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# Your First 5 Emails

## Overview

In this guide, we're going to discuss:

- ***Why you should be sending emails to your audience***
- ***What type of emails you should send***
- ***How to write email subject lines***
- ***Tips on the length and formatting of your emails***
- ***The first 5 emails you should send (with examples)***

Let's get straight into it.

## Why Should You Send Emails?

As discussed previously, building an email list is one of the most important assets you can own online.

Being able to regularly send emails to your audience who have willingly provided you with their email is the best way to build a sustainable business and generate a consistent income.

Instead of hoping your potential customers come back to visit your website, you can contact them **whenever you want** by email.

Additionally, with each email you send, you are:

- **Gaining authority and credibility in a niche**
- **Increasing your brand awareness**
- **Building trust with your audience**

When you have these in place, your audience is much more likely to follow your advice, take you up on your recommendations and ultimately purchase from you.

But you can't just send out any old crap in your emails...

## The Right Emails to Write

In addition to promoting stuff, your emails MUST provide value.

Providing value is done in 2 different ways.

- ***Emails that entertain***

&

- ***Emails that educate***

### Emails that entertain

No, you don't need to be a comedian to write an entertaining email. In fact, emails that entertain don't need to be funny.

**An email that entertains is one that tells a story.**

Why?

Because everybody loves a good story.

It can be your story or somebody else's story.

The main reasons behind why you will be using story in your emails is:

- ***To let your audience, see things from your perspective***
- ***For your audience to get to know you***

When you are genuine and show people what you're about, they begin to trust you and like you.

### Emails that educate

These emails are much easier to do than entertaining emails.

Because they provide value by teaching your audience something that is of interest to them that they didn't know.

As long as you're providing content of value, these educational emails will increase your credibility and you will look like the expert in your niche.

Educational emails can sometimes even be just 1 sentence. You can simply send an email telling your subscribers to check out an interesting article or YouTube video.

Obviously, all your emails can't just be one liners. So, you need to vary the lengths of your emails to keep your subscribers interested.

## How Long Should Emails Be?

Generally, I would recommend keeping your emails short and to the point. Assume that all your subscribers are busy, so you just have a few paragraphs at most to get your message across.

*Nobody wants to open an email and read an essay.*

Later, you can get away with longer emails but when you're just starting out, the shorter the better.

**Short emails work well**, now let's talk a bit about how often you should send mails to your subscribers.

## How Often Should You Email Your Subscribers?

Having just opted in to your email list, a new subscriber is clearly **interested** in what you have to say.

This is the beginning of your 'relationship', so it's best to email them immediately after they opt-in and then once daily (or once every two days) for the first 5 – 10 emails.

These first few emails are where you build your relationship with your subscribers so it's important to do it as soon as possible.

After your first 5 – 10 emails you can then start sending mails out *less frequently*, because by now, your subscribers know who you are, and if you've given them enough value, they will look forward to hearing from you.

**And whatever you do, avoid emailing your new subscribers multiple times a day. That's just going to irritate them and they are most likely going to unsubscribe from your list.**

## How Many Emails Do You Need to Write?

There's no right or wrong answer here as it **depends entirely on your niche** and how you're planning to monetize the list.

If you're building an email list in a niche you aren't particularly interested in, and intend to just promote one affiliate product, then you probably don't need to send more than five emails in total.

If it's a niche you're committed to or your main business, then you want to be regularly sending mail to your subscribers over the next few years.

It may seem like a mission, but writing emails is quick. In 1 hour, you can easily have 10 – 20 emails written and loaded into your autoresponder.

That's the beauty of this business model, just a few hours of work and you can have a year's worth of emails.

Now, let's look at how to create the first 5 emails.

## The First 5 Emails

Every email you send should have a specific goal in mind. And everything about that email should revolve around that goal. Writing emails is much easier when you decide on a goal first for each email.

Examples of possible goals:

- ***Get my subscribers to trust me more***
- ***Get my subscribers to know me better***
- ***Get my subscribers to click on a link***
- ***Increase my credibility***

I've generally found the following combination of goals work well as the first 5 emails you send out to your subscribers.

