

Non-Promotional Value Emails

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Purpose Of This Guide

To understand how to create emails that deliver value and build trust with your email list.

Building Value Is Crucial!

As you know, providing genuine value is a **crucial** part of keeping your email list healthy and responsive.

Not only do non-promotional value emails actually help your subscribers but it also enables you to make a lot more money when you do promote.

It's a win-win situation so you might agree with me that it's amazing that so many marketers neglect it.

I suppose it just shows how short term a lot of marketers are: they'd rather go for the fast buck even if it lowers the money they can make in the long term.

Anyway, let's take a look at how you actually create value emails.

I think the easiest way to explain is by way of actual real-life examples.

We'll start with the first approach that you can take to create value which is to tell a **personal story**.

Take a look at this...

Example 1 (Personal Story)

SUBJECT: I'm typing this one handed...[1]

BODY: I'm not the fastest writer of emails usually but today I'm especially slow as I'm using one hand to type whilst the other is cuddling a baby girl asleep on my chest.

Our new (and first) delivery arrived just over a week ago last Monday night and we've been having a brilliant, albeit it sleep deprived time ever since!

Now there are probably a lot of parallels between being a new parent and running an online business: Steep learning curve, hard work, trying different strategies and tactics until you succeed and so on.[2]

It will also be very interesting to see how I manage to fit in web business activities alongside being on call 24/7 to the demands of our new bouncing bundle of joy!

But that can all wait for another day because my parenting experience is obviously extremely limited at this stage and probably more importantly such an email newsletter or blog post would take far too long to type out one handed :-)

So I just wanted to apologize in advance if I am a little slower than normal with my customer email response times: I will get back to you and so far I've been managing 20-40 mins per day but I hope you'll understand if things take a longer than usual over the next few weeks or so. [3]

It's a chilly and icy day here in Bude, Cornwall but the skies are blue and it looks perfect for a little walk down to the beach. [4]

I hope you are having a great week too and talk soon : -)

Kind regards, Rob.

Now, as you can see this email is basically a **personal story** about the birth of my daughter.

Here are a few things to note:

[1] This is a curiosity driven subject line. It makes the subscriber think, "Why would he be typing one handed? Has he got an injury? I better open up and find out!"

[2] Whatever you are sharing it might be possible to connect it to the topic of your niche (in my case online business and internet marketing).

This isn't necessary and I don't always do it (if there's a very weak link or there isn't one then don't just make up a weak one!).

But in this case I've mentioned the "Steep learning curve, hard work, trying different strategies and tactics until you succeed and so on."

[3] This section shows I care about my customers which is obviously massive way of delivering value.

Never make something up like this (people aren't stupid and you'll get found out). In this case I genuinely did want to let people know to avoid anyone getting upset at delayed response times.

[4] For some reason I'm a big fan of talking about the weather - probably because I'm British and as a nation we're a little obsessed by it!

But this section creates an image in the subscriber's mind of me walking down to the beach with my daughter.

Just like actual images online, mental ones are extremely powerful.

Now I hope you can see the value in this email, understand a little about how it works and how you can do something similar.

If you are wondering how effective an email like this is for building trust and rapport then take a look at the replies I received:

