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How to Write Hypnotic Emails that Reel in Sales

So you have a list, and it may even be a list that has vast potential to be the cash cow that you undoubtedly dream of it being. But, the truth is that potential is one thing – tapping into that potential is a whole different ball game.

Of course, there are ways in which this potential can be nurtured further.

Things such as trust building, encouraging responsiveness, and so on all come under that particular umbrella. But, even they will only take you so far. When all is said and done, there is still going to be that final bottom line that comes when you write and send emails to your list and market your product.

Although it is only part of a long line of factors that influence the success or failure of your list, it is still one that could make or break it.

So how do you ensure that everything goes as smoothly as possible? Well, you simply write emails that are so convincing that anyone reading them is going to end up doing exactly what you tell them to do.

Which, in this case, is obviously buying your products.

Some people seem to have a natural talent at being able to pull this off, a sort of innate ability to weave words and persuade their readers to see exactly what they want them to see. Some even make a career in copywriting by doing exactly that.

But for the most part, an average person like you and me probably won't have that kind of talent. Good news though: It isn't exactly just a talent, but it is a *skill*, and crucially, it is a skill that can be learned.

Tying words together in a way that they practically hypnotize readers to do your bidding is going to be an asset that you'll need if you want to tap into the full power of your list.

Even if you don't learn it, granted, you might be able to grind some results out of your list, but just imagine how much more you could do if you were a master at writing persuasive letters.

Imagine how much more sales you could make, and how much more profit you could reel in.

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In a nutshell, this is what we're going to be covering in this book. Everything about how you can write those mind-controlling emails that just compel people to buy products from you, and thus allow you to squeeze every drop of profit possible from your list.

Before we start looking at that though, there is a question that underlines all of this that we really should answer:

“What Makes Buyers Decide To Buy?”

Have you ever wondered this? Ever thought about it? Don't sweat it if you haven't, most people generally don't.

But copywriters do. After all, it is the number one question that is behind their entire trade. For these people, who make a living out of convincing others to buy products with their words alone, knowing what makes buyers decide to buy is knowledge that they can't do without.

If you can understand just why buyers decide to buy, well, you can use that in your emails, or anything else.

Of course, it is a question that doesn't have any *one* easy answer though. To the contrary, you'll find that there really are many answers to the question, and even then, the answers tend to vary from buyer to buyer.

This makes sense seeing as no two people are *exactly* the same, right?

Due to this, the answers to this question that we're most interested in, the same way copywriters are interested in them, are the ones that seem to generally apply to most people. If we can get a few answers like that, then we're pretty much set.

Still, it isn't easy to get answers. Of course, we do know that people buy products which they like, or feel that they need.

Can this be used? If people buy products that they like, well, all that we need to do is convince people that a product is worth liking. Similarly, if people buy products that they need, then all that we need to do is convince them that they need whatever product we're promoting.

Yes, this can certainly be used, but we'll get back to it later when we look at how exactly you can use it.

While we're discussing this one all-important question though, how about we take a look at its flipside too: What is it that makes people *not* want to buy a product?

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Maybe you'll find this question a little easier to wrap your head around. Okay, sure the exact opposite of the answer that we just gave still applies, i.e. they feel that they don't like the product or they don't need it.

But in many cases, there are many other reasons which tend to be very commonplace.

Think about marketing on the internet as a whole. With the huge amount of scams and exaggerated claims out there, people find it tough to trust anything that is said about any product on the internet.

So, one reason why people might not want to buy a product is because they feel that it might be a scam, or rather, not do what it is claimed to be able to do.

Another reason that ties in quite closely to this is to do with value for money. Many people feel that electronic products in particular, such as eBooks, reports, and so on, are not as monetarily valuable as their physical counterparts.

Sure, it is a purely psychological factor, but trying to get into why exactly it applies is way beyond the scope of this book.

Knowing that it *is* a factor though, is more than enough, and so our other reason why people might not buy a product is because they may perceive it to be not a good value-for-money purchase.

