

## How to Get Your Emails Opened and Read

Bob Baker



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Not long ago I interviewed Joe Vitale. He's the author of more than 50 books on hypnotic marketing, the law of attraction, and more. You may have seen him in the movie *The Secret* or on *Larry King Live*.

The interview was inspiring and wide-ranging, but here's one specific piece of marketing advice Joe offered during our conversation: **Putting a question in the subject line of your email** can be a great way to create a "hypnotic" message that

compels people to open and read it.

*But not any question will do!*

The key, Joe says, is to ask a question that can't be answered unless you dig deeper to find out more. For instance, here are two examples of weak email subject lines:

**Would you like to buy my new book?  
Who's your favorite romance author?**

The problem with these questions is that the recipient can answer them and resolve the issue without any further action on their part. It offers no compelling reason to open the email.

However, here is a more powerful, "hypnotic" question:

### **Which One of These Tyrants Inspired My Latest Podcast?**

A question like that creates a mental state of dissonance. It's an incomplete thought. And for many people, unresolved ideas compel them to take action to uncover the answer and complete the thought before they move on.

Here's another example:

### **The Biggest First Date Mistake: This One's a Whopper**

See the beauty in a question like this?

It's similar to when you can't recall a person's name. It often drives you crazy and you can't concentrate on anything else until you resolve the tension by remembering the name.

*(Emails continues on page 2)*

## Book Description Blast: A Crash Course in Drafting and Crafting Marketing Copy

Meghan Pinson

You already know you need a blurb for your back cover, and by now you've probably either drafted several or decided to wait for an epiphany — or an expert to take it out of your hands and write it for you. This workshop presents a happy medium: a one-hour crash course in drafting and revising a great piece of copy for your novel or nonfiction book.

This powerful, versatile paragraph can be adapted for query letters, elevator pitches, and the ever-mysterious online metadata that drives traffic to your sales pages.

Bring your work in progress — however messy or polished — to this class hosted by the SLPA on April 11 at 7pm at THE HEIGHTS, and we'll workshop it within an inch of its life.

Minor tweaks will make your book description work for all your marketing needs:

- Jacket copy
- Query letters
- Elevator pitches
- Online metadata
- E-book promotions
- Amazon sales pages
- and more!

Meghan Pinson is an editor, writing mentor, and consultant who launched My Two Cents Editing in Los Angeles in 2009. She currently lives in St. Louis and teaches workshops in Missouri and California; she belongs to the Editorial Freelancers Association, the Missouri Writers Guild, and Reedsy, among other excellent organizations.

## UPCOMING EVENTS

Apr 11, 7pm @ THE HEIGHTS:

### **Book Description Blast**

with Meghan Pinson

— [stlouispublishers.org/event-2805740](http://stlouispublishers.org/event-2805740)

Apr 14, 8am @ STLCC—Meramec:

### **How to Publish Your Own Book:**

#### **What You Need to Know**

with Warren Martin, Andrew Doty,

Peggy Nehmen, and Bob Baker

— [stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT](http://stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT)

May 9, 7pm @ Jaffe Book Solutions:

### **Field Trip to a Book Manufacturer:**

#### **Jaffe Book Solutions**

— [stlouispublishers.org/event-2818627](http://stlouispublishers.org/event-2818627)

Jun 15–17 @ Renaissance St. Louis Airport Hotel:

### **Gateway Con**

presented by the St. Louis Writers Guild

\* \$20 discount for SLPA members! \*

— [stlwritersguild.org/gatewaycon/conferenceregistration.html](http://stlwritersguild.org/gatewaycon/conferenceregistration.html)

## STLCC—Meramec Self-Publishing Workshop

**ARE YOU CURIOUS** about how to publish a book? In this four-hour workshop, you'll learn the realities of independent publishing, how to get the best results out of editing and design, and options for getting your book published and sold.

**Saturday, April 14, 2018, 8am, at St. Louis Community College—Meramec. \$39.**

To learn more or register, visit

[stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT](http://stlcc.edu/Continuing-Education/classes/index.asp?Cat=XWRT)

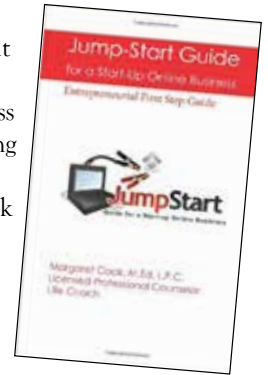
and click on "How to Publish Your Own Book: What You Need to Know."

## THE BOOK CORNER

### Jump-Start Guide for a Start-Up Online Business

Margaret Cook

"If you're thinking about launching an online business and are starting from scratch, Margaret Cook has created a simple, easy-to-read guide that will get you going.



I've been making a living online for several years and can tell you there's a lot that goes into it. This little ebook will give you the vital information and basic overview you need to get started!" —Bob Baker, Past President of the SLPA.

Buy the book at  
<http://a.co/iQwkAPw>.

## Meetings on the Second Wednesday of the Month

**Richmond Heights Community  
Center (THE HEIGHTS)  
The Argus Room • 8001 Dale Ave.  
Richmond Heights, MO, 63117  
(Child care available at THE HEIGHTS)**

Doors open for networking at 6:30pm  
Program begins at 7pm  
The meeting concludes around 8:30pm  
Networking until 9pm

Regular meetings are free to members  
Membership \$60 per year  
Guests: \$10 at the door

SLPA NEWS & VIEWS  
Editor: Andrew Doty  
Designer: Cathy Wood  
Webmaster: Kevin Ericson



To be featured in  
News & Views,  
mail your news and  
announcements to  
Andrew Doty at  
[editor@stlouispublishers.org](mailto:editor@stlouispublishers.org)  
before the next deadline  
(Monday, March 19).

**DID YOU KNOW:**  
We want to feature your  
book on our website and in  
this newsletter! It's part of  
your membership! What are  
you waiting for? Guidelines  
for submitting are on the  
SLPA website. Go to Member  
Books and click on Submission  
Guidelines.

(Email continued from page 1)

Curiosity-inducing questions offer a great way to create a hypnotic message that demands attention. Another related method is to make a provocative statement that doesn't include all the details, such as:

### Don't Let Your Kids Read This Book

You could also use the word *parents*, *boss*, or *lover* in place of kids and get the same effect, depending on your audience and subject matter.

Here's another example:

### This Almost Got Me Banned in Nashville

An email subject line like this creates curiosity and an incomplete idea that begs for a resolution. So start thinking about how you can use hypnotic questions to increase your email open rates.

**Important:** If you're going to use tactics like this to inspire action, you should deliver an interesting message inside the email. If you mislead people or don't offer a story that's funny or compelling in some way, they may not trust you the next time you use a strategy like this.

Also, you don't want to use questions and statements like these with every email you send. Just sprinkle them in here and there when you have important info to get out.