By Terry Jett

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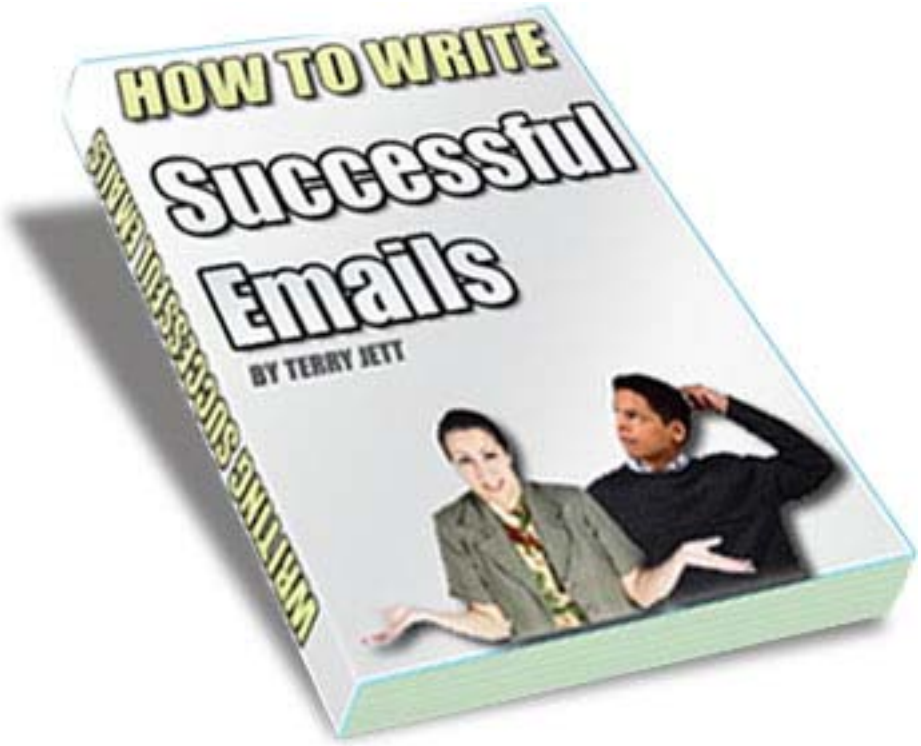

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The Importance Of Email Sales Letters

Sales letters have been an integral part of the business/customer relationship for as long as printing presses and the postal service have existed. The invention of the Internet hasn't changed that, except that there is now a better, faster, cheaper way to connect with customers – via email.

Unfortunately, there are those who have taken adverse advantage of this wonderful communication technology, and this has made it harder for those of us who are legitimately trying to do business through email. These people are spammers and all-around crooks who try to take advantage of innocent people.

As Internet Marketers, we have had to work hard to overcome those issues, and to get our customers and prospective customers to allow us to send them email – without offending or angering them. We now are able to do that, however like most things there is a right way and a wrong way to get this job done.

Internet Marketers do business online. Otherwise, the word 'Internet' would not be in their title. Close your eyes and picture a business district in your town. You are driving down the road, and you see the various businesses on that road. Now, for just another minute, imagine that there are 11.5 billion businesses on that road. How would you ever find what you were looking for?

This is the problem that Internet Marketers face because there are over 11.5 billion websites in existence. Yes, we have search engines that can help our customers find us, but they won't just index our pages – they index most of those 11.5 billion websites. So, unless you are one of the ten luckiest people for your keywords, you probably won't be found in the search engines.

Think about that for just a second. If there were 11.5 billion businesses listed in your local yellow pages, and your business was one of them, how often would you be found, if the name of your business did not start with the number '1' in it's title? You may never be found.

Furthermore, with all of the websites out there to visit, what is it that is going to bring visitors back to your site over and over again? You either have to be

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incredibly special – or you need another way to keep in contact with those potential customers.

That's why email communication with customers and potential customers is so vital. Email allows us, as Internet Marketers, the ability to overcome the overwhelming number of web pages that exist, and to get in touch with customers.

