

“The Top 10 Characteristics of Successful Emails that Sell”

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SUCCESSFUL, Sales-Generating Emails:	UNSUCCESSFUL Emails:
1. Stay short and to-the-point	1. Ramble on and on , causing readers to skip or delete the email because they don't have time or patience to read everything
2. Focus on ONE big idea per email , resulting in clarity and sales	2. Jam 2 or more ideas into one email , resulting in confusion and no sales
3. Provide a useful insight and actionable tip that readers can act on immediately	3. Provide no useful insight or actionable tips , wasting readers' time
4. Use plenty of “white space” between sentences and paragraphs	4. Have giant “walls of text” that are too hard to read
5. Use plain black text 80% of the time — and simple formatting	5. Use multiple fonts, styles, colors, and images , creating a sense of confusion and inconsistency
6. Challenge the reader's thinking in a positive way, while improving the status quo	6. Don't challenge the reader in any way
7. Are “energetically clean,” meaning you (the biz owner) are not attached to whether people like you or not.	7. Give off the vibe of being “needy” or “desperate”
8. Focus on giving value, not offering discounts	8. Offer too many discounts and coupons , rather than providing valuable content
9. Plug a product in the P.S. , resulting in additional sales	9. Don't make use of the P.S. section , resulting in no additional sales
10. Promote ONE product only	10. Attempt to promote MULTIPLE products , resulting in confusion and no sales