Just to add the cherry to the entire problem of why people end up not buying products, well, there's the attention-span factor. Very few, if any, buyers actually read every single page or email right through to the finish.

Really, this is pretty normal, considering that people browse through many different pages and get so many emails, a good portion of which are bound to be junk.

For you, having a potential buyer not read an email through to the finish is going to be one of the worst possible scenarios though. After all, how are they going to be convinced if they don't stick around and read all of your very convincing email.

See – we've come up with a few fairly good reasons why buyers buy products, and also why they don't buy products.

Now trying to sell products and write hypnotic emails should be as simple as addressing those facts, right?

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In a way that is true, but it is a pretty big oversimplification. Sure, you need to convince people that they want or need a product, and also convince them that it isn't a scam and really is worth the price tag that you're charging. Also, you'll need to keep them reading your email so that they can find all of this out.

But knowing that really doesn't tell you anything about how you can do it, does it?

So right now, we're going to start to move on and look at some ways in which you can and will be able to do just that.

Tapping into the Power of Headlines

Kicking us off to a good start, we're going to be discussing headlines. Why we're doing so is actually pretty straightforward.

If you think about it, for any email, the headline is going to be the very first thing that a person reads when he or she opens your email. So, they're basically going to be what a potential buyer reads before he decides whether or not to bother reading the rest of the email.

Should your headline be anything other than compelling, chances are the potential buyer will just close and delete the entire email, and your chance to market any product will vanish right there.

But on the flipside, if the headline is compelling enough, then, and only then, will the potential buyer carry on reading the email, and thus, you'll have your opportunity to convince him or her to buy whatever product it is you're marketing.

See why it is important now?

Seeing as we're dealing with emails though, there are two different types of headlines that you should be concerned about. After all, even before a buyer opens your email, he's going to basically just see your name, and the subject of the email.

That subject is the first headline.

Following that, within your email itself, you could have a separate headline that is more to the point.

What say you we look at each individually to start off with?

Subject Headlines

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Why is it that you can't just use the same headline in the subject and at the beginning of the email? Well, truthfully, you could, but as you'll see, different rules apply to both.

On top of that – there is the simple question: Why would you want to repeat yourself?

Once any potential buyer has read the subject, he's not going to want to read the same thing all over again in the email itself. It may even annoy some buyers, and cause others to simply skim over it.

That is definitely not what you want to achieve. No - you want to 'wow' your potential buyers as much as possible from the start.

Furthermore, one of the 'rules' regarding the subject headline is that it can't be too long. Depending on your mail service, or mail client, you'd still no doubt have noticed that only subjects of a certain length can be handled with ease.

So if the subject ends up being too long, you'd see something like: "Come and see this amazing and fantastic way to start up a business and not..."

Basically, doing it that way means that you'll be 'losing' part of your headline to the '...' that follows after a subject is already too long. Sure, if you repeat the headline it might be seen in its complete version, but you'd already have lost momentum that way.

Why risk that when you can just keep it nice and short, and then have a more expansive headline later on?

Essentially, the only goal of your subject line is to get the reader to open the email. If your list is established, and you've been sending out regular emails for a long time, chances are it will get opened anyway.

Doesn't hurt to be careful though, and making a little effort to tweak your subject headlines would make sense.

Apart from the fact that a subject headline has to be a 'short' one though, there really is no other rule that you need to follow, and when we look at general headlines later, you'll get ideas of what you can do to write subject headlines that help you achieve your goal.

For now, let's just leave it at that.

Main Headlines

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In contrast to the subject headlines, the main headlines of your email message serve a very different purpose: They're there to convince the reader to actually read the rest of the email itself.

So, ideally, a potential buyer would read the subject headline, get interested enough to open the email, and then read the main headline. When he does, his attention should be grabbed enough that he proceeds on to the email body.

Great – so that's the purpose of the main headline.

Also unlike the subject headline though, there are no real rules surrounding the main headline. It doesn't have to be short, in fact, it can be whatever length you want it to be, though if it is *too* long, chances are it will just put some potential customers off.