Unfortunately, our problems don't end there. Remember that there are those who have made our work harder by taking advantage of email in a negative way. There is more to being successful with email than just sending an email.

First, you must have the proper tools to collect email address. Second, you must have the proper tools to send email to everyone on the list that you have built in a short amount of time. You must write your email in such a way that it isn't caught by spam filters. Then, you must get people to open the email, to read your message, and to take action. It isn't as easy at is sounds by anyone's standards.

The Internet has not been around very long – less than twenty years. But in that time, there are those who have pioneered this vast – endless – frontier, and they have taken the time and put forth the effort to learn methods that work. A great deal of research has been done in the area of email marketing, and all of the time and effort put forth is something that you can benefit from today.

Email offers yet another quandary. You see, when you send a sales letter through the postal mail, you could include business cards, brochures, and additional sales materials. But with email, you are essentially limited to text. It is true that you can send out HTML emails, but many people block HTML emails, and only accept text. Therefore, when it comes to sales letters, you really need to stick to text.

This means that you can't use pictures. Spam filters will block you if you start using bold or colored text with larger fonts, so that is out as well. Again, you are limited to plain text. It isn't pretty. It doesn't necessarily catch the eye, and it makes it harder to get your prospects attention.

With that said, however, it can be done. There are Internet Marketers who do it everyday, and have a healthy bank balance to show for it. It's all a question of having the right tools, and knowing exactly how to write that email. Knowing when to send it also matters.

This guide is designed to teach you the basics of constructing your email in a way that not only gets the email opened and read, but also a way that gets your

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prospect to take the action that you want them to take. Make sure that you read all the way through, and pay special attention to the section concerning the CAN-SPAM Act of 2003, so that you can participate in responsible email marketing.

Are you ready to get started? Let's start by taking a look at the tools that you need in order to be successful.

The Tools You Need

As with any other type of job, you need the right tools to be successful with email sales letters. There is more to it than just having an email account and an email client. In fact, there is a great deal more to it.

First, you need an autoresponder. An autoresponder can be set up to automatically send out messages at specified times to your entire list, set up to send an automated message to someone as soon as they sign up for your list, or to broadcast messages that you write after you write them. Two of the best autoresponders on the market are Aweber, at http://www.aweber.com and GetResponse at http://www.getresponse.com.

Next, you need a website, so that you can set up an opt-in form. This form typically asks for the person's first name and email address. After they fill in this information, it is sent to your autoresponder, and the visitor is taken to a page that you designate in the coding of the form. These forms are created through the autoresponder services control panel, and pasted into your HTML document.

There are numerous ways to bring visitors to your website and to get them to fill out the form. Entire courses have been constructed to teach this concept, and you would do well to read such a course. The scope of this report does not cover list building.

Aside from an autoresponder and a website with an opt-in form, there are a couple of other tools that you need.

Most of the better autoresponders have spam checkers. If yours does not, you will need to locate one. You can use the free spam checker at http://spamcheck.sitesell.com/.

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Your autoresponder should have a spell checker. If it does not, use a word processor on your computer that does include a spell checker. It is vital that you not send out an email that has misspelled words and poor grammar. This has a direct impact on people's perception of you.

You need a way to format your email message. Many autoresponders will either tell you how many characters you have typed into a line, or have a red vertical line that each line of your email message should not cross. This is very important, because ideally, you don't want any line of your email to extend beyond 45 to 50 characters.

When the lines are too long, the email message 'breaks up' in many email clients when it is read. This may cause it to look like this:

'This is an email
Message
That was not formatted properly. The person who wrote this did not pay any attention to
How many
Characters were in each line. '

A properly formatted email would look something like this:

'This is a properly formatted email message.
The person who wrote this email either counted
Characters to ensure that they would not cross
The line and cause the message to break up,
Or they used a tool to keep count of the number
Of characters used in each line. They also used
A hard return at the end of each line.'

Obviously, you do not want your email messages to break up like that during transmission. You want a nice, neat, well blocked email message. If your autoresponder does not enable you to keep track of the length of your lines, you may want to get software to do this. The best software on the market for this is Ziney Pro, at http://www.zineypro.com/.