☐	☆	👉	Kim, Rob (3)	Inbox	Re: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Colin, Rob (4)	Inbox	Re: I am typing this one handed... - Colin, We've all been there with s
☐	☆	👉	Neville, Rob (2)	Inbox	RE: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Barbara, Rob (2)	Inbox	Re: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Kwesi, Rob (2)	Inbox	Re: I am typing this one handed... - must have been for you during th
☐	☆	👉	Sydonia, Rob (2)	Inbox	Re: I am typing this one handed... - your new delivery. Enjoy the mon
☐	☆	👉	Y, Rob (2)	Inbox	Re: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	PeterD, Rob (2)	Inbox	RE: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Typehouse, Rob (2)	Inbox	Re: I am typing this one handed... - your new delivery. Hope you get s
☐	☆	👉	katie, Rob (2)	Inbox	Re: I am typing this one handed... - Rob, just wanted to say congratul
☐	☆	👉	Jay, Rob (2)	Inbox	Re: I am typing this one handed... - your computer just because baby
☐	☆	👉	COLIN, Rob (2)	Inbox	Re: I am typing this one handed... - are now having (and the burning l
☐	☆	👉	Goldlinemail, Rob (2)	Inbox	Re: I am typing this one handed... - wife are over the moon. > > Warr
☐	☆	👉	Des, Rob (2)	Inbox	RE: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Danne, Rob (2)	Inbox	RE: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Graham, Rob (2)	Inbox	RE: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Rebecca, Rob (2)	Inbox	RE: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Neil, Rob (2)	Inbox	Re: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Kellie, Rob (3)	Inbox	Re: I am typing this one handed...CONGRATULATIONS - SO EXCIT
☐	☆	👉	Larry, Rob (2)	Inbox	RE: I am typing this one handed... - > > Just to wish you and your wif
☐	☆	👉	Brandon, Rob (2)	Inbox	Re: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Dave, Rob (2)	Inbox	Re: I am typing this one handed... - you are having I wish you and you
☐	☆	👉	suzanne, Rob (2)	Inbox	Re: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	John, Rob (2)	Inbox	Re: I am typing this one handed... - it. Having experienced it three > t
☐	☆	👉	Rodney, Rob (2)	Inbox	Re: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Craig, Rob (2)	Inbox	Re: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	Lorna Miles	Inbox	Re: I am typing this one handed... - first) delivery arrived just over a w
☐	☆	👉	lee, Rob (3)	Inbox	Re: I am typing this one handed... - first) delivery arrived just over a w

And that is only about 30% of the responses - seriously!

So again, don't underestimate how powerful emails like this can be.

Now, obviously it's not every day that babies come along so let's take a look at some other examples of personal stories.

Example 2 (Personal Story)

SUBJECT: My bad surfing lesson... [1]

BODY: I had a surfing lesson yesterday over at Widemouth Bay beach close to where I live. The conditions were perfect, great weather, 3ft+ waves and a well-qualified instructor.

This said, my own performance was terrible!

Despite it being my 3rd lesson I am still nowhere close to standing up and to be honest I felt as though I was worse than last time :-([2]

I'm not giving up though. It's one of those situations where you have to press on and with the summer on its way it's a perfect opportunity to practice, practice and practice more.

There's a parallel with internet marketing here: I made no money at all for many many months when I began but I knew the only way to truly fail is to quit all together. [3]

That was an option I simply wasn't going to accept (why should I?) and instead I told myself, "I'll do whatever it takes to succeed."

So yesterday it would have been very easy to look at the lady in my tuition group who was standing up on her first lesson, compare myself to her and get depressed.

But I know that everyone is different. It's not my fault I'm a slow learner, after all I'm doing my best and I can't do more than that.

Instead I decided to enjoy the learning experience - it really is great fun even if my every attempt seemed to result in a "wipe out!"

Example 2 (Continued...)

If you're beginning your IM journey, or have been trying for some time, I honestly have no idea how long it'll take for you to become successful.

But I can tell you that we shall both eventually succeed if we:

- (1) Consciously choose to enjoy the learning curve to keep motivation levels high
- (2) Follow a proven method (hence my surfing instructor to show me)
- (3) Stop comparing the quantity or speed of our success with others. There's no point - just concentrate on your own game.
- (4) Ignore negative self-defining statements like "I'm too old/my hamstrings are too tight/I have no natural balance/I can't write/etc" - these are just excuses your mind makes up to encourage you to quit so that you can avoid having to breakthrough the challenges!

Ultimately, it doesn't matter whether it's surfing, creating a monthly residual online income or anything else worth having in life, there will be difficulties but tenacity can overcome all of them.

I hope this email has helped to give you some positive energy for your business.

Have a great weekend :-)

Kind regards,

Rob.

Now this email is essentially about achieving our goals in life.

This is a topic that is pretty universal to any profitable niche that you are operating in so you can literally use the same format and adapt it yourself.

Here the some key points to note:

[1] Another curiosity driven subject line. It's also obviously personal which always helps the open rate as well.

[2] When we fail at something there is a tendency to feel alone and as though we are the only one experiencing this particular problem.

This is true of **the majority of your subscribers at any one time**: Regardless of your niche they will be experiencing challenges and difficulties.

So by admitting a "failure" on my part (i.e., that I still couldn't stand up) I'm showing that they are not alone. I have these problems too and so does everyone else.

[3] Here is the parallel between the personal story about surfing and the niche topic of making money online.

The email goes on to provide 4 specific points of advice that will help the subscriber (again this is pretty good in any niche so feel free to use it yourself).

