6 SECRETS
TO WRITING
6-FIGURE EMAILS

WAIT! Read This Important Message Before Diving In

In the pages that follow, you'll discover 6 of my best email secrets. They'll help you write better emails, increase your open rates and, *most importantly,* get more sales from every email you send.

Say 'bye, bye' to emails that make your readers' eyes glaze over.

And get ready to watch orders and replies flood your inbox each time you press send.

But…

While these tips have *literally* helped me write single emails that make over $100,000, I want to be clear about **what this guide is NOT.**

Because the last thing I want is for you to get the wrong impression of what these 6 Secrets will do for you.

So here's the truth.

This is not a "get rich" shortcut. You will not magically make $100,000 overnight.

And implementing what you're about to read takes a lot of work and discipline (like any worthwhile endeavor).

But...

If you actually **apply each secret** to your emails, slowly but surely, you'll take your game up a notch.

And then another. And another. And so on.

In a few days or weeks, I wouldn't be surprised if you have one or several emails that make over $100,000.

But like I said, you probably won't get those results overnight (though it's possible).

So hang in there. Apply each secret in turn. And get ready for real results.

As always, I'm always just an email away if you ever get stuck or need any help.

So without further ado, I present to you **6 Secrets to 6-Figure Emails.**

Secret #1: How This *Single* Email Can Turn into a $2,000 Per Day Cash Machine

When most people think about creating 6-figure emails, they imagine complex funnels with lots of follow up.

But the truth is you can focus on one email and get more leverage dozens of follow up campaigns.

That email is the VERY first one people get when they opt in to your list.

If you don't believe me, check your stats. It might shock you to find out that your first email has open rate between 50% to 90%!

And yet, despite that massive potential audience, most of these emails say the same thing: "Welcome! Here's the thing you opted in for."

This is a mistake. And it can cost you tens of thousands of dollars.

For example, a former health and supplement client of mine, Perfect Keto, used to deliver two downloadable PDFs in their first email.

How many products did they mention in it?

ZERO.

With 250 people joining their list every day and open rate of 75% open rate, that meant ~187 people per day had the chance to learn about their products.

But they weren't being told anything.

We fixed that by highlighting one their products in that very first email.

Check it out:

P.S. Ok, I know I'd send a gift tomorrow, but I've got one more thing for you today - a special **10% off discount code **for new subscribers ONLY****.

After you check out the guides, if you decide to try any of our best-selling our Keto supplements, you can **use the code WELCOME10** at checkout and you'll instantly save on your first order.

My favorite is the [Chocolate Keto Collagen](). It makes getting and staying in ketosis so much easier, and it tastes incredible.

Just don't wait too long to use it. The coupon is ONLY valid for 1st time orders and ONLY for a limited time.

[Check out our store here]().

With that one tweak, that email went from generating $0 to making over $2,000 per day.

Any time, I'm hired to write copy for a business, I don't look at the crazy funnels or follow up stuff. I look right there at the very first email they send. Because if I want to drive big results, this is the highest leverage point.

Think about how your business would change if you put your products in front of 50% to 90% of your audience on day 1.

ACTION ITEM

If you're not making an offer in your welcome emails right now, you're costing yourself money.

Here's the easiest way to turn it into a money making machine today.

Simply add a P.S. to your welcome email that says:

"P.S. Whenever you're ready, here are the X ways I can help you write now:

[Way you can help them #1] - LINK

[Way you can help them #2] - LINK

[Way you can help them #3] - LINK

[And so on]"

Remember, people can't buy your products if they don't know they exist!

Secret #2: Free Software That Can Make Your Emails 1,300% More Money

The easiest way to make sure your emails never get read or make money? Use lots of hard to read sentences and words.

For example, I once tested this out with a client by sending two emails with different Flesch-Kincaid (FK) scores.

The FK scale is a statistical program that measures how difficult a piece of writing is by giving it a grade level.

Most magazine and newspaper writing falls between grade levels 6.0 and 12.0. Academic and scientific text is generally in the 10.0 to 14.0 range. Dialogue tends to be graded at the 4.0 to 6.0 levels.