Of course, the main headline needs to stand out in some way. Thus, big font is definitely the order of the day.

Now that you know what the both the main headline and subject headline entail, how do you go about writing them though?

Writing the Perfect Headline

For both of the categories of headlines that we've discussed so far, there are many types of headlines that you could choose to use. Some may work in certain situations better than others, but once you know about them, you'll be able to choose which one you feel will apply best.

Mind you, when you do make a choice of headline, you should be putting yourself in the shoes of the buyer, and thinking about what they'd respond to.

Because of that, the first rule of writing the perfect headline is: It should tell the customer why they should be interested in what you have to offer, and why they should, therefore, pay attention to what you have to say.

Essentially, this means that it should talk about the advantages of whatever product you're marketing.

For example, instead of a headline like "Take a Look at the Vacuum Cleaner 4000X and it's Super Suction Power!" you could instead phrase it as "Discover How Dust Vanishes with the Super Suction Power of the Vacuum Cleaner 4000X!"

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As you probably noticed, the second of those headlines focused on an advantage of the ‘super suction power’ rather than just saying it as a feature.

Later on, you’ll see that this applies to far more than just the headlines.

Right now, let’s just take a look at some of the types of headlines that you could be using:

1. Announcement Headlines

These are headlines that come off as being an announcement of a product, and work well as a subject headline in particular, leading up to the main headline.

Imagine a voice over a loudspeaker going, “Presenting the Brand New...”

Yes, that’s an announcement, and you’d use the same sort of concept in an announcement headline. For an example, think of something like: “Unveiling the Easiest and Most Effective Way to Lose Weight from Home!”

See what we mean?

2. Offer Headlines

If you’re promoting a really amazing offer, why not let people know about it right from the start. Incidentally, this works brilliantly either as a subject headline or even a main headline (though obviously, you shouldn’t use it for both).

Try out something like, “Grab Your Copy of The Hottest New Marketing Guide for Less than 50% of its Previous Cost!”

If it really is the hottest new marketing guide, chances are your marketing list may have heard of it, and knowing that they could get it for 50% less is bound to appeal to them.

3. Guarantee Headlines

Later on, we’ll be discussing guarantees in more depth, but if you have a particularly good one, suffice to say, you could make a headline out of it.

What you’d do is write, for example, “Try Out the Easiest and Most Effective Way to Make at Least \$400 a Day Risk Free with Our 100% Money Back Guarantee!”

Depending on the level of trust that your list has for you, this would have varying effects. If your list trusts you implicit already, then a guarantee may not even be needed, or at least, you wouldn’t have to state it in the headline.

More about that will be discussed in the other sections though.

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4. Question-Based Headlines

Instead of just statements, how about asking a question? That way, mentally the reader will be replying to the question, and it might even strike a chord with him.

Some of the more popular of this variety of headlines tend to be of the form, “Have You Faced Problems Grooming Your Dog Before?”

Most dog owners have, and so they’ll feel like, “Hey, that applies to me!” and keep on reading – which is, pretty much, the goal of your headline.

5. ‘How-To’ Headlines

Really ‘how-to’ headlines can be applied anywhere, and in any form that you like. In fact, you could frame almost any other type of headline into a ‘how-to’. Something like, “How To Groom Your Dog Effortlessly” is a common thing which you’ve no doubt seen before.

Just like question-based headlines, they carry a mental link that implies, well, that you’re going to be teaching ‘how to’ perform whatever it is you’ve stated.

6. Abstract Headlines

Although we’ve been dealing mostly with headlines that are pretty much to straightforward and to the point, not all headlines need to be like this at all. In fact, you could be as abstract as you want to.

On the downside though, abstract headlines are tough to pull off, but if you do it well, you could end up intriguing the buyer. And, naturally, an intrigued buyer is one who is bound to continue reading.

Think along the lines of, “Where is that Dial Pointing?” as a subject headline for a weight-loss product. Then in the main headline you could go on and be more specific with something like, “Discover How You Can Make the Dial of Your Weight Scale Point to the Exact Weight That You Want In Just a Few Weeks!”

