

*The Ultimate Beginner's Guide to  
Daily Emails That Sell*

INSIDE: Discover How I Write  
Entertaining and Persuasive Daily  
Emails That Sell, Step-By-Step

By Jim Hamilton

# First Things First: Who the Heck Am I and Why Should You Listen to Me?

Howdy howdy, friend.

Jimbo here.

I think before I dive into the meat and potatoes of this guide...

I should share a wee bit of my backstory with you.

So...

Here goes:

First off, I'm not a natural "writer" or some kind of copywriting wunderkind.

I spent six years in college earning two different diplomas — neither of which had anything to do with marketing, sales, persuasion... or even writing.

In fact, I spent the first seven years of my career working as a health-based service provider.

(first as a personal trainer, then diet coach, and later as a massage therapist)

But...

One day, I came to realize this was not the life I had imagined for myself.

I was poor. Unhappy. And NOT in control of my own life.

I couldn't take time off. Couldn't travel. And I was NEVER gonna make enough money. So I decided to do something about it. And that "something" turned out to be copywriting.

Fast-forward to today, and I've...

- Worked as a freelance copywriter for 2+ years
- Spent 18 months working at a virtual copy agency
- Traveled across Southeast Asia for 7 months while writing copy full-time
- Written daily emails to my own list since June 26/2018
- Written daily emails for clients since September 16/2018

**As of this writing, I've generated over \$138,000 in sales from daily emails for my clients, and written 350+ daily emails.**

Safe to say:

When it comes to daily emails, I just can't get enough of the stuff.

I still remember stumbling across the concept for the first time:

I was flying to Kuala Lumpur for the weekend, and had bought Expert Secrets to read on the flight. In it, the author (Russell Brunson) introduced the concept of "Seinfeld Emails."

(for those who don't know: Russell Brunson is the founder of ClickFunnels, now a 9-figure software company...so safe to say the guy knows his sh\*t)

He revealed that:

In his experience, he found people prefer to be **entertained** than to be **educated**.

That they didn't respond well to nitty gritty "how-to"-style emails.

So instead, sending these daily "Seinfeld Emails" was a way to entertain, bond with your list, and make sales at the same time.

Win-win-win.

I was fascinated.

A few days later, a thread about daily emails popped up in the ClickFunnels Facebook Group.

In it, someone mentioned Ben Settle's name.

So I got on his list — and the rest, as they say, is history.

From that moment (early January 2018), I knew I wanted to become a daily email copywriter. And I've dedicated every ounce of time, effort, and energy I had since to achieve that goal.

This guide is the result of a LONG series of very deliberate steps I've taken.

It's a journey I'm immensely proud of.

One I hope YOU will benefit from just as much as I have.

(and with a lot less frustration, I hope!)

So, now that we've got that out of the way...

Let's get going, shall we?

# Giving Credit Where Credit's Due

One more thing before do:

It's important for me to give credit where it's due.

Because while I've included plenty of my own thoughts, lessons, and insights inside these value-packed pages...

...not everything you'll find in here is something \*I\* came up with on my own.

You see, I've been fortunate enough to learn at the feet of more than one daily email master. And by following in their footsteps, you too can master the art of writing entertaining and persuasive emails that sell.

There are TWO people, in particular, who've greatly influenced Jimbo's daily email journey.

First is...

**Ben Settle** (<https://bensettle.com/>)

Now, I know I've already name-dropped Ben...

But I've gotta say it one more time — because without him, I wouldn't be here right now.

(and you wouldn't be reading this guide right now)

For me, he's the pioneer. The master. The OG. The one who set me on my path.

His teachings about sales, marketing, and copywriting have utterly transformed the way I do what I do.

So lemme put it this way:

If you aim to become a killer daily email copywriter, whether for your own biz or for clients...

You need to follow eIBenbo. Get on his list. Read his emails. And consider subscribing to his "Email Players" newsletter.

'Nuff said.

Now, for influential figure numero dos...

**Matt Rizvi** (<https://mattrizvi.com>)

In addition to being an Agora-trained copywriter and fellow student of elBenbo's daily email teachings...

Matt is also MY copy coach.

My #1 mentor.

The man who's influenced the way I write more than any other.

Honestly, I give thanks every day for the fact that our paths crossed when they did.

Because not ONLY has Matt helped me take my writing to the next level — he's also handed me a slew of opportunities that have put shine on my name and cash in my pocket.

I wouldn't be here without him.

And IMO:

His daily emails are some of the best in the biz. So if you're looking to supercharge your daily email "diet", get on his list pronto.

Alrighty...

Now it's finally time for us to bite into the gooey, chocolatey center of this here Tootsie roll.

# 8 Reasons Why Writing Daily Emails is the Bee's Knees For Growing Your Biz

Okay, so:

If you're gonna commit to learning how to write daily emails in the style I discuss + dissect inside this guide...