The client believed that that their simpler emails converted better, but we wanted to prove it with data.

So we sent one email with an FK-score of 10 and another with a score of 4.

Same offer. Same product.

The only thing that varied was the ease of reading the body copy of the emails.

Here's what happened:

	FK Score 4	FK Score 10
Sent	10,000	10,000
Open rate	24%	24%
Clicks	481	119
Sales	$12,961	$997

The email with the FK score of 4 absolutely crushed the one with the FK score of 10. It drove 75% more clicks and generated 1,300% more sales!

The takeaway: It doesn't matter how much you discount your products and services, if it's not easy to read, your emails won't get read. And if they're not read, you might as well not even send it.

If you want to make sure your copy is easy to read, I have two secret weapons to share with you.

The first is a free application called [Text to Speech](#).
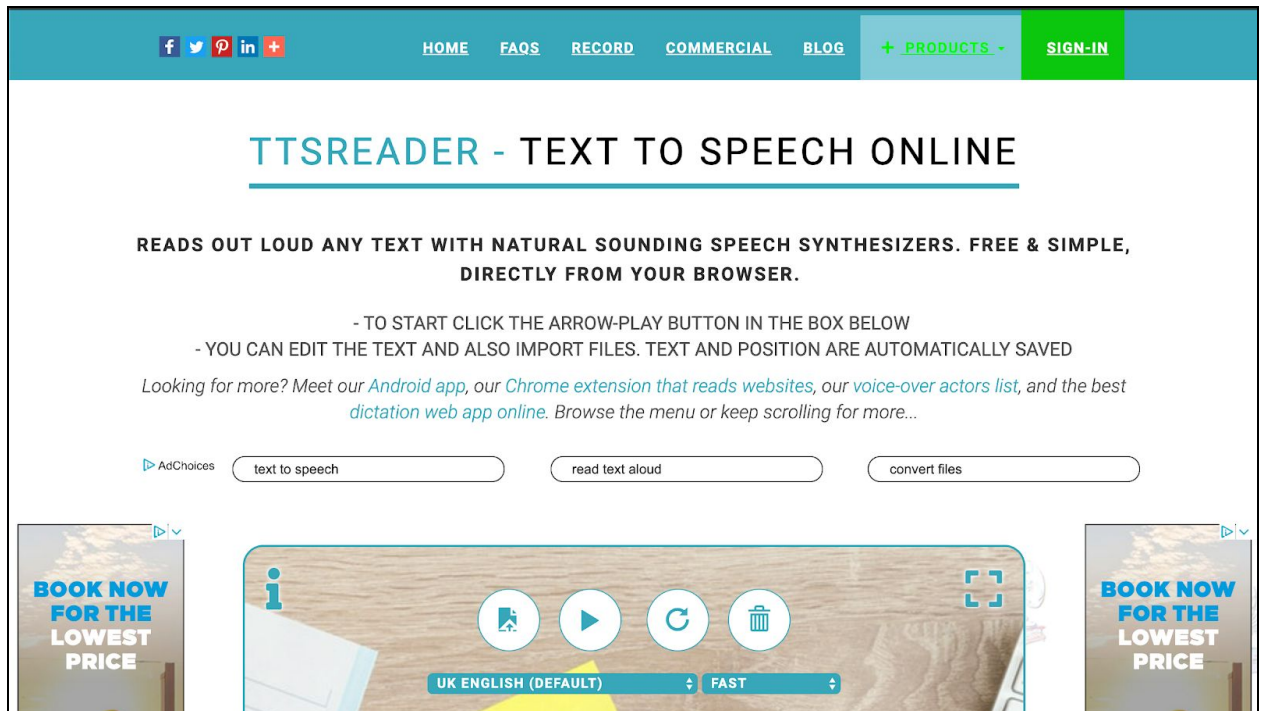
It's a free software that will actually read your copy to you!
So you'll instantly be able to spot trouble areas and know
where your writing doesn't sound smooth.

Once you make the edits, you can verify it by pasting it into another free tool called [Hemingway](#):

It's a powerful application tells you the FK score of your copy.

