

3 secrets to **KILLER** emails

THAT CONVERT LIKE *crazy*



WITH
MANDY O'NEILL

Best viewing experience



- ▶ Turn off your email
- ▶ Shut the door

Stay for the Gifts

(at the end)

You're here because

**You want to use email to get more customers,
clients, donors, or members...**

You're here because

You want to sell a product

You're here because

You want to get a donation

You're here because

You want your reader to “know, like, and trust you

You're here because

Writing emails is hard as h*ll!

You're here because

You're not sure how many emails to send

...and in what sequence

You're here because

You want to send KILLER emails that
convert like crazy



Secret #1 - What to say



Secret #2 - The right sequence



Secret #3 Find your Voice

How crowded is your email inbox?



A screenshot of a Facebook post. The post text asks how many unread emails are in the user's inbox and expresses frustration. Below the text is a screenshot of an email inbox interface with a sidebar menu. The sidebar menu items are: Inbox (5,492), Starred, Important, Sent Mail, Drafts (661), and Spam (549). Below the screenshot are interaction buttons for 'Like' and 'Comment'. The post shows 7 likes and 14 comments. Three comments are visible: one from Giselle Marsh (Over 7,000 likes, 16 hrs ago), one from Zoë Foster (22,912 likes, 14 hrs ago), and one from Sarah Liddle (4339 likes, 14 hrs ago).

20 hrs · Edited · 

Let's play a game: How many unread emails do you have in your inbox? I know I can't be the ONLY insane one... Somebody, STOP THE MADNESS!

Inbox (5,492)
Starred
Important
Sent Mail
Drafts (661)
Spam (549)

 Like  Comment

7 people like this.

[View previous comments](#) 14 of 33

 **Giselle Marsh** Over 7,000
16 hrs · Like

 **Zoë Foster** 22,912 - but it's gmail. Really, I don't have an issue with this!
14 hrs · Like ·  2

 **Sarah Liddle** 4339.
14 hrs · Like

Because...

EMAIL IS EXTREMELY PROFITABLE

Newsflash

\$41 FOR EVERY \$1 INVESTED

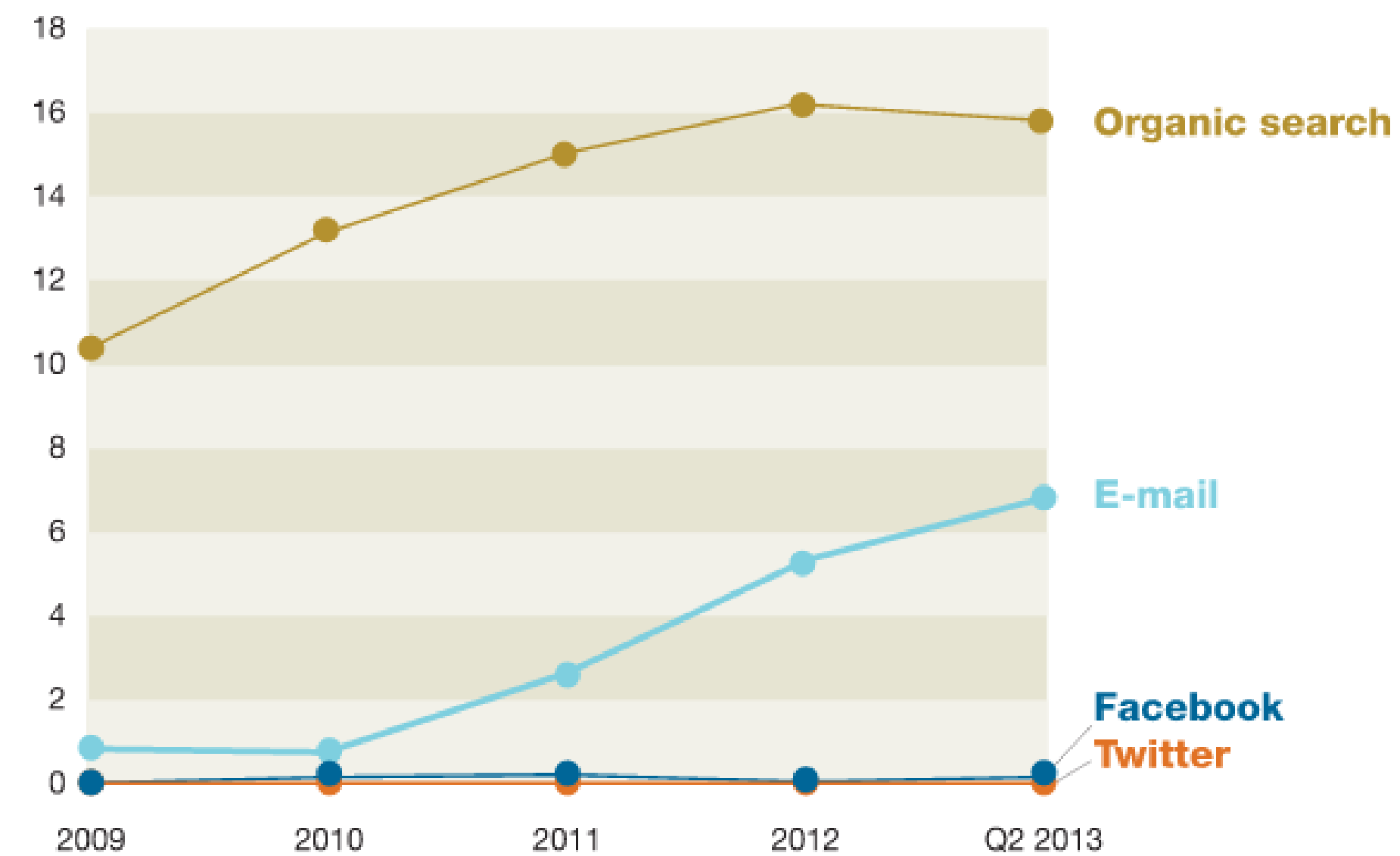
Did you know?

**EMAIL IS A WHOPPING 40 TIMES
MORE POWERFUL AT ACQUIRING NEW
CUSTOMERS THAN FACEBOOK AND
TWITTER COMBINED**

More customers

E-mail is still a significantly more effective way to acquire customers than social media.

US customer-acquisition growth by channel,
% of customers acquired



Source: Custora, *E-Commerce Customer Acquisition Snapshot*, 2013; McKinsey iConsumer survey, 2012

Higher conversions



AFFILIATE



SOCIAL

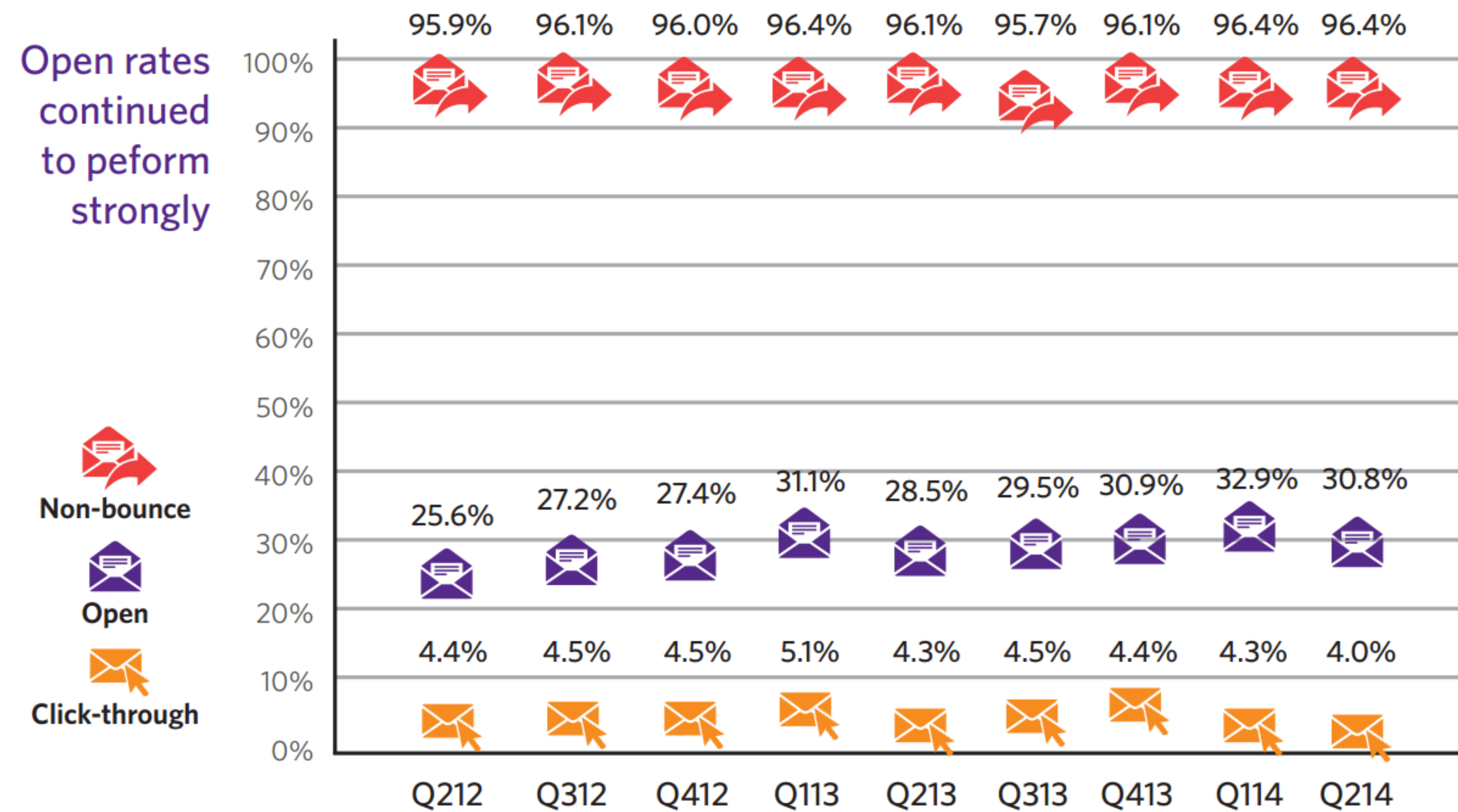


EMAIL



DISPLAY

Email stronger than ever!



Source: [Epsilon](#)

Did you know?

**EMAIL HAS 3X AS MANY ACCOUNTS AS
FACEBOOK AND TWITTER COMBINED**

Forrester: "Social Relationship Strategies That Work"



Did you know?

EMAIL GETS DELIVERED 90% OF THE TIME

**EMAIL GETS OPENED BY 20% OF YOUR
READERS**

**COMPARE THAT TO ONLY 1.5% OF YOUR
FACEBOOK POSTS BEING SEEN**

“Aha” moment #1



There are 10,500 athletes competing in the 2012 London Olympics.

How Many are Women?

- A. About 30%
- B. About 40%
- C. About 50%

[Learn more about how the power of sports drives social change, unleashes the potential of youth, and empowers children — especially girls — as a part of CARE's work worldwide.](#)

Sincerely,
Helene
Helene D. Gayle, MD, MPH
President and CEO, CARE

[Donate Now](#)



In the pounding mid-day African sun ...

what is the weight of water many women in Africa carry on their head for up to five miles a day?

- A. 20 pounds
- B. 30 pounds
- C. 40 pounds

Schoolchildren have become agents of change in Kenya to help bring some relief to their mothers shouldering this daily burden. [Learn how here.](#)

Sincerely,
Helene
Helene D. Gayle, MD, MPH
President and CEO, CARE

[Donate Now](#)



Nearly 400,000 Nigerian children are suffering from acute malnutrition

What's causing this looming crisis?

- A. Failed harvests
- B. Years of drought
- C. Soaring food prices
- D. All of the above

No child should have to suffer from hunger and malnutrition. [Find out how](#) you can help change the course of history.

Sincerely,
Helene
Helene D. Gayle, MD, MPH
President and CEO, CARE

[Donate Now](#)



How many people in sub-Saharan Africa live on less than \$2.00 a day?