7. Commanding Headlines

How about instead of asking your customers to do something, or persuading them to do it, you just come right out and *command* them to do so.

Really, it does work. If you’re thinking that it would be along the lines of, “Stop Wasting Time on Weight Loss Products That Don’t Work.”

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Now you would be ordering them to stop, but that isn't a bad thing. Of course, you're also implying that they should be focusing on something that does work – like what you're promoting.

As you can probably gather by now, headlines are a really complicated topic, especially with there being so many types of headlines that work well.

But now that you know the basics of writing a headline you should be off to a good start. Try out the various forms of headlines we've talked about, and you'll see how you can adjust them to suit the subject headline and main headlines of an email.

Remember, your headline should be benefit-oriented, grab attention, and motivate the buyer to keep on reading.

If you can accomplish that, then you're all set to move on.

Clinching the Sale in the Email Body

After you've crafted a headline that is good enough to keep all your potential buyers' attention on your email, you're going to have to build on that. And, when building on it, keep in mind that the end result you're looking for is to make a sale.

So, every word that you write should be with that firmly in focus.

Of course, clinching a sale is far more involved than just saying, "Hey, buy this now!"

Basically, you'll need to take things step by step, and guide the reader to that one, final conclusion where he or she wants to make the purchase.

Let's look at that in a little more detail.

Creating Interest

No matter how interested a buyer may already be after reading your headline, it is definitely not nearly enough to make them purchase anything. If you remember, when we were discussing the reasons why buyers buy products, we mentioned it was because they feel that they either *need* it or *want* it.

Depending on your product, you'll want to evoke one of these feelings in your buyer.

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Both feelings really do interlink if you think about it: When a buyer feels strongly that he or she wants something, and desires it that much, he or she will automatically feel that they *need* to get it.

Naturally, creating that level of desire isn't simple.

Still, the first step is to get the buyer interested in the product. Then keep on building on that interest, until it finally flames into a desire.

Therefore, the question at hand is: How do you get a buyer interest? And, it may surprise you to know this, but you already know part of the answer.

Just a while ago, we were talking about how headlines should be benefit-oriented, remember? Well, similarly, so too should the body of your email. Don't start rattling off facts or figures about the features of a product.

Instead, frame everything in terms of how it would benefit the buyer, and why it should appeal to them.

One of the common approaches is to talk about the problems that your product could tackle, and then, start to discuss why this particular product could help with all of them. Chances are the buyers in a list are quite familiar with the niche, and so they may even have faced some of these problems.

That means, since you're handing them a tool to overcome that, it is bound to go down well.

Finding and Detailing the Unique Selling Points

If possible, the very first thing that you should do, before you even write a single word, is sit down, and try to come up with a unique selling point of your product. Research the competition that your product has, if any, and try to see what makes your product better than the other options out there.

Chances are, you'll find at least one thing that it is better at, and some of the more common ones are: it works faster, it is cheaper, it is more effective, it deals with more things, and so on.

Some products have much better unique selling points though, such as, a product that deals specifically with a very common problem that no other product at all can take care of.

Anyway, once you find the unique selling points of your product, be sure to focus on them. Educate your readers as to how the product you're promoting surpasses its rivals, and why it would be the best solution for them.

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Don't go overboard in your claims though. Keep them true enough that they don't just come off as a cheap marketing ploy.

Based on how good your unique selling points are, and how many of them there are, you might want to focus on one in particular, or the entire spread. This, as you can expect, varies quite markedly.

As long as you have something unique that you can focus on though, you're going to be on the right track.

In terms of creating an interest, what a unique selling point can actually do, if it is compelling enough, is turn all the interest that you've already created into a real desire. Partly, this is because a unique selling point tells the user just exactly how different your product is compared to others, and why he or she *must* have it.

Pulling this off perfectly is never easy, but it is worth knowing that you could very well end up doing just that, eventually. In effect though, you're also overcoming the problem that we discussed earlier regarding the perception that some products aren't really as valuable as they claim to be.

