

**27 Word Email That Generates More
Clients, Makes More Sales, and
Multiplies Your Profits Almost Overnight**

By Terry Dean

www.MyMarketingCoach.com

27 Word Email That Generates More Clients, Makes More Sales, and Multiplies Your Profits Almost Overnight

© Copyright 2016 - MyMarketingCoach, LLC.
All Rights Reserved.

MyMarketingCoach, LLC
<http://www.mymarketingcoach.com>

Printed in the United States of America. All rights reserved under International Copyright Law. Contents and/or cover may not be reproduced in whole or in part without express written consent of the publisher.

“This publication is designed to provide general information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If legal, accounting, or other professional services are required, the services of an independent professional should be sought. From the declaration of principles jointly adopted by a committee of the American Bar Association and the committee of the Publisher’s Association.” Products sold as is, with all faults, without warranties of any kind, either express or implied, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose.

27 Word Email That Generates More Clients, Makes More Sales, and Multiplies Your Profits Almost Overnight

In just a moment I'm going to hand you an email that can totally transform your results.

While that may sound like a big promise, I've seen the results for hundreds of clients over the years. And not only am I going to give you the exact email to use, I'm also going to explain why it works so well...and show you several variations for how you can edit it and fit it directly into your system.

Best of all, it's so simple...**ANYONE** can plug this email into their sequence immediately and start seeing results.

Without further ado, here is a version of this email which I've used for years...

Subject: I need your help

I'm making some cool NEW content for you right now.

What is the biggest question you have about online marketing?

Just click reply and let me know.

Thank you,
Terry Dean

You might look at that email and say, "*That's nothing special.*"

And you're right. It didn't take any fantastic copywriting skill to create something like this. All I'm doing is asking my audience a very simple question, "**What's the biggest question you have about online marketing?**"

But here's why it's so effective. People REPLY and answer the email. They raised their hand when they joined my list, but at that point I was just like any other idiot with a website and an email address.

Not everyone replies to this email, but a portion of them do. They tell me WHAT they were searching for today. And they let me know what desperate problems they have that I can help them solve.

They're giving personal insight into their hopes, dreams, and problems.

This means I don't have to guess about what to send them in the future. They just told me what kind of content I should produce. And they also just told me what types of products and services I should offer to them in the future.

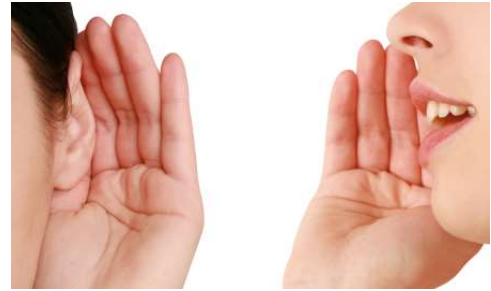


But it gets even better...

You Can Repeat Their Exact Customer Language Back to Them

Have you ever sat there wondering what you should write about for your next blog post or email?

You don't have to wonder anymore. As subscribers reply to this email, they'll tell you exactly what type of content to produce.



And they'll give you the exact titles and headlines to use. Sure, you can brainstorm until you come up with an ingenious title for your new article, or you can simply COPY the language your customers are already using.

At times, I've written emails where all I did was repeat the question someone sent to me...and I wrote out the answer to their question.

Simple. Easy. Anyone can do it. **And it eliminates virtually all the stress about coming up with 'new ideas' for your content.**

Plus, you can also use their exact language to put together sales copy in the future when selling your products or services. Make sure your product answers the questions they've sent. Put your collected questions together as a list of bullets using their own words describing what you covered in the product itself.

But we're only getting started with the benefits, and I haven't even covered the most important one yet...

This Email Can Prove You're a Real Person Who Cares About Them

Not every subscriber will answer your question. But those that do will share their questions, their goals, and even their heartache.

Their reply gives you a chance to immediately set yourself apart from every other website they visited today.