We should probably review WHY it's a good idea in the first place, right?

I think so.

Here are 8 reasons why writing daily emails can help grow your biz like nobody's beeswax:

## **REASON #1: People are naturally curious**

Humans are voyeurs.

We love to have the scoop, to get the skinny. To be in possession of information other people don't have. To know the juicy details about someone. Especially when it comes to their personal life.

It's why tabloids and gossip magazines have been around for so long.

And while you might think you're not very interesting, the truth is your subscribers are naturally curious about you and what you're up to.

By writing an email to them every day about what's going on in your life — whether it's a book you're reading, a course you're going through, someone you met at the gym, or an encounter you had at the grocery store — and then using these stories to share bite-size lessons, you're giving them a way to satisfy that urge every day.

As well as giving them a fun and easy way to learn more about how to achieve their desired outcome (losing weight, making more money, writing better copy, etc.)

## **REASON #2: Bond with your list quickfast**

The minute a new subscriber joins your email list, one of the first goals is always:

To BOND with them as quickly as possible.

(DigitalMarketer refers to this as “indoctrinating” your subscribers.)

Basically, you’re allowing them to get to know you — your values, principles, goals, etc — so they can feel more comfortable consuming your information and (eventually) buying from you.

IMO: Daily emails are the quickest way to build this bond, bar none.

By writing an email to your subscribers every day, and incorporating stories and experiences from your day-to-day life in your emails, your subscribers will get to know you mucho quickly.

They begin to feel like they’ve joined your inner circle. Because now, they’re privy to details about your personal life that others aren’t. Which puts them at ease. And makes it (much) more likely they’ll buy from you.

### **REASON #3: Daily practice → MASTERY**

The fastest route to mastery of any skill is through focused daily practice.

Writing an email every day means you’re getting practice every day. Focused practice. And no matter how (in)experienced you may be right now, you’d be amazed at how quickly you can get comfortable writing an email every day.

And, because writing is a skill that can be applied to virtually any area of your biz, the effects are compounding. The benefits build up and spill over into other areas of your biz.

You’ll become more effective at writing everything, from ads to sales letters to blog posts.

Which should mean (a lot) more cash in your pocket.

### **REASON #4: More offers = more \$\$\$**

A lot of people overcomplicate this whole “making money online” thing.

The recipe is very simple:

Offer + Traffic = \$\$\$

In other words:

STEP 1: You start with an offer (an info product, a course, a physical product, a service, etc.)

STEP 2: Then, you drive traffic to that offer (through social media, email, paid ads, etc.)

STEP 3: A certain percentage of that traffic converts (i.e. takes action and buys).

That's how you get sales.

So naturally, if you're writing an email to your list every day (and by extension, making an offer every day), then you're going to make more sales.

It's basic math, yo.

## **REASON #5: Pre-frames your subscribers from Day 1**

Understanding the importance of PRE-FRAMING is key.

A while back, a subscriber wrote me because he was struggling to land copywriting clients on Fiverr. He asked me what to do about it. So I said:

*"Think about it: What's the premise of Fiverr?"*

It's to find someone who will do a job for \$5. And if you work backward from there...

What kind of CLIENTS are attracted to Fiverr?

Shitty ones.

Clients looking for freelancers to work for \$5 are not good clients. They've been PRE-FRAMED to see freelancers on Fiverr as a commodity. Cheap labor. And, most importantly:

Folks who AREN'T good at what they do.

(because if they were, they'd charge more)

And this principle of pre-framing applies to email, too.

If someone signs up to your email list to receive a freebie (a PDF or video, for example) and then you send 'em a value-packed email sequence WITHOUT making an offer...

You've pre-framed them to believe the relationship is one-way.

It's YOU giving them stuff they want, in exchange for absolutely nothing.

But, if you make it clear from Day 1 that...

- A) You have things for sale
- B) You'll be making an offer every day

Your subscribers are pre-framed to see your relationship for what it is:

A business relationship.

You've planted that seed. You've made them aware. And so, the tire-kickers and freebie seekers who have no intention of ever buying anything will naturally be repulsed by this, and (hopefully) unsubscribe right away. Which is a good thing.

You want to get these people off your email list as quickly as possible.

(More on this in a moment.)

But first, let's wrap up our list.

## **REASON #6: Keeps you “top of mind” in crowded markets**

Just as no transaction occurs in a vacuum, no leads exist in a vacuum either.

Everyone on your email list is on other email lists, too. They get emails from lots of other people in your market. Which can make it very difficult to stay “top of mind.”

Especially if you don't email them very often.

This makes it even easier for them to forget WHO you are, WHAT you have to offer, and WHY they should buy from you instead of the guy next door.

But when you're in their inbox every single day — with a short, fun, entertaining email that's easy to read — it's literally impossible for them to forget about you.

