

# Writing Emails People Want to Read

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

26

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

58m

**Instructor**

Sam Bennett

## Introduction

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### 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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### Building personal connection

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

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### 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.

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### 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.

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### Emails that sell vs. emails that market

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

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### 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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### 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?

## 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.

## Conclusion

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- 26** **Great emails change the world**  
Now, you should feel confident in your ability to achieve more using email.