Other than these tools, you just need something to say to your prospects. Before we begin on the actual construction of the email, you should note that emails that look like nothing more than a classified ad will not work. Just as there is more to the tools than an email client, there is more to writing a successful sales letter than just writing a simple, small advertisement.

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Some of these tools will cost money. A good autoresponder will cost about $20 per month. Obviously, you will have to pay hosting fees for your website, and if you purchase software, such as Ziney Pro, you will have to pay for that as well. These are business expenses, and they are tax deductible.

Don't try to take any 'cheap-cuts.' A cheap cut is kind of like a short cut. Do you know how some short cuts tend to end up being longer than the 'long way?' Well, cheap cuts often cost you more than you thought they would also. Go ahead and pay the money to get the right tools for the job, the first time around. One thing to remember here is that it is your reputation on the line, and if you are using cheap cuts, your prospects will soon know it!

The Construction Of An Email

There are many different ways that one can construct an email. However, because of the amount of research that has been done for email marketing, we know which type of construction works best these days.

Many people build lists for the purpose of sending out a newsletter. Newsletters are still good, and still read, but we have found that recommendation sales letters seem to work better now. A recommendation letter is faster at getting to the point than a newsletter.

A sales email should start with a good, strong subject line. Often, a marketer will take more time choosing a subject line than writing the actual email. It's very important, because it is the difference between your email getting opened and getting trashed. We will cover subject lines in more detail in the next section.

Once the email is opened, the email should greet the reader. As with subject lines the greeting is important, and is covered in more detail later. Following the greeting, you have the body of the email, which consists of an opening paragraph; follow up paragraphs, and a closing paragraph.

Following the closing paragraph, you will include your signature. You may or may not include a post script. The email will also contain verbiage that makes it CAN-SPAM compliant.

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The email must be formatted. The lines should be no more than 50 characters wide, including spaces and punctuation. If it is longer, it is possible that the email will break up, as described earlier. The length of the email message doesn't matter, although many experts believe that shorter emails are better.

These are the mechanics of the email sales letter, however there is still more to it. When it comes to email sales letters, it isn't so much how the email is constructed – although this matters – as what you say, and how you say it. Let's look beyond the mechanics.

The email sales letter must draw the reader's attention. You don't have very long to capture that attention, and you are competing with all of the other emails in the readers inbox. This is done with the subject line.

The email sales letter must address the person, by name. You must greet them, and that greeting must compel them to keep reading. Think about any salesman you know. Their first objective is to learn your name, and then they continue to use your name throughout their conversation with you.

The body of the email is also incredibly important. Each paragraph matters, because it determines whether or not the reader reads the next paragraph, or whether or not they hit the delete button. Getting them to open the email and to start reading is only half the battle – you have to keep them there.

Towards the end of the body of the email, there must be a call to action. What do you want your reader to do, and how are you going to get them to do it? This is determined in the words that you use, and the promises that you make.

Postscripts are a source of debate. There are those who use modest postscripts, and those who literally beat the postscripts to death. You've seen those website sales letters and email letters that have a P.S, followed by P.S.S, followed by P.S.S.S. That is going a little too far. One P.S., if it is needed, is plenty, and since the email is typed with a word processor, and you could easily go back in and add the information in the postscript to the body of the letter, it really isn't necessary at all.

Experts, however, state that the postscript is your last chance to get your reader to take the action that you desire. Other experts agree that if you did a good job with the body of the email, it isn't necessary. Both sets of experts are correct. It is your last chance, but if you've accomplished your goal in the body of the email, it isn't necessary. We will cover closing the email sales letter in more detail later.

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So, as far as the construction of the email, it is important to remember the mechanics, and at the same time to remember the psychological aspects of the email sales letter as well. Think of this as physical construction and mental construction. It doesn't matter how well your email is put together physically if it doesn't have anything that will cause the reader to take the action you desire.

On the other hand, it could be very well constructed from a mental standpoint, but so hard to read because you've failed in the mechanical sense that the recipient doesn't read far enough to be compelled to take that action. They both matter, and you have to learn to perfect it.

