

Subject line: 7 Common Autoresponder Problems We Can Help You Solve (NEW Product)

Hey,

On Saturday I sent over a quick survey asking you about your biggest issues with email copywriting and autoresponders.

Can you guess what people struggle with the most?

(For some reason I'm always shocked when people fill out surveys so thank you very much to those that took part.)

Your responses revealed 7 common problems (*cough* I struggle with these too).

In this email I'll address each of these problems and here's the deal: this is an obvious-not-even-trying-hide-it pitch for the new email copywriting course I've partnered with Ian Stanley on.

Ian and I are calling this training the **"80/20 Email Copy Crash Course."**

This week I'll be sending more emails than normal, but the cool part is, even if you don't decide to join us inside the **80/20 Email Copy Crash Course**, you'll still get great value out of these emails and learn a thing or two (probably more) about email copywriting.

For example, this Thursday we'll be hosting a live Google Hangout where Ian will answer your questions about email marketing. This is your chance to ask a copywriter who has written and tested hundreds of emails to a 1.2 million email list - one that's not in the Internet Marketing space - ANYTHING you want.

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Alright, let me introduce you to the **80/20 Email Copy Crash Course** by running you through the 7 Common Problems that people are having with autoresponders & email marketing.

PROBLEM #1: Procrastination

"I need a formula that eliminates perfectionism & procrastination"

I've included this problem first because it's overarching and I didn't really consider this as the main thing people would be struggling with. However, it was so common in your responses I need to address it.

Ian has found that email writing procrastination is generally the result of one of two things: 1) a lack of habits and tactics to eliminate writer's block, or 2) a lack of ideas and formulas for writing fresh entertaining emails day after day.

In the 80/20 Email Copy Crash Course we address both of these.

Ian believes it's possible to minimize the "writing fear" by using a specific set of strategies:

You'll learn:

- Ian's "Sean Connery" secret for starting any email instantly.

- How to use music to kick-start your “copywriting brain.”
- The psychological principle of “state congruent memory” that forces your brain into writing kick ass copy. (“Do NOT underestimate how valuable this is. I use this every single day to get shit done.” - Ian)
- How to kick “writer’s block” with a “brain hijack” maneuver

Plus, Ian has specific **Formulas** and **Subject Line Templates** that make it (nearly) impossible for you to not know what to write.

PROBLEM #2: Sequencing, Structure & Strategy

“My biggest challenge is determining the strategy behind an specific autoresponder. E.g., knowing when to pitch offers, when to provide content, etc.”

This issue is pretty obvious. What’s the best way to string together an email sequence that will sell?

In **80/20 Email Copy Crash Course** you’ll receive an exact day-by-day sequence to use for your autoresponder so you never have to wonder what order to put your emails in again.

In a lot of ways, Andre Chaperon’s Autoresponder Madness (ARM) has made people unnecessarily stressed about using Open Loops, cliffhangers, etc. It’s just too complex of a strategy for 95% of writers to follow day in day out.

The purpose of this course is to provide the 80/20 of email copy... and to get you to install a passable sequence as quickly as possible. This doesn’t have to be as “perfect” as you might think.

PROBLEM #3 - Writing style, finding my voice, and writing without being salesy

This was a particularly interesting comment: *“I’m extremely intimidated at the thought of writing copy that doesn’t work. I feel that the voice I use isn’t relatable.”*

In the very beginning it’s easy to feel overwhelmed and to find your voice (or your company’s voice) via email.

Ian has templates with **Formulas** that you can follow step-by-step to give your list useful content AND get sales without it feeling like you’re over-selling or being pushy.

Also, Ian has a cool trick you can use to find your “voice” in just a couple of days. (It’s the same secret that Tucker Max and Tim Ferriss use to write their best-selling books.)

Again, you’re likely over-thinking this. Ian’s templates will make it easy to just write and be yourself.

PROBLEM #4: Lack of ideas about what to write

Ian has included a template with **71 different subject lines** that can be used for ANY niche or market. And they’ll give you a **simple “structure”** to get an email done in 25 minutes or less.

PROBLEM #5: I dread writing and/or finding the time to write

Ian's templates are designed to crank out emails in 25 minutes or less. Ian has trained himself to pump out emails in just 15 minutes that need very little editing. He'll show us how he does it.

You don't need to create dramatic "story arcs" and in depth emails to make your list love you. There's a much quicker and more effective way to get things done.

If you'll notice, I rarely include dramatic story arcs, and you guys freaking LOVE me and try to buy me flowers.

PROBLEM #6: No product or list

If you're a business owner with a product, we'll help you come up with an appropriate lead generation piece to build your list.

If you're a freelancer or consultant, you'll learn how to a) sell your client's products through email and b) create your own autoresponder sequence selling your services.

The 80/20 Email Copy Crash Course will be your pre-New Years motivator to start getting shit done.

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As I hope you can see, what's Ian has created with the 80/20 Email Copy Crash Course will certainly help you with each problem presented here.

I'm also excited to announce that we'll be having a 4 week mastermind session for those that want to accelerate things and get direct feedback from Ian and myself.