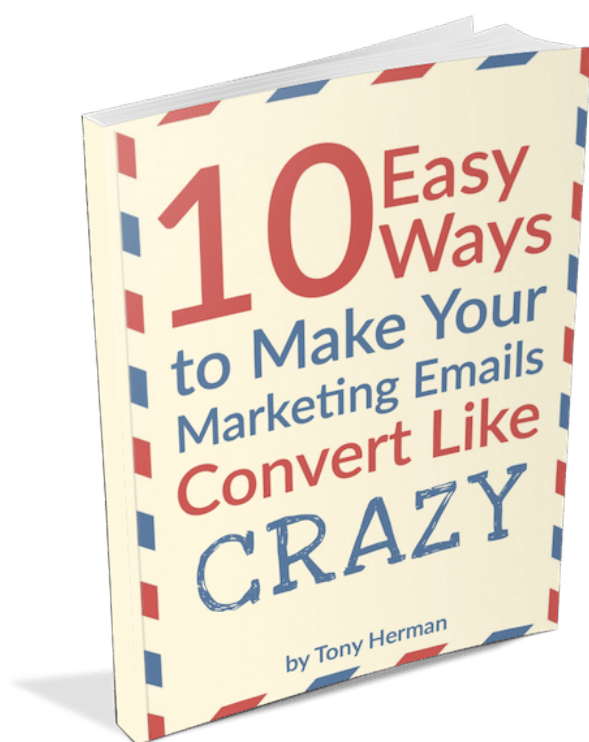


10 Easy Ways to Make Your Marketing Emails Convert Like CRAZY

Are You Wasting Time Sending Out “Dud” Emails That People Just Ignore, Delete, or Mark as Spam?

Would you like to **DOUBLE** or even **TRIPLE** your email conversions — in just minutes?

Then this is for you...



You send out emails hoping for replies, leads, or clicks — and instead, you get silence. You follow up, and it's more of the same. Crickets.

You know your offer is solid. So why aren't people responding?

It's not you — it's your email strategy.

Most people were never taught how to write emails that actually work. The kind that *hook attention fast*, speak directly to the reader's needs, and trigger an almost automatic urge to click or reply.

Good news: that can change today.

This **easy-to-read, 8-minute guide** reveals 10 powerful ways to make your marketing emails convert like crazy. No fluff. Just real, proven techniques that work.

If you want more replies, more clicks, and more results — this is for you.

To the “Did You Get My Last Email?” Marketers Out There...

And, by the way, are you one of these people that emails me saying, “Did you not read my last email?” in a nagging way instead of telling me how what you have will benefit me? I mean, does what you’re doing actually work? I doubt it. If that’s you, then read this full post... please.

1. The Subject Line

It’s the headline. It’s the attention getter. It makes people want to open and read your email. The subject line does 80% of the work because if people aren’t interested in the subject, they won’t read the rest of the email.

Don’t you sometimes see email subject lines where you think, “What is that?” or “Wow, I have to read that” and then you open them?

This is creating a compelling headline.

To make an email subject line compelling (or even a blog post) where people want to look at it right away, it must make them ask a question instantly.

Some ways to do that and more tips:

- Ask a question: “What Do You Think About This STRANGE Idea?”
- Have an open loop – don’t list the answer but make them want to read the email to complete that loop.
- Use emotional words: “I’m Happy With What This Client Said”
- Don’t get too “click-baity” where you oversell the headline and the content in the email doesn’t live up to what you promised.
- Keep subject lines fairly short because you only have about 55-70 characters on mobile devices for subject lines.

The job of the subject is just to get them to read the rest. Don’t give the answer away, but leave an open loop that our brains want to close, so we read in order to close that loop.

Once they start reading the email, you have more time/space to make your pitch.

2. You, You, You

If you take an overall look at your marketing emails and you see too many words like this:

- I
- I'm
- I'd
- Me
- We
- We'd
- Myself

And not enough words like this:

- You
- Your

Then your email is too inwardly focused. I see this a lot.

If you're writing an email to someone, their first thought is:

“What's in it for me?”

Just re-writing your email with this question in mind will completely TRANSFORM your emails and conversion rates.

About 80% of the bad emails I get are written the wrong way. Flip it around – tell people what they get – the benefits (not the features). They really don't care about you – they don't. Don't keep saying what you provide – tell them what THEY get.

(I hear some minds blowing right now.)

3. In the Email, Create Another Open Loop

Have you ever watched a video and they set something up at the beginning that keeps you watching?

“In this video, I'm going to give you the #1 secret to doubling your sales. But first...”

You can do this in your emails as well. Of course, it's much easier for people to skip ahead reading than watching but it still works.

At the beginning of your email, make a promise that benefits the reader, then deliver it near the middle or end.

In the middle, explain benefits.

There are many kinds of formulas for writing and this article covers pretty much all of them:

[The Ultimate Guide to No-Pain Copywriting \(or, Every Copywriting Formula Ever\)](#)

Each line you write should keep people reading on – that’s the goal.

4. Visual Flow

Make your email easy to digest with shorter paragraphs.