Again, we are going to cover more aspects of the email sales letter in much greater detail. This includes the subject line, the greeting, and the body of the email, the closure, and the CAN-SPAM compliance.

Make sure that you read each section carefully, so that you understand the physical expectations of the email, and how those aspects affect your reader on the mental level, remembering that both aspects work together to get your desired result.

The Subject Line Piques The Interest

There has been a great deal of information published about the importance of headlines on sales pages. There is information that discusses their importance, and information that tells you how to write a captivating headline. Hopefully, at some point, you've read such information.

The email subject line works just like a headline, although there are many who believe that it is more important to have a killer subject line than it is to have a killer headline. On a sales page, there is nothing else competing with that sales page at that moment. It is true that the reader could close the browser or hit the back button – but the fact is, you managed to get them to your page, where your sales message resides.

That headline is important, because it determines whether or not the visitor continues to read. A subject line, however, determines whether you get your email read at all in the first place. Your potential reader is looking at a whole list of emails that they can open and read – why should they read yours? The subject line will tell them why.

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Let's start with the mechanics of the subject line. The subject line of the email should not contain more than 50 characters. If it is longer than that, the reader probably won't see the entire subject line – which essentially cuts your message off 'mid-sentence' so to speak. Make sure that your subject line does not exceed 50 characters, and use even less if you can.

Aside from exceeding fifty characters, you should never use more than ten words in the email subject line. In fact, experts agree that five words are even better. Fewer words make the email seem more credible.

The subject line should never be in all capital letters. Avoid using weird punctuation, and avoid using exclamation marks altogether. Ideally, the only punctuation that you will use in your subject line is a question mark or a period, although a period is never really needed.

Do not use the word 'you.' Instead, use the person's first name. Many people don't realize this, but the word 'you' will land your email in the spam folder, if it is used in the subject line. How many emails have you written to family and friends that contains the word 'you' in the subject line? The chances are that you haven't written any such emails – and those spam filters are aware that this would not be normal in a personal email.

A subject line should never be misleading. These days, there are laws against that, but despite those laws, you still don't want to use a misleading subject line. This angers people, and it hurts your reputation. Now, let's find out how to write the subject line in a way that gets the email opened.

Everyone likes to be a part of something. In fact, they like to be part of something exclusive. If your subject line can make them feel like they are about to become a part of something exclusive, you've accomplished your goal of getting the email opened. They want to feel like they are being brought into a private loop of some sort, that they are getting information that few others are getting. You can alternately use the subject line to make the potential reader feel like they are about to miss out on that exclusivity.

You can make the potential reader feel rushed. Make them feel like they are running out of time to be a part of something exclusive. While you want to add urgency, there are certain words that you want to avoid. These words include 'limited time' and 'only.' Do not use those words.

The words 'free' and 'opportunity' are also taboo in email subject lines. They have been overused, and are often filtered right to the spam folder. Just don't use those words.

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With all of that said, here are some sample subject lines that currently seem to work well. We will use the name Jane as the recipient's first name in these examples.

Join me, Jane

An Invitation Especially for Jane

Jane, I need help

Jane – Today Is the Last Chance

Information Exclusively for Jane

Of course, you may write email subject lines that are more specific to your email. Just remember the rules above. Don't use the words mentioned, and make sure that you make the person feel like they are about to become a part of something exclusive, without misleading them. For example, if the subject line says 'An Invitation Especially for Jane' the email should have some type of invitation in it.

It may take some practice, and it will definitely take some testing. Be sure to use the open rate feature of your autoresponder to find out what is working best for your audience.

Greeting Your Reader

By now you should understand that personalization is key. An email that does not address the recipient by name will most likely not be read, and at the very least, will most likely not get your desired action.

Most autoresponders make personalization very easy. You can insert code – usually with the push of a button – into the email message that you are sending. That code will automatically insert the first name of each recipient, if it was supplied when the person filled out the opt-in form.

