My sales email writing process

That’s proven to DOUBLE click rates on eCommerce brands email campaigns.

Todays topic.

I’m going to be explaining and breaking down my exact process for writing DIC sales emails, which have been shown to get huge click rates compared to what most ecommerce brands are used to.

Who am I?

My Name is Ben Milsom, and I’m a freelance copywriter based in the Uk that’s worked with several online international and local brands

My Clients

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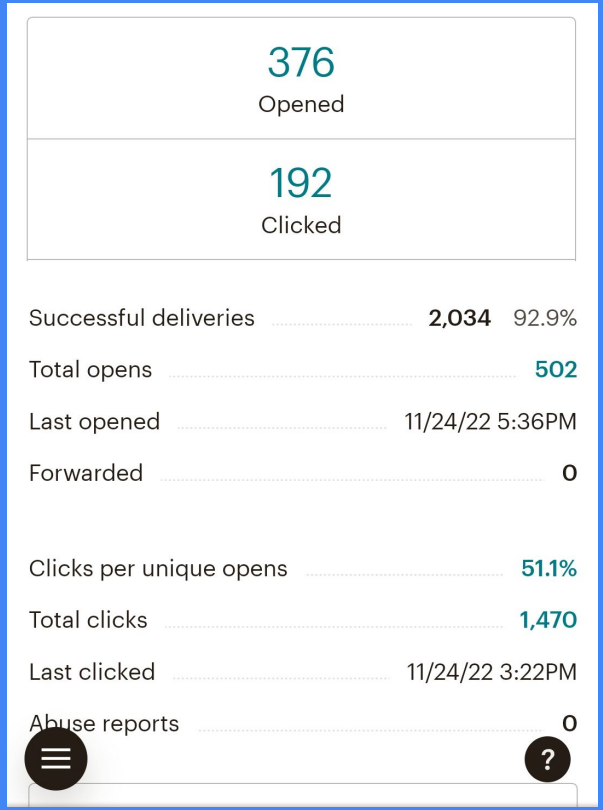
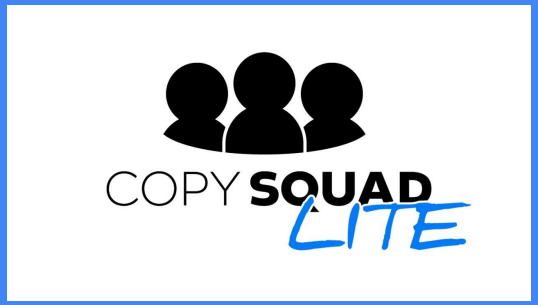
My email copy has Increased click rates by as much as double for certain companies and on my own list I've been able to get click rates as high as 50% (click rates are relative)





As part of Kyle Milligans Copy Squad Lite discord community, we use the techniques I’m about to reveal, and they are taught in even more detail on Kyles copy squad Youtube Channel.

I’m giving an overall rundown today.

What is a DIC email?

1. Disrupt
2. Intrigue
3. Click

1. Disrupt

The first few lines of an email should aim to disrupt.

Your reader is in a “scrolling” or otherwise busy state of mind.

It’s YOUR job as an email marketer, to disrupt their current thought pattern

You can do this with excitement, anger, curiosity, or opportunity, even humor.

Just be sure to honour the click!

2. Intrigue

Your next few lines should aim to intrigue the reader

This can build a sense of hope through a unique opportunity that promises to solve a problem in a way they've NOT seen before.

But never reveal your product!

The goal is to excite your reader about an opportunity, and get them curious.

Revealing your product kills intrigue!

Your only goal is to get the click!