### Email 1

This first email is about showing your new subscriber that you know what they need, what to expect and of course, delivering your lead magnet.

I know I said you need one clear goal per email, however, the first email is your *very first message* to a new subscriber and they are already expecting to receive the lead magnet they have just opted in for.

If you just give them the link to your lead magnet and nothing more, why would they bother reading the rest of your emails?

So, it's important to give them a reason to lookout for future mails.

The best way to do this is to show them that you understand their problems and what they want to achieve.

A new subscriber doesn't know who you are.

By showing them that you understand their needs and concerns, you automatically start building a relationship because they will feel as if you already know them.

They will also look forward to your emails because by understanding them, they will know that you can be of genuine benefit to their situation.

**Important:** Don't make the common mistake of telling people about what you have and what you've achieved.

It may seem like a good way of building credibility but, people are generally selfish, they don't care about what you have, **they want to know how you can be of benefit to them.**

Sound complicated?

Don't worry it's not.

Here's an example of how the first email could look if I was in the dog training niche.

\*\*\*\*\* EMAIL 1 EXAMPLE \*\*\*\*\*

Hey [NAME],

Congratulations for signing up to receive my 3 secret training hacks to immediately get your dog to stop barking.

You can download the report here *{clickable link to access the lead magnet}*

Before you dive in, I just wanted to quickly talk to you about some of the problems I know that your facing when training your dog.

Like most of my private clients, keeping your dog's attention during each training session can be a real issue.

I mean, how can you even begin to implement any specific training technique when your beloved dog gets distracted and runs off after the first minute.

Realizing that this can be a frustrating setback, I have spent a lot of time really studying the best ways to keep dogs focused, attentive and even excited to train.

I know just how much you love your dog, it's clearly evident in your desire to learn new and effective training methods to keep him happy, healthy and safe, even though he just won't listen.

Which is why I will be keeping in touch and sending you value packed mails which will have your dog eating out of the palm of your hand.

All the best

Steve the Dog Man

P.S. If you are looking to see a noticeable improvement in your dog's behaviour overnight, make sure you check out at my complete A-Z dog training system here *{clickable link to offer}*

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See, that wasn't too bad. I literally just made all that crap up on the spot. Just don't overthink it.

Let's take a look at email 2 now.

## Email 2:

The second email is the perfect time to share a **story**.

This can either be a story about you or a story about somebody who has benefited from your offer (whatever it is you're selling or promoting).

The main aim of a story is to get your subscribers to imagine themselves in the story. A story that ends with your offer '*saving the day*'.

When you can get your readers to put themselves in the shoes of the person who the story is about, they will:

- **Like you more**
- **Be more inclined to buy your offer**

This is because they have now visualized themselves benefitting from YOUR offer.

But what do you do if you don't have a genuine story related to your offer?

Easy.

You can make up a story.

BUT...

Make sure that if you do make up a story, you let your readers know that it's not real.

No, you don't have to directly say "*I pulled this story out of my ass*". You do it by starting your story with something along the lines of:

"If **for example** Jeff's dog..."

"**Imagine** the frustration Jeff had to deal with when his dog wouldn't stop barking..."

\*\*\*\*\* EMAIL 2 EXAMPLE \*\*\*\*\*

Hi [NAME],

I hope you enjoyed the 3 Secret Training Hacks I sent you yesterday.

If you didn't get a chance to check it out yet, you can download it here {DOWNLOAD LINK}

Today I wanted to share a story with you about one of my clients, Susan, and how we really got down to solving a very unusual problem she had with her 5 year old poodle, Snuggles.

You see, Snuggles was toilet trained as a puppy but for the past 8 months he picked up a terrible habit of going to toilet on Susan's bed every night.



Susan came to me with this problem as she didn't know what to do anymore. Snuggles was an important part of the family but her husband was running out of patience. Either we get rid of the dirty habit, or Snuggles would have to go.