You'll always be “top of mind.”

Even if you're in a crowded market like health, finance, relationships, personal development, etc.

## **REASON #7: Creates unique content (that CAN'T be copied)**

Offering an experience that's **UNIQUE** is critical when it comes to building an audience.

Which is another reason why daily emails are so effective for growing your biz:

Because they force you to create unique content.

Every. single. day.

When you're using stories, experiences, and anecdotes from your own life, you can't help but be original. No one else is living your life. So no one else can write the emails you write.

This makes it impossible for copycats to swipe your work and pass it off as their own.

It also keeps your readers hooked.

Reading your emails becomes an addiction. They can't get that same hit anywhere else. Which feeds back into the point I made earlier: People are natural voyeurs. They love to peer in on someone else's life from afar.

## **REASON #8: People follow LEADERS, not experts**

This is a principle I learned from Ben Settle.

And one that's very easy to observe in the marketplace.

People online don't follow the person who knows the most, has the best credentials, or has been in business the longest.

Think about it:

Experts are a dime a dozen.

Pick any market, and I can (practically) guarantee there hundreds of highly-knowledgeable experts you could follow.

So why do some attract massive followings, while others struggle?

The answer is simple: Because people don't follow experts — they follow **LEADERS**.

Leaders aren't afraid to speak out. They voice their opinions. They have personality. They take a stand on issues. And more importantly: They do it every day.

By writing an email to your list every day, you'll naturally establish yourself as a leader.

And people will be naturally attracted TO you — regardless of how much you know, how much experience you have, or even how well you can write — simply because you've demonstrated you're not afraid to lead.

Alrighty...

Now before we move on, I think it's time to tackle the elephant in the room...

## **“But Jimbo... isn't my list gonna HATE me if I start mailing daily??”**

When I suggest to someone that they should start sending daily emails to their list, one of the following objections usually rears its ugly head:

- *“Daily emails won't work in [insert niche here].”*
- *“People will think I'm spamming them”*
- *“It'll look like a money grab”*
- *“I don't want to burn out my list”*
- *“Everyone will just unsubscribe”*

And look, I get it.

In fact, I used to feel the same way.

After all, who the hell wants MORE emails in their inbox?

So let's be clear:

Will you get more folks unsubscribing from your list by mailing daily vs mailing once or twice a week?

Yes. You will.

But that's a GOOD thing.

Because these folks have no intention of ever buying from you.

And, as a biz owner, your goal should be to separate the BUYERS from the NON-BUYERS as soon as possible.

Plus:

The reason people get upset about daily emails comes back to **managing expectations**.

If you say..

*“Hey, come sign up for my super awesome lead magnet about XYZ!”*

...and then, after getting their email, proceed to mail them daily without ANY warning...

Well then fugk yeah, they’ll be pissed.

They’ll think you’re just another sleazy marketer, out to make a quick buck.

So instead...

Be upfront.

Make it clear you mail daily.

Mention it on your sign-up page.

Mention it in your confirmation email.

Remind them AGAIN in your welcome email.

You can even encourage them to unsubscribe if they aren’t interested in receiving daily tips on XYZ topic right off the bat — no hard feelings.

(which, if you’re paying attention, is exactly how I do it)

And, if you do it this way...

I promise you: No one will be upset that you’re mailing daily.

How can they be?

You were transparent about it from the beginning.

You've properly MANAGED their expectations.

You'll also attract MUCH higher-quality leads to your list.

More:

If you train yourself to write emails the way I'm about to show you in this meaty guide...

People will get hooked.

They'll start reading your emails every day.

Looking forward to them, even.

Just to see what you're up to, and what you've got to say today.

Think of your daily emails as your very own talk radio show.

(an analogy I can't claim credit for — I believe it was Matt Furey who coined it)

Your subscribers are tuning in to get their daily dose of YOU.

Make sense?

Good.

Now that we've covered WHY daily emails are such an effective biz-building (and money-making) strategy...

It's time to step into the cadaver lab and brush up on your daily email anatomy.

Onward...

# The Anatomy of an Entertaining and Persuasive Daily Email

The basic structure of an effective daily email is as follows:

## **PART #1: STORY**

First up:

A persuasive daily email is built around an interesting (and relevant) anecdote or story.

It can be something that happened to you, something you saw online, etc.

But, what matters MOST is that it relates to a pain point for the prospect.

Look for a story or anecdote that has something to do with one of the common problems of your audience (which you should already know) and...

...is also a problem that is SOLVED by whatever you're selling.

**In other words, the problem MUST be the reason to buy.**

For example:

Let's say I was selling a self-defense weapon.

An extendable baton.

It's lightweight. Easy to swing. And packs a hell of a punch.

Perfect for keeping in the car in case of an attack.

Well:

I might go looking for a story online about someone whose car broke down late at night.

Flagged down another car to ask for help.

