



Unignorable Emails: 5 New Rules for Writing Emails That Get Opened, Read, and Responded To

by Nancy Tierney

If your unopen rate is going up and your click-through rate is going down, and you're wondering, "What gives? Why aren't more people reading my incredibly well-written, finely crafted emails that I took hours and hours to write?"... **then listen up!**

Because I'm going to tell how to write irresistible emails your clients can't wait to read.

Emails that create connection and curiosity while building trust and credibility. **Emails that break the rules.**

Businesses all over the world right now are moaning over the fact that they're just not getting the email engagement they used to.

Even the big muckety-mucks we've come to know and love are moaning over their sad open rate and lousy click-through results.

Why is this happening?

Well, it's simple really. It's because **we're so inundated with emails these days that given the choice to open or to delete, most people choose to just delete. Or unsubscribe. Or both.**

Plus, we get our information through so many different channels these days - through texting, social media, etc. - that email has become less necessary. In fact, I recently learned a surprising fact while watching a video by Derek Halpern; people ages 18 to 30 don't even use email. They don't even have an email address. They text instead.

Yet... the fact remains that email is still the best way for online

entrepreneurs to create a connection with their peeps, build a relationship of trust, and *make sales*. It's still your best option when it comes to creating a one-on-one conversation, as opposed to a one-to-many conversation.

BUT... this is only true if people actually open your email and read it!

So... how can you write emails that actually get opened and read and shared?

Emails that create connection and build that relationship of trust... and actually increase engagement and sales?

Here are 5 New Rules that will help you do just that.

New Rule #1: Find out what is most important to your clients and write about that.

What are your clients hungry for right now? What's on their mind? *Don't assume that just because you're writing valuable information that it's relevant to what your client is experiencing right now.* Take the time to talk to your past clients, present clients, people that fit your client profile, and ask them, "What matters the most to you right now? What are you thinking about? What are you dealing with? What are you really hungry for right now?"

Call them on the phone, create a survey, pay attention on social media. Find out what your people really want to hear about... and write about that.

New Rule #2: Stop writing emails that bore you.

I'm talking about those emails you write because you think you have to. Because you're trying to be consistent. Because you've been taught that you need to send something every week or every other week, so you cobble together some sorry, worn-out piece of content and send it. Even if you've got zero passion or interest in what you're writing about.

Stop it!

You would be better off writing nothing and sending nothing. Instead, write about things you care about, things you're excited about, you're

passionate about. Because when you write stuff that bores you, your boredom will seep through in your words. And your readers will be bored, too.

New Rule #3: Write emails that are personal, revealing, daring, and different.

"Different" is the name of the game right now. Because one of the main reasons people aren't opening emails is because all emails are starting to sound the same. We're all recycling and rehashing the same old content and sending it out to people.

So, start thinking about how you can be different, not only in what you're saying but how you're saying it.

Use more personal stories. Reveal more of who you are as a person as opposed to a professional. Because when you do, you'll immediately become more engaging, and your email will certainly be different... because no other entrepreneur has your story, your perspective, or your personality.

Start being more creative and daring in what you write about and how you write it. Start thinking outside the box. In other words...

New Rule #4: Break the rules.

This is the time to revolt and break the rules of email marketing! That's what these "new rules" are all about. Breaking rules.

Because, dang! We've all learned so. many. rules. Like, the right day to send email. The need to be consistent. To write it this way or that way.

Dare to break those rules! Start sending emails you really want to send, when you want to send them. Play with formatting and images. In other words... *go with your inspiration as opposed to your education.*

New Rule #5: Learn how to write irresistible subject lines.

All the New Rules I just gave you will help you establish a reputation for writing emails that simply can't be ignored. Emails your peeps will read the second they land in their inbox. But in order to establish that reputation, you've got to get your emails read in the first place!

And the way to do that is by using **curiosity provoking, trance-breaking, urgently appealing subject lines**. You have to learn how to write the kind of subject lines that make it impossible for your tribe *not* to open your email. Subject lines that make people stop whatever they're doing and think, "Dang. I can't wait until later. I need to open this now."

So, how can you learn to write subject lines that are irresistible?

Well, the best way is to take a Subject Live Intensive of some kind, like the one being offered as part of **Crack the Copy Code**. In about 60-75 minutes, you'll know how to write subject lines that spark an unquenchable fire of curiosity in your clients so they rush to read what's inside.

But until then, think of your subject lines as a phrase that promises, or hints at the promise of, **something your client wants now!** Not something they might want or be interested in, but something they want *now*.

Here are some examples of subject lines that promise a nifty "prize" inside:

- **Get 3 new clients this week!**
- **Lose 10 lbs by Spring**
- **Make \$10,000 with your blog**
- **Increase your email open rate by 22%**
- **5 proven subject lines you can steal**

Now, the above subject lines are pretty specific; they use dollar amounts, percentages and other specifics. You can also create the same "gotta-have-it" factor with less specific subject lines... as long as they speak to what your client really wants:

- **Get new clients today...without trying**
- **Lose weight by Spring**
- **Make money with your blog**
- **Increase your email open rate**
- **Proven subject lines you can steal**

There are so many other formulas for writing irresistible subject lines. I could give you 7 templates and oodles of examples. But for now, start with this formula of creating a short phrase that communicates a promise your clients want now.

Despite the fact there are many different ways we communicate with our clients these days – like texting, social media, etc.— and despite the fact everyone is bombarded by too many **emails every day, email still remains the most powerful and proven way for online entrepreneurs to create, nurture and enjoy a connection with our peeps, build a relationship of trust, and make sales.**

But only if your emails are immediately engaging, relevant, clear, concise and compelling... in other words, not boring.

Let's make sure every email you write has the snap, crackle and pop to keep your clients hungry for more.

In fact, **let's make sure all of your copy has the soulful sizzle and spunk to rise above the online noise, captivate your clients' attention, and inspire them to invest in whatever you've got cooking!**

How?

With Crack the Copy Code: The Easy (Not-Sleazy) 5-Step Formula to Write Soul-Inspired Copy That Captivates and Connects with Your Ideal Clients (even if writing copy has been pure hell for you in the past).

In this 5-week copywriting adventure, you'll discover a reliable, repeatable way to tap into your creative genius, find the perfect words, and quickly and easily write copy that connects with your ideal clients, ignites their interest, and gets them excited about working with you.

Every time.

[See all the details and register here.](#)

Meanwhile, the next time you write an email, don't be afraid to change it up. Dare to be different. Break the rules. Write from the heart. Reveal more of who you are and less of what you know.

And for Pete's sake... have fun!