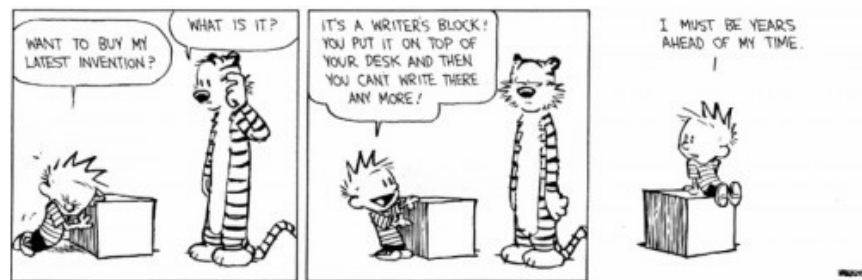


Tone

The way you write your emails is very important. You may be very passionate about your program and want everyone to own it. And you should feel that way.

But from here, everything depends on how your audience receives this kind of information.

If you come off as bombastic you will attract a certain kind of person. If you use restraint you will attract a different kind of person. What kind of person DO you want to attract?



Deciding how to say it; aye, there's the rub...

I like attracting people who think about the big questions of life. I like attracting people who are even more interested in spreading ideas worth knowing than products worth owning.

Of course, if they can package those ideas into products so much the better. I find very often that people's ideal clients are much like themselves.

You would think that would make it easy to write to them. It does and it doesn't. It does in the sense that you can write like you talk without worrying that you'll be misunderstood. It doesn't in the sense of attention span and interest.

Someone may be interested in what you have but that doesn't mean they're willing to wait 5 minutes or four paragraphs for you to get to the point. They expect and they deserve to have a pretty quick understanding of what it is you're selling right off the bat, if that's all you're doing in that email.

But that's not what the best emails do. The best ones bring new insights to old problems.

Here's the point. Relevant insight creates receptivity.

For instance, if you're selling a program on retirement planning, email two might be on the five mistakes people make when planning their retirement. Then at the end of that email you mentioned that you go deeper into all of these points in the program which by the way is on sale this week only.

These kinds of emails add value to people's lives even if they don't buy from you right away. And that's why they don't opt out during these brief windows of time when you are selling overtly.

When you pay attention to tone people notice, they like it, and even if they don't buy now, they'll stick around and wait for the next sale.

But we are in the middle of an important sale right now and we want it to succeed. And for that we need to reemphasize a couple of elements in the rest of our communications that we studied in module two.

Let's look at the first one, scarcity, in the next video.