Email Structure 2
"Reveal the cause of success"

Successful email structure: "Revealing the cause of success"

Hello Fabian,

my email from last week generated 347% more sales than the one before.

> Mention a specific result that is related to the offer topic.

But what was it about?

The open rates of both emails were similarly high...

So it can't just be the text.

My ability to write convincing email texts was just as good before that.

As I delved deeper into the analysis, I suddenly came across something...

"That's it!"

Sure, good email copy is important to achieve sales.

But something is even more crucial.

With this one thing, even mediocre email copy can result in above-average sales.

However, if you're missing that "certain something"...

Then you can have no matter how convincing your email text is and still be frustrated by the lack of results.

It's an "X factor."

These are the elements that can increase the impact of emails X-fold.

And that without having to change anything in the text.

How can you use this X factor for yourself?

>>With my proven "stand-out formula"

Good luck,
Fabian

Successful email structure: "Revealing the cause of success"

Hello Fabian,

my email from last week generated 347% more sales than the one before.

→ Mention a specific result that is related to the offer topic.

But what was it about?

The open rates of both emails were similarly high...

So it can't just be the text.

My ability to write convincing email texts was just as good before that.

→ List typical assumptions that many people first think of as the reason that makes the result possible.

As I delved deeper into the analysis, I suddenly came across something...

"That's it!"

Sure, good email copy is important to achieve sales.

But something is even more crucial.

With this one thing, even mediocre email copy can result in above-average sales.

However, if you're missing that "certain something"...

Then you can have no matter how convincing your email text is and still be frustrated by the lack of results.

It's an "X factor."

These are the elements that can increase the impact of emails X-fold.

And that without having to change anything in the text.

How can you use this X factor for yourself?

>>With my proven "stand-out formula"

Good luck,
Fabian

Successful email structure: "Revealing the cause of success"

Hello Fabian,

my email from last week generated 347% more sales than the one before.

→ Mention a specific result that is related to the offer topic.

But what was it about?

The open rates of both emails were similarly high...

So it can't just be the text.

My ability to write convincing email texts was just as good before that.

→ List typical assumptions that many people first think of as the reason that makes the result possible.

As I delved deeper into the analysis, I suddenly came across something...

"That's it!"

Sure, good email copy is important to achieve sales.

But something is even more crucial.

With this one thing, even mediocre email copy can result in above-average sales.

However, if you're missing that "certain something"...

Then you can have no matter how convincing your email text is and still be frustrated by the lack of results.

→ State the main benefit if you know the success mechanism and the disadvantage if you don't.

It's an "X factor."

These are the elements that can increase the impact of emails X-fold.

And that without having to change anything in the text.

How can you use this X factor for yourself?
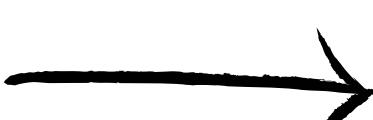
>>With my proven "stand-out formula"

Good luck,
Fabian

Successful email structure: "Revealing the cause of success"

Hello Fabian,

my email from last week generated 347% more sales than the one before.

→ **Mention a specific result that is related to the offer topic.**

But what was it about?

The open rates of both emails were similarly high...

So it can't just be the text.

My ability to write convincing email texts was just as good before that.

→ **List typical assumptions that many people first think of as the reason that makes the result possible.**

As I delved deeper into the analysis, I suddenly came across something...

"That's it!"

Sure, good email copy is important to achieve sales.

But something is even more crucial.

With this one thing, even mediocre email copy can result in above-average sales.

However, if you're missing that "certain something"...

Then you can have no matter how convincing your email text is and still be frustrated by the lack of results.

→ **State the main benefit if you know the success mechanism and the disadvantage if you don't.**

It's an "X factor."

These are the elements that can increase the impact of emails X-fold.

And that without having to change anything in the text.

→ **Reveal the root cause or mechanism that enables the result to be achieved more effectively.**

How can you use this X factor for yourself?

>>With my proven "stand-out formula"

Good luck,
Fabian

Successful email structure: "Revealing the cause of success"

Hello Fabian,

my email from last week generated 347% more sales than the one before.

→ Mention a specific result that is related to the offer topic.

But what was it about?

The open rates of both emails were similarly high...

So it can't just be the text.

My ability to write convincing email texts was just as good before that.

→ List typical assumptions that many people first think of as the reason that makes the result possible.

As I delved deeper into the analysis, I suddenly came across something...

"That's it!"

Sure, good email copy is important to achieve sales.

But something is even more crucial.

With this one thing, even mediocre email copy can result in above-average sales.

However, if you're missing that "certain something"...

Then you can have no matter how convincing your email text is and still be frustrated by the lack of results.

→ State the main benefit if you know the success mechanism and the disadvantage if you don't.

It's an "X factor."

These are the elements that can increase the impact of emails X-fold.

And that without having to change anything in the text.

→ Reveal the root cause or mechanism that enables the result to be achieved more effectively.

How can you use this X factor for yourself?

>>With my proven "stand-out formula"

Good luck,
Fabian

→ How can you use this "success mechanism" for yourself? -> Call to action