Now, here's another email that I used that the beginning of the year.

However, as with all of these examples you can easily adapt it and use it at any point in time.

As you'll see it creates value by offering some **advice**:

Example 3 (Advice)

SUBJECT: 1 Little Secret To Make This Year A Winner

BODY:

Happy New Year to you, I hope you enjoyed the festive period as much as I did :-)

I love this time of year - right now people all over the world are joining gyms, starting diets, signing up for online dating sites and of course buying internet marketing products.

There's no doubt that for some individuals these things will end up delivering amazing life changing results.

But sadly the majority will only see small temporary changes (if that).

We've ALL been there at some point - isn't it funny how it only takes a few weeks for the best of intentions to burn out and for old ways and habits to return?

One of the biggest secrets to avoid this is not to get too carried away at this time in the year.

DON'T try and create a revolution in your life.

For example, if you want to increase your fitness then don't take on a 90 minute per day, 5 days per week gym schedule. You'll just give up after a few weeks.

Instead go for 1-2 sessions a week and a 20 minute walk every day.

Example 3 (Continued...)

You'll have a much better chance of enjoying it and therefore it will become more sustainable (eventually to the point of it becoming a positive HABIT in your life).

It's the same with online marketing. Don't plan your 6-figure multi-product empire from scratch but instead focus on the next best single SMALL thing you can do.

This might be:

- Getting your first squeeze page up
- Creating your first product
- Putting together a lead magnet
- Setting up an affiliate marketing campaign

Whatever it is, THINK SMALL and get it done. **[1]**

Once it's in the bag, then and only then, focus on the next thing.

I'll probably get flak for saying "think small" and I agree it doesn't sound like visionary stuff.

But with a little tenacity it leads to a great vision of the future and it's a GREAT way to make this year a real winner.

Have a great start to the year!

Kind regards,

Rob

Hopefully this is fairly self-explanatory if you read it carefully. Just one point to note:

[1] The key takeaway is to "think small" which is obviously contrary to the normal advice of thinking big!

Taking a stand against conventional wisdom is a nice approach that can help your subscribers think in a different way and also helps to make you stand out from the crowd.

Keep this in mind so you can use it when the opportunity arises.

Now, the emails above are fairly long.

Longer than average actually.

Length or number of words isn't really important and in many cases you can provide value with very short emails as well.

Take a look at this one...

Example 4 (Resources)

SUBJECT: [PDF] Rob's IM Toolbox

BODY: It's a beautifully sunny winter's day here in Bude, Cornwall and I'm about to leave for a swift walk along the coast. I love the way the Atlantic crashes about at this time of year! [1]

Before I grab my coat I wanted to let you know about this:

Rob's IM Toolbox [Direct PDF Link] [2]

Long term readers may remember I originally published this over a year ago but I've since updated it. [3]

I literally use these tools day in, day out - I hope you find them as useful as I do :-) [4]

Kind regards,

Rob.

Footnotes:

[1] This is a classic personal introduction. Just a couple of sentences about what I'm up to.

If you can always try to **paint an image** in the subscribers mind.

For example, I use phrases such as:

"..beautifully sunny winter's day"

"..swift walk.."

"..Atlantic crashes about..."

These have a much bigger emotional impact than just saying something like, "I'm going for a walk by the ocean which is quite rough today."

[2] Instead of simply listing the resources in the email I put them into a PDF.

This increases the perceived value and also means I'm literally giving the subscribers something they can download and keep on their computer. Same information of course but psychologically it builds more trust.

[3] Creating PDFs to give away is brilliant because you can send them out repeatedly and generate goodwill each time.

In this case it took me about 15 minutes to update the file with a few new resources and then save the PDF.

The phrase "I originally published this over a year ago" subconsciously creates the (correct) impression that if you stay on my list and open my emails you'll be rewarded with morning like this.

[4] Finally, I'm telling the subscriber I **personally** use these tools.

This further increases the value of the PDF and counters any skepticism that the subscriber might have where they think, "Well if this is free it can't be any good."

Let's continue and look at another short email here:

Example 5 (Cheat Sheet)

SUBJECT: SUPERB 2-Page PDF [1]

BODY:

Please click the link below and save this PDF to your computer: [2]

>>> [12 Step Foolproof Sales Letter Template PDF](#)

It's a superb 2 page document which I've used many times when writing sales copy. [3]

Copywriting is one of the most profitable skills you can ever acquire but it involves a big learning curve and of course fills so many people with dread! [4]

The good news is that there are shortcuts and quite frankly this is one of the most concise summaries I've seen. All credit to the author, David Frey. [5]

I hope you find it useful either now or in the future :-)

Kind regards,

Rob.

