

10 Steps to Writing Effective Emails



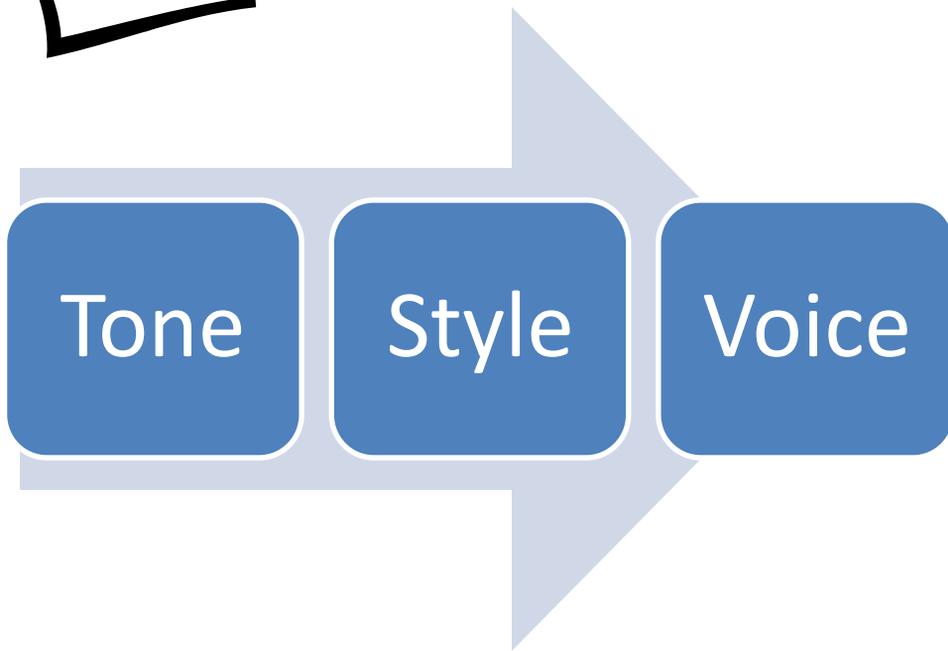
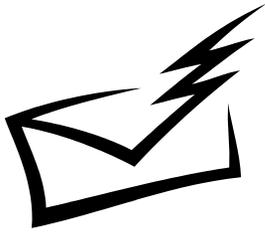
By Amandah Blackwell

www.Savvy-Writer.com

Email: amandahblackwell.savvywriter@gmail.com

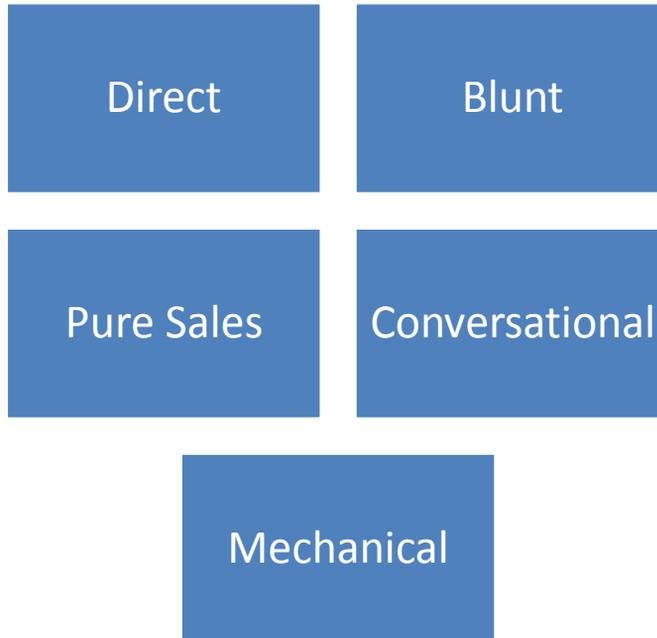
Phone: 480.208.1599

■ What's Your Tone, Style and Voice? ■

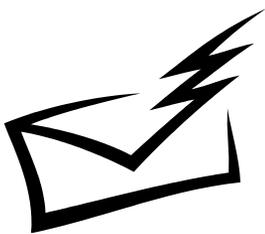


- What is your tone?
- What is your style?
- What is your voice?
- How do you capture these in your emails?
- Are they captured in your emails?
- Do you leave clients/customers with a: warm and fuzzy feeling or a 'why bother' feeling?

Tone of Emails



Tone matters in all writings. Why? Because emails that are pure sales could be marked as SPAM and go into the SPAM folder. And... Google updated Gmail with Tabs, which makes it easier for your subscribers to overlook your emails.



If your administrative or personal assistant is writing and responding to your emails, review them before they're sent out. Otherwise, your business could lose sales and revenues!

