Ian Jackson reports that…

"How a daft email oversight provided an easy lesson in writing copy"

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You can find out more about why he is by [clicking here.](#)

Some months ago a friend of mine went into a local store for something or other, some software but exactly what it was, she forgets – she does a LOT of shopping for computer things!

Anyway, as do a lot of stores, they encouraged her to subscribe to their periodical newsletter. After a while whilst still being subscribed, their format changed – I think they had had a change in management or something like that but for my friend it didn't make a bundle of difference as she rarely used them, albeit staying subscribed.

Perhaps she should have used the unsubscribe button, I dunno. Anyway, she didn't and kept on receiving their email.

Then one day she forwarded one to me, to ask what I thought of it.

Why? Curiosity had got the better of her and she as she saw what she thought was a glaring error.

I have my moments sometimes and can be a bit touchy with badly written pieces, usually when I'm writing or evaluating for off line stuff, *but the email that my friend had forwarded to me was wringing wet with BAD grammar!*

That in itself wasn't too much of a problem though, because a BIT of poor grammar doesn't really relate in the overall context of things, and we all "drop a bollock" here and there.

It was the next bit that what the whole thing was all about. There was some text adjacent to a graphic, and THIS is what it was all about…

Use emotional keywords such as

Have you heard
Cover-up
Forbidden
Banned
Behind the Scenes
Secret agenda
Insider
Off-the record
Blacklisted
Censored
Concealed
Confessions
Unbelievable
Covert
Hidden
underground

Bit of carelessness going on there if you ask me! Obviously it was written from an email template from somewhere or other, and if someone else had vetted it, it would have been caught.

Grammar asides, attention to detail is important because it can make the difference

between someone understanding your business, or not understanding it.

Ambiguity and sloppiness affect investment and therefore your income. The odd mistake like a spelling error is ok (in spite of my personal thoughts!), and something that others will forgive you for.

But what my friend observed, and there wasn't even any text to explain – it depicted a piece of software ***that for the sake of a bit of care could have sold to at least two more customers; Her and me***.

It is no secret that the first priority of a business is to take care of its customer base, it may as well be labeled the "heart" because *if it stops pumping the rest of your business is void anyway.*

Here's the thing: Identify **YOUR "Dragon's Den" moment.** What can you offer in exchange for investment from your target market? What are you going to offer your potential investors… and how would you communicate it through an email?

OK, that's given you plenty to think about in terms of email formatting and points to consider.

You need to get a positive response from your audience –

How?

You need to adopt emotive language, so what follows is a summary of the approach you need to take, and some examples:

First, identify and be clear about the action you require from your prospect

Next, *what emotion do you want to instill*?

Then choose your words. Just go to Google, type in something like "emotive keyword selections", and take you pick depending on the aforementioned criteria.

There are ones prompting curiosity…
Secret, confidential, what no-one else will reveal, insider information, hidden

Ones prompting urgency…
Limited, proven, left behind, missing out

ones prompting Confusion and Helplessness …
Disillusioned, stressed, distracted, overwhelmed

There are ones prompting anger…
Shocking, eliminate, aggressive, frustrated, controlling

Satisfied, relaxed, inspired, needy.

And so the list goes on. For each emotional state there are hundreds of words that you can weave into your writing and webs copy.

When you are writing your own words and web copy, you'll be writing from instinct because the knowledge you have will more easily be from within **YOU**.

It may not necessarily be an automatic thing of "second nature" to write emotionally, *it is something that has to be practiced*, and the only way to practice putting emotion into your copy is to **JUST DO IT**. Make mistakes, fall over, but carry on – you CAN do it ;-)

How would I evaluate the email?

It appears to me that either it was a genuine, if "lack of attention to detail" type error,

or, if not exactly deliberate, was more about relationship building through informative content than a direct call-to-action marketing prompt.

Either way, by sending it to my friend prompted a negative result because they are no longer subscribed.

Talk soon

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