Here I'm linking to a PDF again but this time it's on someone else's site.

Don't be afraid to do this - a great way of delivering value to your list is to let them know about useful tools, resources or cheat sheets that you find around the web.

Points to note:

[1] This subject line has a very high open rate. I'm making a personal endorsement of the PDF with the word "SUPERB" and by saying "2-Page" the subscriber knows that this is likely to be concise and not that time consuming.

[2] This is a **very direct** start to the email - No personal introduction or beating around the bush.

Instead I'm using a call to action to tell the subscriber exactly what to do.

[3] I'm emphasizing the value here by explaining that I use this PDF personally.

[4] & [5] This is classic "explain the problem, then present the solution."

Again, very direct and concise. No long story, the value is delivered in the PDF so we just want as many subscribers as possible to click on the link.

Another way of delivering value is to write a blog post and then email your list to let them know about it.

Here's an example of that:

Example 6 (Blog Post)

SUBJECT: Stop - How Can This Be Done Faster & Easier?

BODY:

Please take 4 minutes of your day to read this brand new blog post I just published:

Stop: How can this be done faster & easier?

I nearly called this, "The Biggest Success Killer In Internet Marketing" but in the end went for a slightly less dramatic title. Nevertheless, it's still such a huge problem for all of us so...

...please do take a look by [clicking here](#)

Kind regards,

Rob.

Again, we really just want people to click here so they can benefit from the content on the blog.

So nice and short. No personal introduction, just a call to action encouraging them to click.

Here's a slightly more elaborate way of introducing a blog post....

Example 7 (Blog Post)

SUBJECT: A dull "THUD" & how I BANNED my top affiliate... **[1]**

BODY: A few days ago I was happily sitting in my office and I heard a dull "THUD".

As you can imagine, I was curious on what had made such a noise so I walked around the house trying to see what was wrong.

But nothing was doing, everything seemed perfectly in order. It wasn't until that evening when relaxing in the lounge that I noticed this:



Not ideal really, not least because it's a guitar borrowed from a friend!

So I'm about to head out to my local music shop to see what can be done but before I do I wanted to let you know about this brand new blog post:

[How I Banned My "Top" Affiliate - Click HERE To See](#)

There's a VERY important lesson for you here as you'll see on the link.

Kind regards,

Rob

[1] This had a very high open rate because of the curiosity factor caused by the "dull 'THUD'"

I'm including this email because it shows that you can share almost **any kind of trivia** with your subscribers, even if it's completely unrelated to your niche topic or blog post that you are promoting.

So when something happens to you, consider sharing it with your list.

Here's an even more extreme example:

Example 8 (Trivia)

SUBJECT: The Best Website I've EVER Seen?

BODY: Last night after dinner I was sat on the sofa watching TV and a website was mentioned which is the best thing I've seen for years!

<http://htwins.net/scale2>

Kind regards,

Rob.

P.S. It costs nothing and depending upon your interests this could quite possibly waste hours of your time! Click HERE to see.

The website I am referring to in the email is about the scale of the universe - Absolutely nothing whatsoever to do with the niche!

But again, dropping in an email like this every so often shows your human side and differentiates your emails from others in the market.

Here's another example of a personal story or experience.

It's slightly longer this time and creates empathy by sharing a problem I had experience which the audience will also experience on a regular basis.

This email is easy for you to adapt and use in any niche.

Take a look at the email replies which started coming in literally minutes after I sent it.

Email sent at 11:09am (see bottom) and first reply 11:22am...

