

Bonding with your list: via email

How to strengthen the connection between you and your subscribers

What's your newsletter USP?

Your blog or newsletter must have a reason for existing, and your subscriber must understand and value that reason... or they will never stay on your list for long.

A value proposition, or a unique sales proposition (USP), is usually expressed as a succinct, memorable and specific statement of what's uniquely desirable about your solution.

Q: What does your readers wants to get as a result of reading your blog or newsletter?

Q: What makes your content unique to your business (something they can't get elsewhere)?

Plan Your Email Sequence

Figure out the end goal. Figure out where the subscriber is at today. Schedule a series of emails that moves subscribers there, automatically.

| | |
|-----------------------|--|
| SUBSCRIPTION DAY: | |
| SUBSCRIPTION DAY + 1: | |
| SUBSCRIPTION DAY + 2: | |
| SUBSCRIPTION DAY + 3: | |
| SUBSCRIPTION DAY + 4: | |
| SUBSCRIPTION DAY + 5: | |

Notes:

BONUS: 9 Questions to Understand Your Audience

1. What's the biggest excuse your avatar makes for having NOT achieved a favourable outcome yet?

2. What is it about you or your method that overcomes that limitation?

3. How do your biggest competitors fall short in overcoming it?

4. What is a false belief they have about the industry? How can you BUST it?

5. About themselves and their ability or capacity to achieve it? How can you BUST it?

6. What skills, characteristics, experiences, circumstances, or points of pride, exclusively empower your prospect to achieve the end result?

7. List the 5 biggest objections they might have around forging ahead with your product? And for each, explore how you can create comfort and ease around it?

8. In vivid detail, what would their life look like if they DO buy your product? short term? long term?

9. In vivid detail, what would their life look like if they DON'T buy your product? short term? long term?



My name is Belinda Weaver. I believe good copywriting needs to talk to people. Rationally and emotionally. When your words press all the right buttons, they can motivate action.

And great copywriting is all about action.

If you're ready to improve the copy you write, and by that, I mean raising the roof on the results you get from your copywriting, head over to copywritematters.com