- 100 million people
- 250 million people
- 550 million people

With your support, CARE discovered that by harnessing an ancient African tradition — pooling resources to create a village bank — members of the community could better finance their businesses. [Learn more here.](#)

Sincerely,
Helene
Helene D. Gayle, MD, MPH
President and CEO, CARE

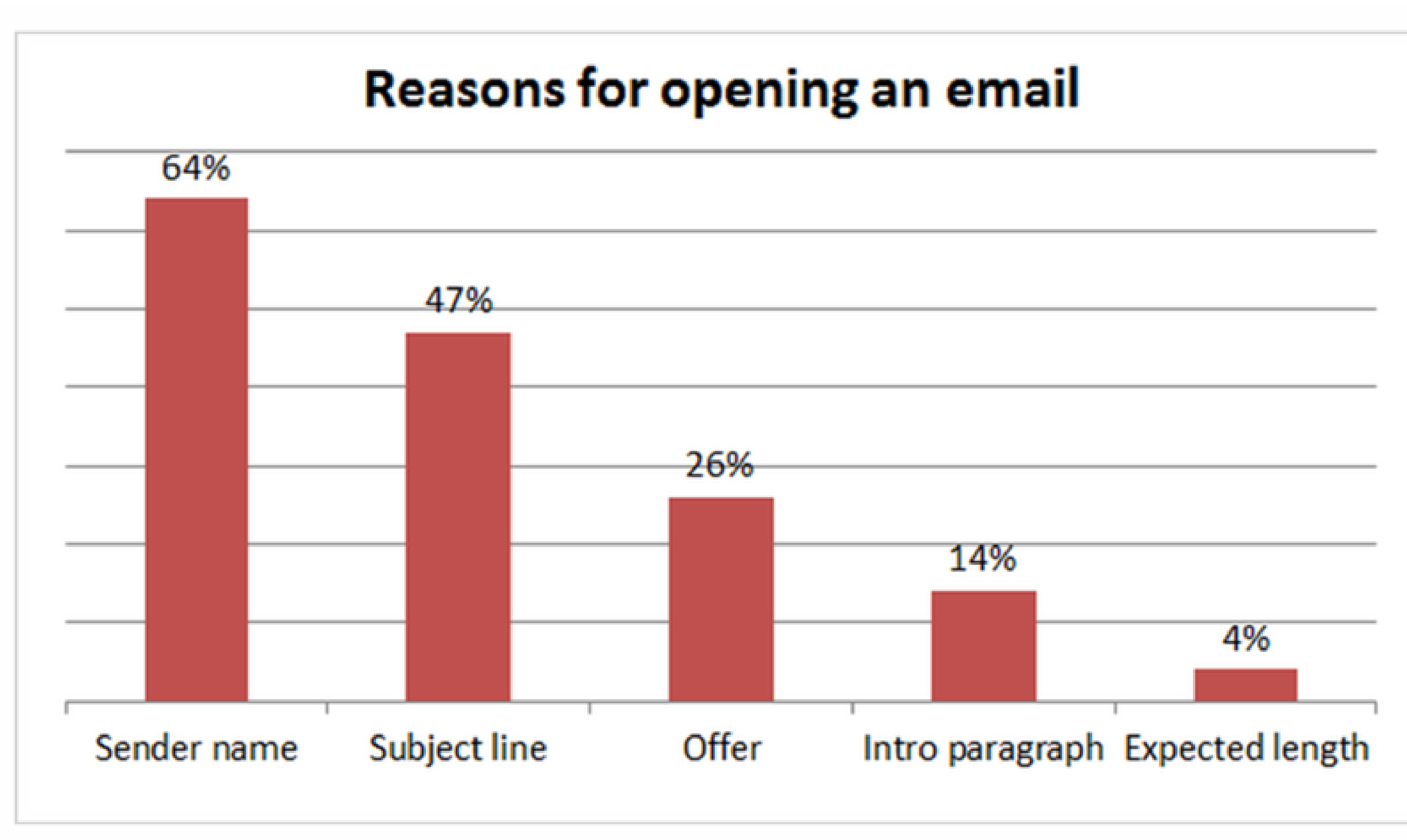
[Donate Now](#)

Campaign click-through rates outperformed industry benchmarks by 277% (and raised \$24,000)

That's what she said

“NOT BAD FOR A CAMPAIGN THAT WE WERE JUST TESTING THE INTERACTION PIECE TO AND NOT EXPECTING A LOT OF REVENUE.”

“Aha” moment #2



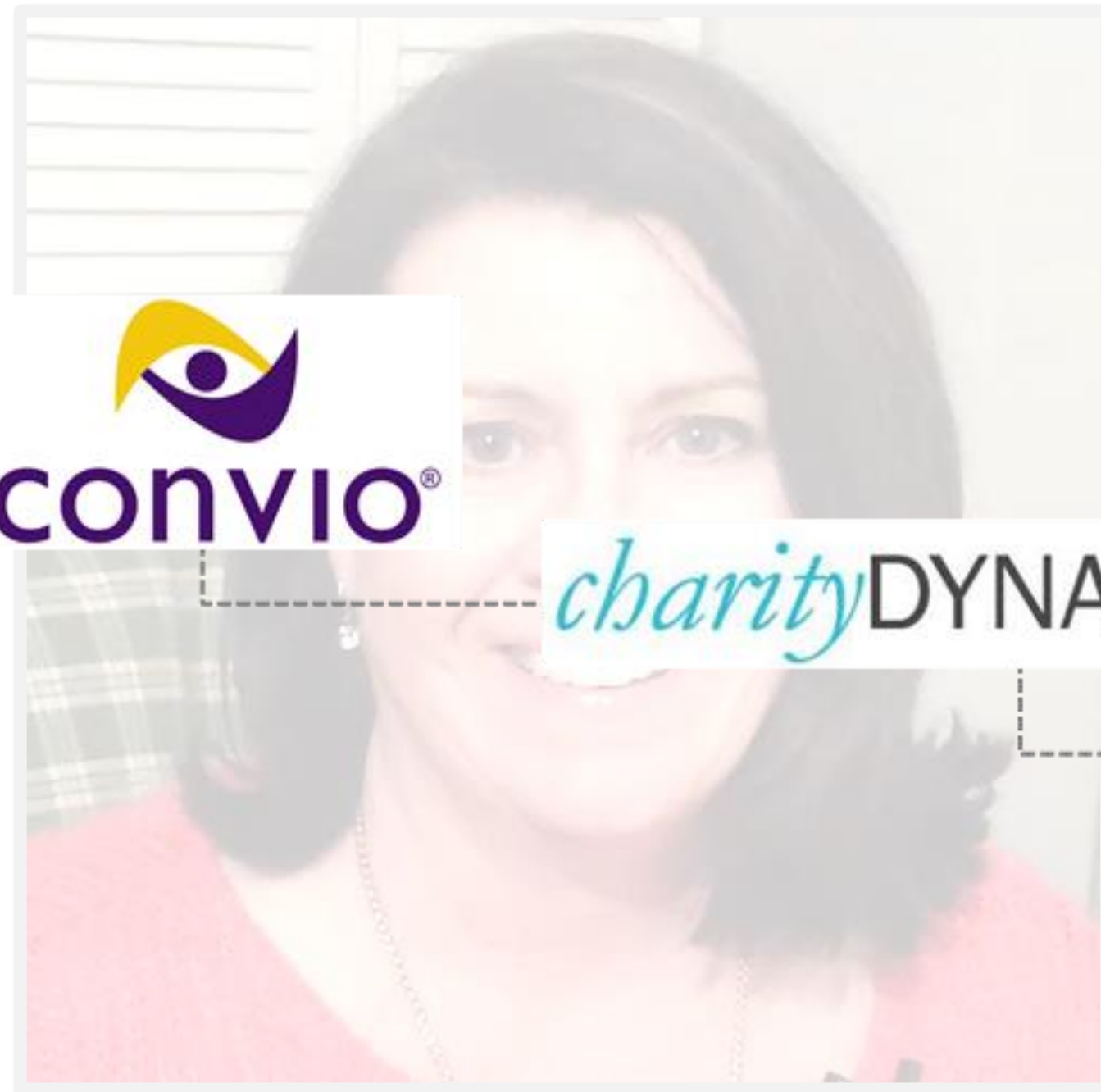
“Email success is all about your relationship, and very little of it is about tricks and tactics.”

About Mandy

Nonprofit
Executive



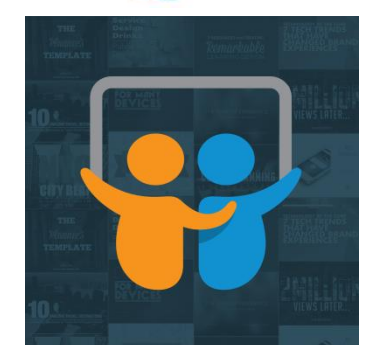
charity DYNAMICS



About Mandy

Forbes

BOOST BLOG TRAFFIC



CLIENTS

Doctors Without Borders/Médecins Sans

Frontières

CARE

St. Joseph's Indian School

Jewish Federation of North America

Merkle

Armbruster Consulting

“With the big picture in mind, Mandy always breaks the strategy down so it is understandable and we are able to customize it to fit our organizations and quickly implement.”

- JOCELYN SCHERR, DOCTORS WITHOUT BORDERS

“I ABSOLUTELY recommend Mandy. She’s an exceptional teacher with brilliant support materials.”

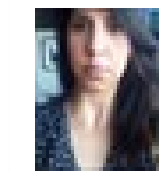
- JESSICA HOOD, SALESFORCE FOUNDATION

“At a time when our community needs us more than ever, Mandy’s coaching and advice hones in on what really matters.”

- CHRISTINE BENERO, CEO, MILE HIGH UNITED WAY

“I didn’t know how you’d top last year’s presentation, but you did! Everyone (not surprisingly) loved the tips you shared. I am so personally grateful for your willingness to help our audience. A million thank you’s are not enough to express my gratitude.”

- HANNAH WESOLOWSKI, PUBLIC AFFAIRS COUNCIL



Wahida

July 4 at 12:07pm · Toronto, Canada · Edited · 🌐

Quick shout out to Mandy O'Neill I am doing module one of her <http://www.leadmagnetlab.com/> program and am in love with how everything is a blueprint. (Note that I am not an affiliate, just a happy customer!)

www.mandyoneill.net

01

Message + Copy

solves “what to say”

01

Psychological cues your readers need to hear

Big Promise...

Give your reader what they WANT, not what they NEED in the headline or subject line. We need toilet paper. We WANT, and will buy, SOFT toilet paper.

Benefits & Features

Real benefits (admiration, socialization, family time), plus features to prove the believability of the benefits

Emotion

We all buy on emotion, not logic, you MUST stir emotion to get a click



Social Proof

Logos. How many others doing it. Testimonials. Reviews. (reduces risk AND shows your credibility/believability)

Urgency or Scarcity

Loss aversion

Easy Button

Easy to buy, donate, get started, removes mystery and hesitation. Chance to overcome objections

Freedom of choice

I have choices (including doing nothing) and feel that this is the best of all choices.