After all, once a buyer has seen that a product is unique and *better* than most others, that automatically makes it so much more valuable.

Who wouldn't want their potential buyers really and truly *desiring* their product?

Crafting a Compelling Call to Action

Last but certainly not least, the final component of your email's body, and what really clinches the sale itself, is the call to action.

Yes, it is, if you want to look at it literally, pretty much just saying, "Hey, buy this now!"

But as you probably expected, it is a little more involved than that. The key to a successful call to action is that it must have several ingredients, all of which can help give it a more compelling nature.

Among other things, any call to action should give the reader a sense of urgency. When a reader gets to the call to action, and reads it, he should feel like he has to act right now, as opposed to postpone the action to a later date.

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Why is this urgency important? Well, when a potential buyer postpones his purchase, a lot of other things could happen that make him or her end up not really buying the product at all. For example, the buyer could forget, or possibly even find another product that is more appealing.

In short, you really, really want the deal to be clinched right there on the spot.

Injecting urgency into a call to action can be done through a number of methods, and some of these include:

1. Offers with Time Constraints

If you have a special offer running, then it certainly isn't going to go on indefinitely, right? Letting your readers know that the offer is going to expire, and soon, is a good way to urge them into action.

Similarly...

2. Offers with Stock Constraints

Instead of going by an 'expiry date' on an offer, you could use the exact same concept with a stock constraint instead. That means that once a certain amount of copies are bought, the offer will no longer be valid.

Generally, it works just as well as a time constraint. Both of these work off the principle that they put the buyer in a situation where he has to either choose to act now, or face the fact that he may have to pay more for, or get less bonuses with, the product in question.

Of course, this is great at making it a lot less tempting to postpone the purchase, and could even make the most indecisive buyers take action immediately.

3. Limited Stock

Injecting urgency in this way differs slightly from the two previous 'offer' examples. A totally limited stock means that, when that stock is sold, the product will be gone completely, and the buyer will *never* have the chance to get hold of it again.

Needless to say, the idea that the product may end up being gone *forever* is a very persuasive way to convince someone not to delay too long.

As you will find, there are other options that you could use, but most are just variations of these three core ideas.

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For example, you could make a 'tiered' offer, where the first X copies get 50% off, the second X copies get 40% off, and so on. That way, you'll be able to inject the same kind of urgency, almost, but for a longer period.

Incidentally, the reason it is 'almost' the same kind of urgency is mostly due to the fact that you'll be 'watering down' the urgency factor, and there might very well be buyers who end up thinking, "Hey, I can afford to wait a little since there isn't too much of a difference between the 50% and 40% price really."

And, this ties in to a far bigger concept that we've yet to discuss.

So far, we haven't really specified any quantities that you should use, mostly because it is up to you how many copies you want to give away at a lower price of any product. Still, a 'more urgent' call to action is one where there is a real sense that the stock or time constraint is about to run out, and *soon*.

Thus, as you can probably guess, smaller quantities are generally better, as far as urgency goes.

Other Key Points in the Email Body

If you've done a sales letter before, you'll notice that a lot of the points we've covered so far are fairly similar. Indeed, they should be seeing as most of the same concepts apply to both.

Still – sales letters can get pretty lengthy, and it has been found that the most effective emails for marketing are those that aren't too long. Possibly a page or so would be best, though, as time goes by, you could experiment and find out just what sort of length your list reacts best to.

Accomplishing everything that we've mentioned thus far would mean that you have to string together all the components into a whole email. If you can do that, which isn't really *too* hard, you should find that you'll be writing the kind of hypnotic emails that you want to be writing.

All things said and done though, there are still a few additional things that you can do to further your chances of making a sale.

One of them is something that we've mentioned before already, as you'll now see.

Allying Fears with a Solid Guarantee

Quite a while ago, we were discussing the problems that make people not want to buy a product. And one of those, which we mentioned was especially present on the internet, is the

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fact that people are very suspicious that any product marketed online could be a scam, or just not do as it promises.