But, instead of getting help — was attacked + robbed.

And the poor guy was left bruised, battered, and bloodied on the side of the road.

(this is what's known as a "cautionary tale," btw)

That way, when I introduce my product later in the email...

It's an easy lay-up.

Because there's alignment.

Congruency.

One problem. One solution.

The problem BECOMES the reason to buy.

And the story does ALL the selling for me.

Wanna stay safe when your car breaks down?

Keep one of these puppies in your car, and you'll never have to worry.

It's that simple.

No hard-sell required.

Get it?

Good.

Onward...

## **PART #2: LESSON**

Next, use the story to reveal a lesson. An easy way to frame this in your mind is to ask yourself:

- > What do you SEE?
- > What does it MEAN?

Most people don't pay any attention to things happening around them. Answer those 2 questions and you should have both the story and lesson in mind.

As you're writing the email, ask yourself, "What's the lesson of this email?".

Sometimes I fall in love with an email angle/idea, start writing it, and then realize the lesson doesn't make sense, or it doesn't jive with the reason to buy what I'm selling.

So in the trashcan she goes.

Always think about the lesson before you get attached to an email.

(you know what they say about your darlings...)

Make sure to consult my fill-in-the-blanks email template further down for more on this.

### **PART #3: PIVOT**

This is where you show the reader that the lesson revealed by your story ALSO applies to them and how your offer can help them.

What really matters most here is:

Using this section to show how your offer SOLVES the problem that's agitated in the story or anecdote your email is built around.

Remember...

The problem *\*must\** be the reason to buy.

And the pivot is where you drive that point home.

### **PART #4: CTA**

By this point, the heavy lifting's been done.

The final step is to close out your email with a call-to-action and a link to your offer.

All you gotta do is tell them to hit the link and take the action.

(opt-in, register, buy, whatever)

This is where daily emails that sell differ from typical "sales" emails, in that...

They're not pushy.

There's no hard sell.

...Instead, it's very casual.

Think about it like this:

Instead of pressuring them to buy, you're giving them the OPTION to buy.

(something many folks appreciate more than you realize...)

In fact, Ben Settle often uses "Here's the link:" as the last bit of his CTA section.

Super simple.

One thing to keep in mind though:

If there's another action that follows the first one, you should pre-frame them for that action.

Example:

If you want someone to fill out an application, and then book a strategy session...

Don't just mention the application.

Mention the strategy session too.

Plant dat seed.

Your clicks will be better qualified, and should lead to much better response down the line.

Now that we've covered the theory...

It's time to show you what I mean — in application.

Let's take a gander at a few examples...

## **DAILY EMAIL EXAMPLE #1:**

The STORY of this is about me going to see Jurassic World.

The LESSON is two-fold:

The first part is about the importance of triggering emotion in sales copy.

The second part is about bonding with your audience before you attempt to persuade them to do something.

The PIVOT is executed at the end of each part of the lesson.

Finally, the CTA is where I offer to apply these two persuasion tactics from the film for online biz owners in the health space, and direct them to click-through and fill out my client intake form.

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### **Subject Line:**

Hollywood persuasion tactics from Jurassic World

### **Body Copy:**

Saw the new Jurassic World the other night...

And I gotta say, I *do* love me a dinosaur flick.

It's the perfect "theatre" movie - meant to be seen on the big screen with a tub of buttery popcorn by your side.

But on top of getting to see a few hapless folks get chomped by hungry dinos...

There was a pair of subtle (and spoiler-free) persuasion lessons woven into the film:

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#### **1) Hit 'em in the feels**

People buy based on emotion, not logic.

So if you want to get (and hold) someone's attention, then make them *feel* something.

Exhibit A:

In the movie, a volcano on Isla Nublar has recently become active again.

The dinosaurs are in DANGER!

*Should we leave them to die?*

*Should we save them?*

*What's the "right" thing to do??*

As a viewer, you've got no choice but to contemplate this ethical conundrum and its emotional consequences while the movie plays out.

In other words, they hit you right in the feels. And that sucks you deeper into the movie.

Your copy should work the same way.

Matt Rizvi, my Copy Sensei, has a special technique for weaving emotion into his copy he calls the 'Emotion Sandwich'.

It delivers the perfect dose of emotion exactly where you need it most in your sales argument.

Because if you *fail* to trigger that emotional response...

You ain't getting the sale.

## **2) Bond before you persuade**

Comes as no galloping shock that Chris Pratt's character Owen returns for JW 2.

He is, after all, a mega-star these days.

Here's how he fits into the story:

One of his highly-trained raptors from the first Jurassic World, Blue, is still alive on the island.

And there are those who desperately want to save her.

(I won't say who or why...)

But to make that happen, they need Owen.

Why?

Because he's *bonded* with her over years and years of training and spending time with her.