Putting the first name in the subject line is not enough. It must also be in the greeting of the actual email. It should also, ideally, be used a few more times throughout the body of the email, again using the special code inserted when the email is being written.

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Of course, if you were writing a personal letter, you would use the word 'Dear' in your letter. For example, a letter to your mother may start out with 'Dear Mom.' It is important to note that some marketers do use the term 'Dear' when addressing their readers, but some readers don't necessarily like that. The word 'Dear' is often thought to be an endearment, indicating that there is a personal relationship with this person.

On the other hand, you want your readers to feel that they have a personal relationship with you. At the same time, you don't want them to feel offended at your use of the endearment. One way around this is to make sure that the rest of your letter has a personal feel to it as well.

Of course, you don't have to use the term 'Dear' at all. Instead, you could say 'Hey Jane' or 'Hi Jane.' The important thing is that the reader is indeed greeted – by name.

Most people think that this is where the greeting ends, but it really isn't. You must view a sales letter much as you would a personal letter. You want this person to feel that they can relate to you. You want them to feel like you respect them, as an individual person – not as a customer or a potential customer. For this reason, the greeting actually carries over into the first paragraph, just as the greeting in a personal letter would.

Your letter may start with:

Hi Jane,

I was working in my office this morning, and I thought about what you and my other readers may be doing with their time this morning. Are you working in your office as well? It is a shame to be trapped indoors on such a beautiful day, isn't it?

As you can see, the reader is greeted, and then the writer is identifying with the reader. He is basically saying 'I am just like you. We have common goals.' There is no sales pitch here at all. There isn't even an indication that one is coming.

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It is personal. It is much like walking up to someone in person and saying 'Hi Jane. It's a beautiful day outside today isn't it? I was just thinking about you the other day, how are you doing?'

When you write your greeting and the opening paragraph, you should definitely imagine seeing one person – in person – and starting up a conversation with them. You obviously would not start out by trying to sell them something. You would start by establishing the conversation, and making that person feel that they are on equal footing with you – 'we are just alike.'

You would never want to write in such a way as to address multiple people at once. This is a mistake, and it will get your letter deleted. For example, note that this writer said '*I thought about you and my other readers...*' It did not say '*I thought about my readers and wondered what you would be doing...*' It did not just say '*I thought about my readers and wondered what they were doing...*'

At the same time, it was not misleading. It addressed this particular person, and stated that the writer thought about them *and* their other readers. Many marketers make this mistake of 'grouping' people into the letter. They may say something like '*many of you have written me*.' They may say something like '*a lot of you have already taken advantage of this*.'

Don't do that! You want each of your readers to feel special – exclusive. You can't accomplish that if you lump them altogether and making it obvious that this is a mass email. Keep it personal, and keep it one-on-one.

Again, start your letter like you are writing to your Mom or an old friend. This is the surest way to start your letter on a personal note. Don't lose control of that later, when you start working on the body of your email.

The Body of the Email Sales Letter

After the greeting and the first paragraph, you have set the stage for the rest of your sales email. Of course, it isn't good to jump from one topic clean into a different topic. That can not only confuse the reader, but turn them completely off – because then they feel that you have tried to 'butter them up.'

In our example above, the writer of the message wrote that it was a shame to be trapped indoors on such a beautiful day. This can effectively lead into the

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body of the email, where the writer will discuss the ability – or the means – to not be trapped indoors on a beautiful day.

The writer can basically say 'I know how to escape outdoors' and then proceed to lead the reader to the information that will help them to not be trapped indoors on a beautiful day.

Here is an example of how it might go:

Hi Jane,

I was working in my office this morning, and I thought about what you and my other readers may be doing with their time this morning. Are you working in your office as well? It is a shame to be trapped indoors on such a beautiful day, isn't it?

As the morning progressed, I couldn't stop thinking about spending time outdoors – but with all of the work to be done, I didn't see how it was possible. I'm sure you have found yourself in the same situation.

I'm a big believer in fate. The phone rang just as I had resigned myself to missing out on the great outdoors today, and it was my good friend Buddy. Buddy was on the golf course and knew I was stuck in my office.

