

The Snowboarding Strategy to Writing Email Copy

Link to original post: <http://www.themcmethod.com/snowboarding-strategy-email-copy/>

Hey, John McIntyre here again the Autoresponder Guy coming to you from the themcmethod.com with another email marketing update. Today I want to talk about snowboarding. I love snowboarding. I was about maybe seven, eight ... no it was actually 12 years ago, I went snowboarding for the first time in Australia and yes, we do have mountains for the skeptical.

The snow isn't anywhere near as good from what I've heard of places like Japan, and the US, the Rockies but we do have snow, okay. Anyway, we are going snowboarding and one of the things I love about it, I'm not sure exactly but it's just, just getting to slide everywhere. The problem is in Australia the snow is so often, it's very wet and so you don't actually slide you kind of stick. It's a bit like porridge.

I'm going up there once. It must have been a year, a long time ago, a couple of years after I'd started and we had a snowstorm. A foot of snow had come down so everyone was really, really excited but we get up there and like I said it was like porridge, it was horrible and how does this relate to email marketing? Okay, well email marketing maybe you've seen my emails, maybe you've seen other emails. How it works is you have a hook, which is the subject line, and you get them interested then you might have some sort of story. Then you need to slide into the pitch.

Now you can slide into the pitch like I was sliding on wet, sloppy snow in Australia where it's very abrupt. it's not very enjoyable where you kind of maybe tell a story, or maybe you have some sort of hook on how to tip and then you go into some pitch for your product but it's not very good and it doesn't work very well especially if you just stick. I don't know that's the best way to explain it. Sometimes people are going to read that, and they are going to get stuck in it. It's not going to work for them.

It's going to break that flow so what you have to do is to make it slide smoothly just like if I was to go snowboarding in Japan or in the Rockies, and the US or New Zealand. New Zealand has snow by the way, it's going to be slippery so that when I open that email I slide gently, and evenly and smoothly without any effort at all down the bottom of that email where there's a link to buy the product. That's how it has to be.

How do you do that? That's a topic for another day. If you want to learn more about email marketing, you can check out themcmethod.com. I'm John McIntyre the Autoresponder Guy. I will see you next time.