01

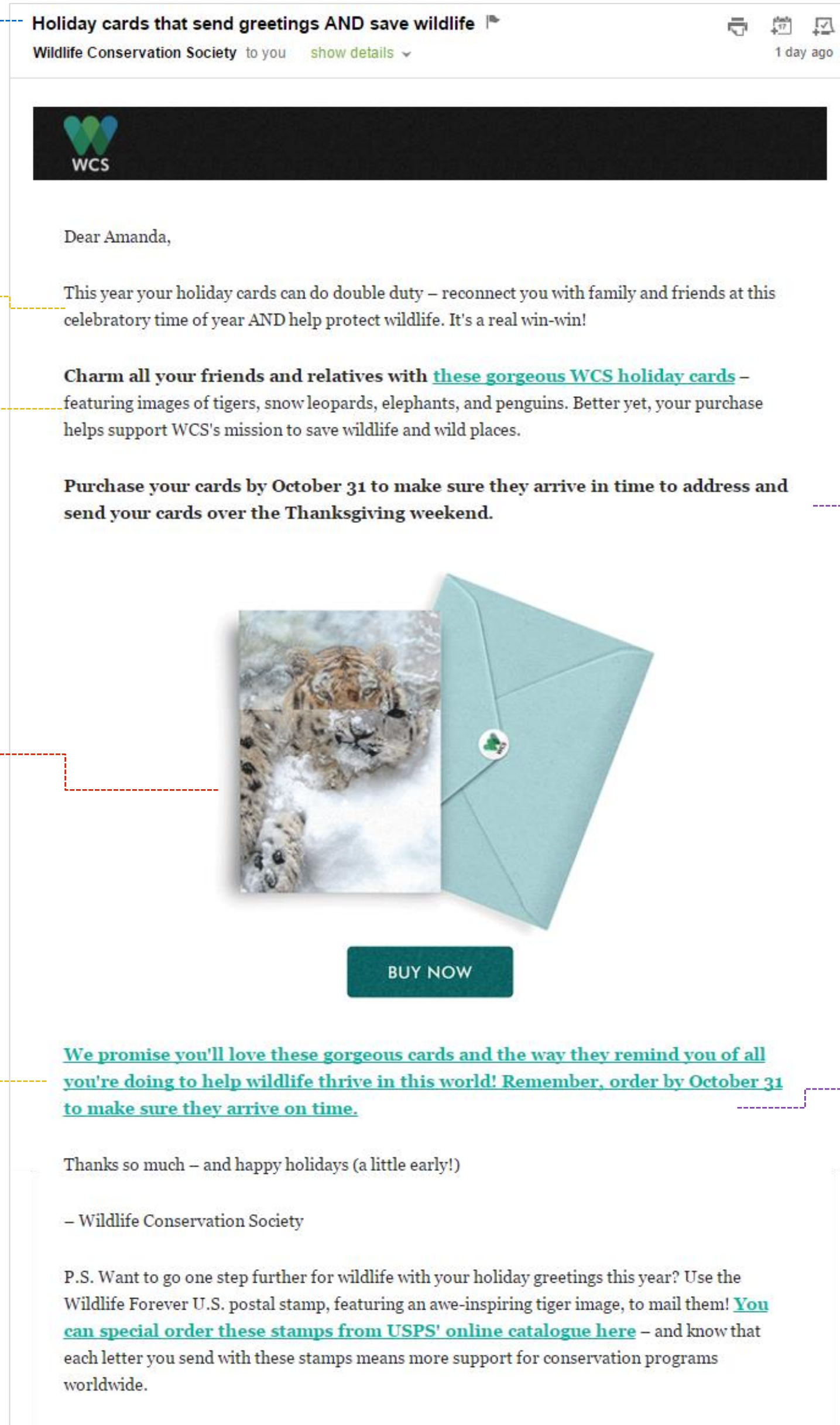
Nearly perfect email

Big Promise...

Benefits & Features

Emotion

Benefit: A better version of "you"



Urgency

Urgency

01

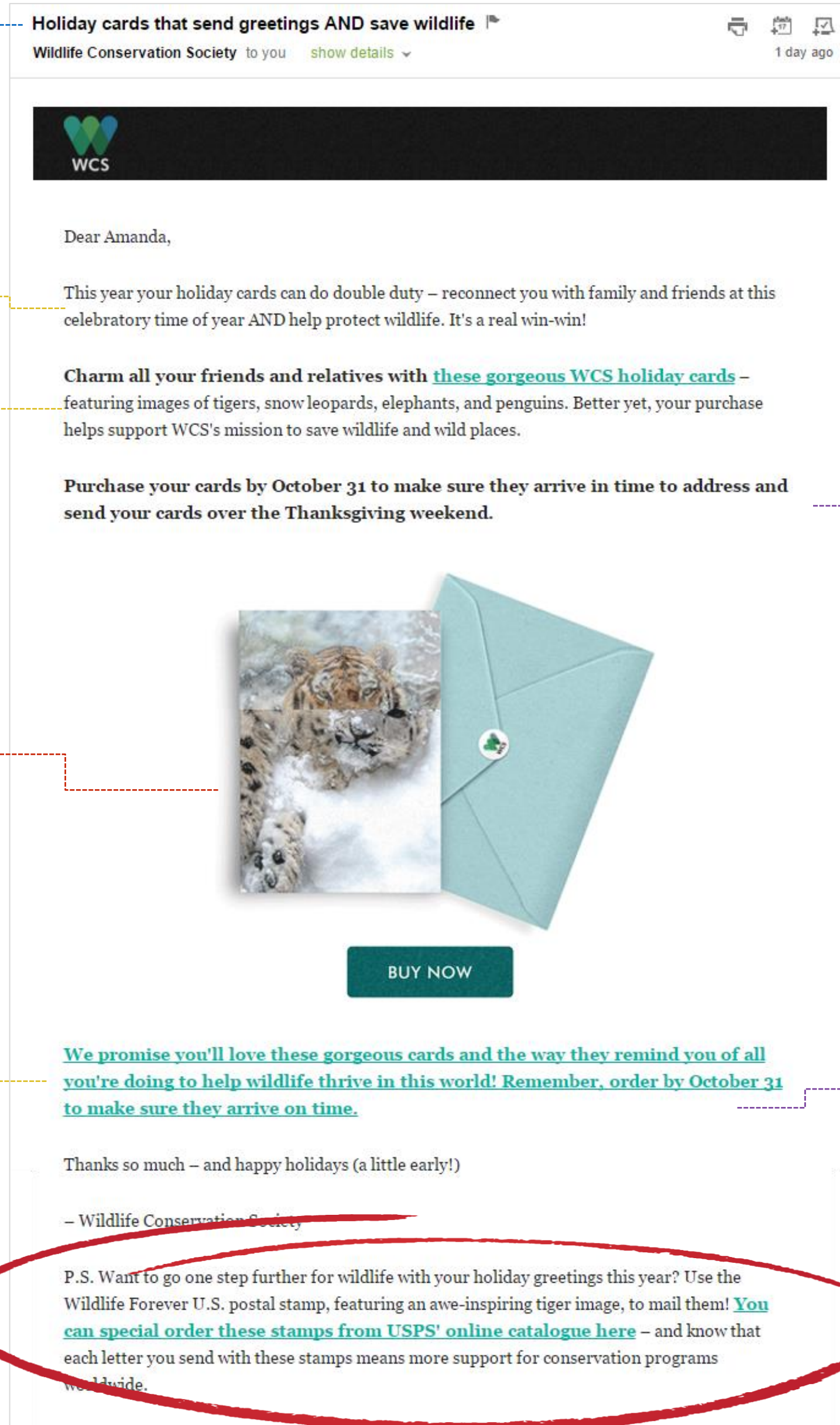
Big Promise... 

Benefits & Features 

Emotion 

Benefit: A better version of "you" 

Usually better to keep to ONE call-to-action and place this on the thank-you page as an upsell)



 Urgency

 Urgency

01

2nd email

Shipping deadline TODAY: Order your wildlife holiday cards now    
Wildlife Conservation Society to you [show details](#) 38 min ago



Dear Amanda,

Get ready to make your loved ones "ooh" and "ahh" at this year's holiday cards. Our WCS wildlife cards are an incredible opportunity to put a little holiday cheer in their mailboxes AND save wildlife at the same time!

But time is running out – there's just one more day to order your set of WCS holiday cards, featuring majestic tigers, elephants, penguins, and snow leopards, and receive them before Thanksgiving. [Place your order by October 31 to make sure they arrive with plenty of time to write and send your cards!](#)



BUY NOW

These cards are a beautiful reminder of your determination to protect stunning wildlife such as tigers, elephants, penguins, and snow leopards from poachers, loggers, and other threats. In fact, your purchase helps support WCS's mission to save wildlife and wild places.

e.v

[Order your cards today and you'll have them before Thanksgiving!](#)

Thanks so much for supporting wildlife this holiday season, and all year round.

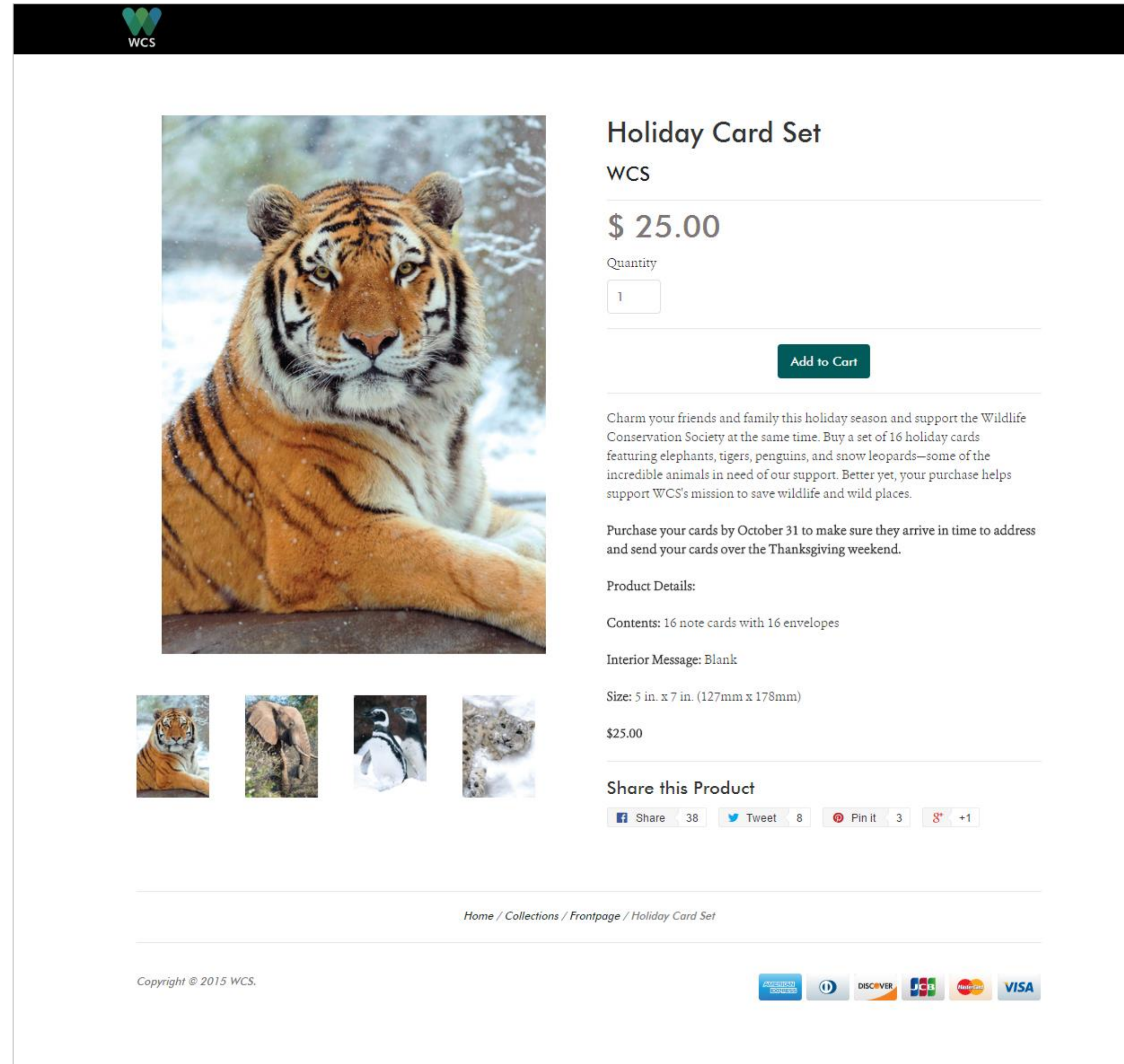
Sincerely,

Wildlife Conservation Society

P.S. Want to go one step further for wildlife with your holiday greetings this year? Use the Wildlife Forever U.S. postal stamp, featuring an awe-inspiring tiger image, to mail them! [You can special order these stamps from USPS' online catalogue here](#) – and know that each letter you send with these stamps means more support for conservation programs worldwide.

01

Landing page



WCS

Holiday Card Set

WCS

\$ 25.00

Quantity:

[Add to Cart](#)

Charm your friends and family this holiday season and support the Wildlife Conservation Society at the same time. Buy a set of 16 holiday cards featuring elephants, tigers, penguins, and snow leopards—some of the incredible animals in need of our support. Better yet, your purchase helps support WCS's mission to save wildlife and wild places.

Purchase your cards by October 31 to make sure they arrive in time to address and send your cards over the Thanksgiving weekend.

Product Details:

Contents: 16 note cards with 16 envelopes

Interior Message: Blank

Size: 5 in. x 7 in. (127mm x 178mm)







\$25.00

Share this Product

[Share](#) 38 [Tweet](#) 8 [Pin it](#) 3 [+](#) 1

[Home](#) / [Collections](#) / [Frontpage](#) / [Holiday Card Set](#)

Copyright © 2015 WCS.