Basically, he's the only humo-sapien capable of getting within a country mile of Blue without being ripped to shreds.

And when it comes to your business, you've gotta treat your prospects and customers the same way.

If you want to persuade them to do something... be it to hire you or buy from you...

You've gotta BOND with 'em first.

That bond is the "special sauce" that makes your sales argument sizzle.

Think of it like a deposit in a joint bank account you share with your customer...

Once that deposit's been made, only *then* can you make a withdrawal.

Not before.

Comprendo?

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Alrighty...

That's it for today's edition of 'Hollywood Copy Lessons.'

But, if you're an online biz owner working in the health space, and you'd like to put these Hollywood persuasion tactics to work for your business...

Then hustle on over to fill out my form below before the T-Rex gets ya:

<http://jimhamilton.me/client/>

Talk tomorrow,

jimhamilton.me

Jim Hamilton

## **DAILY EMAIL EXAMPLE #2:**

The STORY in this email is about a deep dish pizza place I visited in Toronto while recovering from a nasty hangover.

The LESSON is about the importance of social proof + scarcity.

The PIVOT is that sometimes ignoring conventional wisdom can be a good idea, regardless of what kinda biz you're in.

I chose not to sell anything in this email, so there's no CTA.

But, I could easily swing this to either...

### **A) Sell my copywriting services**

*("And if you're in the market for a copywriter who knows how to ignore mainstream marketing wisdom for fun and profit...")*

...OR...

### **B) Sell a copywriting course**

*("And if you'd like to discover how I infuse my sales copy with sizzling scarcity + social proof — just like a master chef — then consider signing up for Copywriter Conditioning...")*

Check it:

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### **Subject Line:**

Secrets behind Descendant's deep dish success

### **Body Copy:**

Ugh.

Someone had a few too many wobbly pops last night.

Which is the reason why this email is hitting your inbox a wee bit later than usual

But...

No matter how queasy I feel, the show must go on.

And thankfully, my headsplitting hangover also happened to deliver the topic for today's email:

Descendant — a deep dish pizza joint on the east side of Toronto — and how it's been so successful in such a hyper-competitive city AND industry.

First, some context:

The place is tiny. Can only seat 20 people at max capacity.

Next, the pizzas they make take about 35-40 minutes to cook.

And they're GIANT.

I don't even wanna hazard a guess on the calorie count, because I'll bet the number would scare the bejesus out of me.

They're incredibly rich and decadent.

Made with a nice, light, fluffy outer crust...

Layered with some of the most mouth-watering cheese I've ever tasted.

And baked to perfection.

Safe to say:

It's unlike any pie I've ever had.

(and I do fancy myself a bit of a connaisseur)

My point is:

They aren't made for EVERYBODY.

They're made for the pizza lovers.

The die-hards.

The fanatics.

People like me.

Now, the first time my cousin and I ate there, the place was (understandably) packed.

We had to wait to get a table.

And once we got to chatting with our server, he revealed they often sell out of pies well before closing time.

Reason being:

They can only make so many crusts each day.

Immediately, I wondered:

Why not scale up the operation?

I mean, it makes sense...

Doesn't it?

If they're routinely selling out, then demand has outstripped supply.

Naturally, the logical thing to do would be to:

- A) Move to a bigger location, or...
- B) Open up a 2nd location

Yet, Descendant hasn't done either.

....And therein lies the genius of their strategy:

First, staying in a small place that often fills up creates much more social proof.

Regulars know it's busy, and you can't just breeze in there on any given day and expect to be seated right away.

And seeing a lineup outside any bar or restaurant is guaranteed to make passer-bys curious about what's inside.

Second, by purposely NOT scaling up their operation...

They've also created some built-in scarcity.

Their greasy and delicious pies are in limited supply.

Honestly, I think it's a masterstroke.

While they may be leaving a few extra shekels on the table...

They're keeping costs low and margins.

AKA:

The universal recipe for long-term biz success.

Which is why I suspect they'll be around for a long time.

Bottom line is...

Following conventional wisdom ain't always the way to go.

Sometimes it's better to buck the trend and do things differently.

Now, you'll have to excuse me while I reheat my leftovers from today's visit and get back to rallying for Round 2 tonight...

Adios amigos,

Jim Hamilton

### **DAILY EMAIL EXAMPLE #3:**

This is another movie-themed email.

This time, it's selling Matt Rizvi's Copywriter Conditioning course.

(a course I promote as an affiliate)

The STORY is about why I didn't like the Star Wars movie "The Last Jedi."

The LESSON is that skill development involves training under a dedicated teacher (something the movie pretty much ignores all together.)

The PIVOT is that this also applies to copywriting (duh).

Finally, the CTA is to learn more about the exclusive bonuses I offer to my subscribers who purchase the course.

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#### **Subject Line:**

The Last Jedi school of copywriting

#### **Body Copy:**

Like most real Star Wars fans...

