

# Increasing Engagement Via Editing

Editing emails after you've written them is an EASY way to increase their effectiveness. Below are three things you can do to easily edit your emails so they flow better, keep attention and so that you don't keep using the same phrases (repetition gets boring!).

Have a read through of the editing methods below and do the exercise in each one. I want you to send me TEN edited emails. Send the original version and then the edited one with the changes you made in bold so I can compare.

## Attention Resetting

Asking a question naturally resets people's attention. This is pretty much an automated and unconscious reaction due to questions being asked of us all our lives and, most of the time, we have to answer them.

Exercise: Read your email draft and, where relevant, add in one or two of the questions below:

*Can this really be true?*  
*So what's the problem?*  
*Why do I say this?*  
*So what am I talking about?*  
*So have we got that straight?*  
*What about you?*  
*I know that's what you're thinking, right?*  
*Or is it?*  
*Annoying isn't it?*  
*So what?*  
*And what's worse?*  
*Still not convinced?*  
*The only problem?*  
*Why am I doing this?*

*Sound silly? It's not.  
Get it?  
Does this sound like you?  
No?  
Isn't it?  
The result?  
And you know what?  
And guess what?  
What's the catch?  
How do I know?  
What makes this so special?  
Sounds impressive, right?  
How about you?  
Think I'm exaggerating?  
Correct?  
Astonishing, isn't it?  
See the difference?  
But you know what else?  
So what it's all about?*

## **Momentum And Flow**

Momentum and flow is key when it comes to engaging emails. If you keep using the same phrases in every single email you write you'll lose momentum and flow. People will feel less excited because you always use the same phrases.

Exercise: Go through your emails and swap out some of the common phrases you use for one or two of the others.

*First of all  
To begin with  
Similarly  
By contrast  
What's more  
Even so  
Yet  
Either way  
For instance*

*After all*  
*To top it off*  
*Finally*  
*First off*  
*Next*  
*Otherwise*  
*Moreover*  
*Beyond that*  
*Or even better*  
*However*  
*In other words*  
*Then again*  
*Above all*  
*And another thing*  
*Lastly*  
*For starters*  
*Likewise*  
*Besides*  
*In any case*  
*So*  
*But that's not all*  
*Nevertheless*  
*For example*  
*Still*  
*Most of all*  
*In addition to that*  
*Also*  
*Sadly*  
*Honestly*  
*The simple truth is*  
*Admittedly*  
*On the face of it*  
*Obviously*  
*Basically*  
*But don't get me wrong*  
*Believe it or not*

*Personally*  
*By and large*  
*Oddly enough*  
*I tell you what though*  
*Unfortunately*  
*Let's be honest*  
*Frankly*  
*Clearly*  
*For what it's worth*  
*Naturally*  
*In fact*  
*Make no mistake about it*  
*Needless to say*  
*Like everything else*  
*Usually*  
*Perhaps unsurprisingly*  
*Strictly speaking*  
*Seriously*  
*Let's face it*  
*Most importantly*  
*Actually*  
*You'd have to say*  
*Quite simply*  
*But one thing's for sure*  
*Let me say this straight*  
*If I may say so*  
*In general*  
*Surprisingly enough*  
*Remarkably*  
*To make matters worse*  
*Think about it*  
*Think about this*  
*Now get this:*  
*Put it this way In other words*  
*You may wonder why*  
*How's that?*

*What's the bottom line?  
By now you'll be wondering  
Imagine for a moment  
Now stop right there!  
Think about it this way  
But consider this  
Now:  
Think about it another way Why?  
Why is this so?  
So what's going on?  
Bottom line:  
But you're probably wondering  
Put it another way  
Now consider it this way  
Here's another way to think about it  
Now I'm going to stop you there  
And just think  
And get this:  
Look at it this way  
Think about it like this  
Ever wondered why?  
But how?  
So what's it all about?  
And you know what?  
Just imagine that  
But hang on a minute  
Before we go any further  
But I'm jumping ahead  
But before I share it with you I'm going to show you how  
But first let's  
But more about that later  
But before we go into that  
But stay with me  
That's right  
Too true  
You've got it*

*No doubt about it  
Yes, it's true!  
Didn't think so  
You're out of luck  
Not exactly  
No! No! No!  
Not necessarily  
Fair enough, but  
You're dead right  
You bet!  
Good for you  
Yeah, until recently that is  
Yeah, I thought so  
Too bad  
No pressure there!  
Hardly!  
Wrong!  
Probably not  
And you'd be right  
You bet it is!  
You can say that again  
So, yes  
Thought so  
Not good  
Not really, no  
You must be joking!  
Nope  
Maybe*

## **Teaching Transitions**

You don't want to always use the same transitions. "So what's this got to do with \_\_\_\_\_?", if you keep using it, loses momentum in the email. It become samey.

Exercise: Look at your emails and swap up some of your existing lesson links for different ones below:

*So what's the answer?*

*What's the magic formula?*

*How?*

*Let me explain*

*Here's the secret*

*The fact of the matter is*

*The good news is*

*It turns out*

*The solution is*

*The key to*

*Sometimes all you need to do is*

*This requires*

*That's how you*

*The answer?*

*So how do you \_\_\_?*

*How's that?*

*Allow me to explain*

*The truth is*

*Reality is*

*The cool thing is*

*Chances are that*

*The secret is*

*There's a way for you to*

*This calls for*

*This demands*

*That's where \_\_\_ fits in*

*So what's the secret?*

*So what can you do about it?*

*Don't worry. There's a solution.  
Here's a clue:  
Fact is  
But the silver lining is  
Odds are that  
The answer might surprise you  
The trick is to  
There's only one way to  
That means  
This involves You start by  
Make a list of all the things you  
Walk away from  
Don't worry  
Stop now!  
It's time to stop  
The first thing to do is  
Figure out what  
Don't get left behind  
Don't go there  
Stop it, all of you  
Keep doing it until  
All you have to do is  
Give yourself a  
Don't do it  
So stop thinking that  
Stop right there  
And so on until  
Wham!  
Boom!  
Then it hit me  
At this point you realise  
That's when you know that  
Smack!  
Bang! You've been hit with  
That's when it hit me  
I couldn't believe my eyes when I read*



*Slap!*  
*And boom!*  
*It hit me like a ton of bricks*  
*For the first time, it dawns on you*