01

A confused mind says "no"

Sport Your Style + Enter to Win for You and Your School. 4 hrs ago

Everything you need to stay on trend. [Shop Now »](#) View: [Online](#)

SPORTS AUTHORITY. STORE LOCATOR >> | **THE LEAGUE** | Amanda Oniel

Shoes | Clothes | Fitness | Team Sports

BACK-TO-SCHOOL SWEEPSTAKES* ENTER FOR YOUR CHANCE TO WIN A SPORTS AUTHORITY GIFT CARD

\$5000 for your school + **\$500** for yourself. [Enter Sweeps »](#)

SHOP BACK TO SCHOOL >



[Shoes »](#)



[Clothes »](#)



FREE SHIPPING

[Backpacks »](#)

SAVE 20%
ENTIRE STOCK
Men's, Women's
& Kids' Bikes

NEW!
GoPro
Hero4 Session
The smallest & lightest GoPro ever

01

Copy

(is the way you say it)

01

3 Winning Copy Writing Formulas for Emails

- ▶ **Story**
- ▶ **AIDA** (Attention, Interest, Desire, Action)
- ▶ **PAS** (Problem, Agitate, Solve)

01

Want to see it in action?

02

Email Sequencing for Maximum Conversions

02

Are you ever afraid you'll send too much email?
Get complaints, unsubscribes,
unfriended on Facebook,
shamed at the club and glared at
in the grocery store?

02

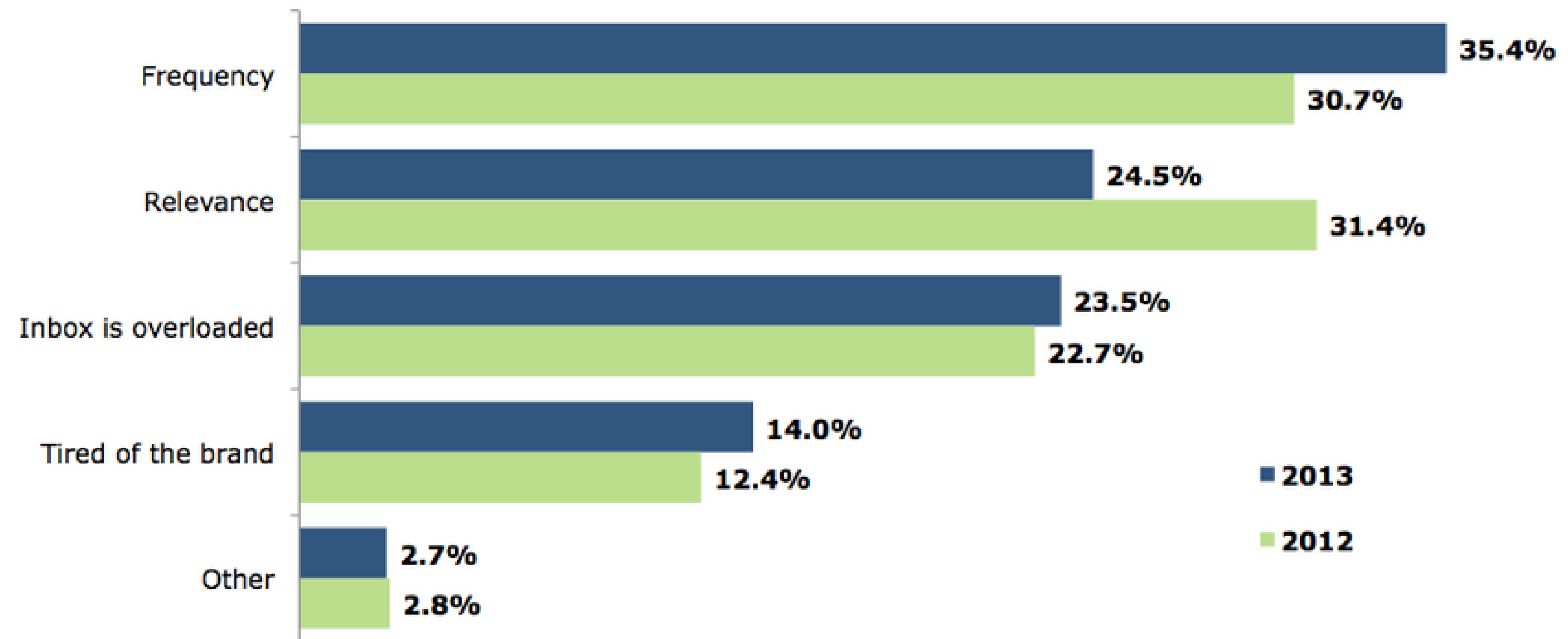
Here's a way around all that drama...

02

Top Reasons for Unsubscribing From an Email Program

% of consumers indicating the primary reason why they unsubscribe

March 2013





1,000,000 + subscribers

195 Results for Subject "Seth Godin" | Narrow Results ▾

SPONSORED [Drive with Uber](#) Make \$20/hour In Fares, Apply Today

| FROM/TO | <i>i</i> | @ | SUBJECT | DATE |
|------------|----------|---|--|------------|
| Seth Godin | | | Seth's Blog : Predicting the future isn't easy | 10:16 am |
| Seth Godin | | | Seth's Blog : What is your art? | 4:16 am |
| Seth Godin | | | Seth's Blog : Thoughts for the consigliere | Mon Jul 27 |
| Seth Godin | | | Seth's Blog : "Can we talk about this?" | Sun Jul 26 |
| Seth Godin | | | Seth's Blog : In search of your calling | Sat Jul 25 |
| Seth Godin | | | Seth's Blog : Opposition | Fri Jul 24 |
| Seth Godin | | | Seth's Blog : You have no credibility (yet) | Thu Jul 23 |
| Seth Godin | | | Seth's Blog : Are you ready? | Wed Jul 22 |
| Seth Godin | | | Seth's Blog : An alternative to believing in your... | Jul 19 |
| Seth Godin | | | Seth's Blog : Raising money is not the same t... | Jul 17 |
| Seth Godin | | | Seth's Blog : In search of metaphor | Jul 16 |

02

Here's a strategy...

Email #1



Email to your whole housefile

Email #1



Resend to those that didn't open with a different subject line (to boost your opens)

Email #2



Testimonials and overcome objections.

Send only to people that opened Email #1

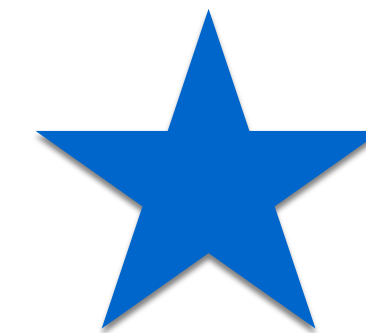
Email #3



Urgency. Use "Loss Aversion" with a deadline or scarcity.

Send only to people that opened Email #1

Booster Strategies



Get even more conversions!

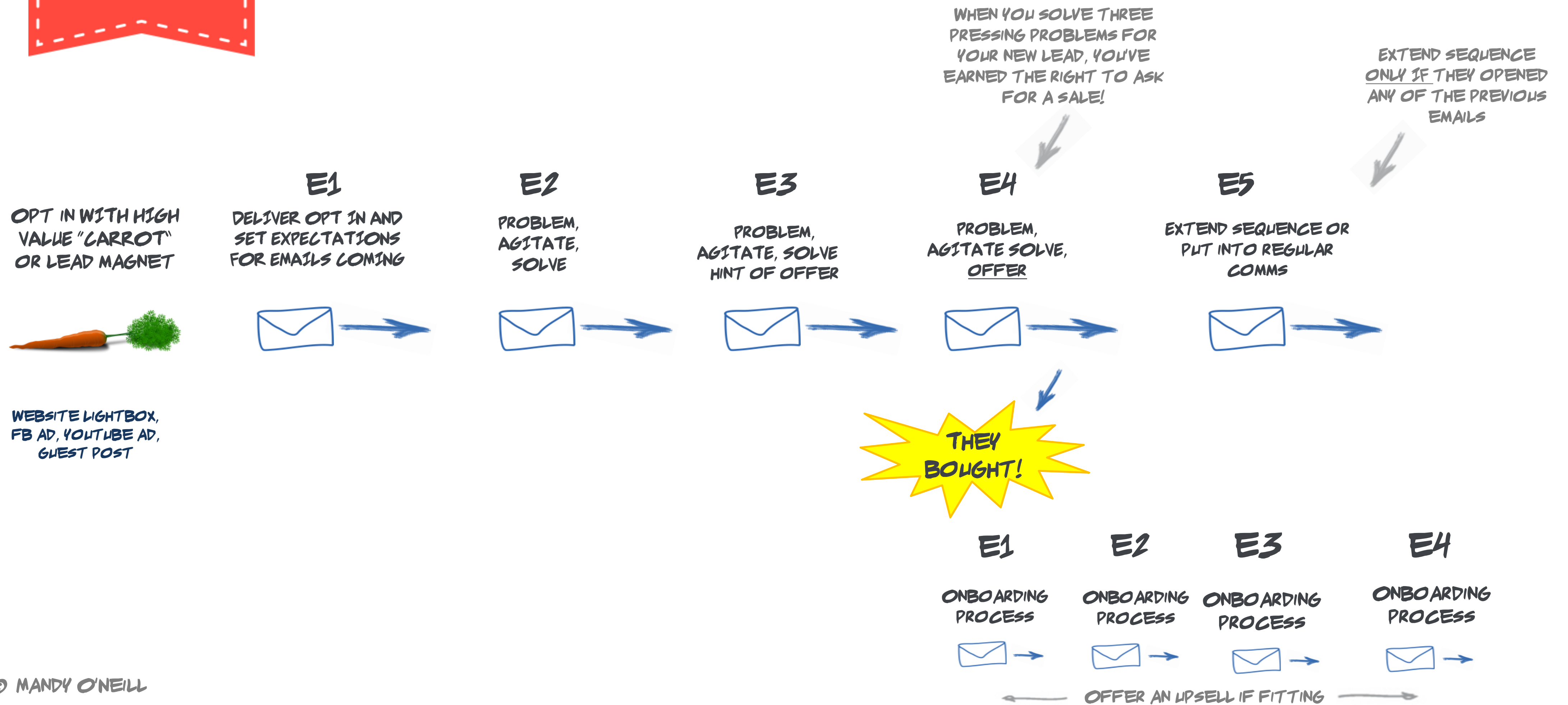
Run a paid Facebook campaign to your "Custom Audience" email list and Facebook Fans

