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**Copy/Voice**



## Today's lesson: Copywriting, tone of voice, how to write click-worthy emails that convert.

Copywriting isn't just about creating a catchy subject line, nailing that call-to-action, or the copy in your email - it's about all of it coming together. When your emails are [written effectively](#), they'll resonate with your audience and drive them to take action, which means more money in the bank for you.

Your body copy is an extension of your preheader text and subject line. Whatever you pitch in the subject line should be actionable within the email. For example, if you're announcing an Easter sale, your subject line could be "Every bunny loves a good sale - here's 20% off!", and your preheader text could be "Hop on over to our website to shop today!". Your body copy and images should then continue the light-hearted nature of the subject line and preheader so it feels cohesive.

### Tips and Takeaways:

- Get readers to take action by minimizing the number of asks. You should have no more than three calls to action. The fewer, the better.
- Keep it short. No one wants to read a white paper in one email.
- Tell a story.
- Don't yell. Avoid all caps, too many exclamation points, and gimmicky language.
- Show relevance through meaningful offers based on demographic info, age, preferences, or purchase history.
- Personalize (we have variables like first name, order total spend, and more to make your emails feel personalized for the recipient).
- Focus on benefits over features.

The right copy can make the difference between an email that flops and an email converts. It's worth taking the time to craft messages that will resonate with your customers.

**Tomorrow's Topic: Analytics and how to improve email performance.**