At first, I thought he just called to gloat, but as the call progressed, he told me that he wanted to share a secret with me. He asked me if I knew why he was at the golf course, while I was stuck inside. I told him that he was just luckier than me, and he responded that this just wasn't true. He said it was because he had information that I didn't have.

Buddy asked me if I had a pen and paper. I reminded him that I was in my office, and that of course I had a pen and paper. He told me to write down a website address, and to visit it. He said that after I read the information there, I would know what the secret was, and that next week, when the sun was shinning, I could join him in a game of golf.

Now, not only has the writer of this email kept things on a personal 'I'm just like you' level, he has also started telling the reader a story. At this point, the reader wants to know what that secret is.

Now, obviously, the action that this writer will want the reader to take is to visit a website. The key to getting them to do that is to rev them up, and keep the secret. The only revelation will be how the writer knows what his good friend Buddy was talking about now, and how he knows that he will definitely be enjoying the great outdoors next week. He will also, of course, share that link with Jane – and his other readers.

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There are simple rules for copywriting, and you simply have to insure that you include all of the elements for a successful sales letter in your email. Here are the elements:

1. **Personalization -** Hi Jane is the beginning here, and the first paragraph proceeds in that personalization. The writer wants the reader to know that they are 'in the same boat.'

2. **Set the scene and address a problem –** We've set the scene with a beautiful day, in which the author is stuck in the office. His problem is that he wants more time to be able to do the things he wants to do. He wants to get outside, and he is assuming that his reader, Jane, wants the same thing.

3. **Provide a solution –** The writer's good friend Buddy has provided a solution to the problem, with a website address.

4. **Draw the reader in –** Tell a story. You always want the reader to want to know what happens next.

5. **Compel the reader to take action –** As the email goes on, the writer might tell the reader that he noticed that there is a limited time that this webpage will be up, or that only a certain number of people are going to get this information before it is gone forever.

You could also take a different approach, and really hit on the readers emotions, as they relate to the problem.

So, how many paragraphs do the body of the email need? You can have as many or as few as you want. Ideally, it should be no more than seven or eight short paragraphs. If it is too long, your reader may not even read it, thinking it will take too much of their time. If it is too short, however, you may not have enough time to compel the reader to take the action you want them to take.

Closing The Email Sales Letter

You may think that closing a letter is simple. Closing a personal letter is simple. Closing a sales email, which is intended to have a personal feel to it, isn't simple at all.

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Obviously, you will sign your name at the bottom. You may also provide contact information and a link to your website. That actually is simple. The hard part is the closing paragraph. Of course, you want to use that paragraph to call your reader to action, if you haven't already done so. However, you also want to end the email where you began – on a personal note.

Our sample email above would continue with the writer telling the reader that he really didn't want to spare the time, but that his friend Buddy was so adamant that he read the content on that website that he decided to take five minutes out of his busy day to do so.

Naturally, he will have started out skeptical, only to be completely turned into a true believer by the time he finishes reading the information. So, how does the letter end?

I'm really going to owe Buddy big time for this. I know that this information has changed my life, and I may be able to have time to do the things that I want to do before next week.

Since I know that you are like me, and that you also want to have more time for yourself, I wanted to share the link that Buddy gave me with you. I realize that you are just as busy as I was, but believe me – this is worth your time. Take five minutes and look at the information. You will find it at www.amazingwebsite.com.

I'm going to go read more now. I feel that this is so important to my future that anything else that I had planned for my day can wait. I'll bet you are going to feel the same way. I hope that you take the time to free up more of your time in the future, like I did.

Sincerely,

Great Marketer
http://www.greatmarketingsite.com

That's all that is needed really. Some marketers may add a postscript, some marketers may not. There is a way to decide this. Did you get your point across? Did you include all of the elements of a good sales letter? If so, the postscript isn't needed. If not, add one, and use it to add that element.

Note that there is one other element in the last part of this email. The writer is telling the reader how they will benefit from taking the action. This particular reader will benefit from clicking the link, by finding out how they can free up more of their time in the future.

