

AWAI

# The 7 Biggest FAQs About Email Copywriting

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# Today You'll Discover...

- The tremendous opportunity that email copywriting provides for today's copywriters...
- Some of the different types of emails that clients are looking to pay big money for...
- How email marketing compares to social media...
- How much you can make as an email copywriter...
- How to find clients who are looking for YOU and your email copywriting services...
- Plus LOTS more!

# Is Email Copywriting a Big Opportunity?

- 838 **BILLION** marketing messages were sent by email in 2013 (Forrester).
- 91% of consumers check their email daily (ExactTarget).
- 74% of consumers prefer to receive commercial communications via email (Merkle).
- 66% of consumers have made a purchase online as a result of an email marketing message (DMA).
- Email marketing has an ROI of 4,300% (DMA).
- **Takeaway? Email is still the preferred mode of communication for the majority of consumers, is still biggest driver of new leads, and has a monster ROI!**

# What Kind of Emails Do Clients Need?

- Introductory Emails
- Thank You Emails
- New Offers
- Product Information
- Ezines or Newsletters
- Affiliate Promotions
- Event Invitations
- Social Media Sends
- Autoresponders, just to name a few...

# What About Social Media?

- Smart marketers are finding that emails and social media go hand-in-hand...
- Now they have several ways to stay in touch with a prospect or customer.
- Everything works together to bolster the other marketing methods.
- Now the prospect or customer can choose the way they like interacting with a business.
- No emails but SM? No SM but emails? Opportunity here for a savvy copywriter! 😊

# Can I Specialize in Email Copywriting?

- YES! I have, and it's been great...
- But here's the thing: Clients want a one-stop-shop for their copywriting needs.
- Working with 4 different copywriters on 4 different aspects of a project is non-productive and tiring.
- So you can specialize, but don't thumb your nose at other opportunities as they present themselves.
- Add email copywriting to your "toolbelt of services".
- Ask LOTS of questions to sniff out more potential \$\$\$!

# What if a Client is New to Email Marketing?

- GREAT opportunity here, but tread lightly...
- Typically there's been some sort of bad experience, so that has to be addressed.
- Get plenty of numbers, research, etc. to back up your case for starting as email marketing campaign.
- Guide them through it step-by-step (or better yet, do it FOR them and charge accordingly).
- Offer to manage the entire thing (translation: more \$\$)
- Be PATIENT! Sometimes the learning curve is slower than others.

# What's the Best Way to Find These Clients?

- Target niche(s) that you are A) more experienced and/or knowledgeable in or B) more passionate about than the typical copywriter.
- Search Google's paid ads for companies providing products and services in these niches.
- Look over the site and make sure there's some email marketing going on.
- Find a contact person.
- Send a short email saying who you are, what you do, what makes you DIFFERENT (important!) and how to get in touch with you.
- Rinse and repeat!



# How Much Can I Make?

- Not to sound clichéd, but as much as you want!
- My first year of freelancing, I made almost 3 times as much as I had ever made as an in-house copywriter.
- I would recommend starting at around \$100 an email.
- With the proper guidance and instruction, you can knock one of these out in 20-30 minutes.
- \$200-\$300 an hour? YES PLEASE!
- Do not undersell yourself—you have a UNIQUE talent and should be paid accordingly for it!

# So What's The Fastest, Easiest Way to Get Into Email Copywriting?

- Email Copy Made Easy, of course!
- My step-by-step method for helping you tap into this profit-rich email copywriting marketplace.
- I'll hand you a proven template showing you how to write a powerful, persuasive email starting TODAY.
- Then I'll show you more of my marketing technique, complete with all the details I couldn't fit in this webinar.
- Over 13 hours of content, and tons of bonuses!

# Get it Right NOW!

- Just go to [EmailCopyMadeEasy.com](http://EmailCopyMadeEasy.com) and grab your copy right now...
- I'll even give you a personal critique of your copy inside my exclusive private Groupsite—no charge (\$500 value)!
- Your first project can MORE than pay for this training—after that, it's all gravy!
- So go get yours NOW!
- Any Questions?