I thought The Last Jedi was a stain on its sacred namesake.

IMO: It was worse than spilling a bottle of red wine onto a \$25,000 alpaca carpet.

(and one no amount of blotting can save)

The movie was a tragedy.

A travesty.

An absolute abomination.

BUT...

My biggest issue with the movie wasn't that:

The central plot didn't move forward until the final 10 minutes of the film...

Or that not one of the new characters had an inch of depth to their stories...

Or even that we were forced to hear Luke fugging Skywalker utter the words "laser sword" on-screen.

Nope.

My beef is with Rey, the main character.

Specifically:

How she's simultaneously able to...

\* Wield a lightsaber as deftly as Count Dooku, and...

\* Channel the force more masterfully than Yoda

...and all without a goddamn lick of training.

Honestly:

The Jedi are (supposed to be) badass warrior monks who spend a lifetime of training to acquire their impressive skills.

But instead...

Rey's pretty much able to do it all from Day 1.

Hell, she's even able to "jedi mind trick" a Stormtrooper (played by an incognito Daniel Craig, funnily enough) in *The Force Awakens* — before she even knows what The Force is.

(so perhaps Rian Johnson, the direct of TLJ, only deserves 98% of the blame...)

Anyway...

This grinds my gears because its complete nonsense.

It's not believable.

It's just not how skill development works.

Take copywriting, for example:

You don't just skim through a few books on copywriting...

Then sit down and watch persuasive prose pour outta you like lightning from Emperor Palpatine's fingertips.

Quite the opposite, in fact:

It requires years of training under a Master Copywriter to develop those kind of skills.

Not-so-unrelatedly:

Copywriter Conditioning, my coach Matt Rizvi's comprehensive copy course, is designed for just such a purpose.

So aspiring copywriters can get the training required to sharpen their skills.

And learn to wield a laptop + WiFi connection like Darth Maul with a saber staff.

If you're interested in one day becoming more than just a copywriting Padawan...

Consider taking me up on my affiliate offer for the course.

Details below:

<https://jimhamilton.me/copywriter>

Adios amigo,

Jim Hamilton

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Okay, now that we've peeled back the outer layers of skin to reveal what the insides of an entertaining and persuasive daily email look like...

Here's an exercise for you:

Apply this framework to the daily emails landing in YOUR inbox.

Break them down and identify:

- The STORY
- The LESSON
- The PIVOT
- The CTA

As you train your mind to see how these puzzle pieces fit together...

(and how different daily email writers execute on 'em)

Crafting your own daily emails will only get easier.

Which leads us to...

# How to Come Up With Fresh, New Email Ideas On the Daily

Once you start writing daily emails, you'll quickly come to realize...

Writing *isn't* the hard part.

(even if you don't consider yourself a "writer")

The hard part is coming up with the IDEAS.

So, I'm going to share with you a few easy ways to come up with fresh, new email ideas on the daily in just a moment.

But first...

**Remember that PRACTICE makes PERFECT.**

There's no secret "hack" to coming up with email ideas.

Your powers of ideation can only become stronger through relentless repetition.

Good news is, you're gonna be writing a LOT of emails. Which means coming up with a LOT of ideas. And getting a heckuva lotta reps in.

So...

Let's dig in:

## **EMAIL IDEA #1: Stories from your personal life**

As we discussed earlier...

Stories from your personal life often make for the best daily emails.

Reason being:

Humans are naturally curious. Your audience is interested in what you're up to — even if you think you're not.

Some things that make for good stories:

- Movies or TV shows you're watching
- Hobbies
- Nights out with friends
- Travel + vacations
- Books you're reading
- Courses you're taking

Wanna know a secret?

Once you get a little more comfortable with this style of writing...

You'll find you can turn almost ANYTHING into an email.

In fact, I challenge you to do just that:

Pick ONE thing that happened to you today, and find a way to turn it into an email.

Do that every day, and you'll never lack for email ideas.

Moving on...

## **EMAIL IDEA #2: Stories from Reddit/Forums/FB Groups**

Another great place to mine for email ideas is online communities.

Forums, Facebook Groups, and market-specific subreddits are great places to spend some time poking around when you're looking for email ideas.

Pay attention to the...

- Problems
- Feelings
- Frustrations
- Solutions

...people are discussing within them.

This is all gold. And if you stumble across one of these online communities with a lot of activity, they'll serve you up a never-ending stream of email ideas.

If you're working in one of the "big 3" markets (health, wealth, or relationships), then you shouldn't have any trouble finding some of these highly-active communities.

Next...

### **EMAIL IDEA #3: Stories about clients**

Telling stories about your clients is a great way to weave proof into your emails.

By demonstrating the problems a client was struggling with...and then how you helped them OVERCOME those problems...

You're providing proof that you know what you're doing.

That you CAN deliver the desired outcome your audience is after.

