
Killer “Cut & Paste” Emails

By Josh Burns & Tellman Knudson

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I've got a lot to teach you about persuasion.

I don't say that to boast or brag, in fact, I think it's silly that I'm even in the position to teach anyone anything at all. But for the past year, I've been Chief copywriter for Tellman's company, and in that time I've discovered some things that would make your toes curl.

Like I said, I have a lot to teach you, and *some* of what I've got rattling around my bizarre noggin' is in this report. But this document isn't intended to *teach* you anything. In fact, any "take aways" you find are just icing on the cake.

This report is designed to give you 5 "cut & paste" emails that I've written, that can work for you no matter what niche you're in, no matter how big your list is, and no matter what it is you're trying to get people to do.

I selected these emails based on one primary criteria: The ability for YOU to cut and paste them right now, to sell almost anything to almost anyone.

I didn't want you to have to do a lot of writing, guesswork and editing. You should be able to simply copy and paste these into your auto responder, pop in your name, the correct firstname code, your link, and hit send.

If you DO decide to “tweak” or change these emails, make sure to read my notes about each one, so you can preserve the *potent psychological persuasion tactics* they employ.

I’m doing my best to be a completely open book here - I know there are a lot of “magic bullet” email templates flying around, but the problem I have with those is they rarely if ever show any results.

A note on results: These emails were sent to different lists and sublists of Tellman’s at different times of the year, different times of the day, and, not to mention, Tellman’s lists are...well...different from yours.

I’m giving you these emails free of charge in the hopes that you’ll see awesome results from them, but I’m no psychic. It’s within the realm of possibility that you could send these to a similar sized list and get drastically different results.

I don’t want you to think for a second that these are guaranteed to make you a fortune.

The fact is, the number of variables involved in email marketing is pretty staggering. Depending on your market, how well your list has been trained to respond to you, and how good your email deliverability is, (among a thousand other factors) you may see better results than these, or you may see much worse.

My hope is that you’ll try these out, and see how they work for you - if you find them useful, then great! Please let me know by leaving a comment on www.RoguePersuasion.com/blog

If you find they don’t work for you, then, oh well, it’s not like you paid for them right?

:-)

At the very least, these emails will give you some insight into what has worked for Tellman. *At the very best*, you just stumbled on a mini treasure trove of powerful, profit pulling emails.

I hope you enjoy this short report, and find it as valuable as I do.

-Josh Burns

**Chief Copywriter
Overcome Everything Inc**

Email #1

This email got a 5% open rate, and 2% clickthrough rate to an old prospect list.

I'm not bragging about those stats, in fact, they don't compare to what I've seen with similar broadcasts to our customer lists...

I've added the screenshot below to show you some solid proof that this email, when sent to our *least* responsive list, *still* managed to drive nearly two thousand clicks.

If this email could get such a tremendous response from such a...well...sluggish list... Just imagine what it can do for a more energized, responsive group of subscribers.

SHORT AND SWEET:

Statistics:

Sent#	Open#	Open%	CT#	CT%
76,637	4,580	5%	1,964	2%

subject: <FIRSTNAME> - I'm sending this to you free (hurry!)

Yo <FIRSTNAME> ,

[LINK](#)

Shabambo!
-Tellman

The magic with this email is that it doesn't tell you what to expect, it doesn't give you a lot to read, and it only leaves you with two options, click the link, or leave.

The same psychology that makes the squeeze page such a powerful device makes this email a powerhouse of traffic driving might. When you give people only ONE thing to do, and you make it really simple for them to do it, you'll be amazed at how willing they are to do exactly what you want. (And the people who DON'T sign up for your list, or in this case, click the link in your email aren't interested anyway, so why bother with them?)

If your goal is to get as many people from your list as possible to click through to the page you want them to see, then an email like this will work wonders.

Just make sure there's something compelling, interesting, and attention grabbing on the next page, otherwise they'll leave as quickly as they came.

Email #2

This email got an awesome 10% open rate to a sublist of 12,000 subscribers. The 3% clickthrough rate meant that 412 people from this one medium sized list clicked through, and saw the sales page.

I'd be excited to see what this email could do for a brand new, hyper-responsive list.

BRIEF & IMMEDIATE:

Statistics:

Sent#	Open#	Open%	CT#	CT%
12,002	1,309	10%	412	3%

subject: *blink*

Yo <FIRSTNAME>,

[*blink*](#)

that's how fast this is going to vanish...

--Tellman

Much like the first email, this is extremely short and to the point. There's not a lot to read, there's almost nothing to think about, but there is one single persuasion tactic that I think accounts for it's strength:

URGENCY.

As you'll learn from Rogue Persuasion, there's a "sneaky little trick" I like to use that I call "The Imaginary Clock" - this was an offer for the 13th Module that we were going to be pulling at a very specific time and date, but rather than telling people when it would disappear, I left the details vague to leave the impression that they might miss out if they came back later.

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Is it sneaky? Sure. But it's also true. The fact is, I have no idea when each person is going to read the emails I send - some people get to them days or even weeks after I send them.