I had seen this problem before and suggested to Susan that we implement my Canine Mind Pacifier Technique since it had a proven success rate.

She agreed and we immediately went to work on Snuggles.

Susan was amazed at the results. After the very first session, Snuggles had completely shaken off his toilet problem and the relief and joy in Susan's voice was evident.

If you would like to know more about my Special Dog Training as well as my Canine Mind Pacifier Technique, you can visit my training page here {LINK TO OFFER}

Chat Tomorrow

Steve the Dog Man

\*\*\*\*\*

### Email 3:

In the third email, you can keep things simple by just sharing some **testimonials** for your offer.

If you're promoting an affiliate offer, you can simply pull these from the sales page.

If for whatever reason you don't have any testimonials, you can talk about the power of your offer, or a certain part of it and how it's benefited somebody else.

*For example:*

I'm teaching you how to generate a solid income online. A part of that is email marketing.

Now, if I had no testimonials of my own, I could simply go onto Google and search for "*Benefits of email marketing*" or "*email marketing case study*", and I would find hundreds of examples that I could use (just don't claim that the example is a testimonial of an actual client of yours).

And as an example of an email I could send:

Email marketing is incredibly powerful and probably the most misunderstood and neglected form of marketing today.

Take "COMPANY X" for example.

Company X managed to increase their ROI by over 43% after they implemented an email marketing campaign. In fact, the owner....

\*\*\*\*\* EMAIL 3 EXAMPLE \*\*\*\*\*

Hi [NAME],

Yesterday I shared Susan's story with you and how we were able to solve an urgent problem with Snuggles.

Today I wanted to share a few testimonials with you from some of the other people I helped in the past.

"Testimonial 1"

"Testimonial 2"

"Testimonial 3"

If you'd like to see how I can also transform your unruly dog into a happy, obedient and loyal companion, make sure you check out my exclusive dog training here ([LINK TO OFFER](#)).

Regards

Steve the Dog Man

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#### Email 4:

Ok, so now that you've established a bit of a relationship with your audience and shown proof that your offer works, it's time to show them that you're the expert.

And the best way to show somebody that you're an expert is to **teach them something new**.

And how do we do that?

***By challenging a common belief.***

*For example:*

Let's say you're promoting an offer to help your readers lose weight.

If you send them an email saying:

*"To lose weight, you must watch what you eat and make sure you get enough exercise"*

....

You're just telling them what everybody else says. So how does that make you an expert?

**It doesn't.**

Instead if you said:

*“Most people say that you need to eat less to shed those unwanted pounds. But they’re completely wrong. The truth is...”*

Now you got your readers attention, because while everybody else is saying the same thing, you’re going in a completely different direction. And as long as you’re telling the truth, this will instantly make you the real authority worth listening to.

\*\*\*\*\* EMAIL 4 EXAMPLE \*\*\*\*\*

Hey [NAME],

Most people think that you should reward your dog with treats every time progress is made in their training. Well, they are completely wrong.

The truth is, treat incentivized training is actually building an unhealthy relationship between you and your dog. Instead of respecting you, your dog is being encouraged to manipulate you.

Over time your dog will view himself as the Alpha and you will be demoted to “treat boy status”.

This is one of the biggest causes behind dogs being disobedient to their owners. If you want to learn how to train your dog the right way and instantly get their attention without having to use treats, visit [stevethedogman.com](http://stevethedogman.com).

My training system has revolutionized the dog training industry by introducing the most effective “treat-free” dog training methods.

Steve

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Email 5:

Email 5 is a straight-up **sales pitch**.

You’ve built up some trust and delivered enough value to tell your readers to buy your offer.

The main things to keep in mind in this email, and any other sales pitch emails is:

You are not trying to sell the offer, you are trying to sell **THE CLICK** to the offer.

This is important because all you need to do here is create enough **curiosity** in your email to get them to click on the link which will take them to the sales page. It’s the job of the sales page to sell the product.

You create this curiosity by focusing on benefits and problems, not features.