02

Frequency actually works in your favor... here are some examples

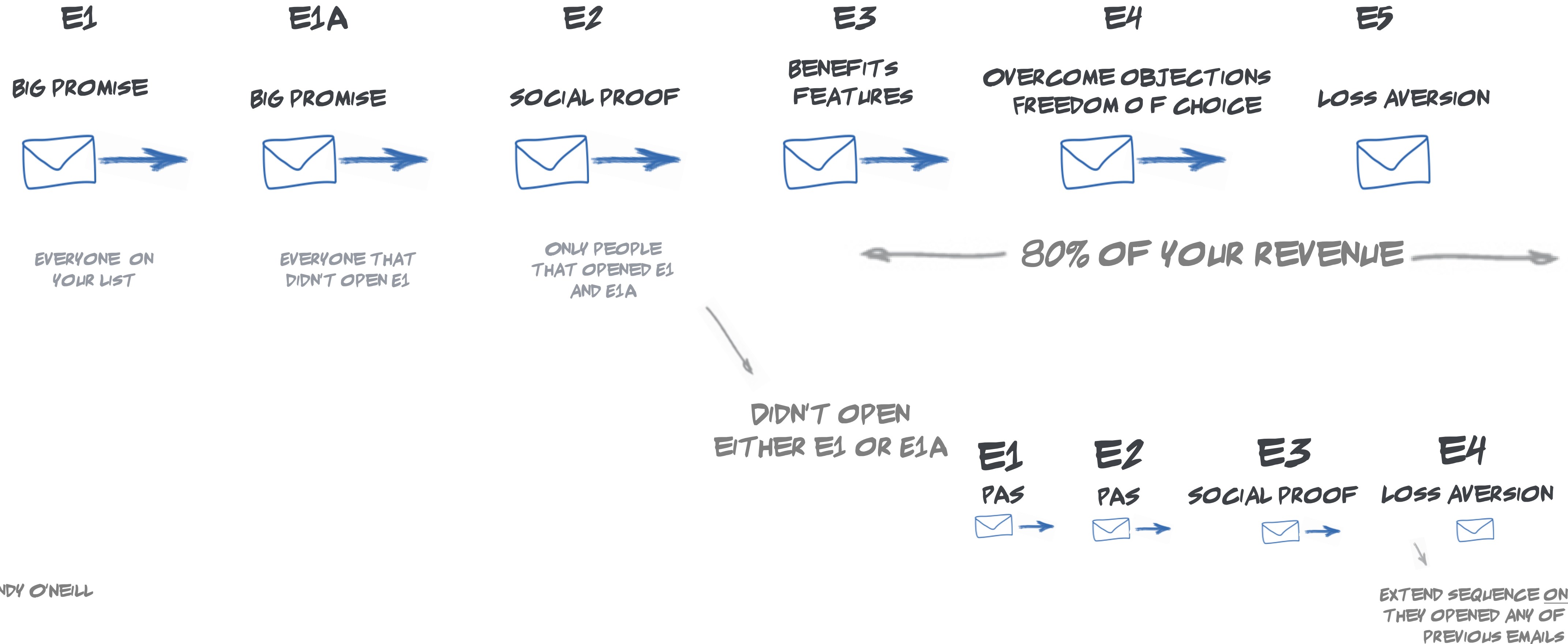
02

WELCOME EMAILS "DRIP" TO CONVERT SMALL END PRODUCT















02

CONFERENCE RECRUITMENT SCHEDULE



02

| | From | Subject | Received |
|---|---------------|---|------------------------|
|  | Derek Halpern | Two crazy brothers, a flying machine, and a lesson about business | Thu 7/2/2015 11:33 AM |
| ◀ Date: Three Weeks Ago | | | |
|  | Derek Halpern | The Secret Behind A Seven Figure Online Business | Mon 7/6/2015 9:38 AM |
|  | Derek Halpern | How I Made 46,398 In 10 Days | Wed 7/8/2015 9:44 AM |
|  | Derek Halpern | How I Got 26,778 Subscribers In 13 Months | Fri 7/10/2015 11:09 AM |
| ◀ Date: Two Weeks Ago | | | |
|  | Derek Halpern | Real talk: the TRUTH about building an audience that builds your business | Mon 7/13/2015 10:44 AM |
|  | Derek Halpern | How to Get Your First 1,000 Subscribers (new webinar) | Thu 7/16/2015 10:28 AM |
| ◀ Date: Last Week | | | |
|  | Derek Halpern | Introducing Blog that Converts 2.0 | Mon 7/20/2015 9:19 AM |
|  | Derek Halpern | "Is Blog that Converts 2.0 right for me?" | Tue 7/21/2015 10:33 AM |
|  | Derek Halpern | The Proof: 18 people. 18 problems. 18 success stories stories. | Thu 7/23/2015 9:29 AM |
|  | Derek Halpern | 17 reasons why they joined (which matters to you?) | Thu 7/23/2015 4:32 PM |
|  | Derek Halpern | How a lychee martini changed my life (plus BTC closes tonight) | Fri 7/24/2015 9:58 AM |
|  | Derek Halpern | Last chance: Blog that Converts closes tonight (no exceptions) | Fri 7/24/2015 3:57 PM |

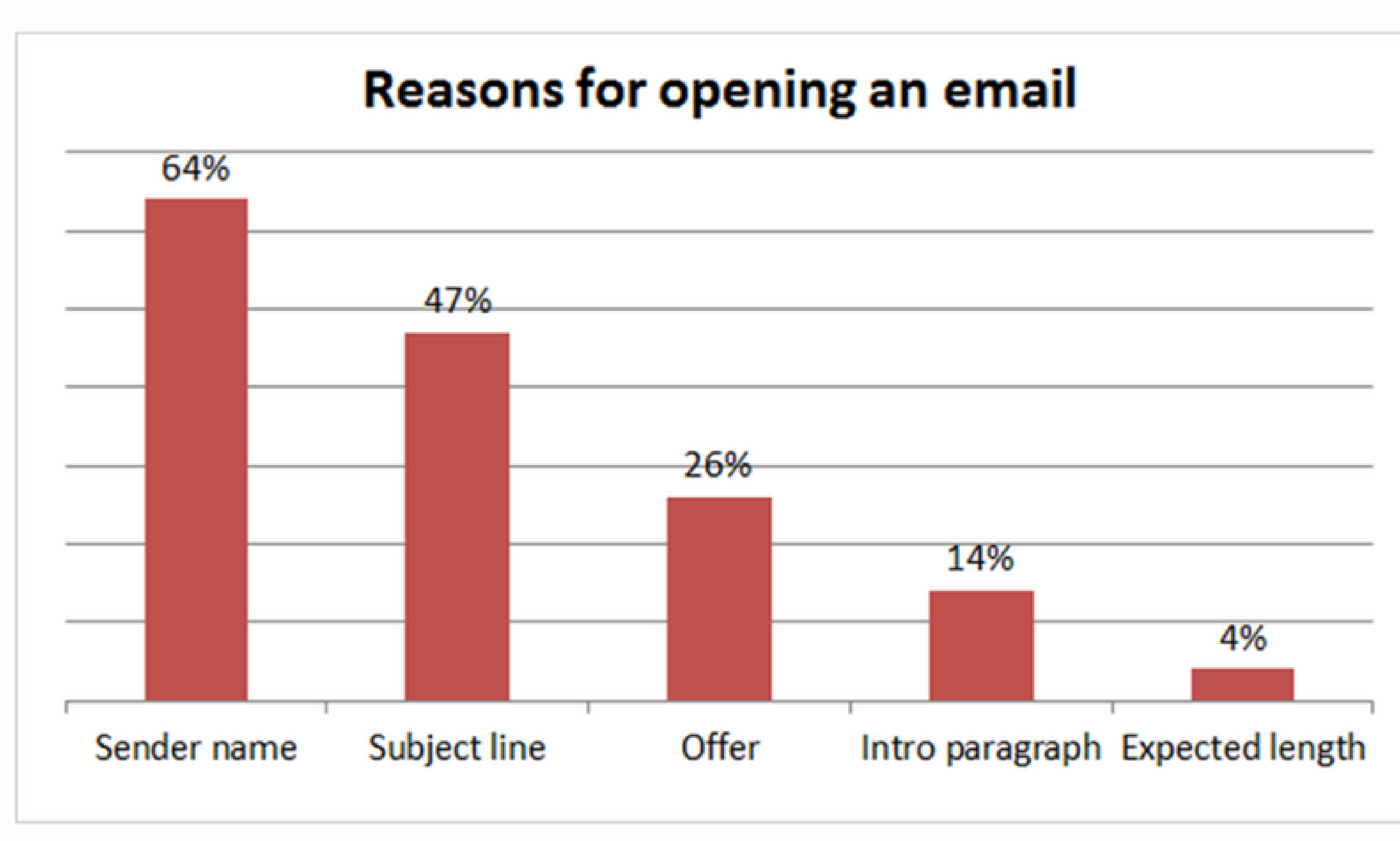
02

| | From | Subject | Received |
|--|---|--|-------------------------|
| | Oxfam America | Cyber Monday MATCH: Unwrapped gifts go twice as far! | Mon 12/1/2014 7:25 AM |
| | Oxfam America Unwrapped | Goats! Goats! Goats! | Fri 12/5/2014 8:27 AM |
| | Oxfam America Unwrapped | Unwrapped cards ship at midnight - don't miss out - order now! | Thu 12/11/2014 8:57 AM |
| | Minnie Driver, Oxfam America Unwrapped | A gift to wow everyone on your list | Sat 12/13/2014 7:08 AM |
| | Raymond C. Offenheiser, Oxfam America | Ebola: There's hope - please read | Tue 12/16/2014 8:39 AM |
| | Raymond C. Offenheiser, Oxfam America | Amanda - before the year ends, we need your help | Thu 12/18/2014 9:02 AM |
| | Evangeline Lilly, Oxfam America Unwrapped | Gifts that won't get lost in the shuffle | Sat 12/20/2014 7:25 AM |
| | Oxfam America | Time is running out to change lives in 2014 | Mon 12/22/2014 10:49 AM |
| | Aziz Ansari, Oxfam America Unwrapped | No, you can't have my blender | Wed 12/24/2014 6:22 AM |
| | Raymond C. Offenheiser, Oxfam America | What sets us apart | Fri 12/26/2014 7:23 AM |
| | Meril Cullinan, Oxfam America | Help them defy the odds | Mon 12/29/2014 7:14 AM |
| | Raymond C. Offenheiser, Oxfam America | Less than 48 hours to make a difference | Tue 12/30/2014 6:46 AM |
| | Raymond C. Offenheiser, Oxfam America | Urgent: Last-minute match - we really need your help | Wed 12/31/2014 1:24 AM |
| | Raymond C. Offenheiser, Oxfam America | MATCH: Last chance to give in 2014 | Wed 12/31/2014 10:15 AM |

03

Find Your Voice

“Email success is all about your relationship, and very little of it is about tricks and tactics.”



03

It's what your reader remembers about your emails

“

“If you can give voice to what I privately believe or fear in my heart but won't say, I'll trust you forever.”

– Declan O'Flaherty



03



Find your voice

- ▶ Describe yourself in adjectives (witty, snarky, passionate)
- ▶ Who do you like to read? Why? What is their style/voice that appeals to you?
- ▶ Is this how I talk? (truly?)
- ▶ If it feels like work, it might not be your voice...

03



Listen to what resonates with your target audience

- ▶ Spy on them via comments, shares, likes on Facebook and Amazon
- ▶ Record the words they use, the characteristics
- ▶ Books they most buy. What voice characteristics do they gravitate toward?



03

People will think you “get them...”

03

And kind of fall in love with you...