The first line should be short and easy to get through. This will keep people reading. They get through the first line and they’re already making progress.

Not every paragraph should be one line. That actually makes it more difficult to read because everything looks the same. Vary the length of your paragraphs – some have 2 lines, some 3, but don’t go over 3 lines too much.

Big blocks of text are really hard to get through, so never do that. Like I said, go to 3 lines at the most usually. The email must be scannable and easy to read, too.

Use bulleted lists when possible because:

- They make emails easier to read
- The points can all be digested at once
- The lines are short and easy to read
- The reader feels like they’re gaining bite-sized bits of information

Like I said, see what I’m doing right now. I’m guessing you’ll agree this is easy to read.

5. Provide Value

When you give people information that’s not common knowledge and you provide real value, they feel more obliged to reciprocate.

If you can give them 2-3 real “ah-ha” moments in your email, you’ve got them!

At the end, when you post your call to action (pitch), they’re in. They’re already sold by just what’s in your content. They’re with you. They’ve chosen teams and they’re on your side.

This is so powerful.

Don't just whip up an email but carefully craft it, and you'll be amazed at what results you'll start getting. This is a gamechanger.

6. Your Call to Action

After you've created your killer email and have your reader on your side, it's time to make your pitch.

Two things here... don't overthink it and be nice.

If they're interested, you already have them, so there's no need to pitch hard. Ask them to do what you want them to do and that's it. Get out of the way.

Put this call to action on its own line – not mixed in with other text. Make it easy to find and easy to read.

Example:

Click on this link to go find out 3 more tips you won't want to miss.

And what else did I do?

- I gave them a preview of what they will get if they click
- I added a little bit of FOMO (fear of missing out)

Here's a bonus tip... I used to write more "salesy" copy with a lot of exclamation points. I had my copy reviewed and I finally saw it from the perspective where doing that looks too desperate. Little to no exclamation points looks more confident.

So, don't fall into what I call the "Exclamation Point Trap" and you'll get more conversions.

7. Take a Break, Then Read Your Email

This is important.

Go take a break.

Do something else. Get up, walk around. Chew some Hubba Bubba... it doesn't matter – just take a break. Make it 5-10 minutes or more.

Then, come back and read what you wrote.

Make changes and make it better. Having a clear head will make this easy.

Also make sure punctuation, grammar, capitalization, and spelling are correct. When I see mistakes like that, it tells me a lot about the care someone put into writing to me and who I might be working with if I took them up on their offer.

And then check every line and every word. If that sentence or word doesn't help or move things along, remove it. Take out all the fluff.

Consider reading it one more time, or have someone else read it and give you feedback.

8. Consider Adding a Cliffhanger

If you're doing a series of emails or an autoresponder series, consider adding a cliffhanger to make people want to read your next message.

Just like binge-watching TV, often something resolves... then... something else happens... right at the end.

And you can't wait for the next episode.

You can do this in a "P.S." if you want, after your name.

P.S. My next email has my favorite tip – one I could never live without.

There you go. It's simple and powerful.

9. Test Your Email

Once you've gone through this and you think you have your great email...

It's not over.

Test it.

Send it out to 20 people. See what kind of conversion rate you get. Is it better?

Next, make a small adjustment – just one:

- Maybe it's the subject line
- Maybe change the first line
- Maybe change the call to action

Then send it to another 20 people.

Keep repeating this as much as you can. Keep stats on each version of your email.

Pretty soon, a winner will emerge. Once there's a noticeable difference in one version of your email, that's your winner. It might take 10 versions or even 20 versions. Just keep working on it with small changes.

Just know that once you get to the best version, you can relax. Don't give up too soon, though. Here's why...

If you send out an email to 200 people at a 5% conversion rate, that's 10 sales. If you send out an email to 200 people at a 10% conversion rate, that's 20 sales... for the same amount of work.

You'll be getting more sales for less work. You'll also be confident that what you're sending has been tested and works. That's priceless.

10. Keep Learning

What I gave you here is just a small preview of what's possible.

You don't know what you don't know, right?

There's a whole world of copywriting out there, and once you get a taste of success, you're going to want more. There's a ton of power in words – more than most people realize.

There are psychological triggers that expert copywriters use all the time. They work like crazy, too.

After some learning and practice, you'll understand how to use these triggers – and they also work beyond writing. They work in your personal life. If you're introverted, you can easily learn to have a bunch of people around you the most at a party just by learning a new way to tell a story (maybe you don't want a bunch of people).

There's power, so do not think what I gave you here is all of it. It's just a taste.

Just please... use this power for good – not bad.

Words sell.

You can write emails that convert like crazy, making your life easier and more profitable.

I just gave you the key to success. What you do now is up to you.

Update

I think many people have forgotten about email marketing. It's still alive and well. Here's an article I found that you might like if you enjoyed the content on this page:

Klaviyo vs Iterable (with mailfloss): Which Email Marketing Platform Should You Choose in 2026? (mailfloss.com)

Original article: <https://www.tonyherman.com/make-your-marketing-emails-convert-like-crazy/>

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