

## TEMPLATE 2: I WISH I'D KNOWN THIS

This is an example of a Personal Experience email where you relate something you did in the past and use it to share a useful tip or idea with your readers.

Personal experience emails are among the most powerful you use because they allow you to indirectly get across key messages that you'd like your readers to take on.

In this case you'll be talking about a problem you faced earlier in your career that you expect many of your readers currently face (or will face or faced recently). This allows you to build empathy and demonstrate that you understand what they're going through because you went through it yourself.

It also allows you to show them that you've now got considerably more experience than back then and have much better solutions to the problems you faced. Which should lead them to think that you probably have a lot to offer them too.

All that helps to position you as someone who understands their challenges, has been through those challenges yourself, and knows how to solve them.

And because you're sharing your story it helps readers feel like they know you better - you're not one of those faceless corporate types - you're more of a friend they know the history of.

In this case, the topic to pick is a problem that's common in your field that many readers are likely to have that you yourself had earlier in your life or career. You want it to be one where looking back with the benefit of experience, you realise there was a "better way".

**Subject Line:** "I wish I'd known this about [topic] much earlier" or "I wish I'd know this [topic] secret when [timeframe]" etc.

For example "I wish I'd known this email marketing secret when I first started"

### Hook:

In the hook of an "I wish I'd known" email you're aiming to:

- Establish that this topic is important
- Imply that what you know now (and are about to reveal) would have resulted in a much better outcome

For example "When I first started my own business I pretty soon realised that email marketing would be my best route to nurturing relationships with potential clients at scale.

But back then it took me an absolute age to write each email. I agonised over each one, desperately trying to cram as much value in as I could, hoping that readers would suddenly see my genius and pick up the phone to hire me.

It didn't happen.

I wish I'd known back then some of the things I've learned over the years that make email much more effective - and much simpler to do."

### **Transition:**

The transition is simply to say something like "Here's what I've learnt over the years - and how you can apply them to email to get much better results".

### **Valuable Content:**

In the valuable content you explain what you've learnt and either contrast it with what you originally thought, or show how it would have made a big difference.

If you've got one big lesson to share then you can just write it out. If you've got multiple lessons you can do those as bullet points as per the "how to" email.

### **Call to Action:**

As before, if you have products and services directly related to the topic there's a natural lead in to mentioning them. If not, you can mention future emails with future lessons, ask for feedback or anything that gets a bit more engagement.

E.g. "Of course, everything looks much easier with the benefit of hindsight - but I guess that's the value of experience. And it's that hard-won experience in marketing for small businesses that I've built into all the lessons in my Marketing Excellence program. It has in-depth guides to all the key marketing strategies that small businesses need to get right to succeed - along with my personal support on our mastermind calls each month. [Click here for details.](#)"

### **Example:**

Subj: "I wish I'd known this email marketing secret when I first started my business"

When I first started my own business it didn't take me long to realise that email marketing was the most powerful route to nurturing relationships with potential clients at scale.

But it took me much, much longer to figure out how to do it right.

Back then it took me an absolute age to write each email. I agonised over each one, desperately trying to cram as much value in as I could, hoping that readers would suddenly see my genius and pick up the phone to hire me.

And paradoxically, that approach of trying to cram in as much value as possible actually made it less likely that people would hire me than more. I really wish I'd known back then some of the things I've learned over the years that make email much more effective - and much simpler to do.

Specifically, here are 3 key lessons I learned that make email marketing a lot easier and a lot more powerful.

**Lesson 1: The real reason people read emails.** People may subscribe to your emails because of the value you offer in a lead magnet or the topic of your emails. But day to day, the real reason they read them is as much for entertainment as for value.

Not entertainment in the same way as you'd tune in to your favourite TV show or pick up a book or head out to the theatre. But entertainment in the same way as you might scroll LinkedIn for a while or check out the news online - as a break from the monotony of your day.

If they see your name in their inbox and immediately get a warm feeling that reading your email will be more pleasurable than wading through messages from their bosses, colleagues, customers, or boring newsletters - then you'll immediately stand out and get read.

**Lesson 2: Inbox attention is limited.** I don't believe the hype that our attention span is decreasing year by year (and there's actually solid evidence for it). But in an email inbox - especially on a mobile device - there's only so much people can read before feeling they need to move on. Lesson 1 told us that people read your emails as a break from the monotony of their day. But not many people can take a 20 minute break to read your giant newsletter. Instead keep things tight. One big point or 3 short lessons. Make an impact. Move on.

**Lesson 3: Email is like compound interest - not winning the lottery.** The reality is that relationships are built step by step. Credibility is earned step by step. One big brilliant email doesn't do it - lots of small good emails do. It's much more important to just do something interesting and useful every few days than trying to write the world's greatest email and then doing nothing for months.

So in other words, what I wish I'd known was that there's no need to agonise and try to cram tons of information into each email. Your readers can't take it all in and it actually turns them off.

Instead write short, useful emails - ideally with a little story or something to make them interesting. If you do that you'll be able to do it quickly and easily which means you'll be able to do it regularly.

And like compound interest, day by day you'll start getting results.

Make sense?

If so, you might want to look into my email template packs. Each month I send you 5 powerful templates you can inject your own content into to create interesting, valuable emails your subscribers will love and keep coming back for more. It's the simplest way to build credibility and trust with subscribers without all the agony I went through learning how to do it :) [Click here for details](#).

- Ian