Style of Emails

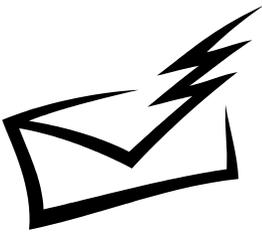
Story
Teller

Academic

Bold &
Dramatic

Comedic

Obnoxious



What's your style? Are you more of a story teller? What about academic? How about comedic? Are you obnoxious and over the top? Your style says a lot about you and your business. Make sure your target market gets your message.

It's important to **know and understand your target audience**. For example, if they're CFOs, CEOs or CPAs, they may not appreciate a 'comedic' style newsletter. Know your audience!

Voice of Emails

Light

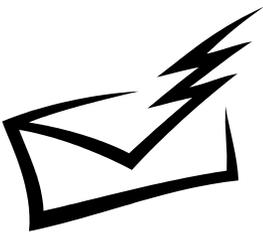
Inspiring

Authentic

Trustworthy

Straightforward

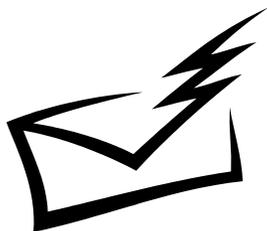
What's your voice? Are your emails light, inspiring, authentic, trustworthy or straightforward? How the recipients react to your emails translates into the amount of sales and revenue your business receives.



Using a trustworthy voice can and will generate sales and revenues. Make sure clients/customers know you can solve their problems; they can depend on you. They'll trust you and refer others to you.

■ Phrases to Avoid in Emails ■

Here are a couple of phrases to avoid in emails:



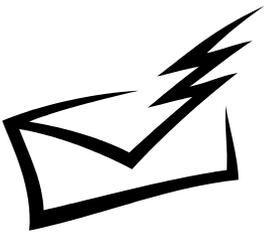
- I suggest you (fill in the blank).
- Call us if you're interested.
- If you want to (fill in the blank).
- If you're interested in (fill in the blank).
- You could call 555-555-5555 if you're interested.
- So and So and charges \$X.XX for a consultation or could purchase So and So's books and do it yourself.
- Email us if you're interested in (fill in the blank).

None of the above phrases are solving problems. Instead, they tell clients and customers to Do It Yourself! This conveys a "Don't Bother Me Attitude." Customers are sure to say, "Okay, I won't bother you. But I will bother your competition. Also, the above phrases aren't providing an **Urgent** Call-to-Action. It's as if you're saying, "Call or don't call me. I don't care."

None of the above phrases say, "Take advantage of this wonderful opportunity. I can really help solve your problems." Is this the message you want clients/customers to hear and receive? If not, you may want to consider going-out-of-business!

Who Writes Your Emails?

As a communications specialist and content writer, I pay attention to the emails I receive. Administrative and or personal assistant's who write and respond to your emails may not be representing you or your brand in a positive manner. They may not possess business writing skills. Their tone, style and voice could deter existing and potential clients from using your services or purchasing your products. Believe me, I was shocked to receive an email from someone who's personal assistant basically told me to Do It Yourself. Instead, I found someone who could help me and paid them.



Like it or not, your administrative or personal assistant is a reflection of you. If your assistant isn't making or leaving a good impression on your existing and new clients, it's time for a change.

Question: What is the desired outcome?

Answer: A Call-to-Action such as purchasing services/products; downloading an eBook; or something else.

Answer: You need something, e.g., a referral, response and survey.

Answer: To keep the lines of communication open.

10 Steps to Writing Effective Emails

1. Determine the desired outcome of your email(s).
2. Answer, “What is the point of this email?”
3. Clearly state the benefits.
4. Keep it simple, clear and concise.
5. Use the appropriate tone, voice and style that coincides with you and your brand.
6. Be polite.
7. Don't use flowery words – use simple words. Avoid jargon unless your ‘target client or customer’ understands it. Keep sentences short and simple.
8. Use a readable font.
9. Proofread for errors such as grammar and punctuation.
10. Edit emails – say what you want to say and say it!



About Amandah



Amandah Blackwell is a freelance content writer and social media manager who has written for industries such as health and wellness (fitness), the arts & entertainment, publishing, travel, real estate, pets, and personal and professional development. Her educational and professional experience includes a Master of Science, Management degree from IWU, two accounting degrees, and a graphic design certification.

Amandah, like many writers and authors, has writings published under other names. She's published as Rebecca Sebek, and Celeste Teylar with Nascent Digital Press, LLC.

She taught Beginning Blogging and SEO classes at the Chandler Recreation Center in Downtown Chandler, Arizona in addition to writing an Introduction to Travel Writing course for Ksurf, an online university located in Santa Barbara, CA.

Amandah's a natural storyteller. Her personal projects include a children's picture book series, middle grade book, non-fiction book for teens, several screenplays, and poems. To learn more about Amandah, please visit www.Savvy-Writer.com. Contact Amandah at amandahblackwell.savvywriter@gmail.com.