03

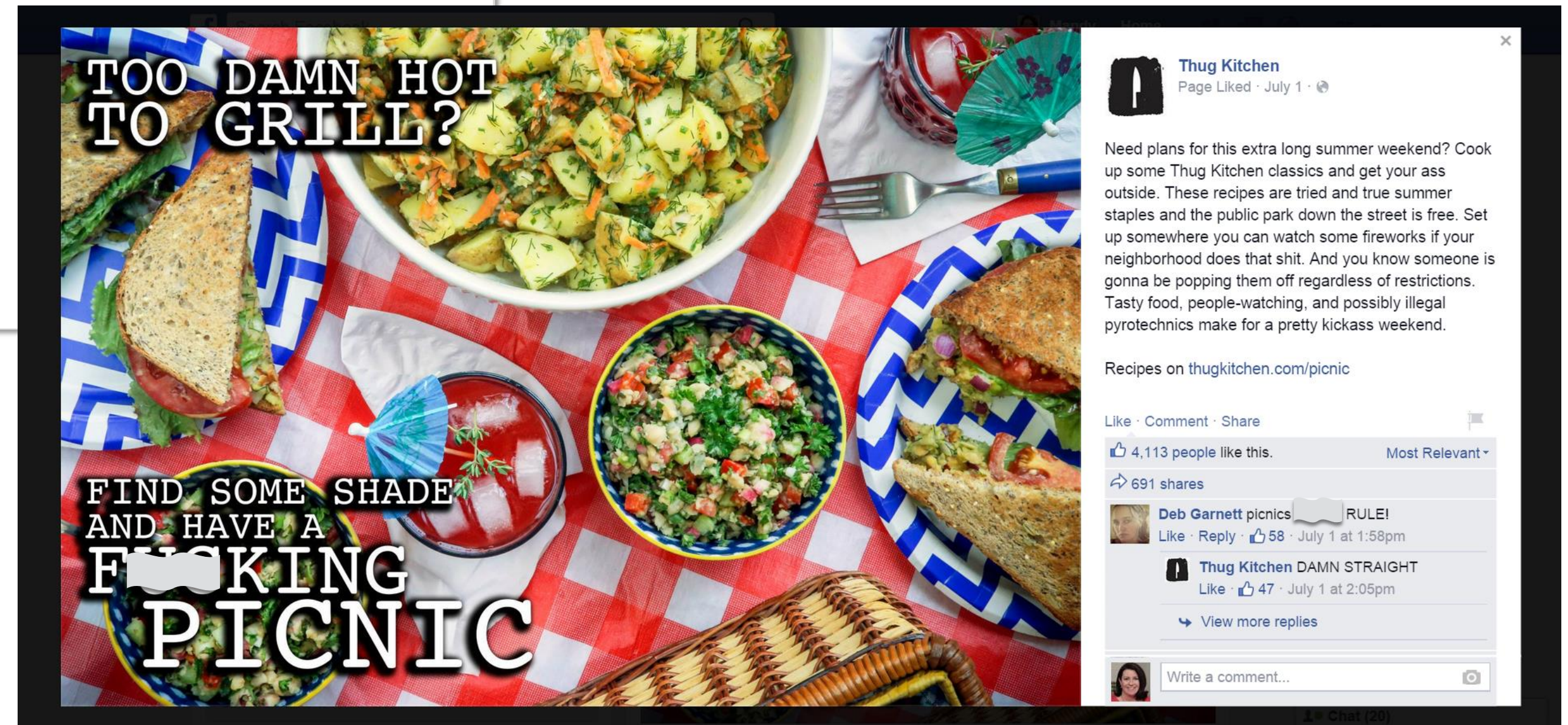
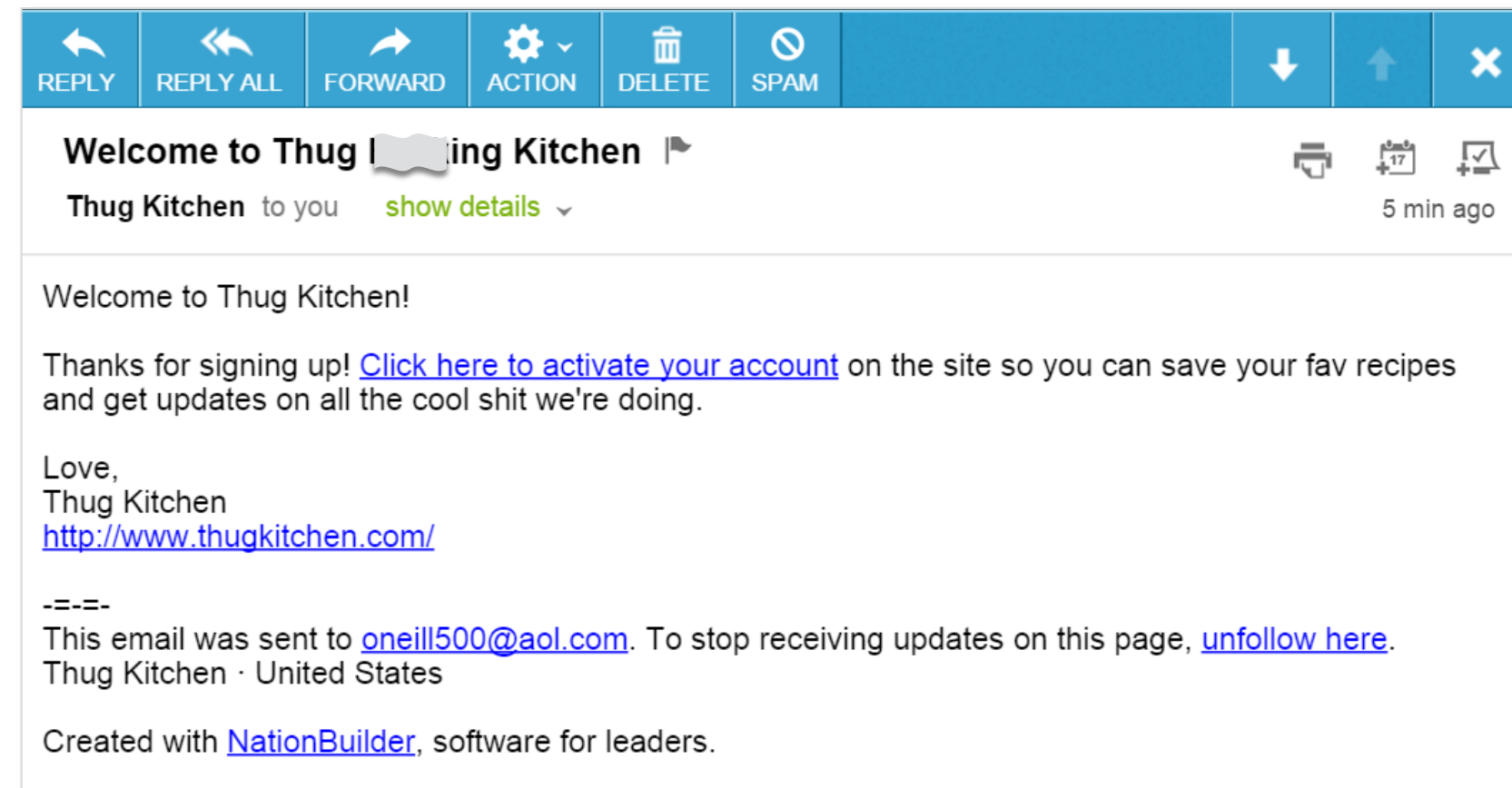
'I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.'

Maya Angelou




03


Example






03


Example


See where your \$56 will go to work! 

charity: water to you [show details](#) 

   Nov 10 2014

See this email in your browser

 charity: water update



DOLLARS to PROJECTS

PROGRESS UPDATE

Your money was sent to Rwanda!

Because of your generosity, people in Rwanda will soon have clean water to drink. We wanted to let you know your money has been sent to the field and work is underway.

| CAMPAIGN YOU GAVE TO | AMOUNT DONATED | WHERE YOUR MONEY WENT |
|--|----------------|-----------------------|
| Give the gift of Water | \$56.00 | Rwanda |

Let's Wrap - 3 Secrets

- ▶ **What to say in your emails**
- ▶ **Email campaign sequencing for maximum conversion**
- ▶ **How to stand out from the crowd with your own “voice”**

What do you think?

HOW WOULD THINGS CHANGE

FOR YOU

IF YOUR NEXT EMAIL CAMPAIGN

CONVERTED LIKE CRAZY ?

What if you aced your next email?

... and it converted like crazy?

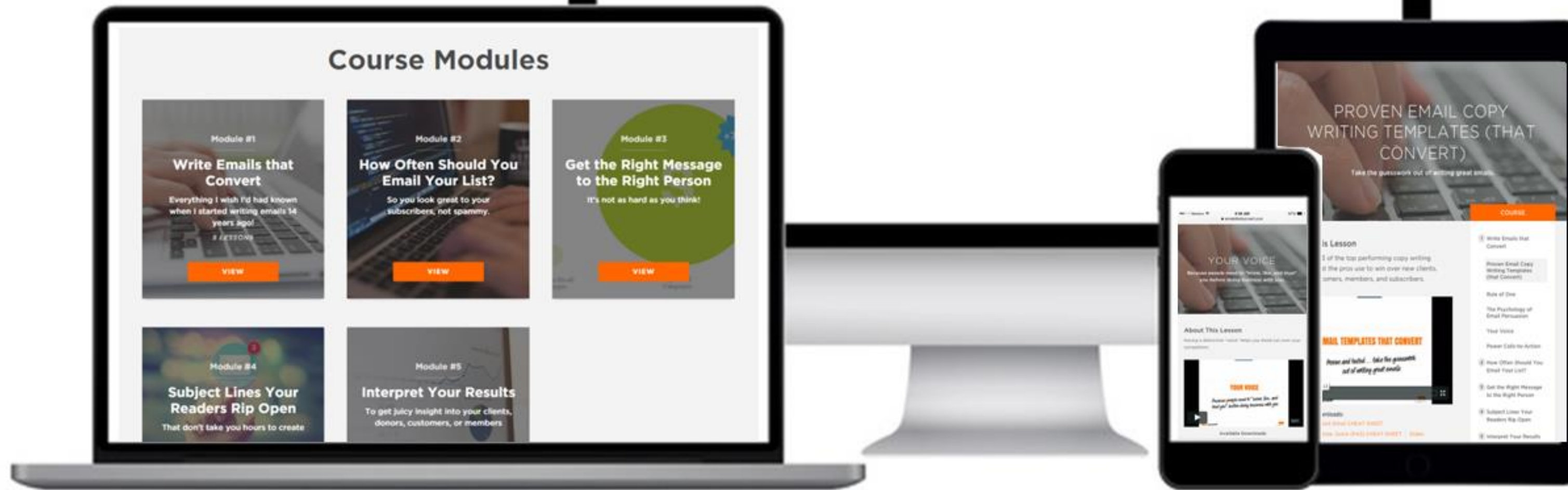
... and the one after that

... and *EVERY ONE* after that?

Option 1: Wing it

Join Me!

EMAILS that convert



Module

01

EMAILS *that convert*

Every tool you need to write persuasive emails

- Proven psychological persuasion messages you **MUST USE** to get sales
- Storytelling for conversion
- Copy writing formulas
- Verb-oriented calls-to-action
- Exactly how to write your a “big finish” that gets clicks

Module

02

EMAILS *that convert*

Email campaign sequences

- Email schedules for 14 email campaigns
- How to work seasonal campaigns into your regular emailing schedule
- High performing email sequence examples

Subject Lines Your Readers Rip Open
That don't take you hours to create

Interpret Your Results
To get juicy insight into your clients,
vendors, customers, or members

Module

03

EMAILS *that convert*

Find your voice

- You'll create your own spellbinding email voice that makes you memorable and boots your competition to the bench

Subject Lines Your
Readers Rip Open
That don't take you hours to create

Interpret Your Results
To get juicy insight into your clients,
contacts, website, or members

Module

04

EMAILS *that convert*

Subject lines your readers will rip open

- Subject lines you can swipe
- Subject line testing tools
- 16 Subject line formulas that are proven winners
- Pre-header and “From” tips to get even more opens

Subject Lines Your
Readers Rip Open
That don't take you hours to create

Interpret Your Results
To get juicy insight into your clients,
contacts, customers, or members

Module

05

EMAILS *that convert*

Get the right message to the right person

- How to segment your list for quick wins
- How to segment your list in Aweber and Mailchimp (examples)
- The best way to segment when you're just starting
- How the pro's get amazing results with targeting "most likely" to buy

Subject Lines Your
Readers Rip Open
That Don't take you hours to create

Interpret Your Results
To get juicy insight into your clients,
contacts, customers, or members

Module

06

EMAILS *that convert*

Interpret your results

- Exactly what kind of opens, click-throughs, and unsubscribes are on-target
- Troubleshooter's Guide for when an email campaign isn't working
- How to glean insights about your email subscribers from your results

Subject Lines Your
Readers Rip Open
That don't take you hours to create

Interpret Your Results
To get juicy insight into your clients,
contacts, subscribers, or members

