

## **How To Write A Solo Ad Sales Email That Will Actually Get Read**

When clients go to solo Ad vendors, they often already know what they want and what it is they aim to achieve. This is normally based on whatever budget they have and the number of opt-ins and conversions they are aiming for. Even though the quality of the mailing list that your [solo ads](#) vendor has will greatly determine the success of your solo ad campaign, the one other thing that can greatly skyrocket your conversion rates is the quality of your sales emails. A killer sales email is likely to generate interest even among individuals who were perhaps not in the demographic you were targeting. The question, however, is how exactly can one write perfect sales emails and get the desired results.

Some solo Ad vendors such as myself go the extra mile to give you advice on how you can write the best solo ad emails. I have written this to help whoever wants to know more about this and to let you in on a secret that many internet marketers will not tell you because of two possible reasons. Either they do not know it or they don't want you to know it (because they think it's bad for business)! But I am different. I believe that giving you tips on how to write the perfect sales copy will boost your business which means more work for me.

### **First, the BIG secret**

As promised, here is the big secret. A perfect sales email is one that resonates with your potential clients! There is no other way you can get clients to opt-in in huge numbers and buy your product or subscribe to your service without creating and establishing an emotional connection. You have to show empathy. Put yourself in your potential client's shoes and describe whatever problem your product solves from that point of view. That will help the client to understand your product better and to make purchases quickly because something in their brain will tell them that's the right thing to do! It is psychological and there are no two ways about it. Using this as a guiding principle you can write perfect sales emails to sell whatever you want to sell.

### **Now that you understand that guiding principle here are other hot tips to help you craft a perfect sales copy**

#### **Keep it short and simple (KISS):**

Many subscribers will simply delete your email or not even bother scrolling to the end of the page if it is long and complicated. To get the best result, make sure your message is clear and that whatever problem you're solving has clearly been explained in the first three or four sentences.

#### **Show the before and after:**

Show your clients the before and after in the first few sentences. Psychological studies show that humans are encouraged to take action by one of two stimuli: pain or pleasure. Your product is going to eliminate a pain-point in your customer's life (that's what I am assuming!). It is your duty to show in as few sentences as possible: the pain your potential customer is feeling and how

better their lives would be if that pain point is removed. You then tell them how your product is best placed to eliminate that pain point.

### **Make sure your sales email is fact-packed:**

If you are really not sure that your product works as you claim then stop right there! Even a perfect sales email won't help you achieve phenomenal success! But if you are reading this article then you most likely believe that your product can make a change in the lives of your potential clients. The effort you have put in to write a better sales copy tells it all. Know that you have a short time frame to convince your clients to click the link you have provided and they are not going to do it if they don't see facts.

### **Arouse curiosity:**

The fact that people know a certain product or service can help them avoid a certain hassle doesn't automatically mean they will buy the product. To make them fully interested in whatever you are selling you have to write every sentence in a way that makes them want to read the next! You have to arouse their curiosity! Make them want to find out more about the product you are selling by clicking on the link you have provided.

Now that you know these tips on how to write the perfect sales email let me mention a few things about the general structure. There is:

### **Introduction:**

Also known as the opener, this is what will determine whether your recipient will read on or delete the email. Make it short and intriguing!

### **Body:**

Contains the benefits of your product or service. The benefits should be clear and they should solve whatever problems you have identified in a clear way!

### **The close:**

Here is where you should tell your client what to do (a call to action). Remember to add a link to your website and your contact information.

As you can see, writing a perfect Solo Ad sales email is not that hard! You just need to keep these hot tips in mind and practice. At first, it might seem difficult incorporating all of these tips in your sales emails but by practicing regularly it will definitely become easier! At [SmarterSoloAds.com](http://SmarterSoloAds.com), we can help edit your emails to make them better and increase your likelihood of getting super positive results from your solo ad campaigns. I will personally work with you to make sure that you understand what you are getting into and that you are fully satisfied with the results. Over 90% of our clients are from the US, Canada, and the US. This means that your product is being exposed to clients who are more likely to buy it. There is nothing as effective as this kind of targeted advertising. Contact me now to start a partnership that will help you get to new heights in your business!

