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Tips for Writing Your Own Solo Emails

It's no secret that sending a solo offer to your mailing list can yield the best results when it comes to your affiliate marketing. You can always use the solo emails [we have already prepared for you](#), but it's always better if you come up with your own unique promotion because:

- You can use your own unique voice that your subscribers love and have grown accustomed to.
- You can include the benefits/information that your list will be most interested in.
- You can tie in your offer to other things you may have been talking to your list about.

A Few Rules

Actually, there aren't really any rules. There are no guidelines about length, where to place links, etc. The important thing is to create an interesting offer that your readers will want to click on. It may be short or long - whatever it takes.

The Components

Subject line:

The only job of your subject line is to create curiosity and get your subscriber to open the email. Let's face it, people are busy and scan subject lines. You don't want yours to be missed.

You also have very limited space with a subject line, so use it wisely. Create curiosity with your subject lines that makes your readers want to open them.

Greeting:

Greet your reader at the beginning of the email. Write as you would to a friend, for example:

“Hey [NAME]”

...or...

“Hiya”

Personalization can work well, but don't overdo it in the entire email. Be natural and write the way you would to a friend.

Body:

This is where you really get into it. Relate to a problem/challenge your readers may be facing and highlight it. Then introduce the product and tell them your thoughts about it and why they should go check it out. You can be excited about the product, but be authentic. Your readers will see through hype.

Offer & Link:

Make sure you include a strong call-to-action. Be definite about what you want your reader to do. Avoid saying things like, "You might want to check this out," - it's too wishy-washy. Instead, say something like, "Visit the link for all the details and to get yours while they're still available".

Final Thoughts:

Give your readers one last thought and reason why they should be clicking the link above. Just a sentence or two that highlights the benefit of the product.

Sign It:

Sign your email...it's polite and gives you an opportunity to add the next component below...

P.S.:

Add a P.S. with one more final push and reason to click your link. Include the link in your P.S.

Finishing Tips

Read through your email to ensure it flows, is compelling and is hopefully error-free. Try reading it out loud as you'll likely notice things you wouldn't if you read quickly in your head.