By leaving the exact deadline a mystery, I was able to create a burning desire to get "IT" in time. Notice again, this email does NOT tell the reader what to expect on the next page.

By leaving both the time-frame, and the product specifics blank, the reader was at the whims of his imagination.

Email #3

BOOM! I wrote this email while standing around the campfire after Tellman and Jodi's wedding. I dictated it to Kyle, our marketing manager, who wrote it down with his Blackberry and sent it to me.

I'm not 100% sure why this worked so well, but we sent it out to the main marketing list and it got a pretty stellar response (look how many people clicked the link!

INCLUSIVE & MYSTERIOUS:

Date Added	Type	Sent	Opened	<input checked="" type="checkbox"/> Clicked	Complaints	Opt Outs
9/2/2009 9:46 AM	e-mail	130864	5456 (4.1%)	5396 (4.1%)	0 (0%)	0 (0%)

subject: hey <FIRSTNAME>

Hey <FIRSTNAME>,

[You're in right?](#)

--Tellman

My guess is that the sense of inclusiveness was the reason that people were so heavily persuaded to click the link. Now, of course, as with the other examples, there's not much to it, you can read the whole thing in about 1 second.

Something important to remember is that people want to "belong" they want to be part of a group - part of the "in" crowd.

This email does two things that are both interesting:

- 1) Asks the reader, essentially, if the reader want's to be on the "inside" (generally speaking, every human wants to be on the inside)
- 2) Pre-supposes that the reader DOES in fact want to be "in" by asking "You're in, right?" instead of "Do you want to get in on this" or "are you in?"

Email #4

If you haven't noticed the trend yet, then this one will firmly cement it in your head. This email is actually one of our all time best, although it's not quite as powerful as the last one - however, it's easily adapted to almost any application. You should be able to cut and paste this to drive traffic anywhere... as long as that "somewhere" is AWESOME!

THE PROMISE OF AWESOMENESS:

Date Added	Type	Sent	Opened	<input checked="" type="checkbox"/> Clicked	Complaints	Opt Outs
8/26/2009 4:28 PM	e-mail	134659	4224 (3.1%)	4193 (3.1%)	0 (0%)	0 (0%)

subject: you see this yet?

<FIRSTNAME>,

[This is awesome](#)

Shabambo!
--Tellman

So the trend, if you've been paying attention, is that these emails all have "one-liner" bodies. They are all just one line of text, and a link between the firstname code and the sign off.

This email follows suit, and boasting a whopping 4,139 clicks, it's not too shabby if I don't say so myself.

One of the key persuasive elements of this seemingly innocent email is related to the last email and the desire to "belong"...

Most people these days want to be the person in their circle of friends who knows about the coolest things online, it's a point of pride for a lot of us. This email capitalizes on that by creating the thought that there's "something cool" on the Internet that perhaps the reader hasn't seen.

Then, once you open the email, the one line of text (in this case, it's also the link) affirms that in fact, it IS awesome, and therefore worthy of a quick click to check it out.

The P.S. on this "I'll be interested to see what you think..." may have helped or hurt. I can't say. What I do know is that at the time, I felt like it needed a P.S., basically something to round out what was a pretty abrupt email...but in retrospect I think it may have been more powerful without it.

If you test out this email, please run a split test on it, and test P.S. vs. no P.S. - send me your results and I'll post them on the blog.

Email #5

Keep in mind, this is for late-night blasts only. you'll learn more about "TOC" (Time of Contact) and Late Night broadcasts in Rogue Persuasion, but I think you'll see the power of this type of email right away:

NIGHT OWLS ONLY:

Sent	Bounces	Complaints	Opens	Clicks
43,865	83 (0.2%)	0.04 %	6,559 (15.0%)	<u>2,669</u> (6.1%)

Subject: are you still up?

<FIRSTNAME>,

dude =====> [video](#).

That's all I've gotta say.

oh, and:

"Shabambo!"
--Tellman

P.S. [V-I-d-e-o](#) <===

This one pretty much speaks for itself. It got a killer open rate to a de-

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cent sized list, and keep in mind, this was the second email of the day.

That's an extra 2,669 visitors to a page by simply sending out an email for the "Night Owl" crowd.

It's important to match up your message with your market, but also keep in mind that the TIME your market reads that message has a big impact on a few important variables:

- 1) The ABILITY of the reader to buy: If they are reading at work, they may not be able to buy as easily, depending on where they keep their credit card :-)
- 2) The MINDSET of the reader: If the reader is in work mode, or busy rushing the kids off to school, they may not be able to take the time to fill out your order form. Don't count on your readers remembering to come back to your email later to buy.
- 3) The MOOD: I don't know about you, but I'm not inclined to stick around the office any later to read an email and buy something. I'm the type to leave it in the inbox, and completely forget it after it gets buried hours later.

I hope these emails make it really easy for you to start getting fantastic results from your email marketing. Remember, if you like them, please let me know by leaving a comment on the Rogue PEr suasion Blog:

<http://www.RoguePersuasion.com/blog>

DOUBLE SHABAMBO!
Josh Burns