

# “Anatomy Of A Money Email... How The Big Boys Do It?”



So, in another report we spent a lot of time talking about how to get people to open your emails. Super important right? But...

...what next?

It's not enough that you get them to open. Now you have to deliver the goods. You need to actually provide something in the email that they care about.

I want to give you a simple formula for that. One that will keep them opening your emails and keep them buying what you offer.

Here it is...

**E+AC+P=\$\$\$**

Let me explain...

That **E stands for entertainment value**. Every email you write should have some kind of entertainment value in it. Generally, it comes in the shape of a story.

That story could be as simple as a small part of your day. Taking your dog for a walk, or going to the grocery store, are great examples of simple stories that can be used.

A story might also be a simple tale about a historical figure, or conveying an interesting blog post you read.

The human brain, though, is hard wired since the time of the cave man to respond to stories. We love to consume stories.

Next the “AC.” The **AC in the formula stands for Actionable Content**.

The actionable content can come in two forms. Either a lesson or take away from the story. Or it can be more of a “step 1 do this, step 2 do that, step 3 do the other thing” kind of deal.

In both of those situations the reader is going to walk away from the email feeling like they got something from the email. It’s the first rule of marketing...

It's never about you, it's always about them.

The AC part of the formula makes it about your reader, no matter how much you talked about yourself or someone else in the story.

The final part of the formula is **the “P,” and that stands for pitch.**

After the story and the lesson, it's your job to segue that into a pitch for whatever you want your reader to click on and check out. Many people mess this part up.

I want you to take a lesson from Google here. Keep it simple. Less is more.

**EXAMPLE ONE** - Now that you get the value of truly powerful traffic...you might be wondering to yourself, “*what now?*” or “*Where do I start?*”

Well, I think a great place to start is with John Smith's new training on his special traffic source. It's current, extremely relevant, and I was highly impressed as I went through it. [affiliate link would go here]

**EXAMPLE TWO** - Okay, so that was basically my little trip to the grocery store. People are crazy. It reminded me of that age old saying, plan ahead or plan to fail.

If you are just getting started online and can't seem to make anything work, or even if you have been trying for a while but have seen little to no results, you might be wondering what the heck you are doing wrong...

...well, I'll tell you something... John Smith just released one of the best Make Money Online systems that I have seen in a very long time. It is going to take you from absolute newbie to making thousands a month with little to no effort. [affiliate link would go here]

Notice in both of those examples I key in on the fact that many people who are new or have seen very little success are looking for a place to start. They are in love with chapter one.

Presenting a starting point is always a good move.

Practice writing some emails with the E+AC+P=\$\$\$ formula. It's easy and before you know it you will be making real money online!

Speak soon,

A handwritten signature in black ink that reads "Reggie Patterson". The signature is written in a cursive, flowing style with a long horizontal line extending from the end.

## **Bring Your Emails to Life with High- Converting Funnels**

You've got the formula for creating powerful, money-making emails... but **the next step** is connecting those emails to a high-converting sales system.

That's where the [HBA Funnel Builder](#) comes in.

Here's how the HBA Funnel Builder can take your email campaigns to the next level:

- **Effortless Funnel Creation:** Build stunning sales funnels and lead capture pages in minutes, with no technical experience required.

- **Seamless Integration:** Use the E+AC+P=\$\$\$ formula to craft engaging emails and connect them to optimized landing pages that convert.
- **Proven Templates:** Choose from customizable templates designed to maximize conversions and save you time.
- **Tracking and Optimization:** Measure your success with built-in tracking tools that help you fine-tune your campaigns for better results.
- **Scalable Solutions:** Whether you're growing your first email list or scaling a thriving business, the HBA Funnel Builder has the tools to help you succeed.

Ready to connect your emails to a system that converts clicks into customers? The HBA Funnel Builder is your next step to online success.

**[Click here to see how the HBA Funnel Builder can transform your business today!](#)**

Here's my personal email address, and feel free to use it if you have any questions or even if you just want to let me know where you're at with your business.

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Reggie Patterson is an online marketer, digital publisher and blogger...

You can get an idea of why he's been called the *Retirement Rebel Marketer* [By Clicking HERE](#)



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