



How to Write an Email Newsletter that Makes Your Audience Fall in Love With Your Business

In this unique "over the shoulder" training, you'll watch as I perform a total makeover of one of my private client's email newsletter.

Learn the hidden elements that transform regular emails into compelling stories that educate deeply, build lasting loyalty & turn casual readers into devoted fans who naturally want to buy from you.

[>> CLICK HERE TO JOIN NEWSLETTER REVAMP <<](#)

Dear Friend,

You probably already know that your email newsletter is the lifeblood of your business...

It's how you communicate with your audience

It's how you demonstrate your expertise

It's how you stay top of mind

And if you do it the right way...

It's your writing that turns your audience into diehard fans who naturally want to buy everything you sell.

But there's a problem...

Most email newsletters fall flat as a pancake...

- They're not interesting
- Nobody remembers you in the inbox
- Few people read to the end or click
- They're hard to read
- Your personality doesn't shine through

The result:

- lots of unsubscribes
- low open/click rates
- low sales

And you don't make any money.

Oops.

Give Your Newsletter A Full Makeover!

I've made a name for myself as an email specialist over the last 12+ years and made tens of millions of dollars from email alone.

And going to help you revamp your newsletter, so that:

- people see your name in the inbox and instantly click
- your open and click through rates go through the roof
- you teach unforgettable lessons that make people open every email you send
- your inbox is flooded with replies
- you create a buzz around your brand

When you write a great newsletter, your audience becomes intimately familiar with what you do.

This means that when you come to offer products for sale, your readers want what you're selling, and will often

Buy without even reading the sales page!

And I'm going to teach you exactly how to do this.

Here's the deal...

Recently, I started working with a new private client whose email writing was in serious need of a revamp.

I subscribed to his list (as I always do with clients), read his emails, and wrote a huge long list of improvements to pass on.

But then I thought...

Why don't I document the process?

So I created Newsletter Revamp, where you get to follow along as I perform a full makeover of my client's newsletter:

- How to choose what to write about in your newsletters (get this wrong and no one will want to buy anything from you)
- **How to make your writing more memorable (this keeps people reading and open rates high)**
- How to write with a "code" that convinces readers they need what you're selling (this is the easiest way to increase sales)
- **How to use your personal story to create super fans (who also buy your stuff)**
- My secret "mapping" technique that makes what you teach in your emails unforgettable
- **The vital final step you must take before sending every email (skip this and your emails won't get read by 50%+ of people)**
- How to write in a way that makes readers feel "this was written for me" (this makes it impossible not to open your emails)
- **How to make personality ooze off the page so that the reader feels "I feel like I know you!" (this creates a strong bond with your audience)**
- What to include in your emails so that people read your emails, instead of your the competition (this is so simple, but most people don't want to do it)
- **What to say so people read to the end of your emails (this alone will skyrocket your clicks and sales)**
- How and why to use visuals in emails (hardly anyone does this, but people won't buy your products without it)
- **There's a certain type of word you need to use more often. (I'll tell you what it is and what to do with it)**
- How long your emails, paragraphs and even sentences should be. (I shouldn't be this prescriptive, but I am!)

You'll see the **before and after** — exactly how I would change every aspect of his writing.

But you'll also hear my **thinking and rationale** — I'll walk you through WHY I make the changes I do, so you can get inside my mind.

Lastly, I'll also give you **exercises** to do the same thing for your own writing.

The result is called Newsletter Revamp, and it's available right now...

[>> CLICK HERE TO JOIN NEWSLETTER REVAMP <<](#)

How it works

This is a pre-recorded course and you will receive instant access when you join.

It comes in a series of “over the shoulder” videos where you will see me transform my client's newsletter.

As part of the process, I will teach you how to do the same revamp for your newsletter. Included, is an extensive training document containing all the material from the course, example emails and worksheets for you to follow.

You'll get lifetime access to the programme, so you can follow along, or go through it later — whatever suits you.

You are also free to pass this on to your team, so they can learn to write great newsletters too.

To join the course, click the link below:

[>> CLICK HERE TO JOIN NEWSLETTER REVAMP <<](#)

Is This For Me?

This course is for you if:

- you have an email newsletter and want to improve it

- you want to learn how to write effectively for an online audience
- you don't currently send an email newsletter, but know you need to start
- you want to protect your personal brand in the face of the great AI erosion

It will help if:

- You don't know what you should be writing about in your emails
- Should you be teaching or telling stories?
- You want to sell, but how do you do it in a cool way?
- You're not a confident writer or worried about criticism

What This Is NOT

This course focuses on writing email newsletters that teach your expertise, build a deep relationship with your audience, and generate superfans who buy everything you release.

It is **not** a complete email marketing course, and will not cover:

- product launch sequences
- evergreen email funnels
- writing sales email

Guarantee

I offer a full guarantee on all my workshops and courses.

Don't like it for whatever reason, just drop me a line and I'll issue a refund.

[>> CLICK HERE TO JOIN NEWSLETTER REVAMP <<](https://cart.ollyrichards.co/newsletter-revamp/)

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