EMAIL MARKETING SERIES
FOR
SELF-HELP AND BUSINESS COACHING ENTERPRISES
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Subject: Read This if You're Feeling Stepped On

Doubt.

For a copywriter, it can make you hit rock bottom.

It is a depressing feeling that can overcome you, and usually, I feel the junk first thing in the morning.

My mind will start racing with the tasks for the day, and I find I can't shake it.

When you feel like this - you don't want to get out of bed.

So, why am I talking to you about this?

If you have a fire in your belly for writing, you will face this problem sooner or later.

I recently saw a video by the famous author Steven Pressfield (*The War of Art*), and he said it perfectly.

"If you want to be a writer, you must get up daily and slay the beast." And then he pointed to his keyboard.

One morning things came to a head, and I didn't want to get out of bed, and I had to do something, or it was game over.

So, here is what I did:

1. First, I made a list of all the writing tasks I wanted to do during the month.

2. Once I had this direction, I set up my laptop with a project ready to roll for the next day.

3. The next day, I arose at 5:00 AM and started writing.

4. After 4 hours of solid work, I ate breakfast and walked with my wife and dog for 30 to 40 minutes because health is vital.

5. During the day, I started rereading the best self-help books on my shelf instead of watching the news.

6. I also connected with other writers, helping them with any advice or tasks I could. (It makes me feel good to help others and get nothing in return.)

7. I broke my larger tasks into chunks for future dream projects I have on my list.

8. I then repeated these steps and continued slaying the beast.

I know this sounds simple, but it works for me; everyone has a different makeup and sets of life problems, so this may not be your solution.

I am sharing this in the hope it will make your writing path better and more rewarding.

Go out and slay the beast!

Elmo

P.S. If you're looking for a way to make more money as a copywriter go here and leave a comment: **Content Branded Money Makers for Copywriters**

Subject: A Story I Really Don't Want to Share

It was one of the most painful mistakes I ever made.

I had a friend who was on a tour of Europe who I was supposed to meet in Frankfort, Germany, and he let me know months in advance…But I didn't show up.

Yeah, that's right, I didn't show up because I put off preparing for the event.

Hell, it was worse than that.

At this point in my life, I never made plans or even thought about making them for anything.

So, the day came for me to meet him, and I forgot to put in for a day off of work and had not checked the train schedule to get from Heidelberg to Frankfort.

My God, I was an immature idiot when I was young.

Later on, down the road of life, I visited my friend, and the first thing he said to me was, "Where the hell were ya?"

And he was genuinely hurt because he was so pumped up to see me in Germany, and I wasn't there.

I had hoped he had forgotten about it, but the disappointment must have been overwhelming.

One day, it finally occurred to me that I had a serious problem that was harming my life and the lives of those I cared about.

Procrastination was ruining my life.

The worst part is that I was so stupid I didn't know it was a mental problem; I was putting things off, thinking it was a natural part of life.

But guess what?

This mental process was killing my hopes, dreams, and career.

If you have woken up to the fact that you have that problem – that is a big step forward!

As a copywriter, you must keep this mental habit in check because being a writer requires being proactive.

Many writers and copywriters have this mental disease and don't realize it, so it is a good idea to analyze your habits.

Because knowing that you have a problem is the first step to fixing it.

However, old ways die hard, so in my next messages, I'm going to talk about 5 things writers can do to overcome this mental barrier.

Stay tuned…

Subject Line: You Can't Afford to Ignore this Problem

Yesterday, I shared a painful experience I once had due to procrastination, and this disorder can disable your copywriting career, relationships, and business opportunities.

How do I know this?

When I was young, I was an expert at putting things off instead of getting them done.

One of the reasons why I procrastinated so much was simple.

If you get a group of tasks, or one big one, your mind can make you freeze with fear and frustration.

I can't remember how I figured that out, but that was definitely part of my problem.

One of the ways you can fix this problem can be summed up in three words:

BREAK IT DOWN

I got my Master's Degree in my 40s, and by then, I was aware of my procrastination problem.

I took all my classes online from Boise State University, but that created a problem: online schools require you to do more work.