Try to edit and shorten your sentences until you get it down to a reading level below 6.

ACTION ITEM

Bookmark both of these two tools and make it a regular practice of running your copy through them before pressing send. You can even go back in to old emails you have, run them through this software and test the edited,

more conversationally sounding ones for an INSTANT increase in conversions.

Secret #3: Double Your Clicks And Sales With 3 Proven Subject Line Hacks

Here's a simple way to spot a rookie email marketer: **Watch how they treat their subject lines.**

If they spend just a few seconds on it after writing the whole thing, 9/10 times they're a newbie (and making a critical mistake).

A seasoned email marketer knows a good subject line is one of the most important parts of an email.

For example, I ran a split test between these two subject lines for one of my clients, Jumpcut:

SUBJECT LINE 1*
WARNING: this video will open your eyes to a new world

SUBJECT LINE 2
Brand spanking NEW: Underdog to Influencer (Part 1/4)

The way the split test worked was we sent to both subject lines to 2 random portions of the list, really early in the morning (around 6 am).

Each test group contained 5% of the list (which, for them, worked out to about 25,000 people).

After 2 hours, the subject line that was opened more (aka the winning variation) was sent to remaining 90% of the list.

When we did this, the results were eye-opening:

| GROUP A | | GROUP B | |
Jan 14, 2019 at 09:00 AM		Jan 14, 2019 at 09:00 AM	
Winner			
25135	430	25135	238
TOTAL SENT	TOTAL CLICKED (1.71%)	TOTAL SENT	TOTAL CLICKED (0.95%)
4898	7.75%	4336	5.09%
TOTAL OPENED (19.53%)	CLICK-TO-OPEN	TOTAL OPENED (17.29%)	CLICK-TO-OPEN
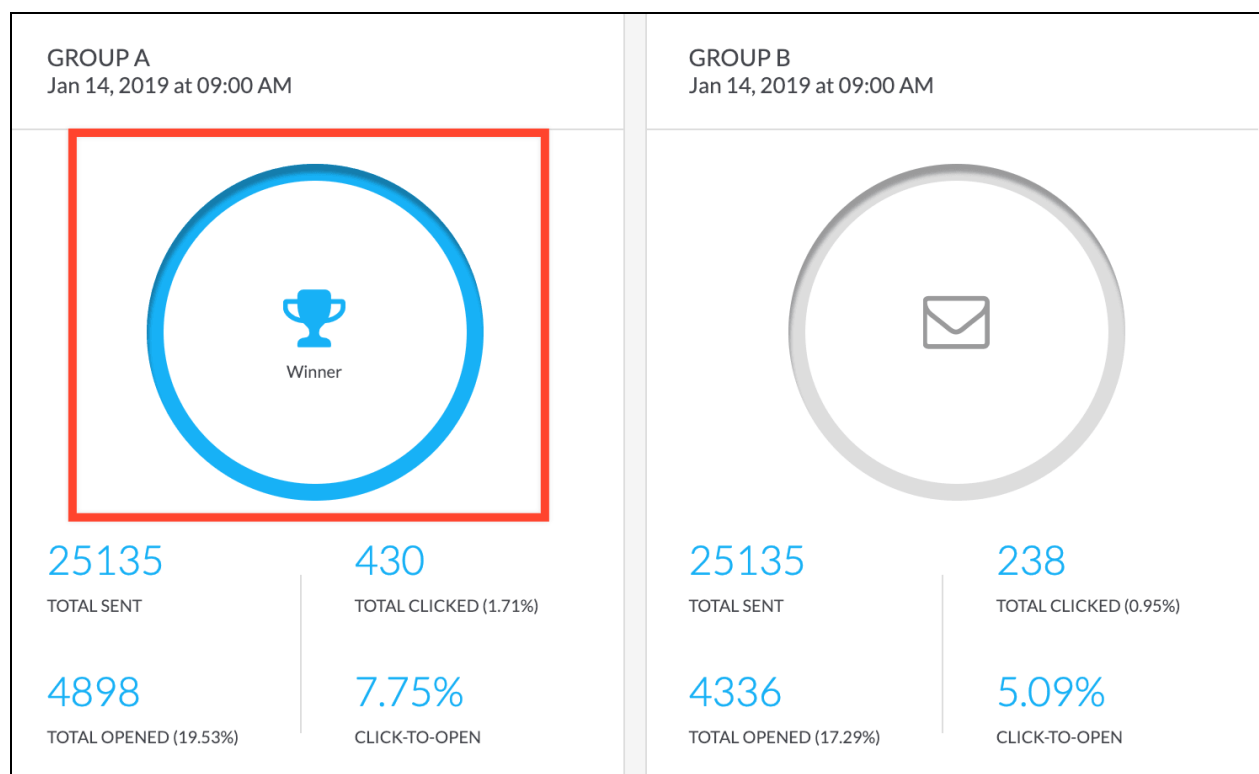
Note: The content inside the two emails was exactly the same.

