



MODULE 6: FROM PHASE 1 TO PHASE 2

NOTES

SEGMENT 3

This segment reviewed how to write killer emails that build a relationship with your subscribers and turn them into paying customers.

Here are the most important points to keep in mind when writing emails.

- ☐ Email Writing Checklist
- ☐ Your Brand = Your Voice
- ☐ Engaging Subject Lines
- ☐ Your Hook
- ☐ Be Personal-Not Creepy
- ☐ Always Use "You"
- ☐ Use Open Loops
- ☐ Speak Simply
- ☐ Talk WITH Them, Not AT Them
- ☐ Show Your Personality
- ☐ Spam Filter-Defense
- ☐ Schedule Intelligently
- ☐ Use P.S.'s