So, I realized I had to do something, or this would be a disaster.

I took my schedules and listed all my classwork on sheets of paper, and I broke down every task and turned it into a list.

It took me about 30 minutes per class to do this listing process.

Once I completed that, I wanted to keep this list in front of me constantly. I did my classwork at our kitchen table, and right next to the table was our refrigerator.

I took all the kid pictures, menus, funny magnets, and all the other fridge content and cleared a spot for my list.

I wanted that list right where I could see it while working on my degree.

As it turned out, that spot was visible while I was eating, cooking, or traveling to the bathroom.

Every time I finished a project, reading assignment, quiz, test, etc. I crossed it off with a bright pink highlighter.

Being able to see my progress really pumped me up and made the tasks more enjoyable.

Another thing I did was I set early deadlines (more on this tomorrow).

The results?

I got straight A's in every single class in my degree.

Am I bragging?

A bit, but I am prouder of overcoming my procrastination problem.

Here is a list of how you can break down tasks when you are facing writing projects that must get done:

1. Separate and identify your tasks.

2. List your tasks in the order you need them done.

3. Create deadlines for your projects.

4. Put your list where you can see it a lot.

5. Cross off your tasks as you complete them.

This can work for other projects you need to get done, too, not just writing.

My wife and I completely rehabbed a house within 12 months while we were both working using this method, and I used a huge whiteboard to list all the work we had to complete.

So, if you are a writer with a bunch on your plate, try this listing tactic.

In my next procrastination-killing post, I am going to talk about your most precious resource and how to manage it so you will be able to dominate your work even more.

See you tomorrow!

Elmo

Subject Line: Who Do You Blame for Your Failures?

Dang, it happened again this morning.

I got up early so I could start writing, and before I knew it, 30 minutes had evaporated.

What caused me to get distracted from my mission?

Well, I blame it on Waggles.

Waggles is my dog, and she had to go outside this morning.

That led me to get a cup of coffee and a banana.

When she came back in, I had to get her a treat, and because of that sideswipe, I saw that I had some Facebook messages that I just had to answer because someone commented on one of my comments from the day before.

(I just had to say something nice about the neighbor's new hummingbird feeders.)

Because I had to give Waggles a treat, I checked my email and left a couple tweets on Twitter.

That freaking dog - what a pain in the ass!

Yeah, I get easily distracted, and that's another reason for my procrastination problem.

For the last couple of days, I've been writing about this disease, and I realized that this is another facet that leads to me putting things off.

I've done some research and found that 80% of college students have a severe problem with procrastination.

Why?

Because they are in an unstructured work environment, freelance copywriters have the same problem because their arena is unstructured too.

So, how do we overcome these distractions and derail the procrastination train?

Here are 5 ways to do this:

#1 Set up your work the night before.

Ensure your word processor is ready when you take your laptop out of sleep mode and have all your references and other source materials at hand so you don't start digging around on your computer.

#2 Turn everything off.

Once again, this should be done before you go to bed at night, and turn off the TV, radio, Internet, and anything else that might get in your way.

#3 Have your support materials in place.

Have a bottle of water, a cup of coffee, resource books, a laptop, and anything else you need to write with as ready as you can get them, and don't leave a pile of junk all over your work area either because a big mess is another distraction.

#4 Schedule your breaks.

I like using the Pomodoro method of working for 25 to 30 minutes and then walking away from my work for 5 minutes to do whatever I need to.

(Some people say a 15-minute break is what you need, but 5 is good for me.)

I usually grab some more coffee and water during this time.

#5 Get started as quickly as possible. The famous writer/director Woody Allen says that 80% of success is showing up, so get started as fast as you can. The action of starting is probably the most important thing you need to do.

If you go back and reread this post, you'll see that there are only two components to this: Setting up and executing.

So, go out there and…Hey, what's this?

Waggles is chewing on something now. I better see what she's doing and then check my "likes" on Facebook.

Stupid dog.

Elmo

Subject line: Do This Right This Second

Oh, snap!

It happened again today.

You get your buns out of bed around 6 AM to start writing, and now it's 12 PM, and you haven't started yet.