**Features are boring**. People don’t look to buy features, they want to buy something that will solve their problem or provide them with a benefit.

Which one of these interests you more?

Feature:

*“We have over 60 hours of dog training videos”*

Or

Benefit/Problem

*“Learn how to instantly get your dog to obey your every command and enjoy a deeper, more fulfilling bond with your pet”*

### Use Scarcity, Discounts and Urgency

If there's a discount, limited stock, or imminent price increase for your offer, now's the time to highlight it.

If you have readers who are thinking about buying your offer, this will encourage them to go for it.

### \*\*\*\*\* EMAIL 5 EXAMPLE \*\*\*\*\*

Hi {NAME},

Let's face it, training your dog is not easy.

I understand just how frustrated you feel when your dog refuses to listen.

You just want what's best for your dog, and fear that something bad will happen if he continues to misbehave.

With my proven Elite Dog Training System ([Link to Offer](#))

You can say goodbye to:

Endless barking preventing you from getting a good night's sleep

The exhausting back and forth power struggle

The regular destruction of your furniture and money draining repairs that come with it.

You can finally:

Get your dog to obey your every command

Enjoy a deeper, more fulfilling bond with your dog.

Once you learn the Smooth Canine Technique, your friends will be amazed at just how responsive your dog is to your instructions.

All it takes is my simple step-by-step dog training blueprint to see a lasting and positive change in your dog's behavior.

Go ahead and get instant access to my Elite Dog Training System here.

Best Wishes

Steve

P.S. I have organised an exclusive 20% discount for this entire life-changing training system. Your discount will only be available for the next 24 hours so claim your discount now (Link to Offer) and don't miss out

\*\*\*\*\*

It really is that easy to create the first 5 emails for any niche and type of offer. I literally know nothing about dog training and made up all those emails on the spot without much difficulty.

And it will be even easier for you to do since you will be creating emails for an offer that you have researched and are familiar with.

Just don't overthink things and follow the basic guidelines and you'll be fine.

To quickly recap the first 5 emails:

**Email 1:**

Give your readers access to the lead magnet (gift) they opted in for.

Let them know that you understand their problems.

**Email 2:**

Tell your readers a story that lets them imagine themselves in that story with your offer saving the day.

**Email 3:**

Share testimonials

**Email 4:**

Demonstrate your authority by teaching your readers something that they didn't know or challenging a common misconception in your niche.

## Email 5:

Encourage your readers to buy your offer

This is the usual template I use for the first 5 emails whenever I enter a niche and start building a list. It's what works for me and should be a great starting point for you.

So now, what to do after the first 5 emails?

### After the First 5 Emails

This answer depends entirely on what you want to do.

I prefer to slow down on emails from this point and usually just send out a mail every week or two.

In some affiliate niches I'm in, I only send out one mail every few months, and in others I don't send out anymore.

**This all depends on how important the niche is to you.**

As an example,

One of the first affiliate offers I promoted had to do with helping people get rid of yeast infections.

I don't know much about yeast infections and it's not a subject I want to invest time in learning. So, whenever somebody interested in getting rid of yeast infections opted in to my yeast infection list, they'd receive my initial 5 emails then never hear from me again.

If you are going to continue to send mails, make sure you don't only send offer based emails. Remember to continue giving value.

It's a give and take relationship... **You give value, you get the sale.**

You know what types of emails to send, but this all means nothing if your readers don't even bother to open them. So now let's look at how to get people to open your emails.

### How to Get People to Open Your Emails

The most important factor which determines whether or not your reader will open your email is... **The subject line.**

I have over 26,000 unopened emails on just one of my email accounts. This is because the subject lines of those emails didn't interest me at all. Your readers are no different.

We're all busy, and we all get tons of emails everyday so we end up only opening the most important and interesting ones.

And the only way we can decide whether an email is interesting enough to open is by reading the subject line.

So how do we write interesting subject lines?

The main question to ask yourself every time you create a subject line is:

***“Does my subject line make people stop what they’re doing and want to click it to find out more?”***

The good subject lines instantly grab people’s attention and make them curious.