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Now, of course this is a simple email. There isn't anything grand or even special about it. Some may even think that it is boring. Boring, however, is becoming a better thing these days. People have been fed so much hype over recent years that they immediately delete any email that even hints at hype.

While the general layout and verbiage of the email may seem 'boring' there is a story that is interesting enough to keep the readers interest. In terms of boring or over-hyped, you could call this email somewhere in between, and this is what you should strive for in your own sales emails.

This marketer does not come off sounding like they are better or more successful than someone else. They are the same as the reader, in the reader's eyes. Now, this doesn't mean that you couldn't take a more authoritative stance. It really comes down to what it is that you are trying to sell. In the marketing arena, where the marketer is trying to sell something to other up-and-coming marketers, the authoritative 'I am successful, you want to be successful, I can show you how' stance would probably work better.

In this case, however, the marketer isn't trying to 'teach' the reader anything. He is trying to sell a product that saves time. Perhaps it is software that makes it possible to complete a job in half the time. Maybe it is software for organization. The point is that the writer needs to put himself in the 'same boat' with the reader. They share this time problem, and the writer has found a solution to this time problem that he is sharing with the reader.

This is the one thing that many would-be successful marketers don't get. There is no one right way to sell something. It all comes down to what you are selling, and whom you are selling it to.

So, the next time you construct a sales email; really consider your product and what problems that product can solve. Then, consider your audience. Finally, determine whether you are in the boat with the reader, waiting to be rescued, or if you are driving the Coast Guard boat coming to rescue them. It will make all of the difference in the world!

The CAN-SPAM Act Of 2003

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Writing a sales email is one thing. Sending the email is something altogether different. Despite laws that are designed to protect cybercitizens from spammers, spammers still abound. They risk fines, and even jail time, yet they persist in spamming cybercitizens.

Because of this, the CAN-SPAM Act of 2003 was passed, and went into effect on January 1, 2004. This is a law that affects anyone who sends commercial email. Failure to comply with this law can result in up to $11,000 for each incident. That can add up to a lot of money.

You probably have no intention of sending spam messages, and you therefore may not think that this law is important to you. It is important, however, because there is a section of this law that you must adhere to with each email that you send out.

The law basically states that:

1. You must not use false or misleading header information. This means that the 'from' and 'to' fields of the email must be accurate. You cannot use a false name, or make it appear that the email came from anyone other than yourself. This should not be a problem if you are using an autoresponder service.

2. You may not use deceptive subject lines. This portion of the law basically states that you can't use the subject line to make the recipient think that the email is something other than what it is.

3. You must provide the recipient with a method for opting out. This means that you need to provide instructions for unsubscribing from your list. This can either be an email address used for unsubscribing, or a website link for unsubscribing. Most reputable autoresponders will automatically add this information at the bottom of the email, but you need to be sure of that.

   Furthermore, the unsubscribe link must be functional for at least thirty days from the date that you sent the original email, and you have ten days to honor the unsubscribe request. Again, a good autoresponder will handle all of this for you.

4. You must supply a valid physical postal address in the email. This is typically added at the bottom of the email, and is usually done so automatically if using a good autoresponder. Note that you may not use a

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post office box for the address. It must be either your physical address, or the physical address of your company.

Number four on this list is the one that applies to everybody, even though you won't be sending out spam messages. Even failing to add your address can cost you $11,000 per instance, if you are reported.

It is really easy to be CAN-SPAM compliant, and again, a good autoresponder will ensure that you are. If for some reason you must be CAN-SPAM compliant manually, make sure that you include information for opting out, and your

physical address at the bottom of each message. **Here is an example:**

You are receiving this email because you or someone using your email address has requested it. You can choose not to receive email from us by visiting http://unsubscribe.com.

This is a commercial email from XYZ Company, 123 Any Street, Any Town, State, Zip Code, Country.

There is a great deal more to this law, and you can find additional information through the FTC website at:
http://www.ftc.gov/bcp/conline/pubs/buspubs/canspam.shtm.