No post, no content, no clicking of the keys on your laptop.

Zippo.

Now, you're sick to your stomach because the pressure's on, and you need to move your ass, or you'll be up 'till midnight.

The feeling of failure washes over you, and you feel like a loser.

Your friends have dumped you, your love life is in a coma, and your dog has better self-esteem than you.

[And now for the commercial pitch…]

Friend, does this sound like you?

Is your writing career taking a dive because you are too easily distracted?

If so, then you may suffer from IPIOTL.

IPIOTL (pronounced epp-eee-ot-el) is a brain malfunction that affects copywriters in every industry.

It stands for I'll – Put – It – Off – Till – Later - and one in every two copywriters suffers from this condition.

For years psychologists have searched for a way to help writers overcome this mental problem, but now there's a cure.

Introducing IPIOTL killer, the unique way to solve your copywriting procrastination problems.

Follow these steps to get started today:

Step 1: Set your clock for the same time every morning, and if you have a busy schedule, set it to get up early in the morning before everyone else gets up.

Step 2: Before retiring for the day, get all your writing materials set up and ready to go because you don't want anything to stop you from getting started. (Getting started quickly is the key to being proactive and moving towards your goals.)

Step 3: Upon arising, drink as much water as you can, eat something healthy and light like fresh fruit or granola, because it's not stuffy; you don't want to be thinking about hunger pangs while writing.

Step 4: Set a timer for 25 minutes. (There are a ton of online timers you can use, and I use the app on my cellphone.) After 25 minutes are up, get up from your laptop and do something else for 5 minutes. Once that break is over, sit back down and start writing again.

Step 5: Repeat these steps until you have written your word goal limit. For some people, it may be 500 words, and for others, it's 2000. After you've finished, give yourself a pat on the back for accomplishing your mission for the day.

But wait - there's more!

In my next lesson, you will learn how to set up long-term goals so you can achieve your dreams and become the copywriter you were meant to be.

See you soon!

Elmo

Subject: How to Use the Theme Song from Cheers

Hey, I'm sure most of you remember the music to the TV show, Cheers.

In case you do not remember the song, the chorus goes like this:

Sometimes you want to go

Where everybody knows your name

And they're always glad you came

You want to be where you can see

Our troubles are all the same

You want to be where everybody knows your name

Your company needs to use this in its email marketing.

What am I talking about?

Segmentation and personalization.

If you are sending out a large number of emails a day, you need to tailor your messages to specific subscribers.

So, let's look at these two tactics.

What is segmentation?

It is dividing an email subscriber list into smaller groups based on personal criteria. Where they live, the kind of interests they have, and anything else you can use.

Personalization is customizing email messages by using their names or other identifiers.

One reason subscribers respond to these tactics is because they love to do business with people they know.

Familiarization is super powerful in the world of marketing.

If a company can use personal data like names or dates in their emails, it will be easier to create a legion of loyal followers.

Small businesses can leverage this too.

I have had the same dentist for the last 15 years, and when I walk into that office, the staff knows me. (Like on the TV show, Cheers.)

And guess what?

When I get an email from their office reminding me that I have a six-month checkup, they have my name on the email. In this case, they are segmenting their list by checkup dates.

You can do this with email marketing by personalizing and segmenting your list.

Here are a few of the benefits:

Relevance Increase

This is the bond you develop with your subscribers, so they look forward to hearing from you.

Fostering Engagement

People love it when you cater to their own interests, and you will get higher click-through rates and responses to your offers.

Loyalty

People get addicted to businesses they are familiar with. The more you connect with them subconsciously, the more they will return to you.

Brand Perception

By giving your subscribers solutions to their problems, you will have a personal connection with them for years.

So, if you are using email in your marketing mix, take advantage of these two tactics. The more you can connect personally, the more successful your email campaigns will be.
Elmo

Subject line: How to Save Your Most Precious Business Asset

Businesses can save a butt load of time hiring an email copywriter.

Your company needs to bring in revenue regularly, and email marketing can make that happen. And because email marketing takes time, you will fare much better by hiring a professional to get it done.