If I had to create a subject line for the story email I wrote earlier about Susan and Snuggles (email 2), I could write something like:

Snuggles vs The Canine Mind Pacifier

Stopping Snuggles’ filthy habit

Is your dog guilty of this too?

In all of the above headlines I’m creating **curiosity**.

When somebody reads that, they are wondering:

*Who is Snuggles?*

*What the heck is the Canine Mind Pacifier?*

*Is my dog guilty of what?*

When you get your readers to stop and ‘wonder’, you are making them curious and there is a good chance they will open the mail to satisfy their curiosity.

A great place to find examples of subject lines is on the **cover of magazines**.

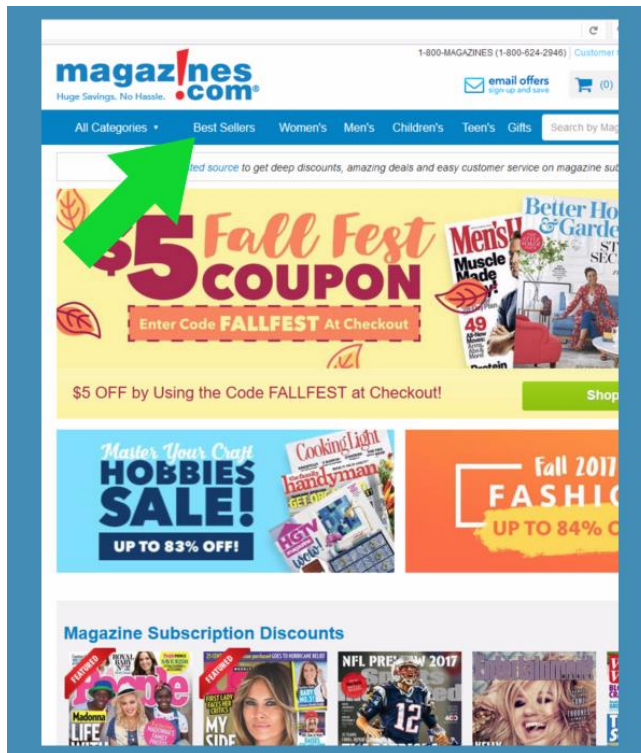
Think about it, popular magazines have professional writers who get paid to come up with compelling headlines.

These headlines are usually found on the cover of the magazine to create curiosity. People read the headlines on the cover and if they see a headline that makes them curious enough, they end up buying the magazine.

And you can take these headlines for yourself.

Here's how:

Go to [magazines.com](http://magazines.com) and click on Best Sellers



Then click on magazines that have a lot of headlines on the cover.

Stuff like:

- ***Men's Health***
- ***Cosmopolitan***
- ***Women's Health***
- ***Good Housekeeping***
- ***Reader's Digest***

Now it's time to check out their headlines and see how you can tweak them to create relevant subject lines for your emails.

Here's some examples I could use for the dog training niche:



**Reader's**  
digest

SEPTEMBER 2017

**GENIUS ISSUE**

**Secrets to a Sharper Mind**

**89 WORDS THAT WILL BUILD YOUR BRAIN**  
By BRANDON SPEKTOR

**HOW TO BECOME A SUPER MEMORIZER**  
By ANDREA AU LEVITT

**THE SILENT ART OF DICTIONARY WRITERS**  
From WORD BY WORD

**Plus:**

**13 Mind-Blowing Scientific Discoveries**  
By MICHELLE CROUCH ... 130

**Water's Magic Medical Benefits**  
An RD ORIGINAL ... 33

**"I Held My Own Heart"**  
From ATLASOBSCURA.COM ... 50

**Why Is 7 Everyone's Favorite Number?**  
From RD.COM ... 134

Removable bookmark brought to you by **GEICO**

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The Silent Art of Responsive Dog Training

8 Words that will build your dog's confidence

10 Mind-Blowing Canine Behavior Discoveries



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Top-Tested Training Tools  
Quick Dog Training Hacks





Dog Training Secrets of the K9 Elite Unit  
Collar + Ball: A more alert dog in just 3 minutes



Energy Blast! The 10-Second Cure for a Lazy Dog

Train his mind to trim his aggression

See how easy it is?

