

Objection e-mail to offer www.compellingcopynow.com

subject line: Did you get my last e-mail?

subject line: Did you have any questions for me? (A/B Split test)

Hi {INSERT NAME},

I was told you checked out my program **Secrets to Writing B2B E-mails**

Unfortunately, my records show you looked – but didn't sign up.

So, I thought I'd check in to see if you have any questions for me ... and to get them answered.

You see, in five hours – the Special Discount ends. And I don't want you to lose out on saving \$150. (PLUS registration is limited and I can only work with a set amount of students.)

Look; if you're still on the fence, let me answer some of the most common questions I get asked about my favorite writing opportunity...

Q: What the big deal about writing emails for B2B companies?

Business-to-business companies — software companies, consulting firms, training companies, executive coaching firms, equipment manufacturers, etc. — use email marketing extensively to help sell their products and services.

In fact, B2B companies in the U.S. produce more than a million email campaigns each week!

And that number is growing. According to surveys by Direct Marketing Association and the Content Marketing Institute, B2B companies expect to spend 50% more on email marketing this year.

So there's a **huge demand** for skilled B2B email copywriters *and* the **big budgets** to pay them well.

Q: What kind of emails do B2B companies need?

There are many types of emails a B2B company may want you to write. For example:

Objection e-mail to offer www.compellingcopynow.com

- Emails announcing a new product or service.
- Emails to follow-up on leads and enquiries.
- Emails to promote a white paper, ebook or webinar (as a way to generate leads.)
- Emails to follow-up on free trial offers.
- E-newsletters.
- Emails to offer new products/services to existing customers.
- Keep-in-touch email series.

It's not uncommon to write 10, 15 or even more individual emails for a single client each month. Just one free trial follow-up campaign can contain 15 emails. At \$300-\$400 per email, these can be very lucrative projects.

Q: How long is a typical email?

These types of emails used by B2B companies **tend to be short**. Typically, just 200-400 words. Of course, there are some exceptions where you might write a longer email, but those are rare.

That means, once you get the hang of these projects, you can probably write an entire email campaign in a day. I'm usually able to write 5-7 emails in a day, but I'm quick! If you're just starting out, you'll probably be able to bang out 3-5. Still, that's over a \$1,000 in a day for you.

Q: Can I specialize in Email Copywriting?

Yes! I know several people who specialize in B2B email copywriting and do VERY well.

However, you don't have to specialize in order to reap the benefits of this amazing opportunity. Many B2B copywriters — me included — write for other types of projects in addition to email.

Email copywriting can be one of the major skills in your suite of services, which can also include writing websites, white papers, case studies, blogs, etc.

But... your skill as an email copywriter is what's going to interest clients the most. B2B companies are struggling to find good writers for their email campaigns, and your training as an email copywriter can get you noticed.

Q: Will I have to write anything that hyped up or "salesy"?

Objection e-mail to offer www.compellingcopynow.com

Absolutely not. While writing in an excited, hard-selling style can be effective in B2C copywriting, it's doesn't work for B2B. That's because B2B customers — CEOs, executives, small business owners, engineers, managers, etc. — don't like hype. They prefer facts, along with a straightforward presentation of the features and benefits.

When you're writing email copy for B2B companies, you're playing in a no-hype world.

Q: Do I have to understand technology in order to write for B2B companies?

If you're a tech geek then there are a lot of technology-focused industries within B2B that you can focus on. You'll likely do well!

However, if technology isn't your thing, there are plenty of B2B industries that aren't the least bit technical. For example, B2B publishing, executive coaching, management training, consulting, printers, temp help companies, you name it!

Q: What's the fastest way to get into writing email copy for B2B companies?

You need to learn three things to break into this writing specialty:

1. How to write effective emails for B2B marketing campaigns. (Subject lines, body copy, etc.)
2. How to put together an email series or multi-email campaign. (I can teach you a technique for doing this in just ten minutes. It will wow your clients!)
3. How to find and land clients who are seeking email copywriters — and have the big budgets to pay them well.

You also need at least one email copywriting sample for your portfolio.

My course, *Writing Email Copy for B2B Companies*, gives you all of the above.

Take the program and in about a month — or sooner if you really work at it — you'll have the skills and knowledge to get started.

I hope that covers your questions!

Objection e-mail to offer www.compellingcopynow.com

Remember, the deadline for the special \$150 discount on the program is November 4th at midnight.

My advice?

[Go here now to sign up now!](#)

Or, **[go here to read the original invitation with all the details.](#)**

If you have any more questions, don't hesitate to email the Member Success Team at help@b2bemailcopywriting.com

But... don't wait too long. The special discount expires soon.

Steven B. Saunders
Master B2B Copywriter
Instructor