Module

07

EMAILS *that convert*

Bag of Tricks

- Email tools
- Swipe file
- Tech tutorials
- Good stuff that defies category

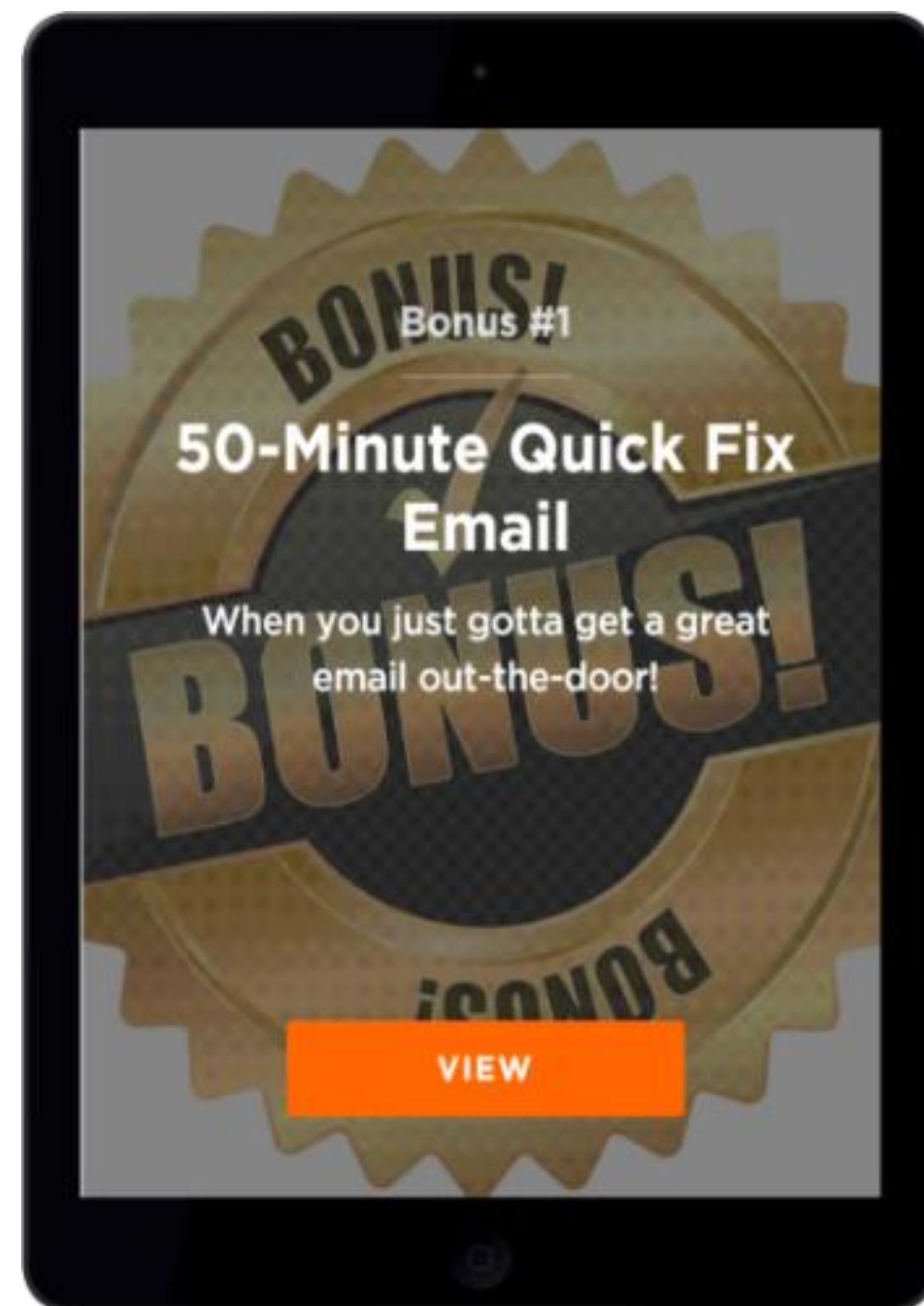
Subject Lines Your
Readers Rip Open

That don't take you hours to create

Interpret Your Results

To get juicy insight into your clients,
contacts, businesses, or themselves

What you will create



- ▶ The exact messages you need say in your emails to get the sale, donation, registration... and loyalty
- ▶ Your own unique voice that makes your readers fall in love with you and rave about you
- ▶ A funnel to convert new leads into buyers or donors with the right value and frequency of email
- ▶ A sterling reputation you can be proud of with your readers, customers, clients, or donors because your emails look good and deliver high value

What you get

- ▶ **ACCESS TO MY VIDEO VAULT**
- ▶ **CHEAT SHEETS, TRANSCRIPTS, MP3'S, EXAMPLES, AND ALMOST-DONE-FOR-YOU TEMPLATES**
- ▶ **MY FEEDBACK AND HELP**

Cheat Sheets

FINDING YOUR VOICE CHEAT SHEET

Use this worksheet to hone in on your "voice."

1. WHO IS MY IDEAL AUDIENCE?
Personal? Ideal Customer? Customer Avatar?

2. WHAT ARE THEIR FREQUENT CULTURAL REFERENCES?
Are they geeky such as Star Wars, Boba Fett, or Neil DeGrasse Tyson? Entrepreneurial such as Elon Musk? Richard Branson? All about motherhood, getting kids to eat vegetables, and bullying anti-buffers? Clinical with concerns about depression, addictive behaviors?

3. WHAT TYPE OF WRITING APPEALS MOST TO THE MAJORITY OF YOUR IDEAL SUBSCRIBER, CLIENT, CUSTOMER, OR DONOR?
Business speak? Technical speak? Praise? Humor? Pop culture? Compassion? Educational?

EMAILS that convert www.mandy7mail.com © Mandy7 Mail

WELCOME EMAIL - CHEAT SHEET

Use this cheat sheet to choose the best "welcome" email topics to develop a relationship with your new subscribers

1. WHAT ARE THE TOP 3 THINGS I CUSTOMARILY DELIVER TO CLIENTS, CUSTOMERS, OR DONORS THAT GET THE BEST RESULTS FAST?
Tip: Open with your best stuff. It's the only way to convert the highest number of new prospects.

2. WHAT IS ONE THING THAT I CAN OFFER MY CUSTOMER, CLIENT, OR DONOR IN 7 - 14 DAYS THAT WILL GET RESULTS FAST?

3. HOW CAN I BREAK DOWN THAT ONE THING INTO ONE OR TWO STEPS IN A SERIES OF WELCOME EMAILS, TRAINING VIDEOS, ONBOARDING, OR CHALLENGE THAT WILL BE EASY FOR MY LEAD TO ACCOMPLISH, AND GET RESULTS FAST?
Email #1: _____
Email #2: _____
Email #3: _____
Email #4: _____
Email #5: _____
Email #6: _____

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THE 50-MINUTE EMAIL CHEAT SHEET

Use this worksheet to follow along the training video and you'll be done in 50-minutes!

1. WHAT IS THE VALUE OF THIS EMAIL TO YOUR READER?
Does this email give your reader a discount? Is this important information? Breaking news? A cure? Solves a problem? Relieves pain? Offers humor? Saves them time? Great parenting?

2. RULE OF ONE


- What is your ONE topic for this email? _____
- Who is the ONE person you're writing to? _____
- What is the ONE thing, or call-to-action, you want your reader to take? _____
- If you're a nonprofit telling a story about your mission, what is the ONE person, tree, dog, clean water well, or story that best represents your mission? Or better yet, best represents how your donor has impact? _____

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You will be proud to hit the “send” button every time

ATTENDANCE BONUS

Psychological cues your readers need to hear



Big Promise...
Give your reader what they WANT, not what they NEED in the headline or subject line. We need toilet paper. We WANT, and will buy, SOFT toilet paper.

Social Proof
Logos. How many others doing it. Testimonials. Reviews. (reduces risk AND shows your credibility/believability)

Benefits & Features
Real benefits (admiration, socialization, family time), plus features to prove the believability of the benefits


Urgency or Scarcity
Loss aversion

Emotion
We all buy on emotion, not logic, you MUST stir emotion to get a click

Easy Button
Easy to buy, donate, get started, removes mystery and hesitation. Chance to overcome objections

Freedom of choice
I have choices (including doing nothing) and you've assured me that this is the best of all choices.

Psychological cues your readers need to hear



Social Proof

Urgency or Scarcity

Easy Button

Freedom of choice

Emotion

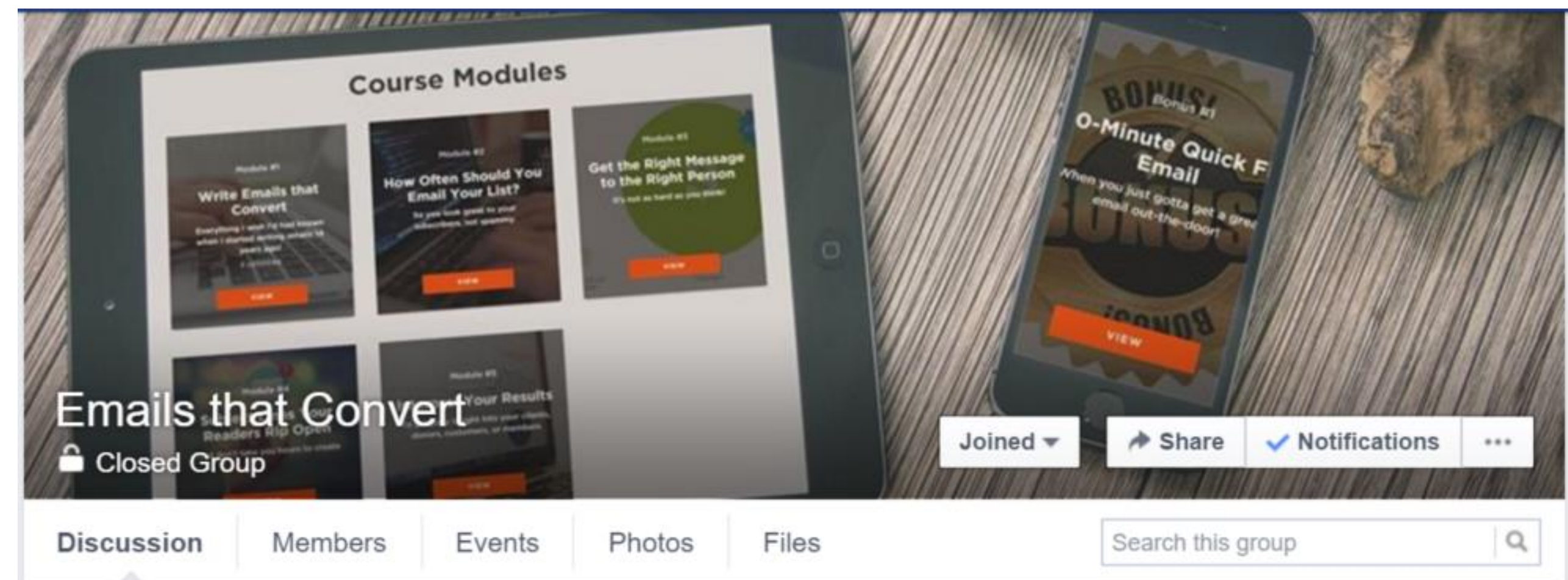
Benefits & Features

- ▶ Thank you!
- ▶ Link to replay
- ▶ Link to these slides
- ▶ Persuasion worksheet

BONUS #1



Support from ME and you peers in an Exclusive Emails-that-Convert only Facebook Group



BONUS # 2



OBSESSIVE ATTENTION TO DETAIL EMAIL CHECK LIST

Use this check list to make sure you've covered all your bases.

This check list is comprehensive so you don't have to remember everything all the time.

Not every item here applies to every email.

IMPT: A good enough that goes out is better than perfection that never gets sent, so while this check list is obsessive, please use good judgement and hit "send" when your email is good enough.

- This email is valuable to my reader (not just me)
- "From" is the name most likely to get opened by my readers
- Subject line has "benefits + curiosity" to create interest, or is a proven formula
- Pre header adds valuable info to the reader
- This email is "scannable" – headlines, photos, captions are compelling on their own even if my reader doesn't read my email copy
- There enough white space in the copy to make it easy to read? Long paragraphs are broken up.
- Personalization is okay for this email because my list is clean
- This email is only ONE topic
- This email has only ONE call-to-action
- My ONE call-to-action is available in both button and text
- This email is written to ONE person
- My email is written using my voice and that of my readers
- This email tells only ONE story (not the story of millions)
- My image is real with a powerful caption, if applicable
- I have understandable Alt-Text for my image that fits the email content

BONUS # 3



67 Captivating Email Topics and Ideas that Convert Readers Into Buyers (or Donors)

A cheat sheet to write emails that get clicked, read, and shared — and that bring in the dough

By:

Mandy O'Neill

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Who is this program for?



- JOCELYN SCHERR, DOCTORS WITHOUT BORDERS

“With the big picture in mind, Mandy always breaks the strategy down so it is understandable and we are able to customize it to fit our organizations and quickly implement.”



- JESSICA HOOD, SALESFORCE.COM

*“I ABSOLUTELY recommend Mandy.
She’s an exceptional teacher with brilliant
support materials.”*



- CHRISTINE BENERO, CEO, MILE HIGH UNITED WAY

“At a time when our community needs us more than ever, Mandy’s coaching and advice hones in on what really matters.”