40	Re: bit of a crisis - Rob, thanks for sharing this. I am at a Yoga Surf retreat and actually also contemplating some	11:57 am
P	RE: bit of a crisis - Great post, Rob. You're so right – anyone who hasn't experienced this either hasn't taken	11:54 am
K	Re: bit of a crisis - Great bit-o-kit. :-> Have a great day! Keith From: – Rob Cornish – <rob@gainhigherground.com	11:42 am
L	Re: bit of a crisis - Good post Rob, Nice also to hear you talking about taking your daughter for a walk in her buggy	11:42 am
R	Re: bit of a crisis - thanks for this email rob. I am in the process of creating my product and the last few days doub	11:41 am
M	Re: bit of a crisis - Hi Rob, Wouldnt normally reply, but just wanted to say thanks for sharing. Have been working o	11:33 am
s	Re: bit of a crisis - How absolutely lovely and how refreshing to hear someone 'say it as it is'....bless you. At	11:32 am
L	Re: bit of a crisis - I just wanted to say I loved your message Rob. It really resonated with me. Thank you!! Lloyd C	11:31 am
t	Re: bit of a crisis - Hi Rob Yep I can relate to that my wife and I go through that our kids have left home now so w	11:24 am
R	Re: bit of a crisis - Thanks Rob for sharing. Been there too every time. Stages I seem to go through 1. Excitement	11:22 am
-- Rob Cornish --	GHGM Support bit of a crisis - For the past week or so I've been working on a brand new online project which seem	11:09 am

I think it's well worth considering some of the **exact comments** that I received too - this helps to see precisely which bits of the email really hit home too:

"Needed that. Thanks!"

Hey Rob, I like how you describe you immediate surroundings from your office window and what you experience when taking your daughter for a stroll along the coastal path"

"Thanks Rob for sharing. Been there too every time."

"I just wanted to say I loved your message Rob. It really resonated with me. Thank you!!"

"How absolutely lovely and how refreshing to hear someone `say it as it is'....bless you."

"Wouldn't normally reply, but just wanted to say thanks for sharing. Have been working on my own project for best part of a year and know that experience only too well. It's good to hear someone more experienced goes through it too."

"Great post, Rob. You're so right – anyone who hasn't experienced this either hasn't taken on a big project or doesn't need to. For the rest of us, it's an immutable law of nature. Enjoy your daughter, and the lovely part of the world you live in."

"Your e-mail struck a chord with me this morning!"

"Thanks for being transparent Rob - It's easy to assume you go sailing thru life without any hitches!

I like going for walks too - it has to be one of the best ways for clearing your head."

Ok, so here's email that created this response:

Example 9 (Personal Experience)

SUBJECT: bit of a crisis

BODY: For the past week or so I've been working on a brand new online project which seemed like it was going really well.

But yesterday afternoon, indecision, self-doubt and negativity struck.

I think it was triggered by not being able to decide on a particular marketing strategy for the product and after some hours in front of the computer I could start to FEEL widespread self-doubt creeping in.

Now I'm 99.99% sure you've been in this exact situation yourself (...if not then I and thousands reading this email will be envious!)

So what did I do?

First, I thought, "Right, time to down tools."

Then, I took my daughter for a 90 minute walk in her buggy down the coastal path.

Normally this gives fantastic views of the Atlantic Ocean but yesterday the cliffs and sea were - appropriately enough - also shrouded in fog!

Nevertheless, after about 60 minutes, a moment of mental clarity arrived.

I was able to decide on the marketing and, after a few minutes, confidence about the rest of the project returned too.

Example 9 (Continued...2/3)

It's really so funny how our minds work, isn't it?

The reality is that NOTHING had changed with the project at all. Just for some reason a few of the gears in my head had shifted a little.

After completing 10+ projects online, all of which have made me money, there hasn't been a single one where I haven't experienced this negative mindset shift at some stage.

In all cases I've overcome it - otherwise of course, those projects wouldn't have made money.

It's not always as easy as taking a 90 minute walk of course (although more often than not this works wonders and I highly recommend any kind of physical activity, especially outside).

But you CAN get through it.

So when you next experience this yourself (perhaps it's happening right now?) remember this...

- 1) Everyone goes through it
- 2) Not many people will admit it (especially marketers who often like to create a image of superiority and authority in their emails)
- 3) Most people allow it to stop them in their tracks (which is why they never achieve the success they want)

Example 9 (Continued...3/3)

4) Don't fight it (you'll lose a head-on battle every time). Instead, step away, do something else, get some context and let the gears in your mind recalibrate themselves.

Our brains are so incredibly powerful but like software there are bugs that surface now and again. Being aware of this and recognizing the signs (a bit like "Malware Alert" notifications) is just so vital.

Finally, I think these issues are especially important for us internet marketers since we're constantly blasted by new information (our brains are simply not designed to cope!)

Looking out of my office window it's a lovely sunny day and the fog (at least for now) has lifted :-)

I hope you found this useful and have a great Thursday.

Kind regards,

Rob.