Now that you've learned how to create subject lines and emails, you need a reliable way of tracking how good they are and how they are performing. Don't worry, it doesn't take any additional work or setup.

## Tracking the Performance of Your Emails

Being able to effectively measure how well your emails are doing is important because it will allow you to improve them when needed. This of course will result in more conversions and more money.

Thankfully, most autoresponders do this automatically, so all you need to do is view the information they provide and then you can see where to make improvements.

### What to look for?

The two most important things to look at is:

#### 1: The Open Rate

The open rate is **how many people are opening your emails**. As discussed earlier, good subject lines determine whether people open your emails.

So, the open rate will determine whether or not your subject lines are working or if it needs to be changed.

A decent open rate to aim for is around 6%. Meaning you want at least 6% of your subscribers to open each email.

If you can achieve a 10% or higher open rate, you're doing well.

#### 2: Click Through Rate (CTR)

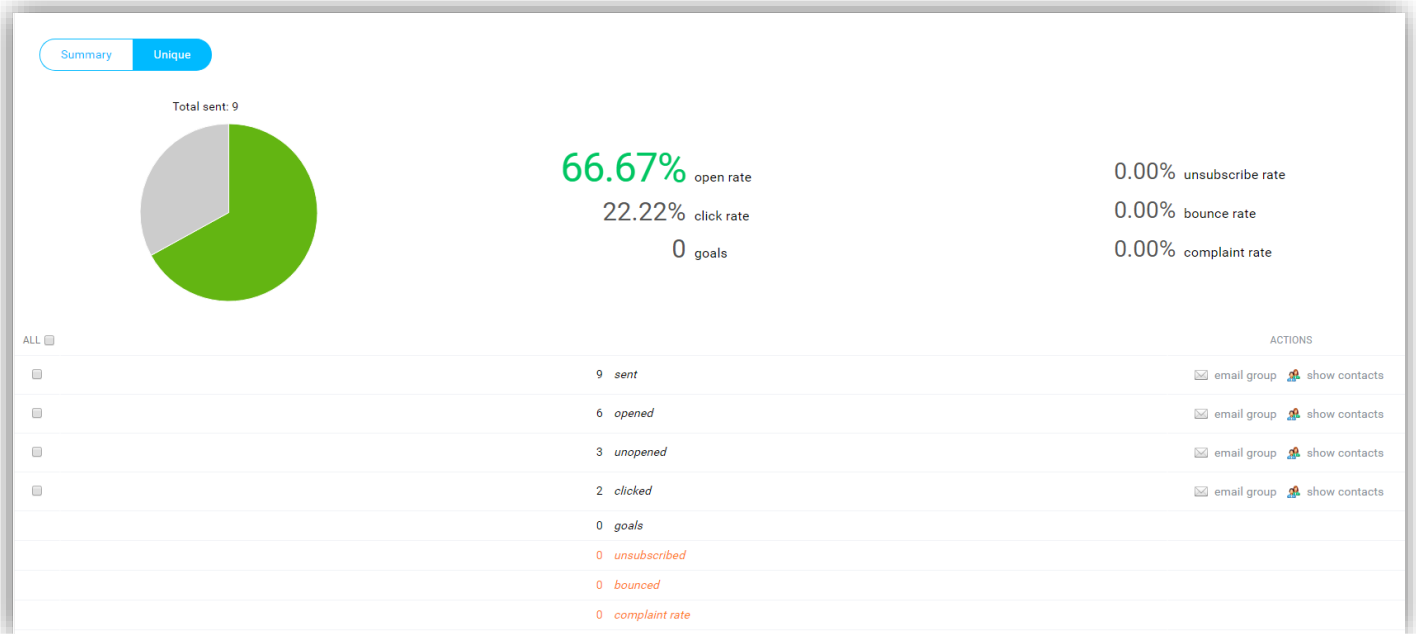
The CTR is **how many people click on a link in your email**. This will determine how well your email is written.