And **all you have to do is ANSWER their email.**

Yes, it really is that simple. Put yourself in their shoes. Maybe they're searching Google for an answer to a question they have. They visited several sites. They may have found a couple of good answers, but they're not quite sure if it's right for them. Everyone always wonders if the answer applies to their unique situation.



They join several lists. One of them asks what their biggest question is...what they're struggling with...or how can they help. They bare their heart to you in an email. Seriously, I've been

shocked by how much detail some subscribers will share in their email to a stranger, because they're desperately looking for an answer.

When you reply back to them, you've just set yourself apart as someone who cares about them and their situation. Maybe you write a quick answer. Or perhaps you put more time into your answer, because you'll use your reply as a broadcast to your entire list soon. Either way, you replied.

The standard online today really isn't all that high. It's a cold, impersonal world out there where even phone lines are being made totally automated. To actually get ahold of someone who cares on the other end of an email address can feel like a miracle.

It's this reply that has often doubled or even tripled clients' profits. You start a dialogue with them. You don't just promote a product. At a minimum, you thank them personally for sending over their question, but you can also go further than this. You give them an answer to their situation. Maybe you share a story. **Or you link over to a free video you already did on the subject.**

You could also mention a product you have if you can insert it casually while giving them value whether they buy the product or not. It's just an extra resource, not your purpose for replying.

When you reply back to them, you start a dialogue. You're not just another one of those online marketers with a website and an automated email sequence. You're someone who cares about them and their problems.

If you're offering high ticket products or services, you could even include our phone number in an email like this. Give them not only the option of replying by email, but also allow them to call you directly.

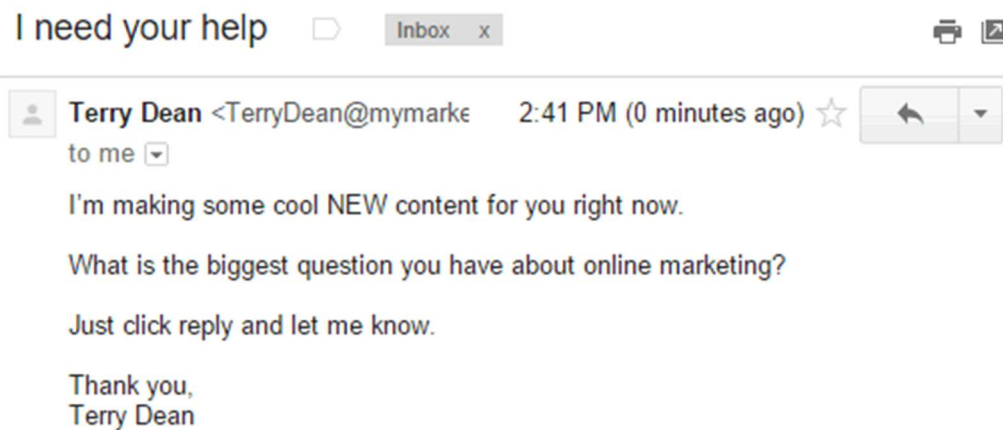
Clients come to me to multiply the number of leads and sales they're generating from their website and email sequences. And one of the most powerful things you can do is get people **OFF your website and into personal contact with you.** A website can't hold a candle to speaking to someone in person or over the phone.

On a website, we have to write to an 'imaginary' ideal customer. We have to guess at their problems and objections. We may list dozens of bullets, because we don't know exactly which benefit will get them off the fence. Once you start a dialogue by email or even better by phone, you can speak directly to your customer. They tell you what they're looking for and their objections.

Nothing beats direct contact with your best customers and clients.



Step-By-Step Breakdown of this Email



“Subject: I need your help”

I’ve tested dozens of subject lines for this type of email. This subject line is one of my favorites as a broadcast to your current list. Instead of promoting something, you’re asking them for help. It works best when you’ve already sent some content to your list and built up a relationship with them. Clients are able to send this subject line out to their subscribers about every six months. Any more frequent than this, and the open rate starts to suffer. You could also plug it into an autoresponder sequence after sending a week or two of email content.