The only difference was the subject line.

So why did Group A not only get opened more but also get clicked more than Group B?

Because **the right subject line can inspire people to take action and preframe them to want what's inside it.**

A was a better subject line and led to an extra 2,866 clicks than B could have done by itself.

	Group A	Group B	Group A to Whole List	Group B to Whole List
			A	B
Sent to	25,135	25,135	452,427	452,427
Open rate	19.53%	17.29%	19.53%	17.29%
Click rate	7.75%	5.09%	7.75%	5.09%
Arrived at video	380	221	6,848	3,982

In other words, a tweaked subject line almost doubled the views, in the *exact same* email with the *exact same* video.

Generally, double the traffic means double the sales. So getting a great subject is an easy way to 2x your email results - with just few words.

If you want to write subject lines that drive double the clicks and sales, here are 3 tried-and-true email subject techniques:

1. **Promise explicitly.** For example, a great subject line I wrote was: "Exactly how to get your first client in 30 days". Since the promise is clear, the reader knows there's a clear benefit to reading it (or at least opening it). Make the benefit of your email 100% expressed in the subject line. Ask yourself: What is the most exciting takeaway? And then write *that*. It's a key to getting open rates to skyrocket.
2. **Evoke curiosity**. The flipside of stating a clear benefit is to make the reader HAVE to open to see what's inside. For example, "EPIC FAIL: I can't believe she said THIS". This subject line works because you want to know what the person said. Our brains can't resist not knowing.
3. **Be casual.** Some of the best email subject lines I've ever written are casual. They read like emails you might receive from a friend. For example, "Dude! Did you see this?" got an open rate that was 34% higher than this "New Course: 9 Client Generating-Secrets". The reason is the latter sounds like a sales pitch (so people's defenses raise).

ACTION ITEM

Try testing the next email you send with a subject line that meets at least one (preferably more) of theses 3 tried and true 3 subject line tips above.

If you want a few subject lines you can steal that have been proven to work, I've put together 7 templates that work almost every time. Check out the template, the open rate I got when I used it and why it works.

7 Great Subject Lines You can Steal

Examples		
Subject line	Open Rate	Why it works
1. Before you [action], read this	61%	This leverages curiosity and specificity. You're saying before you do this specific thing read this. You could say, "Before you write another email, read this" or "Before you workout next, read this." If you tie the action to your market (with things they

		regularly do) it will catch their attention.
2. Are we still on for [time]?	61%	This leverages casualness, and curiosity. And it's a great email to use if you're doing a webinar or hosting some type of free training. People read it and do a double take. "Wait - what? I don't remember setting up a meeting."
3. You don't want FOMO do you?	60%	This leverages casualness, and curiosity. And it's a great email to use near the end of a sale. You can talk about how they will experience fomo if they don't hurry up!
4. We're starting in [[[TIME]]] HOURS	59%	This leverages casualness, and curiosity. And it's a great email to use as a webinar reminder.
5. Missed you, how's [DAY]?	59%	This leverages casualness, and curiosity. And it's a great email to use if someone doesn't show up