And the best part is:

You're doing it an indirect way. One that won't make your readers feel like they're being "sold."

These stories don't always have to be feel-good ones, either.

Cautionary tales can work well too.

Telling a story about how a client failed to succeed due to reason XYZ can be a great way to agitate your audience's pain points — again, without being too direct.

### **EMAIL IDEA #4: Comment on your industry**

Another easy way to come up with email ideas is to comment on things happening in your industry.

For example:

When Black Friday rolled around last year, I noticed some people on Twitter talking about "buying vs selling"...

(as in, if you're BUYING on Black Friday, you're destined to be broke... while if you're SELLING, then you're destined to be rich)

Which I thought was total BS.

So I wrote an email about it.

Most (if not all) of your audience is already tapped into what's happening in your industry.

They follow the same experts you do.

Witness the same trends you do.

Get hit with the same ads you do.

So tap into that common experience, give your take on it, and then use it to teach a lesson that sells your product or service.

### **EMAIL IDEA #5: Answer questions**

People LOVE getting special attention.

Especially from someone whom they follow and respect.

(that's you)

So, if someone writes in to you with a question...

Turn it into an email.

One easy way to encourage people to write in with questions is to ask for it in your welcome email. Invite them to write with any questions. Tell 'em you love hearing from new subscribers. And that you read + reply to every email you get.

(only if you really do, that is — keep it real with your audience no matter what)

Now, if you DON'T have anyone writing in with questions...

Then find questions people are asking *other* experts.

Again, online communities like Reddit, Quora, FB Groups, Twitter etc., are gonna be gold for this. Because chances are, the questions being asked in these places are questions your audience is *also* wondering about.

Anecdotally, I can tell you:

My Q&A-style emails are often some of my top-performing emails.

There's a reason why "Dear Abby" columns have been a mainstay in newspapers for years:

Because they attract readers.

# Jimbo's Fill-in-the-Blanks Daily Email Idea Template

When you first start writing daily emails...

It can be helpful to map out your ideas *first*.

(before you dive into the actual "writing" part)

So, I've attached my fill-in-the-blanks daily email idea template below to help you do just that.

Use it to plot out the key points of your email.

If it looks good, then go ahead and start writing.

If it doesn't, then work it over until it does.

Capiche?

Aiite...

Here it is:

---

**OFFER** (what you're selling):

**STORY** (1-3 bullets):

**LESSON** (one sentence):

**PIVOT** (how the lesson also applies to your audience):

**SOURCE** (link/article/blog post - if applicable):

# Seven Surprising Insights Gained From Writing 350+ Daily Emails In the Last 6 Months

As of this writing (January 2019), I've written 350+ daily emails in the last six months.

Generated over \$138,000 in sales.

Tested all kinds of different stuff.

Had some emails go off, and others go nowhere.

But in that time, I've learned a LOT.

So, before I gently nudge you out of this nest like a proud mama bird...

Here are seven surprising insights I've gained in my time as a daily email copywriter:

## **SURPRISING INSIGHT #1: More clicks = / = more sales**

One of the first things I tested in my client emails was:

Including more than one link.

The idea was, including another link would lead to more clicks. And more clicks would lead to more sales.

Makes sense in theory, right?

Well, not so much in application.

We found that, in most cases (note I said "most" and not "all"), adding a second link earlier in the email to drive more clicks did NOT lead to more sales.

Why?

I suspect it was because those clicking on earlier links were less qualified. They weren't "sold" yet. So they converted at a much lower rate once they hit the page.

In fact:

One email I sent (that had just ONE link) demonstrated this to perfection.

The email itself only generated 99 clicks (a pretty pathetic number, given the size of the list), but ended up generating over \$1900 in sales.

That's like a \$19 earnings-per-click (EPC) for that email.

Meaning:

The buyers who came from that email were highly qualified and spent WAY more than the average buyer.

Wild.

## **SURPRISING INSIGHT #2: Open rates don't mean jack**

Just as I've found more clicks doesn't always mean more sales...

I've found that open rates don't mean jack, either.

Some emails can drive a ton of opens, but few sales.

And, on the flipside:

Some emails get a very low open rate, but end up doing massive numbers in sales.

So...

While it's easy to get hung up on open rates...

When it comes to daily emails, focus on the only metric that matters:

Sales.

## **SURPRISING INSIGHT #3: Great emails on paper aren't always winners**

This goes for both daily emails and copy in general, but:

Some stuff that looks great "on paper" (meaning you and/or your client think it's kickass and guaranteed to go off) doesn't always translate in the real world.

I've lost count of how many emails I've been convinced were gonna go gangbusters...

Only to watch the response be crickets.

Honestly, it sucks.

I've legit sent out some emails to my client's list that generated \$0 in sales.

(and it's a pretty big list)

But that's the name of the game.