I’m making some cool NEW content for you right now.

This is the Reason Why you’re sending this email. You’re making some new content for them. If you always create videos, then you could change this to “NEW videos.” And you could replace “cool” with any other description for your content.

What is the biggest question you have about online marketing?

Here is where you insert your big question. I’m only using one question in this example, because that will generate the largest number of replies. Each additional question will reduce the number of responses you receive. Make sure to change this for your subject, “*What is the biggest question you have about losing weight?*” Or “*What is the biggest question you have about growing your dental practice?*” There are also multiple ways you can word this question. For example, “*What is the biggest challenge you’re facing right now?*” Or, “*What’s the single biggest problem you have with X?*”

If you want to add an additional question, I’d recommend asking why it would be helpful to get this question answered or this problem solved. Ask, “*Why would it be helpful to you to solve this problem?*” Or “*Why would it be helpful to you to get this question answered?*”

Just click reply and let me know.

This is your call-to-action. You could send them over to a survey form using a tool such as www.SurveyMonkey.com but you’ll often cut your responses in HALF. Letting them reply right

here will give you the largest number of replies. And you're able to start an email dialogue with them which can create new sales for you right out of the gate!

Variations on This Email

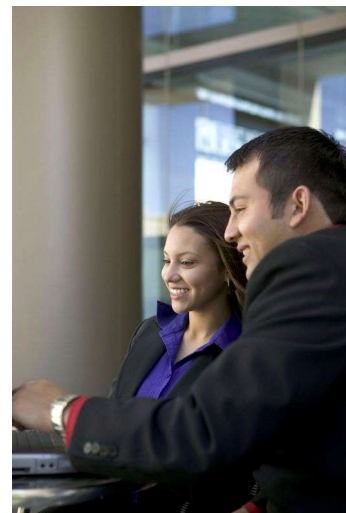
You DON'T need to use the exact wording I shared above. It's the principle that matters. You want subscribers to reply to you and share their problems with you. You'll use this to gain insights on the type of content to create & products to sell. You'll also reply back to them to start a dialogue, setting you apart from everyone else in your market.

Here's another way you could write this email:

Could you do one thing for me, please?

Reply to this email and tell me the single biggest problem you're having with speaking French?

I'm not able to reply to everyone directly, but I read every email sent to me.



Let's try writing it again...

I care about each and every one of my subscribers and I'd love to hear from you.

Reply to this email and let me know what you're currently struggling with?

I personally read every email sent to me.

Since I receive a lot of email, it could take me several days to get back with you.

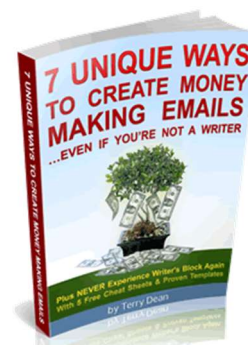
In this example we even let them know we were going to reply to them even though it may take several days to get back to them (yes, you're in demand because you're an authority on your topic).

How to Add This to Your FIRST Autoresponder Message

You can also plug this message right into one of the first few emails you send out when someone joins your list. One of my lead magnets is a special report on the "7 Email Stories to Double Your Profits Today." When someone joins my list, I need to send them to their free report, but I can also plug this request for information here.

Subject: 7 Email Stories to Double Profits - Info You Requested

Thank you for requesting the "7 Email Stories to Double Your Profits Today" plus the bonus cheat sheets.



I also have a couple of other naughty little surprises reserved for you...
<http://www.mymarketingcoach.com/>

Download your complimentary PDF version of my \$29.95/month hard copy newsletter along with all your other goodies.

Print it out. Keep it as a reference.

They make creating emails much easier.

But before you check out your free gifts, could you do one thing for me, pretty please?

I care about each and every one of my subscribers and I'd love to hear from you.

Just reply to this email and let me know what you're currently struggling with?

I want to help and I personally read every email sent to me.

Since I receive a lot of email, it could take me several days to get back with you.