		to a call, a webinar or some time of event you're hosting online.
6. How [[person]] did [[thing]] in [[time frame]]	57%	This leverages specificity and curiosity. And it's template to use for testimonial emails or any email you send with a case study. For example if you had a testimonial for your SEO course, you could say, "How Steve Got On The First Page of Google In 31 Days." It's a great email that many people interested in learning this would open.
7. It's time to rethink [Something]	57%	This leverages curiosity. And it's a great email to write specifically for your audience. The "SOMETHING" should be an idea that everyone in your audience is tuned into. For example, if you're marketing to young aspiring entrepreneurs,

		your "SOMETHING" might be "Elon Musk" or "Gary V." That type of subject line will instantly stand out in your readers inbox.

Secret #4: Know What The Second Most Valuable Piece of Real Estate Is … And USE IT!

Sometimes, a tiny sales link in the P.S. of an email will get more clicks than ANY other area.

For example, I once wrote an 1,800 word email kicking off the launch of a $1,000 course. The email was full of amazing examples, testimonials and all the features of the course.

There were 4 links in the first 1780 words and it ultimately made $82,889.

But you want to know the link that drove the most clicks and sales?

The one at the very bottom of the 1800 word email that said: *"P.S. Enrollment is open for 7 days only. After that, it's gone for good. [Check it out here](#)."*

Turns out, people read a little and skip ahead to look for the payoff of the email.

Don't fight this fact. Use the TL;DR version of the email to your advantage and make it one most people clicked and bought from areas.

If you can drive a lot more clicks and sales with one or two extra sentences at the bottom, why would you not do that?

ACTION ITEM

Test out a STRONG selling P.S. in your next sales email.

Here's a template you can swipe:

"P.S. If you just skimmed this whole email (like I might've done) here's the offer: [[state your offer with the guarantee]]"

The key to this technique is to call attention to the fact that the person might have been skimming. When you do this, you actually get them to listen up and pay more attention to your offer.

Then, simply state the offer plainly with a guarantee. It's a great way to get lots high quality clicks (and sales) for your products.

Secret #5: Ethically Steal Your Competitors Best Ideas And Make $500,000+

Some of the biggest email wins I've ever made have come from finding what my competitors are doing and then testing them.

For example, a while back, I noticed Dollar Shave Club was sending out the below email before a customers' next subscription order was shipped:

TOSS MORE IN?
Add before we ship

DR. CARVER'S
SHAVE BUTTER
**$8**^{00}
— 6 OZ —
ADD

BOOGIE'S
HAIR STYLING PRODUCTS
**$10**^{00}
SHOP

DR. CARVER'S
POST SHAVE
**$9**^{00}
— 3.4 OZ —
ADD

CHARLIE
ONE WIPE CHARLIES
**$4**^{00}
— 40 CT —
ADD

CHARLIE
ONE WIPE CHARLIES (TRAVEL)
**$7**^{50}
— 40 PKTS —
ADD

BUILD YOUR BETTER BATHROOM.

MORE IN THE STORE ▸

YOUR ACCOUNT
Do we have the right info?

Ships to
Someone
XXXXXXXXX
XXXXXXXXXXXX
XXXX
Edit

Bills to
Visa
Ending in *1111
Exp. 6/217
Edit

Credit balance: $0.00   Invite friends, get $5

The email gave customers a chance to add more product to their box before it left their warehouse.

When I saw it, I thought, *"That's a great idea!"*

Then I took it, and tweaked it for my own client.

I was working with a supplement company that sold a lot of subscription products. And this email fit perfectly with their business model.

That one email was worth over $500,000 in the first year of implementing this idea.

I'm constantly looking for and testing ideas like this.