You don't know a damn thing 'till you hit "Send."

There simply is no predicting how your copy will convert before it goes out.

Don't get hung up on it.

Keep on writing. Testing new angles. Trying different approaches.

That's the only way to find the winners in the first place.

## **SURPRISING INSIGHT #4: Contrast makes the best hooks**

After writing and mailing 350+ daily emails, I've seen a few trends emerge.

And one of 'em is:

Contrast makes for the best hooks.

Many of my top-performing emails were built around contrast, meaning:

They juxtaposed two (seemingly) contradictory ideas.

For example:

One of my best emails to date had the subject line:

*"Why [product] doesn't work for some people"*

(with the actual product name, not the placeholder, obviously....)

Anyway:

The product is trending. It's like spewing-volcanic-magma levels of hot right now. It's on the tip of everyone's tongue.

So naturally, when they see an email hit their inbox promising to explain why it *doesn't* work for some people...

They've just gotta know.

It creates a psychological itch that **MUST** be scratched.

Which is an insanely powerful concept that, in my experience, has produced the most sales.

## **SURPRISING INSIGHT #5: People love Q&As**

This was quite possibly the most surprising insight of all.

If emails built around contrast are my #1 top-performers, then Q&A-style emails are my #2.

Seriously.

People just can't get enough of these tasty and delicious "Dear Abby" style emails.

They get opened.

They get read.

And they drive a lotta sales.

Reason why I think that is, is because:

They allow you to demolish objections and deconstruct false beliefs.

In a way that doesn't feel "sales-y."

Plus, people love getting that kind of special attention from someone they follow.

## **SURPRISING INSIGHT #6: If sales are slumping, revisit your offer**

It's easy to forget that your emails aren't the only variable in the sales equation.

Remember:

- L (list)
- O (offer)
- C (copy)

That's the hierarchy of influencing factors on sales.

So, if your email sales are slumping, it may be worthwhile to revisit your offer.

With my client, we have some offers that are hot, some that are lukewarm, and some that are colder than an Antarctic ice floe.

And no matter how killer of an email I write...

Moving those icy cold offers is like trying to sell a pile of sand to a Saudi prince.

They just ain't buyin'.

Last, but certainly not least, we have...

## **SURPRISING INSIGHT #7: Use callouts to let folks know it's for them**

Using callouts or labels in your subject lines + body copy can be a very effective way to drive more opens, clicks and sales.

Think about it:

We all have a variety of labels we identify with.

For me, it's ones like "copywriter," "marketer," and "biz owner."

When I include words like :

- copywriter
- copywriting
- freelancer
- marketer
- direct response
- etc

...in my emails, they drive way more engagement.

Now, for my client's audience, the label that REALLY moves the needle is:

“Seniors.”

It's an easy way to signal that my email is for THEM.

That important information concerning them can be found inside.

And if you're writing emails to the health or financial markets...

Chances are, many members of your audience are seniors as well.

So, if you want to stand out in the inbox...

Try using callouts.

Now...

You've (finally) reached the end, my friend.

Here marks the finish line of my Ultimate Beginner's Guide to Daily Emails That Sell.

Well done.

But, before you roll out:

Lemme share one last piece of advice with you...

# A Parting Note From Me to You

Congratulations.

You've made it to the end of my free daily email guide.

(and hopefully, gotten a whackload of value from it in the process)

But, before I let you go...

I've got one last suggestion:

**Go out and start APPLYING the info inside these pages as soon as you can.**

Because, in a world of consumption, most folks tend to skip this step.

They'll happily gobble up all the valuable info they can (both free + paid), revel in the resulting dopamine rush...

Then go back to doing what exactly what they *were* doing before.

Same 'ol, same ol'.

And listen:

Change requires action.

Progress requires action.

SUCCESS requires action.

Everything you want is sitting *just* on the other side of those six magic letters:

A-C-T-I-O-N

And until you DO take action, ain't shit gonna change.

I sincerely, truly, honestly, really-fucking-badly want you to succeed.

It's why I wrote this guide.

It's why I write daily emails about copywriting.

And, it's why I'm extending this offer to you:

If there's ever anything I can help you with, or anything you wanna ask me...

(about daily emails, about copywriting, about freelancing, running a biz — whatever)

Send me an email. Hit me up on Twitter. Reach out and make contact.

I'm a real person, just like you.

I've been at the bottom.

And I haven't forgotten what it feels like.

Which is why:

Nothing feels better than lending a hand to a fellow traveler on the road to success.

With that said...

I'm outta here.

Adios amigo,

A handwritten signature in black ink, appearing to read 'Jim Hamilton', with a stylized, sweeping flourish at the end.

Website: <https://jimhamilton.me>

Email: [jim@jimhamilton.me](mailto:jim@jimhamilton.me)

Twitter: [@jimh4milton](https://twitter.com/jimh4milton)