

Regards  
Malcolm Coles  
Editor, www.which.co.uk

Yes! Signed by a real person. (See Idea 31 for what not to do.)

1/

Here are a few more thoughts on how to write more powerful, engaging emails. Start strong. Give your reader an instant reason to keep reading. What is the huge wow-factor difference your product can make to your reader's life? Give them that. Straight away.

Aim for the most conversational style and tone of voice you can manage without alienating your reader. An email is no place for using "purchase" instead of "buy." And your language needs to be less formal because people are used to the informality of email as a communications medium.

Break up overlong paragraphs. That means virtually all of them. Where ~~you do~~ break them? Wherever it feels OK to do so.

5

Keep it ultra personal. In direct mail letters, some copywriters feel it's OK to talk about "subscribers," "our customers," or "executives." (They're wrong.) But in an email, which someone might be reading on their BlackBerry or cellphone, you ~~must~~ use a personal style to hook them.

B | 1.c | 4

### SAMPLE PROOFREAD

#### In practice

- Remember that email is a personal medium. Strive to replicate the tone and style of the emails your prospects *want* to open. Try using "you" rather than "customers."
- Give your reader lots of chances to order or respond. Not just one at the end.

OK

Regards  
Malcolm Coles  
Editor, www.which.co.uk

Yes! Signed by a real person. (See Idea 31 for what not to do.)

Here are a few more thoughts on how to write more powerful, engaging emails. Start strong. Give your reader an instant reason to keep reading. What is the huge wow-factor difference your product can make to your reader's life? Give them that. Straight away.

Aim for the most conversational style and tone of voice you can manage without alienating your reader. An email is no place for using "purchase" instead of "buy." And your language needs to be less formal because people are used to the informality of email as a communications medium.

Break up overlong paragraphs. That means virtually all of them. Where do you break them? Wherever it feels OK to do so.

Keep it ultra personal. In direct mail letters, some copywriters feel it's OK to talk about "subscribers," "our customers," or "executives." (They're wrong.) But in an email, which someone might be reading on their BlackBerry or cellphone, you *must* use a personal style to hook them.

#### In practice

- Remember that email is a personal medium. Strive to replicate the tone and style of the emails your prospects *want* to open. Try using "you" rather than "customers."
- Give your reader lots of chances to order or respond. Not just one at the end.