

Sub Line: Weird “80/20” secret to writing awesome email copy

Everything in the world is subject to the 80/20 Principle.

The 80/20 Principle is something I’m really passionate about and people seem to really love the idea.

It was discovered by Italian Economist Vilfredo Pareto in the early 1900s. He realized that 80% of the wealth in England was held by 20% of the population.

But it was recently made much more popular by author Richard Koch.

He realized that the 80/20 principle didn’t just apply to wealth. It applied to everything.

20% of freeways get 80% of the traffic.

20% of customers make 80% of the purchases.

20% runners win 80% of the races...

And as you probably know, 99% of the wealth in America is held by 1% of the population.

When Koch stumbled upon this discovery, he began to apply the 80/20 rule to his life and his work. It’s the reason he was able to go from working 60 hours a week as a management consultant making six figures... to being worth \$400 million while working just one hour per day.

His approach is all about “less is more.”

I know that sounds extreme and maybe even hard to believe. But it's true. And thankfully, we can learn from Koch and his 80/20 ways.

He has a 3 step system to achieve any goal. Our goal of course, is writing kick-ass email copy.

Step 1: The 80/20 Destination - where you want to be.

Step 2: The 80/20 Route - the easiest way to the destination.

Step 3: The 80/20 Actions - the first key steps.

Follow the steps in this simple order and you'll achieve your goal, even exceed your goal... while doing less actual "work."

Let's apply this model to email copywriting.

1. What's your 80/20 destination? The ability to write emails that create a long-term relationship AND make lots of sales.

2. What's your 80/20 route? A easy to understand step-by-step plan to improve your copy skills. And a set of formulas and structures you can use to crank out money-making emails in less than 20 minutes.

3. What are your 80/20 actions? Focus on the "big wins" first. For example, understand the core "email types," hand copy successful emails. And use proven email structures to ensure you don't ever write a "dud."

We're gonna go over this "80/20" approach to email copywriting in live webinar. We're holding it on Thursday, December 4th at 11am PST, 2pm

EST.

We're going to outline how the course uses the 80/20 principle. This concept teaches you how to master email in the shortest time possible. We'll also talk about the core "email types" and you can ask us ANYTHING you want.

Are there other ways to improve your email copy skillz? Yes, you could do what I did and write and test hundreds of emails to a list of over a million people. You could read countless books on copy and sales. And you could learn all the mistakes as you go along like I did.

Or you can cut out all the hard work and learn from my experience.

That would be the 80/20 solution.

I've already made all the mistakes so that you don't have to.

Click the link below to register for the webinar:

>>> [Click here to reserve a seat on the live webinar](#)

I hope you found the 80/20 path to be an eye-opening way of looking at things. It's amazing how much it can help you achieve your goals in anything in life.

Btw, we will be recording the webinar for those of you can't make it. But only the people on it live will be able to ask questions in real time.

And one last thing. Tomorrow I'll be sending you a video that I recorded. It shows you an email sequence you can use for your autoresponder. And it outlines the core "email types" you'll learn in the 80/20 Email Copy Crash

Course.

Look out for that tomorrow.

Talk soon, Ian Stanley

P.S. If you want to see the offer or this email has you chomping at the bit to get in on the course just click the link below.

8020emailcopy.com