

22 Email Sales Positioning Strategies

1) The 4-Line

A super-short email which addresses them directly with the problem they're facing, then directs them straight to the call to action, in a pretty 'blind' fashion. It has none of the features, benefits or details and is usually 4 lines of copy or less.

2) The PLuMs

Open your email by confronting a common PROBLEM that they've suffered, a LIE that they'll hear a lot within your niche or a MISCONCEPTION that floats around a lot, then offer them the solution, along with a link to your call to action.

3) The Case Study

Walk them through the specifics of someone who has utilised your product or service to solve the problem they're facing, along with the exact result that they got. The more your case study reminds the reader of his or her own situation, the more powerful this is.

4) The Discovery

Tell the story of how your solution came about and what led to its discovery. Stories are such a powerful way of building anticipation, excitement and intrigue, as well as giving your product credibility. The better the picture you can paint for your subscribers, the better this is going to work!

5) The Metaphor

Use a metaphor that illustrates a point or a feature of the product or service that you're selling, in an indirect way. These create a sense of inspiration in your subscribers' minds and really plant a seed that will grow over a period of time, to get them more and more hooked on your message.

6) The Testimonial

Copy and paste a recent testimonial that you received from a previous customer into your email to show the subscribers what somebody like them thought of your product or service. This is perfect as a ‘I just got this email from Jeff in Idaho, who said...’ positioning.

7) The Tour

Offer to take your subscribers behind the scenes with a video tour of your product. That could be a peek inside the members’ area or a quick look through your book. Alternatively it could be a walkthrough of the post-purchase system, such as an on-boarding process for new clients.

8) Urgency

Ramp up the urgency and give your subscribers the reason why they have to take action right now! Use a (real) deadline before the discount expires, the bonuses are removed or the product goes off-sale. This is even stronger if you use a countdown timer!

9) The Bonus

Let the subscribers know that you’ve just added a new bonus if they purchase right now. Describe the features, benefits and value of the bonus (along with the transformation that it will create for them) and then give them the link across to your call to action.

10) The Stack

Detail the amazing things that they’re going to get from using your product or service, with each one stacking on top of the previous one. This helps to create a no-brainer offer, where you really overcome each and every objection that they could have.

11) Direct Benefits

Most marketers focus on features of their product or service, not the benefits. Make sure to have emails which are directly calling out to your subscribers with the exact benefits that your product or service will have for them, and how that will transform their life.

12) Anecdote

Use a short story or a whimsical story about the time that something happened to you (or someone that you know) and then segue into a pitch for your product or service, along with a call to action. This helps you to use the power of emotion (funny, sad, angry, scared or anything else) to grab their attention and bring them in.

13) The Hater

Received an email from an angry or upset subscriber about your marketing? Great! Take a screenshot or copy/paste it to your subscribers and turn it into a lesson. Obviously make sure to block out any sensitive information, so that you're not revealing anything about them! This is a great way to cause a stir. When you call out a 'hater', it brings your 'lovers' even closer (Ooh err).

14) My Partner Or Family

Talk about something that your partner, family or friends do... or something that you recently did *with* them and then tie it into the big promise or idea behind your product or service. This is such a great way to make you '3D' and draw your subscribers closer to you and your life. It makes everything so much more real.

15) The Objections

Highlight an objection that is currently stopping your subscribers from purchasing (such as time, money, experience, etc) and then overcome it with a story, case study, example, testimonial or solution. Each email can handle a specific objection, for a compound effect. This is best when it's done in a fairly subtle way!

16) The Speed

Talk about the rapid speed with which your subscribers will be able to implement and achieve an outcome with your solution. This is such a powerful one, because everybody wants to be able to save time and get better results. If you can save them time, you're onto a winner.

17) If You Are... Then You Should!

Call out to the specific circumstances that your subscribers are facing and then give them a course of action to follow, based on that. For example, 'If you're tired of waking up every day and feeling like you just don't WANT to exercise, then you should definitely watch this short 7-minute training regime that gets better results in a fraction of the time'.

18) The Leader

Make your subscribers feel good about themselves because they're going to be among the first to get their hands on your solution or to solve a particular problem. It's all about being ahead of the curve and leading the movement.

19) The Guru

Talk about somebody that your market is already familiar with and reference something that they have publicly said or stand for/against. Use this as credibility to further your message and your movement, then lead them to your call to action. This also works with celebrities, like "Here's what Oprah knows about email marketing".

20) Scarcity Deal

NOT to be confused with urgency, in this email you're going to explain why there is a limited *amount* of something available and so they must act now. This could be a limited number of places in your program, or it could be a limited number of bonuses available on your package.

21) Unusual Application

Talk about how your product or service has been used in an unusual way to get an interesting or exciting result. Even if your subscribers are unlikely to want to use that exact application, it's a really powerful reason to continue talking about it and keeping yourself at the front of their mind.

22) Fear Of Missing Out

Make sure your subscribers feel the pain or worry of being locked on the outside of your product or service, or missing out on the outcome that it will get for them. They want to be a part of it, they want to reap the benefits that your solution will offer, so make sure that you hammer that home.