3. Click

Ask for the click (CTA)
Urgency
Fomo
Reason why NOW
Reminder of benefits

Copywriting is NOT creative

My Process

1. Research customer

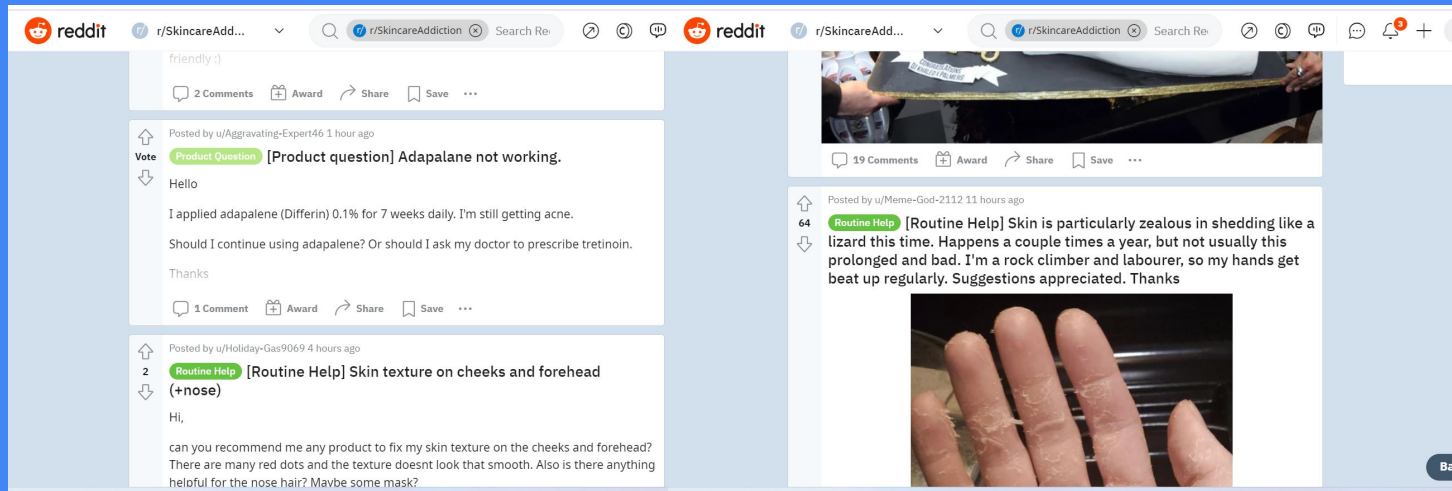
Familiarise yourself with your customers pain points, particularly where they intersect with your product.

If your product solves your customers worst pain points, you need to write them down!

Where to look?

Search online forums (Reddit etc) Where people are looking for answers to questions.

People are literally giving their pain points away here.



Alternatively…

Use to Google to search something like “worst things about applying makeup”

Or

Worst things about skincare.

Just listen!

People give away endless ammo!

90% of copywriting is research - let your customers tell you what they want.

2. Research product.

This is easy, just familiarise yourself with the sales page, the language used in terms of the voice etc and the product BENEFITS. You do not need to know the product features!

3. “Mine threads” from the sales page

Everything you need is probably on the sales page itself.

You just need to “steal” lines that answer 3 questions…

1. What’s in it for me

(what does your product do for the reader)

2. How does it work?

How does your product solve this problem?
What is unique about it?
Why is it different?

3. How is this possible?

Statements that give credibility to your claims.

They don’t necessarily have to be “proof”, but you should be able to explain HOW this is possible

Over to my Google doc…

The 4 Big selling emotions

There are 4 emotional triggers that excite your readers to take action, whether that’s to click to read an article, watch a video, or take the leap and actually buy your product!

NESB

New
Easy
Safe
Big

New/Only

The reader has to believe this is something NEW. If you can’t communicate that your opportunity is new, your readers will simply ignore your message. The alter ego of “new” is “only”, as in “only found here.

Easy/Anybody

People are lazy. They want the path of least resistance. If an opportunity is easy, your CTA is going to be much “lower investment” and therefore your reader is more likely to click.

Safe/predictable

People want to know an opportunity is “safe”.

They don’t want to lose money, they don’t want to waste time, and they want to know for sure this is going to work.

Big/fast

If your opportunity isn’t “big”, why would people want it? You need to excite people with some kind of measurable change in their life. Preferably a big change!

How to “Imbue” your copy with NESB

“Show”, don’t “tell”.

We have a new and easy 3 push-up method that will increase your bench press.

NEW: Mike Tyson's 3-Push-up System for Increasing Your Bench Press by 200%!

The word New is used, but it’s immediately followed with “Mike Tyson”

This communicates “safe”, as it’s a credible source of muscle gains.

3 push up system

3 push ups - easy

System - easy

Increasing your bench press by 200%

Big result and ultra specific = safe

Subcommunicate NESB wherever possible. Don’t just use NESB “buzzwords”.

Back to my docs…

Questions?