Over the next few weeks, I'll be sending you even more free tips and techniques to earn more, work less, and enjoy life...

Here's just a taste of what you will receive for free...

- Discover the #1 secret that launched me from pizza delivery driver into an Internet Lifestyle expert back in 1996.

- Why "passion" is a horrible way to choose a market and what virtually guarantees online profits instead.

- Why content isn't king...and how one little email earned \$96,250 with only "OK" sales copy.

- 21 tips to sell more products today (a collection of quick income boosters).

- The devastating business mistake that almost made me quit the internet lifestyle for good.

- 5 Keys to Simple Internet Profits - how to eliminate overwhelm by focusing on what's really important.

- How to use both free and paid traffic to grow your business...and why you may be focused on the wrong one.

- If I had a gun to my head and I had to succeed in the next 30 days, what would I do?

Wait till you see the other gifts coming soon.

If at any time you don't feel I'm 100% over delivering and earning the trust you've shared with me, simply scroll to the bottom of any email and remove your name from my list.

Hopefully you'll never leave as I have so much to share with you about the Internet Lifestyle.

Your Marketing Coach,
Terry Dean
"The Internet Lifestyle Mentor"
Earn More. Work Less. Enjoy Life!

When you bury the request inside an email like this, you will have a much lower response rate. Subscribers are more likely to click the link near the top of the email than anything else. You could follow up with the same request in a couple of weeks after sending out content to your new subscriber.

Implement This Today & Start Seeing Results Immediately

If you're like me, you download a lot of free ebooks. But most of that information goes to waste. It doesn't matter how much you know. It only matters how much you implement. Put this profit multiplying secret into action today!



Step One: Send out an "I need your help" broadcast email to your list today. Find out what content & products your audience is interested in. If you have a large list (over 10,000), you could receive so many replies that it becomes difficult to process through all of them. If you have a large responsive list, then you may send them to a survey form instead of having them reply directly to you.

Don't use more than a couple of questions. Use the main "problem" question and the 2nd question, "*Why would it be helpful to you to get this question answered?*" If you're considering releasing a new product soon, you could add that one additional multiple choice question to your survey.

If you have a list of a few hundred or a few thousand, have them reply directly to the email to get maximum response. And if possible, respond and thank those who sent in their question. You could even answer their questions, especially if you can link them over to content you've already created.

Step Two: Plug this email into your autoresponder sequence. Insert an "I need your help" somewhere between the 6th and 10th emails you send out to all of your subscribers. This gives you enough time to start building a relationship with your subscribers, give them some content, and even make some offers.

Step Three: Add in the request for a response into your initial autoresponder email the moment someone joins your list. This helps you position yourself as someone who cares about them and the challenges they face. It also lets you start a dialogue right out of the gate with your new subscriber, multiplying the number of new customers & clients you generate.

About Terry Dean

Terry Dean went from delivering pizzas for Little Caesars at \$8 an hour to creating a full-time income online in 1996. He has been called one of the grandfathers of Internet marketing and was one of the first online marketers to demonstrate the power of email, generating \$96,250 from an email to his list in front of a live audience.

He sold his first business in 2004 to semi-retire at 30. In 2006 he began coaching entrepreneurs one-on-one how to Earn More, Work Less, and Enjoy Life on the Internet. Since then, he has helped thousands of people just like you create six-figure, seven-figure, and even eight figure businesses in their spare time online.



What would it be worth to you to have step-by-step guidance, support, and advice from your own Internet marketing mentor and a private mastermind group?

- Are you looking for more passive income and long-term financial freedom?
- Would you like more free time to travel or pursue your passions in life?
- Do you want to give your family a better standard of living and lifestyle?
- Do you want to escape the rat race or finally tell your boss to shove it?
- Is there a cause or message you can share to make the world a better place?

If you've answered yes to any of the questions above, then you need to find out more about the Monthly Mentor Club by clicking the link below...

<http://www.MonthlyMentorClub.com>