

Adil Amarsi Presents:

StorySelling Emails

Who's Adil Amarsi?

- **Writing Direct Response Copy since I was 12 (2001)**
- **\$400 Million made in confirmed sales in the last decade as a pro (2008 - 2018)**
- **Written for 250+ industries with a lot of leaders - you know a lot of them.**
- **Verbalises copy better than most**
- **NOT Just a copywriter (Consultant, strategist, podcast host, and weirdo with a beardo)**



What Am I Covering?

- **Why Email Marketing Works**
- **How To Structure Your Email Sequences To Convert**
- **How To Write Emails and The Fundamentals Behind It**
- **How Frequently To Mail**
- **Extra bonus content**

Why Email Marketing Works?

- **Easy to influence.**
- **You build your own tribe.**
- **Still cheap to build and house your list**
- **Can still rent lists (Solo Ads)**
- **Allows you to build up influence, impact, and income in your marketplace.**

Structure your sequence

- **Write out the path of emotions you want someone on your mailing list to experience.**
- **Create an initial welcome email that lays out the following:**
 - **Why they opted in**
 - **Their gift/training**
 - **A little about yourself**
 - **What they should expect**
 - **A way to get in touch with you**
 - **Make it obvious you sell stuff**
 - **Make an offer.**

Structure your sequence

- **Then the following emails should contain...**
- **Who you are? Why listen to you?**
- **Entertainment via stories of your own work or that of your clients/customers/ testimonials**
- **Key product benefits for customer of what you're selling**
- **Inspiration stories and journey entries**
- **Content that is applicable.**
- **ALWAYS SELL IN YOUR EMAILS (Thanks Ben Settle & Matt Furey).**

Formatting Structure.

- **You want to write it so you have breaks in your emails: Think Newspapers**
- **Also break your paragraphs up into short paragraphs so they are easily read.**
- **1-4 lines at the most before a new paragraph/
1 sentence paragraphs.**
- **Ask your audience to interact.**
- **Write as if you're speaking to ONE person -
that you love.**

- **Be Entertaining ALWAYS**
- **Make offers and sell your services (get unique on how you'd position your offers in emails).**
- **Write as if you're sending it to someone you love.**
- **Study copywriting - there are a ton of great courses out there.**

How Frequently To Mail

- **I am terrible at this for myself.**
- **In your initial automated sequence, I place it every other day.**
- **With your broadcast emails, daily.**
- **Ben Settle and Matt Furey email their list more frequently during product launches but this is something that works for you.**
- **Always write something fun and unique - could even be from an FB post that gets a lot of engagement.**

Bonus: How to tell a story

- **Have an end in mind.**
- **Begin your sequence with creating a premise or narrative**
- **Write out exactly the emotional journey you want your readers to go through.**
- **Make the in-between entertaining as hell.**
- **Let your personality shine, are you funny? Boring but knowledgeable? Nerdy? A regular Joe/Jane?**
- **Whatever you are, share your experience from your voice - people love connecting with those that are themselves.**
- **ALWAYS make an offer to buy from you somewhere in your email.**
- **Get creative on how to sell.**
- **Study pop culture, movies, and life and script it into emails.**

What's next?

- **Put my emails in a special folder - write back with questions.**
- **Write your first email.**
- **Get your sequence done.**
- **Test it and tweak accordingly.**
- **Keep on the path**
- **Share this video: [https://
storysellingemails.com](https://storysellingemails.com)**