Fast Action **BONUSES**

 **How to set up your own email swipe file**

 **Fastest and most ethical way to write an email using swipe copy**



No questions asked

Pre-launch webinar deal



EMAILS that convert

Course Modules

- Module #1
Write Emails that Convert
Everything I wish I had known when I started writing emails 14 years ago. #1 approach.
[View](#)
- Module #2
How Often Should You Email Your List?
So you look great to your subscribers, not spammy.
[View](#)
- Module #3
Get the Right Message to the Right Person
It's not as hard as you think!
[View](#)
- Module #4
Subject Lines Your Readers Rip Open
That don't take you hours to create.
[View](#)
- Module #5
Interpret Your Results
To get juicy insight into your clients, donors, customers, or members.
[View](#)

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- Bonus PDF: 67 Captivating Email Topics to Turn Readers into Buyers **\$ 67**
- Annual Updates **\$ 1,197**
- **Total VALUE \$4,505**

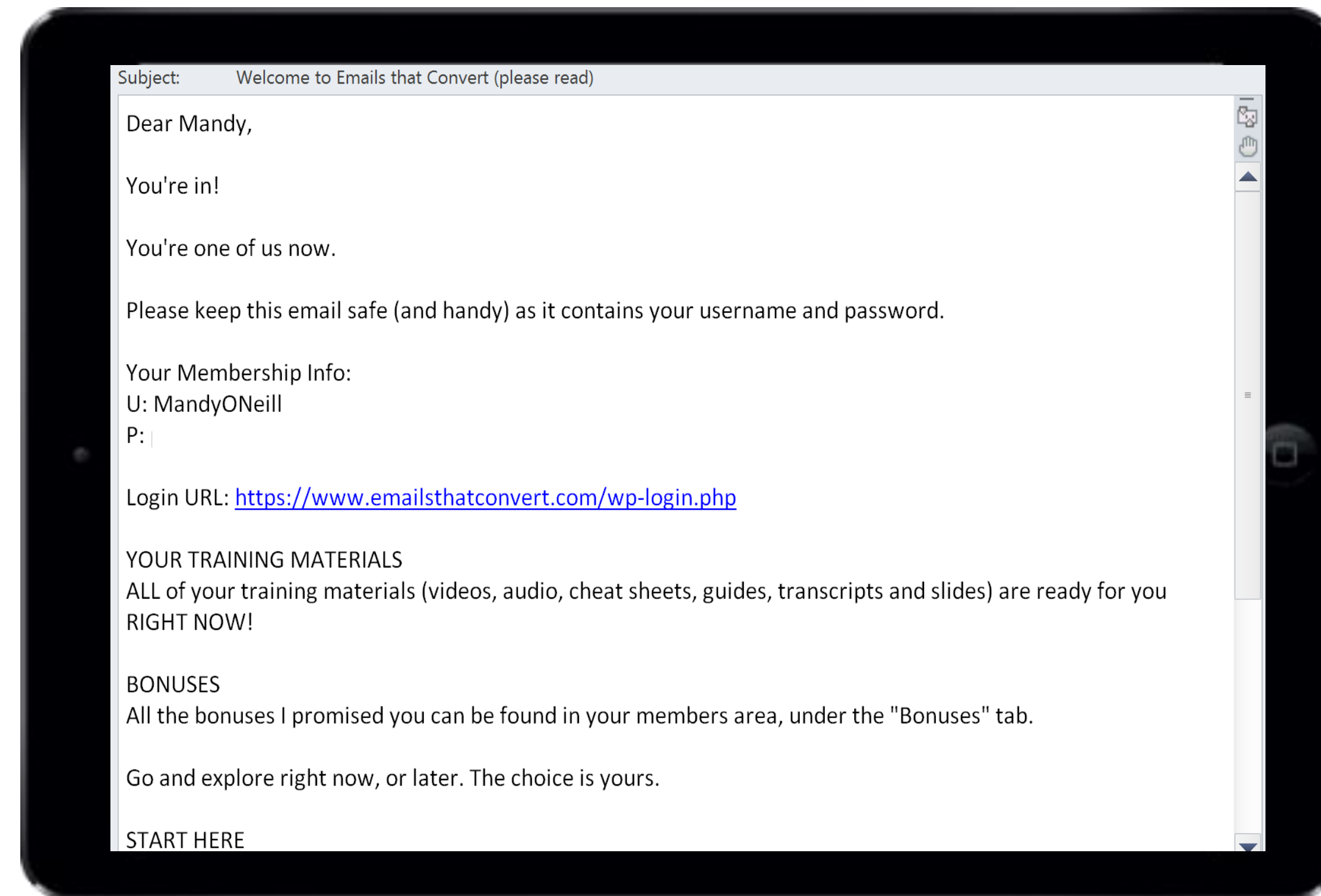
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Here's what happens next



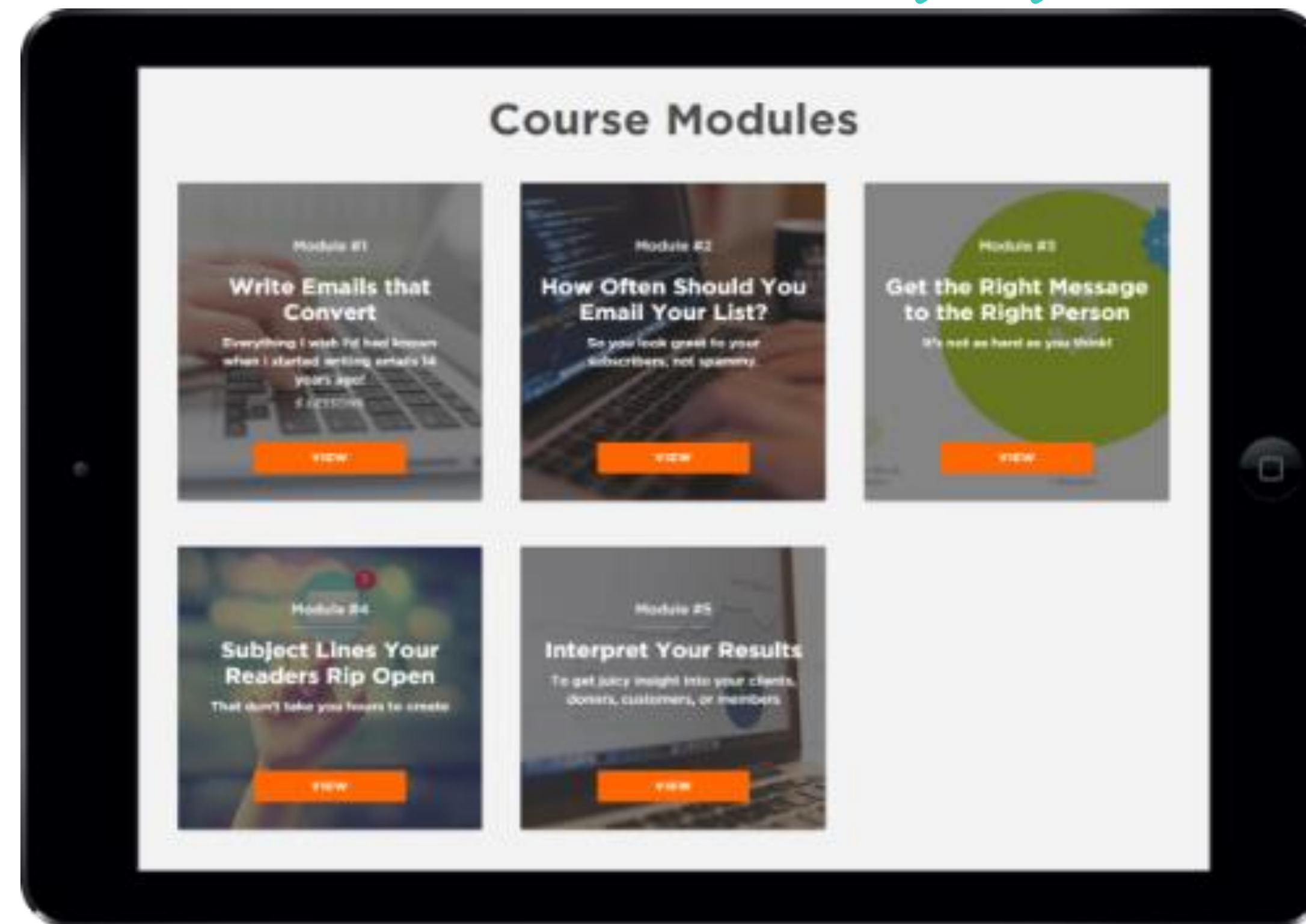
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| <p>START SENDING KILLER EMAILS</p> | <p>START SENDING KILLER EMAILS</p> |

Here's what happens next



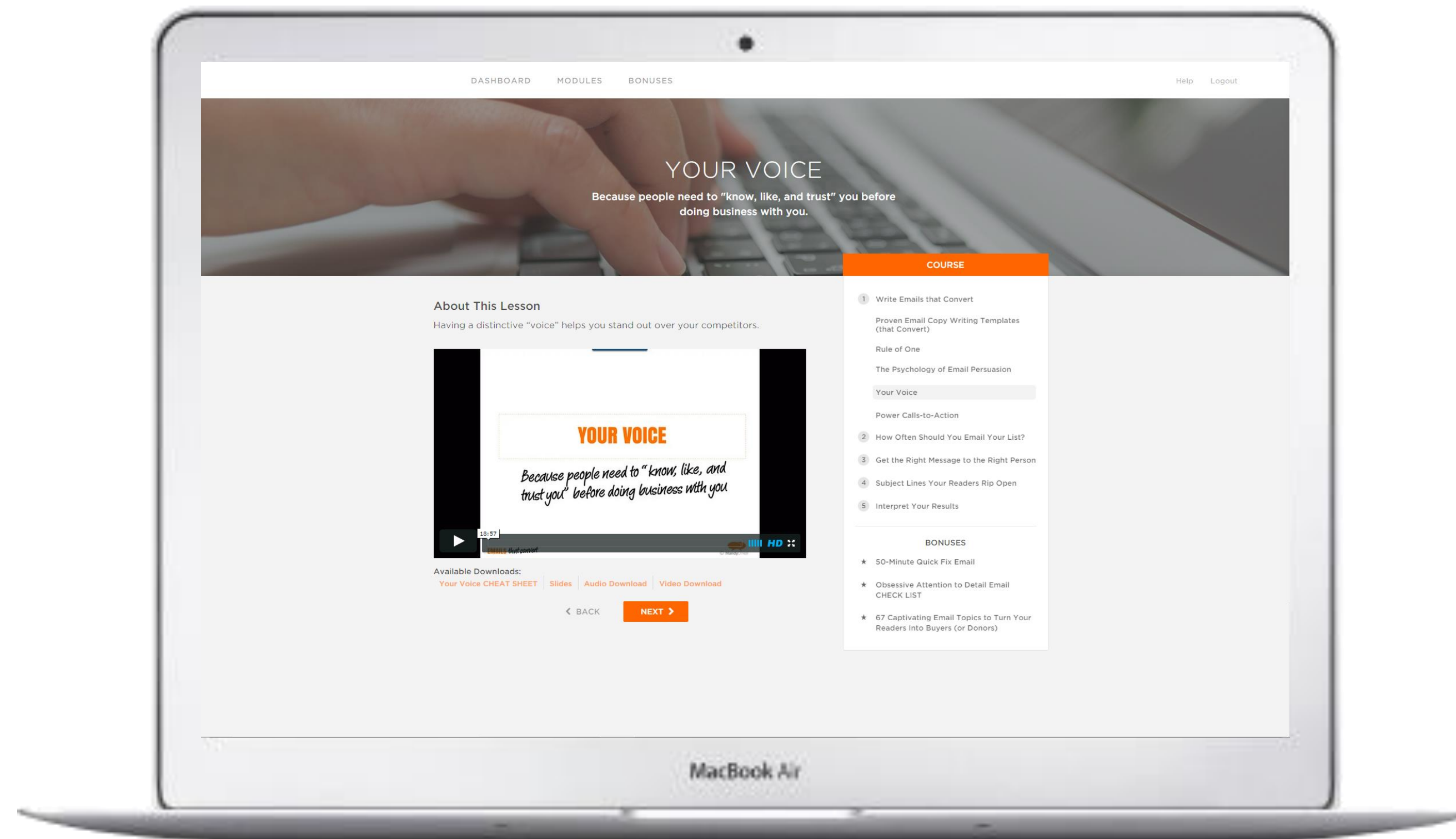
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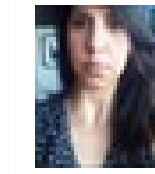
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Have Questions?

Email us at support@mandyoneill.net

www.emailsthatconvert.com



Wahida

July 4 at 12:07pm · Toronto, Canada · Edited · 🗨

Quick shout out to Mandy O'Neill I am doing module one of her <http://www.leadmagnetlab.com/> program and am in love with how everything is a blueprint. (Note that I am not an affiliate, just a happy customer!)

“At a time when our community needs us more than ever, Mandy’s coaching and advice hones in on what really matters.”

- CHRISTINE BENERO, CEO, MILE HIGH UNITED WAY