How? I use a site called [Really Good Emails](#).
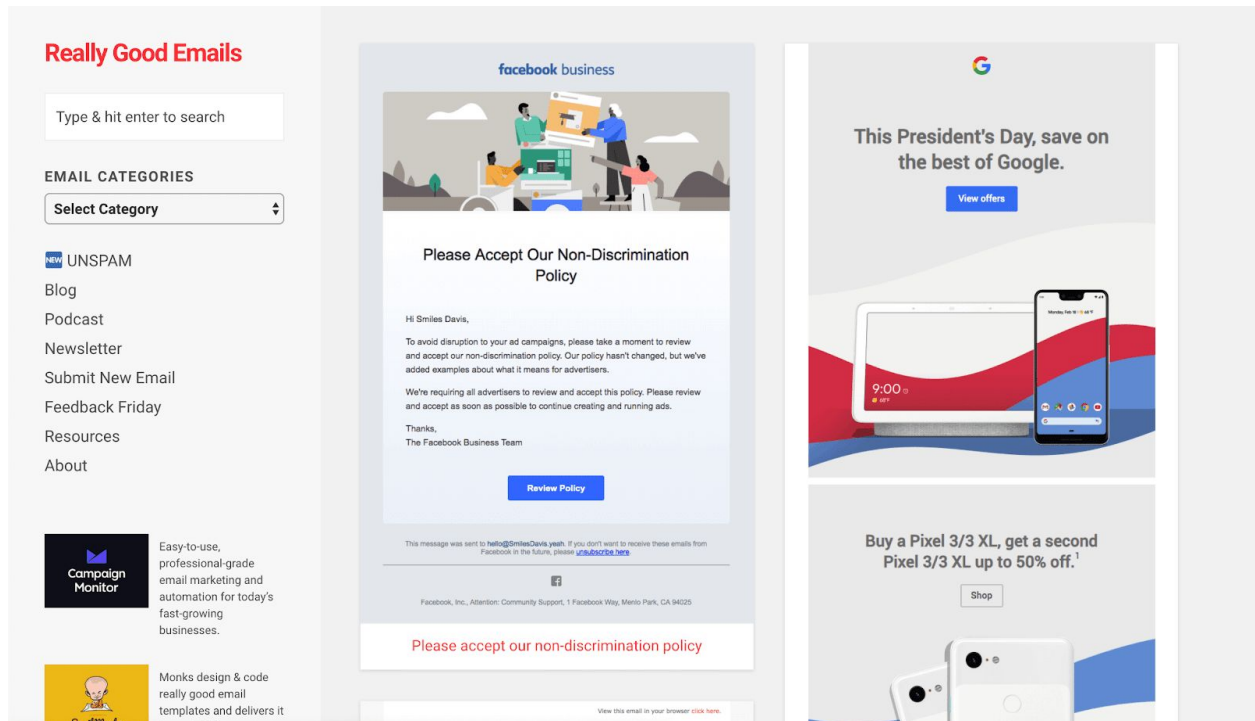
It's a free website with 1,000s of emails in every category you can imagine. From customer appreciation emails to surveys to sales emails.

It allows you to see what the best of the best companies are doing with their email game.

You'll find sample emails from companies like:
- AirBnB
- Amazon
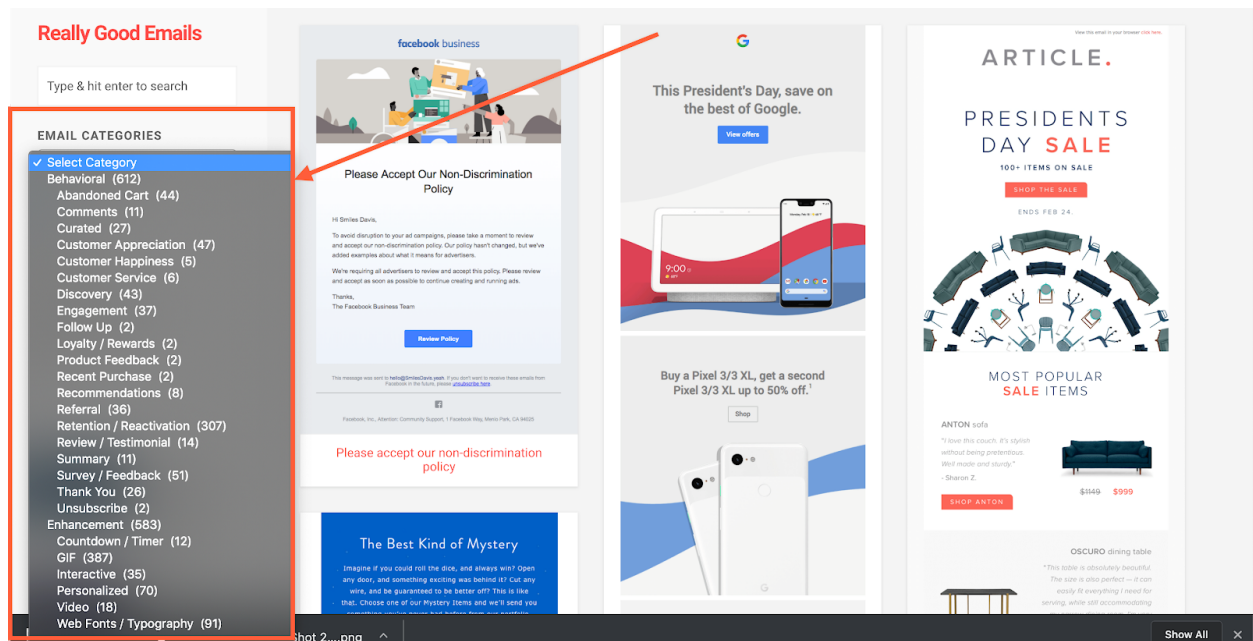- Uber
- Dollar Shave Club
- Netflix

