

# Writing Emails People Want to Read

GoSkills online course syllabus

Skill level	Lessons	Accredited by
Beginner	26	Verified by GoSkills
Pre-requisites	Video duration	Instructor
No prior experience needed	58m	Sam Bennett

## Introduction

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### 1 Email is here to stay

Emails that are hard to follow, unclear, or over/under explain can make a huge impact on your ability to work effectively and get things done.

## Writing Exceptional Emails

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### 2 Building personal connection

Emails are a powerful communication tool because they give you the opportunity to be both direct and personal.

### 3 Using an email type

You may write different types of emails throughout each day, and being mindful of your email type will help you write more impactfully.

### 4 Emails that ask for something

Emails often require asking for a task, deliverable or favor, which can be awkward if you aren't comfortable doing so.

### 5 Emails that sell vs. emails that market

Understanding the difference between marketing and sales emails can make the difference between profit and loss.

### 6 Becoming clearly understood

Some of the rules of good writing don't apply to writing a strong email.

## Writing Clearly & Boldly

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### 7 Writing for education and enjoyment

Like a great teacher makes learning fun, you have a chance to intrigue, convince and even sell your recipient all while having them enjoy the process.

## 8 The art of graceful interruption

Everyone is busy - especially people reading emails - so you need to be able to capture their attention right away and then keep it.

## 9 The number one question

It's common to suffer writer's block when you're not sure what to say.

## 10 How to get them to write you back

Few things are more frustrating than sending a great email and then not getting a response.

# How To Be Compelling

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## 11 Great stories

If you can tell a good story, your emails will always get opened.

## 12 Values and character

People are motivated by their values and by their character.

## 13 The 3 most important words

There are three little words that make up the backbone of every great email: You, Get, Because.

## 14 How to write a terrible email

We've all gotten terrible emails, but do you know WHY they were terrible?

# How Often Should I Send? What Time of Day is Best?

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## 15 What time of day to send emails

Maybe you've heard that you need to send emails at the crack of dawn.

## 16 Opens, clicks, and unsubscribes

One of the advantages of email is that the metrics are easily available - open rates, click through rates, unsubscribe rates, etc.

## 17 How many emails is too many?

The average worker receives over 120 emails each day. How do you be consistent without overwhelming them?

# Emails That Get Them to Buy

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## 18 Where to find sure-fire copy

Your clients, customers, and colleagues are telling you exactly what they want and need all the time.

## 19 How to make an email blast feel personal

No matter what you're selling, or to whom, you always want your email marketing to feel like a personal invitation.

## 20 The all-important call to action

How do you figure out what your call to action is, and how do you phrase it so they actually DO it?

## 21 To newsletter or not to newsletter?

Email newsletters have fallen in and out of favor. What are the costs and benefits of sending newsletters?

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# Advanced Strategies

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## 22 When is an email not an email?

Never let a great email go to waste. After this lesson, you'll be able to reuse them as blog posts, social media posts, and more.

## 23 Curated content and affiliate marketing

There are simple, ethical ways to share other people's writing, ideas, products, and services - and even make money from it.

## 24 What if it's been too long?

Turning a "cold" contact into a warm one is easier than you might think.

## 25 FAQs and About Us pages

The "FAQ" and "About Us" pages are often the most-visited of any website, and they represent a terrific opportunity to turn a prospect into a buyer.

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# Conclusion

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## 26 Great emails change the world

Now, you should feel confident in your ability to achieve more using email.