Needless to say, if you can solve that fear in your email itself, you'd stand a much better chance of making a sale.

The easiest way to convince people that your product really is genuine, and that they're not being taken advantage of is to give them a rock solid guarantee that they know they can depend on.

Of course, the most common thing is to guarantee that if the product does not perform as stated, all money will be returned.

However, time and time again, this guarantee has caused troubles for a variety of reasons. Normally, due to the multiple meanings that can be taken from any given sentence, a buyer may have a different 'interpretation' from a marketer.

At the end of the day, this means that a buyer might think that he was promised something that he wasn't.

And so, guarantees of the type that say money will be returned if the product does not perform as was described can cause no end of headaches for both buyers and marketers alike. Due to this, they tend to have lost their effect as far as allaying fears is concerned.

A more effective guarantee would be one that says the buyer will get his money back if he is not completely satisfied with the product.

Naturally, this type of guarantee favors the buyer more, but it really is the best way to allay any fears. After all, it kind of hints that you're so confident your product will perform above and beyond all expectations that you're willing to guarantee that it will be at least to the buyer's satisfaction.

With this guarantee, you could easily help avert any feeling a buyer might have about scams or exaggerations.

If you want, your guarantee can be even stronger. Some marketers have even been known to offer 150% guarantees, which basically mean they'll be paying a customer if he isn't completely satisfied.

Reason they're willing to do so is that with such an incredibly strong guarantee, a buyer might actually be even more easily convinced to make the purchase. Thus, even if a few people do

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claim, the total amount of extra sales that they would make with this kind of guarantee would *far* outstrip the amount they pay back on claims.

Unless you're really that confident in your product, and the fact that your list won't take advantage of this offer to make false claims, you might want to avoid such over-the-top type of guarantees for now.

Stick to the basics, and use guarantees well so that you end up being able to allay fears, and clinch sales.

Power of the P.S.

Why is the P.S. such a powerful marketing tool? Well, just like the headline, it occupies a place of authority, only instead of being right at the top of the page, and therefore most likely to be read, it is right at the bottom.

So why is it that the P.S. is still read so often?

Well, across the internet there are a lot of people who 'skim read' across content, and emails, just to get the rough gist of what's going on. For these people, a lot of the intricacies of marketing may be completely lost, seeing as they could very well end up just skimming over them.

Sometimes, sub-headlines are used to focus a skim readers attention certain points in sales letters, but for emails, that tend to be a lot shorter, that isn't really too necessary.

Still, when a skim reader goes through an email, he or she will inadvertently end up reading the P.S. that is attached at the bottom, for precisely the same reason as he or she would read the headline.

Being a totally 'standalone' component of the email, it is almost impossible that a skim reader wouldn't focus on it.

Seeing as you now know this fact, be sure to use it to your advantage, and within the P.S. itself, deliver something persuasive enough to maybe get a sale.

What exactly you write in the P.S. is up to you. It could be a reiteration of your unique selling point, if you have one that is strong enough. Or it could be a re-mention of your offer, or some other key advantage.

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To pick what you should write, just think: What is the absolute strongest thing about my entire product offer?

Then put that in your P.S.

Simple, isn't it?

Final Words on Writing Hypnotic Emails

Did you notice that our approach to writing hypnotic emails has been absolutely un-magical in nature? No 'abracadabra' or 'hocus pocus' to it whatsoever.

Thing is, that really is the truth about hypnotic emails, there really is no magic involved. All that the best and most effective emails consist of is a methodical approach that leads the buyer to the conclusion that they absolutely have to buy the product itself.

While everything that we've covered so far is mostly logical, there is one thing that needs to be said: Not everything about what the buyer feels should be logical.

We've dealt with that already though – by supplying the buyer with the advantages that he or she might attain with your product in his or her hands, you'll be essentially causing a possible emotional response, that is, desire.

So don't worry too much about it, but just bear it in mind when you're doing the actual writing itself.

Stick to these guidelines, and you should be reeling in sales from your emails.

Good luck with all your marketing efforts!

P.S. See, the P.S. always does get read.

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