- Grammarly
- My Fitness Pal

And so much more.

I visit the site at least once a week for email inspiration and ideas test in my clients' businesses.

ACTION ITEM

Go through each category in their side bar.

Study the examples and then put 5 ideas to test in your own business.

For example, you may have never thought to send an email to your customers thanking them for their loyalty and

giving them a discount on another product (if they want to try it out).

On Really Good Emails, you'll find dozens of proven emails like this you can test out every week. I guarantee if you commit to testing 1 email like this per week you will find one that makes you tens if not hundreds of thousands of dollars in a year.

Secret #6: The $74,360 *Per Email* Difference (Hint It's Why You're Reading This Right Now)

Up to this point, the tips I've shared have been mostly focused on templates and ideas you can model.

But if you really want to get next-level results from your emails, one of the biggest levers you can ever pull is to uplevel your copywriting skills.

The fact is even a little copywriting know-how can go a long way.

You don't need to be a wordsmith or grammar nut.

Just get some of the fundamentals down and the difference in results you'll get will be night and day.

For example, I once went in a head-to-head in an email challenge with a non-copywriter. We set a timer to 20 minutes. At the end, we sent the copy each of us wrote to half the list.

The non-copywriter's email made $22,481. Not bad.

Mine made $96,841. That's $74,360 better.

That's the kind of difference knowing how to write copy in an compelling way can make in your emails.

ACTION ITEM

If you want to understand the basics of good-enough copywriting, I put together a big list of the 31 best copywriting books and blogs to get you started.

I recommend you read them all over time .

But you can just pick one or two to start. It won't be long before you're able to crush an average joe off the street.

Read: 31 Best Copywriting Blogs and Books (Proven To Help Sell $50 Million+ Online)

Congratulations You've Made it To The End!

You just learned the 6 secrets to writing 6-figure emails.

These secrets helped me sell millions of dollars worth of products online via email.

I can't wait to see what they do for your business.

But before you close this window and get to work implementing, I've have something special for you.

It's a rare opportunity reserved exclusively for anyone who makes it all the way to the end of this guide (Shockingly 50% of people never download the book they just opted in for! But you are the exception!).

If you're serious about taking your email game to the next level, I still take on email clients from time to time.

If we were to work together, I'll actually write and design your email funnels for you.

My business partner and I are experts at looking at your email marketing strategy, finding the key leverage movers and giving you a game plan for what's going to have the biggest business impact over the next 6 to 12 months.

With a combined background in sales, public relations, marketing, and finance, we look at your business holistically.

We don't apply blanket solutions. We actually do a deep dive into your business, diagnose problems, uncover hidden gems, and show you the fastest path to the results you want.

If you're interested, you can [schedule your free consultation call today.](#)