The good news is that the FTC doesn't state where this must be located in the email. Again, put it at the bottom. Be sure to put the unsubscribe statement just under your signature, but you can hit the 'enter' key several times to force the commercial email statement and address to appear well below the rest of the email. Some marketers worry that the commercial email statement detracts from the 'personal feel' of the email.

Make sure that you visit the FTC website to read the entire law. This law applies to marketers, but it also applies to anyone who sends out adult related email. It also defines the law regarding methods used to send email out to people. It is very important that you read this law.

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Remember that sending spam will not only make you look bad, ruin your reputation, and result in fines and potential jail time, but it also makes marketers around the world look bad.

A Few More Tips

A good copyrighting course is recommended to anyone who will be sending out sales emails. While these courses typically relate to copy used on web pages, the same concept can be applied to email.

Here are a few more tips to help you out with your sales emails:

1. Tons of research has been done concerning the best day to send email. Research has found that the best days are Tuesdays and Thursdays.

2. Never send an email out to your list without testing it. First, use a spell checker, a spam checker, and finally, email it to yourself before you send it to anyone else.

3. You can write an outstanding sales email, but if you send it to the wrong people, it is worthless. Use targeted marketing techniques when building your email list.

4. Research has shown that people need to see a message approximately seven times before they will buy something. Don't just recommend the product once – recommend it multiple times.

5. Never send out more than one email per day. Depending on your audience, you may want to cut that down to once or twice a week. At the same time, you don't want them to forget about you. Never let more than a week go by without contacting your prospects.

6. You can send old offers to your new prospects, as long as the messages that you write are not 'time specific.' This will help you to keep profiting from your old emails over and over again, as long as they are still relevant. Make sure that you keep those old emails clean, and delete emails for products that are no longer viable.

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7. HTML sure makes an email look better. Unfortunately, many email clients either won't accept HTML email, or the prospect has set their client to refuse HTML. Stick with plain text for best results.

8. Don't confuse your prospects. In each email, there should only be one of two actions to take. First, they can take the action that you desire, and second, they can close the email and take no action at all. Those should be the only two choices.

9. Even though you are using plain text, most email clients will create a clickable link if you type in a URL. Make sure that you send the email to yourself and make sure that the link is indeed clickable.

10. Many people use web based email. You should too, for testing purposes. Test your email in different browsers, including Internet Explorer, FireFox, Netscape, and Opera. All of these browsers are free, and you can test them with any free email account.

11. People hate to be sold to. Make sure that the verbiage you are using is not a hard sales pitch.

12. Make sure that all of your email isn't designed to make a sale. People will come to trust you more, and get the sense that you are trying to help them out if you also refer them to free resources, as opposed to always referring them to products that they must purchase.

13. You want your readers to feel like they are your friends. In some of your emails, you should refer to real personal details about your life. This can be anything from referring to something cute your kid did to an interesting, somehow related, conversation you had with your wife. Mention your family members by name.

14. Avoid abbreviations, including 'cyber terminology.' While such things are fine in personal email to your friends, it really isn't appropriate if you hope to build a personal relationship with prospects. Some people have no idea what those abbreviations mean.

15. Pay attention to how other people's sales emails affect you. Open your email client, download your mail, and record your thoughts regarding what you were thinking or feeling as you read each sales email. This is a really enlightening exercise.

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Email marketing is a world of its own, and the concepts that work and do not work are constantly changing as users become savvier. Be sure that you keep up with the latest email marketing techniques, and don't be afraid to try new things. However, when you do try new things, only send the 'test' email to a portion of your list – not the entire list – to see how it works out.

There really is gold in those inboxes, and you are well on your way to striking it rich! Good luck with your email marketing endeavors.

Resources

My Top Resource:

-8- Your Resource Name -8-
http://-8-resourceurl-8-

Updates and Lastest News:

Check for Updates and News
http://www.terryjett.com

Get 10 PLR Products for $7:

10 Unrestricted PLR Products
http://www.7dollarweekly.com/deals/10PLRPak/

Looking For Adsense Alternatives?:

Own and control your ad-network for $7
http://www.7dollarweekly.com/adsense-alternatives/

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