great Golfers Frustrated”, “11

Mistakes That Keep Even Strong Athletes Sick”, etc.

**Email Cheat Sheet Secret #20:
The “Who Wins In A Fight” Subject Line**

This psychology is as old as school yard brawls. Everyone wants to know who’d win in a fight (at least, if you are selling to a male-dominated market). And everyone has their own opinions on such matters. So why not use it in email subject lines? Here are some examples:

“Who Wins In A Fight: Introverts Or Extroverts?”

“Who Wins In A Fight: The Weight Lifter Or Calisthenics Guy?”

“Who Wins In A Fight: The Email Marketer Or Blogger?”

**Email Cheat Sheet Secret #21:
The “Get New Subscribers Up To Speed” Email**

Sometimes you just don’t have time to write an email, but want to get something out there. Well, one thing you can do is a list of URLs to older emails (that you’ve put on a site) that’s a “get up to speed for new subscribers” list. And if you use a bit of strategy, you will send them to blogs/emails that sold lots of your products. Here is how I did this a little while back:

Subject line: FAQ For The “Uninitiated”

Today’s email doesn’t apply to everyone.

In fact, most people can safely delete it. It’s for the “uninitiated” only. And it is basically an unorthodox “FAQ” for the influx of newer subscribers I’ve gotten

over the past few months, answering common questions I've already addressed in the past. Like, for example, why I don't sell eBooks, which copywriting products I recommend, my opinion of NLP, do I ever have sales, which marketing gurus do I trust (and which ones do I avoid), and so on, and so forth.

So there's no real "tip" today.

Just links to prior emails that are now on my blog:

**Email Cheat Sheet Secret #22:
The "You Might Get A Kick Out Of This" Email Open**

Begin your email with, "You might get a kick out of this" and then launch into a story or whatever your email is about. It's a nice, short first sentence. And, it makes people want to naturally keep reading to see what they will get a kick out of.

**Email Cheat Sheet Secret #23:
The "Top 10 Resources" Email**

Another great email for when you're not feeling energetic, want to get something out there and maybe even make a few sales to boot. What you do is, you list your top 10 (or any other number you want) resources in your niche/field/industry. BUT... you do not hyperlink to those resources. However, in the PS, you insert YOUR product on the subject (after all, you are entitled to list yours amongst the best, aren't you?) This way you are positioning your product (the ONLY one linked to in the email) as a "must have." Here is an example:

Top 10 dating tips resources

By popular demand... here's my top 10 favorite dating products for men. No long, blathering build up. No messing around. Here it is...

Email Cheat Sheet Secret #24
The “George Costanza School Of...” Email

This kind is fun for you to write and for people to read. And what you do is, you write an email around the character of one of your favorite TV shows (preferably a bumbling character from a sitcom). Just watch your show and take something he does and tie it into what you sell. That way it's like his/her “school.” Here is an example:

Subject line: The George Costanza School Of Copywriting

Even 11 years after it's cancellation, and seeing every episode several times... I still never grow tired of Seinfeld. Especially the one where George Costanza did everything in opposites. For example:

Okay, that'll do it for today. Sally forth over to your auto-responder software, and use these email ideas to jump start your sales. Don't worry about using all of them — just pick one or two that stood out, plug into an email, push send, and see what happens.

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