But if you are riding the fence on this, here are some stats that might interest you:

In 2022, there were 4.3 billion email users worldwide - and by 2026, that figure will increase to 4.6 billion.

The average return on investment with email marketing is $40 for every $1 spent.

But you're probably thinking, "That's great, but how can an email copywriter help my company save time?"

Email copywriting is a specialized area, and it is not the same as having a copywriter who writes a direct mail campaign for you.

Sure, they're related, but not exactly the same.

Since you can send email messages every day, you can stay in touch with your customers and clients. Email is a relationship builder, so when customers and clients hear from you frequently, they will do more business with you.

Do you have the time to write and send email messages every day?

I didn't think so.

So, let's look at a few other ways an email copywriter can save you time while helping you make more money.

An email copywriter can help you build a deep bond with your clients and customers. If you send out frequent messages that are personalized and based on their personal criteria, your conversion rates will increase.

This is a far better tactic than posting generalized messages on social media.

Also, emails can carry the tone your business wants to maintain in your marketing and is another skill an experienced copywriter can bring to your table.

One reason why businesses have blogs is that content helps to build authority. If you want to become a maven in your industry, sending valuable, relevant content to your subscribers can help.

And by the way, sending content through email is far more effective because your readers can get your content sent to them with their names on it as often as you like.

Since I am on the subject of saving you time, think of how long it takes to correct errors. If you want to become an authority, you shouldn't send

messages with mistakes, and hiring a good copywriter can take care of that.

There are more benefits to hiring an email copywriter, but I've covered the most important for you.

Now that you've seen the value, what are you waiting for?

Subject Line: Coaches – Can You Afford to Ignore This?

Self-help and business coaches - can you afford to ignore this?

You are in the people business and must connect frequently.

Reaching those people is the challenge.

So, how do you do that?

Email Marketing.

There, I said it!

How can you share your experiences?

Email.

How can you stay connected daily?

Email.

How can you send targeted offers?

Email.

(I think you get the picture, email is the way to go.)

If you're not all in, here are some stats to consider:

There are 4 billion daily email users.

This year, marketers have seen a 77% increase in email engagement.

ROI is fantastic - for every $1 spent, $36 is returned.

A lot of this newer activity is because cellphones make it easy to access email - 41% of all users.

So, coaches, do you think you can ignore this marketing channel?

I didn't think so.

Elmo

P.S. If you want to find out how to create the most basic lead magnet check this out: https://elmocopy.com/small-business-marketing-give-out-an-ebook-for-free/

Subject: This One Thing Can Make You Millions

If you are a business or a self-help coach, an email list is paramount.

Years ago, I worked for a successful business coach, and he told me where the gold was.

He said, "The gold is the list you build."

Yeah, he was big on building lists, especially his email list.

It was easy for him to send out offers for his products and services, and he did that every day.

And he was making money hand over fist.

But he had an asset that was vital to his email marketing campaigns, and it was a lead magnet.

What's a lead magnet?

It is an information product you give away for free if someone gives you their email address.

You can give away valuable advice in an e-book, white paper, video, or webinar relevant to your services.

I know this sounds fundamental to many of you, but I'm amazed at how many coaches don't do this.

You will need a way to deliver your lead magnet.

Usually, you can get an opt-in box or a pop-up page on your website to collect email addresses.

(I use Neil Patel's Hello Bar on my site, and it does a great job getting people to sign up.)

Once you have a way to collect email addresses, you can start promoting your lead magnet in blog posts, social media sites, and other marketing channels.

But this begs the question, where can I get lead magnets to give away?

You can create them yourself or hire someone to do it for you.

If you create one yourself, it may take you anywhere from a few days to a couple of weeks to make.

That leaves you one other option; hire a copywriter like me to write it for you.

Once you have your lead magnet and a way to collect email addresses, you can start marketing to your list.

That's all it takes to get started in email marketing.

See? It wasn't that complicated.

Here's to your continued success!

Mark Elmo Ellis

Email Copywriter for the Coaching Industry

P.S. If you need someone to create a lead magnet for your business, PM me here, and we'll schedule a time to discuss it.