Aim for the same 6% for CTR as you do for the open rate.

#### **Important:**

When tracking CTR and how well your emails are written, you might have to do a small manual calculation.

Using the data provided in the image.



9 emails were sent and 6 were opened. 3 were unopened. Giving us an open rate of 66.7%

Of the 9 emails sent (9 people who received an email), only 2 people clicked on the link in the email. Giving us a CTR of 22.22%

However, this isn't true when trying to check how well the email is written because this CTR is including the 3 people who never even opened the mail. They didn't see your email so they shouldn't be included when we analyse the quality of the email.

So currently we are seeing the CTR against all 9 readers when we should only be seeing the CTR against the 6 who opened the email.

So, to calculate this we just take the number of clicks (2) and work it out as a percentage of the opened emails (6)

It would look something like this:

$$2/6 \times 100 = 33.3\%$$

So, the more accurate CTR is 33.3%

This is enough to get you going with creating emails to use in your email marketing campaigns.

I'd like to end off with just a few quick additional tips to keep in mind when you write emails.

### Additional Tips

1. **Keep it conversational.** Unless your readers are high-end executives, it's best to write your emails as if you're having a casual conversation.
2. **Don't use complicated words.** There's no reason to use big words when simple ones will do. Using big words will put off readers who don't know the meaning and they'll end up not reading the rest of your email.
3. **Avoid long paragraphs.** Nobody wants to see big blocks of text. You can easily break up a big paragraph into smaller ones.
4. Use **bold**, *italics* and underline to liven up your emails and keep your readers attention.

Which one of these is more appealing to read?

1.

Hi [NAME],

I hope you enjoyed the 3 Secret Training Hacks I sent you yesterday. If you didn't get a chance to check it out yet, you can download it here ([DOWNLOAD LINK](#))

Today I wanted to share a story with you about one of my clients, Susan, and how we really got down to solving a very unusual problem she had with her 5 year old poodle, Snuggles. Snuggles was toilet trained as a puppy but for the past 8 months he picked up a terrible habit of going to toilet on Susan's bed every night. Susan came to me with this problem as she didn't know what to do anymore. Snuggles was an important part of the family but her husband was running out of patience. Either we get rid of the dirty habit, or Snuggles would have to go. I had seen this problem before and suggested to Susan that we implement my Canine Mind Pacifier Technique since it had a proven success rate. She agreed and we immediately went to work on Snuggles. Susan was amazed at the results. After the very first session, Snuggles had completely shaken off his toilet problem and the relief and joy in Susan's voice was evident.

If you would like to know more about my Special Dog Training as well as my Canine Mind Pacifier Technique, you can visit my training page here ([LINK TO OFFER](#))

Chat Tomorrow

Steve the Dog Man

2.

Hi [NAME],

I hope you enjoyed the 3 Secret Training Hacks I sent you yesterday.

If you didn't get a chance to check it out yet, you can download it here ([DOWNLOAD LINK](#))

Today I wanted to share a story with you about one of my clients, Susan, and how we really got down to solving a very **unusual** problem she had with her 5 year old poodle, Snuggles.

You see, Snuggles was toilet trained as a puppy but for the past 8 months he picked up a terrible habit of going to toilet on Susan's bed every night.

Susan came to me with this problem as she didn't know what to do anymore.

Snuggles was an important part of the family but her husband was running out of patience.

Either we get rid of the *dirty habit*, or Snuggles would have to go.

I had seen this problem before and suggested to Susan that we implement my **Canine Mind Pacifier Technique** since it had a **proven** success rate.

She agreed and we *immediately* went to work on Snuggles.

Susan was **amazed** at the results.

After the very first session, Snuggles had completely shaken off his toilet problem and the relief and joy in Susan's voice was evident.

If you would like to know more about my Special Dog Training as well as my Canine Mind Pacifier Technique, you can visit my training page here ([LINK TO OFFER](#))

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